

## Contact

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## Profile

An executive with more than 20 years of experience in a variety of organizations. A team player with the ability to adapt to different team roles with an extraordinary degree of flexibility. Expert at thematic analysis research, strategic planning, management, communications and leadership in campaigns, for-profit and nonprofit organizations. Highly experienced at designing, developing and leading complex initiatives on rigorous timelines. Exceptional at delivering results.

## Skills

- Thematic Analysis Research
- Experienced analyst leveraging polling, modeling, and focus groups
- Executive Coach
- Coalition Building
- Multi-state campaign experience

## Education

Bachelor of Science in Education  
Iowa State University

## Work Experience

### President & CEO

Julie Stauch & Associates

January 2011 - Present

- Provides leadership services and organizational development to a variety of clients including non-profit organizations, candidates and elected officials. Services include thematic analysis research, program design, employee education, change management, strategic planning, strategic marketing and communications planning, and coalition building.
  - The Water for Food Institute, University of Nebraska
  - The College Board, AP Advocacy Program
  - NAMI Iowa, Capacity Building
  - NARAL Prochoice America

### Chief Public Affairs Officer

Planned Parenthood of the Heartland

June 2008 - March 2011

- Served on the senior management team of a \$26 million-dollar nonprofit organization.
- Redesigned and led the legal and lobbying, advocacy and organizing, communications and marketing departments of the organization.
- Included thematic analysis research, merger communications, developing and forging strong relationships with leaders in Nebraska, and expanding organizational knowledge of how to successfully grow in a new state environment.
- Led a team of twenty-four across two states.

### Vice President of Governmental Affairs

Planned Parenthood of the Heartland

December 2006 - June 2008

- Responsible for the strategic development of the governmental relations work of Iowa's leading reproductive health organization, including policy, legislative, political and electoral goals.
- Oversight of the work of the allied 501(c)(4) and PAC organization.

### State & Federal Government

Scheduler, Secretary of State

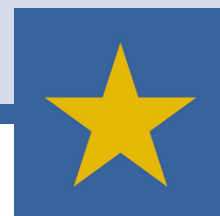
November 1991 - July 1992

Scheduler, Attorney General

July 1992 - April 1997

District Chief of Staff, US Rep. Boswell

March - June 2011



## Presidential Campaign Experience



- General Election Director, Nebraska 2nd Congressional District, 2024
- Iowa Political Director, Pete for America, Caucus 2020
- Iowa Political Director, Graham for President, 2003
- Early States Strategic Assessment Team leader, Clark for President, 2003
- Iowa Press Secretary, Clinton-Gore '96, General Election Committee, 1996
- National Advance Staff, Clinton-Gore '96, Primary Election Committee, 1995 – 1996
- Event Manager, DNC Finance Convention Operations, Democratic National Convention, 1996
- Field Staff, Dukakis for President, Iowa Presidential Caucuses, 1988

## U.S. Congress Races



- Campaign Manager, Michael Franken for US Senate, 2022
- Campaign Manager, Mazie Hirono for Congress, Hawaii 2nd CD, 2006
- Campaign Manager, Lois Murphy for Congress, Pennsylvania 6th CD, 2004
- Campaign Manager, Boswell for Congress, Iowa 3rd CD, 2002

## State Races



- Senior Advisor, Shawn Ellerbroek, Iowa District 57, 2024
- Strategist and Campaign Manager, Gregg Gustafson for Iowa House District 19, 2018
- Campaign Manager, Alicia Claypool for Iowa Senate, Special Election, 2004
- Scheduler, Campbell for Governor, Iowa, 1994

## Local Races



- Senior Advisor, Kimberly Sheets, Warren County Auditor Special Election, 2023
- Campaign manager, Angela Connolly for Polk County, Iowa, Supervisor, 2018
- Candidate Coach and Strategic Advisor, Renee Hardman for West Des Moines City Council, Iowa, 2017
- Campaign manager, Mike Simonson, Simonson for Des Moines City Council, 2023

## Event + Conference Management



- DNC Finance Event Planner, Democratic National Convention, Chicago, 1996
- Clinton - Gore Inaugural, CA-AL-HI Presidential Ball Manager, 1997
- Governor Tom Vilsack, Iowa Inaugural, Consultant, 1998
- Governor Mark Warner, Virginia Inaugural, Consultant and Director of Inaugural Balls, 2001
- Governor Ed Rendell, Pennsylvania Inaugural, Director of Operations, 2003
- Governor Tim Kaine, Virginia Inaugural, Consultant, 2006
- NATO 50th Summit, Co-Director, Media Center, 1999
- The Stability Pact Summit, Special Advisor to the EU Presidency, 1999
- WTO Ministerial, Seattle Host Organization, Director of Media Logistics, 1999
- Jeanie Johnston North American Tour, Irish ship that carried people to North America during the famine
- American Dreamer Iowa Book Tour, former US Senator John Culver
- The White House Project, Ms. Foundation
- Super Bowl XXXVI, Media Credentials, 2002
- "Cold Turkey" Reunion, Reunion with Norman Lear, Dick Van Dyke, Bernard Hughes, Jean Stapleton