

# Who we are.



**Fiona Hutton**  
**President, Fiona Hutton & Associates**

One of the state's best-known public affairs professionals, Fiona Hutton knows how to connect the right team and strategy at the right time. With more than two decades of experience in the agency, corporate, political and governmental worlds, she's an expert at communications strategy, project management and oversight and succeeding for her clients.

Since launching her firm in 2001, Ms. Hutton has developed a first-class public affairs practice that ensures effective solutions for clients. Her approach is straightforward – a resolute and hands-on commitment to fulfilling clients' needs, solving their problems and ensuring they achieve their goals.

With a proven record of success, she is a sought-after expert for creating cohesive brand identities, forging targeted and meaningful partnerships and crafting comprehensive strategic communications programs. Her extensive experience and sage counsel make her the go-to choice for clients seeking to navigate controversial and complex issues, advocacy efforts, regulatory processes, legislative actions and crisis management situations.

As an industry leader, her clients and peers respect and depend on her for her detail-oriented approach and keen ability to assemble and manage the strongest teams for communications and outreach efforts for corporate clients, trade associations, nonprofit organizations and political interests.

With nearly two decades of experience in California's highly competitive and constantly evolving political and regulatory landscape, Ms. Hutton has a unique insight into the people, processes and policies that dictate success in communications and outreach programs at the state and local level. Her vast expertise in the most challenging public policy areas, including business regulation, water, entitlements, land use, conservation, health care, energy and infrastructure, have made her the only choice for clients who demand the top professional in the field with the proven skills to successfully clear any communications hurdle.

She's created the overall strategy for successful outreach, education and communications efforts for corporate clients, major environmental organizations and governmental agencies, ranging from the Los Angeles Dodgers to The Nature Conservancy. She's crafted creative and resourceful plans for new initiatives for clients, including City National Bank and Clear Channel Outdoor – Southern California. She's spearheaded the communications and public education efforts of numerous governmental entities, including the cities of Malibu, Santa Clarita and Hermosa Beach.

Clients from the Los Angeles Zoo to the California Association of Health Plans have relied on Ms. Hutton for her creative insight, her strategic counsel and her skills in developing and managing the most effective communications and outreach programs possible.

Ms. Hutton got her start in communications strategy working for then-Governor Pete Wilson, playing an instrumental role in coordinating all aspects of his statewide and national political agenda, including his 1994 gubernatorial re-election and statewide ballot measure campaigns. She also managed accounts for a major public relations agency and served as in-house communications professional for a Southern California company prior to founding her own firm in Los Angeles.

Ms. Hutton remains one of the state's top political strategists. Her strong background and connections in the environmental and conservation communities led to her playing critical campaign management roles in every statewide conservation and water bond measure – including Propositions 12/13, 40, 50 and 84 – on California's ballot since 2000. She also played a critical role in the winning campaigns for Propositions 94, 95, 96 and 97 – four Indian gaming measures that sparked one of the most controversial and expensive ballot measure campaigns in California history.

Ms. Hutton serves on the board of directors for the Valley Industry and Commerce Association, one of the largest business advocacy organizations in the Los Angeles region, and is a founder and board member of the organization's political action committee. She received her B.A. in Political Science from San Diego State University.