

## Biography – Tim Clark

**T**im Clark is a veteran of dozens of winning California public relations, public affairs, and political campaign efforts. An expert at political strategy, voter targeting, and communications, Tim has helped his clients prevail in some of the nation’s toughest public battlegrounds, and his work has been recognized for excellence by the American Association of Political Consultants.

Over the last decade, Tim has engineered numerous public relations campaigns, helping shape public opinion and provide clients with much needed support when addressing government decision making bodies. Tim has also helped build statewide and local coalitions and has directed voter contact efforts for various statewide ballot measure campaigns.



On the candidate side, Tim Clark is one of just a handful of GOP consultants to have managed a winning California statewide general election campaign, and he is undefeated in statewide candidate primary contests. In 2010, Tim served as the lead strategist and general consultant for the California Republican State Senate Caucus, where Senate Republicans bucked the Democratic wave and won multi-million dollar contests in heavily partisan Democratic seats.

Tim has been particularly effective in communicating across California’s ethnically diverse public landscape. Tim has consulted on presidential contests in Latin America, which has enhanced his ability to connect with California’s growing Latino population. The Clark Strategy Group team also pioneered the successful use of Twitter and other social media tools to grow influence among California’s Central Valley Spanish speaking population.

Through his former firm JohnsonClark Associates, Tim worked with General Partner and mentor Wayne Johnson to direct the successful campaign for Van Tran, who won a hotly contested California legislative race to become the Country’s highest ranking Vietnamese American elected official. He also directed the election and re-election of Board of Equalization Member Michelle Steel, California’s top ranking Republican officeholder and the Country’s highest ranking Korean American elected official.

Tim’s client, Mayor Ashley Swearengin, won her June 2012 re-election campaign with 75% of the vote in California’s heavily Democratic and heavily Latino Central Valley City of Fresno. Swearengin is only the second female Mayor in Fresno’s history, and has gained national recognition for her reform of that City’s finances and government.



Peten, Guatemala rally with members of the LIDER, GANA, and UCN Parties.

Prior to founding Clark Strategy Group, Tim served as a partner and Senior Vice President of JohnsonClark Associates (JCA), where, for 15 years, he headed up the candidate campaign division. During Tim's tenure, JCA became one of the most distinguished candidate campaign firms in California, consistently handling the state's top-tier legislative and congressional targets and compiling an unmatched record of success in marginal districts. The firm's award-winning work also earned over forty national awards for political campaign advertising excellence.

In 2004, Tim was named by Campaigns & Elections magazine as one of ten "rising stars" in national politics.

Tim graduated with honors from San Jose State University with degrees in Political Science and Business Marketing. He is also proud to have earned his Eagle Scout rank as a youth. Tim and Maya Clark reside in the Sacramento, California area where they are raising their daughters.

Tim is also a frequent presenter at industry and professional conferences, addressing the topics of strategy, messaging, and targeting.