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THE STATE OF NEW HAMPSHIRE
INSURANCE DEPARTMENT

21 South Fruit Street Suite 14
Concord, New Hampshire 03301

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Christopher R. Nicolopoulos
Commissioner

David J. Bettencourt
Deputy Commissioner

June 29, 2021

His Excellency, Governor Christopher T. Sununu
and The Honorable Council
State House
Concord, New Hampshire 03301

Requested Action

In accordance with RSA 94:6, New Appointments, the Insurance Department respectfully requests to place Andrew Demers at the third step for the position of Communications Director (9U630), unclassified salary grade EE, earning $76,047.40 annually, effective upon G&C approval. Funding is 100% agency income.

Explanation

Serves as the Insurance Department's lead for communications, public Information, and outreach, with direct oversight of the Department's Consumer Outreach Specialist. Works directly with the Commissioner and Deputy Commissioner to administer, develop, and direct strategic initiatives for both external and internal communications to promote the mission, goals, and services of the Department. Administers and coordinates all media contacts and initiatives, all public outreach projects and programs, all internal communications policies and enhancements, and all outreach functions.

Mr. Demers is ideally suited for the position given his twenty years of communications experience in both the public and private sector. He has worked in fast paced environments and has consistently generated content that is both accurate and comprehensible by the public. He also fills and brings a wealth of experience to a vital need that the department is seeking, which is to communicate in new and innovative ways on social media and other newly emerging platforms.

The Insurance Department is seeking approval from Governor and Council to compensate Mr. Demers, unclassified positon at $76,047.40 with a starting date of July 16, 2021. The source of funds is 100% agency income.

Respectfully submitted,

Christopher Nicolopoulos, Esq.
Insurance Commissioner

ANDREW E. DEMERS

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PUBLIC AFFAIRS, OPERATIONS, CAMPAIGN, AND MANAGEMENT EXPERT

-Public Affairs and Crisis Communication

-Public Information and Data Analysis

-Operations Management

-Team Building and Leadership

-Political Planning and Strategy

- Public affairs professional with over a decade of experience leading the logistics of campaigns against the inflexible deadline of Election Day, unceasing scrutiny from the media and political opposition, and a winner-take-all finality – all regulated by a complex legal and organizational framework that varies from state to state.
- A problem solver who utilizes a diverse skill set to overcome a wide range of challenges.
- Significant experience packaging, positioning, and promoting living brands.
- Known for a unique ability to build and lead highly motivated teams focused on financial and electoral results.

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

OPERATIONS MANAGER 10/2020 – Present

Mammoth Tech (formerly Credit Adjustments, Inc)

I work cooperatively with the organization's leadership team on the strategies and processes associated with achieving company goals, objectives and targeted levels of operational performance focusing on the legal processes of the company, risk management, compliance, customer service, and human resources.

- Accountable for directing the day-to-day operations staff of assigned projects;
- Collaborates with clients and leadership staff to execute the strategic direction of the organization;
- Responsible for maintaining the efficiency and the effectiveness of the operation, including client interface, customer satisfaction, employee development, and fiscal accountability.

DIRECTOR OF COMMUNICATIONS / PUBLIC INFORMATION OFFICER 06/2019 – 12/2019

Commonwealth of Kentucky, Department for Local Government

Effectively communicated critical information to the public and media; Wrote press releases and prepared information for distribution by media outlets; Crafted periodic newsletter with grant award opportunities and department information targeted to local government officials; Highlights include:

- Drafted talking points and arranged interviews for Department Commissioner; Responded to Open Records Requests from members of the media and public;
- Compiled a database of the Administration's grant awards and crafted a strategy to communicate the entirety of our activities to the public and media.

VICE PRESIDENT OF CAMPAIGN OPERATIONS 04/2015 to 06/2019

Norway Hill Associates

A political and public affairs consulting firm specializing in complex project management, crisis communications, and issues management. NHA has worked in all 50 states at all levels of government over the past 20 years. Highlighted projects include:

- Vote Yes on C campaign 2016 - *Campaign Manager*. A ballot initiative funded by the San Diego Chargers NFL team. Managed a $7.6 million budget; Built and leveraged relationships with stakeholders such as fan groups and labor unions; Collaborated with Chargers executives to both utilize and protect the Chargers football brand; Trained and managed a team of 24 field representatives, dozens of volunteers, and over 500 members of organized labor coalitions tasked with direct door-to-door voter contact; Managed social media calendar and content creation; Created multiple training programs, performance metrics, and reporting procedures; Managed CRM database.
- Commitments Kept NH 2016 - *Executive Director*. An independent political organization dedicated to identifying, persuading, and mobilizing right-of-center voters. Managed a $2.9 million budget, including

over $1.9 million in direct door-to-door voter contact; Hired, trained, and managed a staff of 30+ tasked with output-based goals; Created reporting procedures and analyzed metrics to optimize operations; Oversaw branding and social media campaign; Managed CRM database and voter contact data.

MANAGING MEMBER 01/2008 to 04/2015
Liberty Political Solutions

Independent political consultant, offering "inception to election" campaign planning including budgets, branding, social media campaigns, and marketing materials; Campaign operations and management consulting; Technology such as CRM databases and VOIP phones. Projects ranged in size and scope from local ballot initiatives to statewide and multi-district electoral campaigns for candidates and issue advocacy organizations. Highlighted projects include:

- US Sen. Mitch McConnell reelection 2014 - *Demographics & Election Day Operations Consultant.* Performed detailed statewide demographic research and precinct-level electoral analysis utilizing Geographic Information Systems (GIS) to effectively target campaign resources; Improved and implemented an all-inclusive Election Day operations strategy, first developed in 2010, that transformed how campaign legal teams functioned in Kentucky.
- Thomas Massie for US Congress 2012 - *General Consultant.* Performed historical electoral research and precinct-level voter targeting to efficiently direct candidate's time and campaign's resources; Designed and managed all programs related to identifying, contacting, and turning-out target voters; Recruited, managed, and successfully leveraged volunteers and key coalition and stakeholder groups.

NATIONAL DIRECTOR OF VOTER CONTACT
Ron Paul 2012 PCC

Developed and managed all programs related to identifying, contacting, and turning-out target voters, including creating staff and volunteer goals, metrics, and reporting procedures. Highlights include:

- Designed and managed Election Day operations for legal teams across 10 targeted primary and caucus states; Trained nationally deployed field staff and hundreds of volunteers in voter contact and state operations procedures including coalition building, volunteer recruitment, event staffing, phone bank operation, and door-to-door voter canvassing.
- Performed electoral research and precinct-level voter targeting to optimize campaign resources; Managed national phone bank operations and voter contact database; Created national telephone surveys and door-to-door canvassing materials; Managed data exports for mail, print, and telephone vendors.

POLITICAL DIRECTOR
Rand Paul for US Senate 2010

Designed and managed all programs and procedures relating to volunteer recruitment, coalition building, door-to-door voter canvassing and phone calls, candidate events, and Election Day legal operations programs. Highlights include:

- Conducted statewide electoral research and precinct-level voter targeting to optimize the deployment of campaign resources;
- Planned and executed two different week-long candidate bus tours spanning both of Kentucky's time zones, including coordinating event setup and breakdown teams, holding media availabilities and generating press coverage, and coordinating activities with local stakeholders and coalition members;
- Developed an operations plan for Election Day that changed how campaign teams functioned in Kentucky, including performing exit polling and deploying dozens of trained volunteers, with a comprehensive manual of legal procedures, across targeted precincts.

NEW HAMPSHIRE STATE DIRECTOR OF ABSENTEE BALLOTING 2008
Republican National Committee

Created and managed a comprehensive statewide absentee balloting program, including a network of nearly 50 volunteers tasked with weekly municipal absentee ballot retrieval. Highlights include:

- Represented the RNC and NHGOP and fostered relationships with town clerk offices across the state;
- Responsible for training RNC and NHGOP staff on all door-to-door and telephone voter contact data reporting procedures;
- Compiled, prepared, and uploaded daily reporting of all voter data into the voter CRM database.