



**For Immediate Release
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**Contact: Ginny Terzano
202-879-5589**

**John Giesser and Ellen Moran Join Dewey Square Group:
Giesser to Become DSG COO and Moran a Principal**

Washington, D.C. – National public affairs firm, the Dewey Square Group (DSG), announced today that former Democratic National Committee (DNC) General Election campaign manager John Giesser, currently CEO of the grassroots technology firm, Spoken Hub, will become DSG’s chief operating officer (COO) and Ellen Moran, U.S. Department of Commerce chief of staff and former White House communications director, will join the firm as a principal in its Washington, D.C. office.

An attorney and accomplished executive in politics and the private sector, Giesser has spent the past four years at the helm of Spoken Hub and from 2004 to 2007 was executive director of Sen. John Kerry’s Keeping America’s Promise PAC, helping to raise or donate nearly \$14 million to 262 candidates and causes. Previously, Giesser served as COO of City Year, the national service organization.

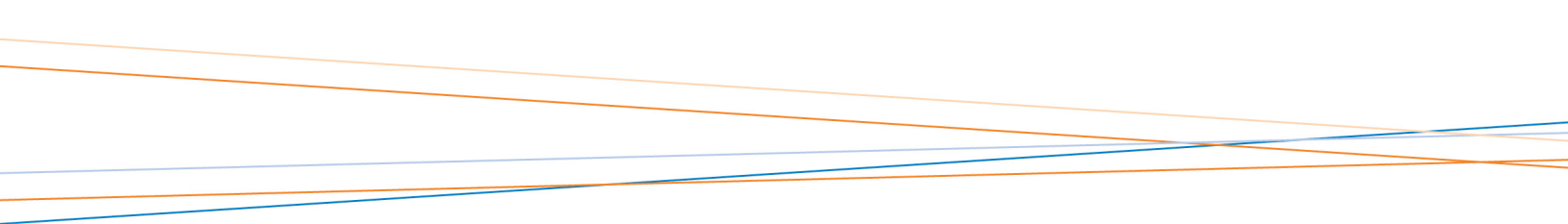
“John has shown a steady hand at leadership, guiding the growth of major organizations and innovative businesses for nearly 15 years,” said Chuck Campion, chairman of Dewey Square Group. “John will bring that leadership and record of success to Dewey Square Group as we continue to deliver our clients the best in public affairs.”

Giesser is reuniting with DSG, which has grown over the past 10 years from three offices and 25 staff members to seven offices and more than 80 staff members. He was with the firm from 1994 to 1997, working with major corporations, non-profit organizations and political campaigns, including Clinton/Gore, Sens. Edward Kennedy, John Kerry and Rep. Joseph P. Kennedy III. He went on to become chief executive officer of the company NEChoice, LLC, an aggregator of electricity purchasers.

Giesser replaces DSG’s COO for the past 10 years, AJ Donelson, who is leaving to form an independent global advocacy and communications group. Donelson remain as a consultant to DSG through the transition.

Moran, who has over two decades of experience in politics and communications, will join DSG on December 28th. Moran joined the Obama administration in 2009 as White House communications director following the President’s inauguration. Prior to joining the White House staff, Moran had been executive director of EMILY’s List, managing the organization through two election cycles.

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“Ellen has built a reputation as one of the nation’s leading and most talented communications and political strategists,” Campion said. “Ellen’s experience working with business leaders and organized labor as well as managing national organizations and campaigns will help her assist Dewey Square Group clients whose success hinges on integrated campaigns that are well-designed and effectively executed.”

Before serving as the EMILY’s List executive director, Moran worked for the AFL-CIO, and in 2004, she took a leave of absence from the labor union to manage the 20-state independent expenditure program of the Democratic National Committee. Her political career includes directing the Democratic Congressional Campaign Committee’s \$50-million issue advocacy campaign in 2000 and management of gubernatorial, U.S. Senate and U.S. House campaigns, field organizing for Sen. Tom Harkin’s 1992 presidential campaign and work on both inaugurations for President Clinton.

About the Dewey Square Group

Founded in 1993, Dewey Square Group is one of the nation’s leading public affairs firms, with services that include state and local affairs, multicultural outreach, strategic communications, new media and grassroots advocacy. With offices in seven cities and affiliates in all 50 states, DSG manages and executes integrated public policy campaigns on behalf of Fortune 500 corporations, federal agencies, major trade associations and major not-for-profit organizations.

Find out more about the Dewey Square Group at www.deweysquare.com

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