



## **BRANDON M. MACSATA**

Brandon Macsata serves as Managing Partner of The Macsata-Kornegay Group, Inc. (TMKG) - a national political and fundraising consulting firm specializing in grassroots campaigns, media messaging and fundraising. He is widely recognized for his ability to connect national, state and local stakeholders interested in influencing public opinion and public policy at the national and state levels. Macsata has extensive experience working with political candidates, national and statewide trade associations, issue-advocacy groups and other corporate entities.

TMKG provides a wide array of professional consultation on public policy, communications, marketing strategies and media relations. The firm also offers grassroots advocacy training to better engage organizations in the legislative process. Starting in January 2005, TMKG also broadened its fundraising activities for political candidates, political action committees, trade associations and non-profits.

In November 2009, Macsata was acknowledged by HIV-Plus Magazine to be among the "Top 25 LGBT Leaders Fighting HIV/AIDS". First diagnosed as HIV-positive in March 2002, Macsata has dedicated much of his professional and personal life advocating for persons living with HIV/AIDS. He currently serves as CEO of the ADAP Advocacy Association (aaa+), a national non-profit organization working to improve the AIDS Drug Assistance Program (ADAP) - a position he has held since July 2007. From November 2003 to March 2006, he authored a weekly news column on national HIV-related stories for The Weekly News in Miami, Florida.

Macsata also serves as Executive Director of the Association for Airline Passenger Rights (AAPR). In his capacity, he has appeared on CNN's "The Situation Room", CNN's "AC360", Fox Business News, MSNBC, as well as interviewed by Reader's Digest, USA Today, CNN.com, TIME Magazine, Los Angeles Times and the Washington Post, just to name a few, calling attention to the need for the airlines to improve their customer service and overall quality.

Since December 2009, Macsata has also served as the General Consultant to the New York City Business Leadership Network (NYCBLN); in that capacity he has helped with the NYCBLN's branding, marketing and communication strategies, as well as position the organization among the leading business-to-business voices in New York City.

Macsata has authored numerous "Op-Ed" pieces for The Daily Caller, a national conservative online publication.

In his current capacity as TMKG's Managing Partner, Macsata has also represented the Florida Association of Rehabilitation Facilities, RESPECT of Florida, ARC Broward, Disability Service Providers of America (DSPA), ACCSES-DSPA Alliance (now 'ACCSES'), CCDH (formerly Community Committee for the Developmentally Handicapped), Brevard Achievement Center, UCP of East-Central Florida/WORC, MACTown, Title II Community AIDS National Network (TIICANN), One Percent Coalition, United States International Council on Disabilities (USICD), Illinois Association of Rehabilitation Facilities, US Business Leadership Network (USBLN®), NISH, American Network of Community Options & Resources (ANCOR) and the *WE* Movement.

Among his notable achievements are orchestrating RESPECT of Florida's statewide town hall meeting campaign that culminated in the Florida Legislature approving a Resolution of Support for the program in 2005; helping the Illinois Association of Rehabilitation Facilities to design a statewide advocacy campaign called ONE ILLINOIS to raise awareness about Illinoisans living with disabilities in 2006; coordinating the complete overhaul of the US Business Leadership Network's branding and fundraising strategies from 2007-2009; and establishing a strong social media presence for the *WE* Movement in 2010.

At the age of 27, Macsata was the youngest Executive Director of a national trade association in Washington, DC; he managed the American Congress of Community Support & Employment Services (ACCSES) from 2000-2003, representing the interests of community, non-profit agencies providing supports and services to persons with disabilities.

Prior to moving to Washington, DC in 2000, he opened a 100-bed assisted living care facility in Wilmington, North Carolina. Serving as the facility's assistant administrator, Macsata worked closely with community leaders and state agencies to advocate for seniors.

Macsata has advised candidates for political office, and has also run for office himself at the local and national levels. In 1995, he was just 79 votes short of beating a 22-year incumbent and becoming the youngest person ever elected in the State of North Carolina. In 2000, he formed an exploratory committee to run for the U.S. House of Representatives before ultimately deciding against running for that office. He is a graduate of the University of North Carolina at Wilmington, where he graduated Cum Laude with a Bachelor of Arts in political science. In April 2009, UNCW awarded Macsata - and his business partner - the Political Science Department's "Outstanding Political Science Graduate" award in recognition for their accomplishments.

He has been a featured speaker at conventions held by the Society for Accessible Travel & Hospitality (SATH), National Association to Advance Fat Acceptance (NAAFA), Federal AIDS Policy Partnership (FAPP), International Association of Business, Industry & Rehabilitation (I-NABIR), PROVAIL - Life Opportunities for People with Disabilities, Florida Association of Rehabilitation Facilities (FARF), NISH, Greater Miami Jewish Federation and Jewish Community Services of South Florida.