



Media Release

Impact Public Affairs Welcomes New Advisor on Trump Administration

Former Advisor to U.S. Vice President Mike Pence joins Canadian PR firm

OTTAWA – March 30, 2017 – Bill Smith, well known former congressional staff member and former Chief of Staff to the current Vice-President of the United States, joins Impact Public Affairs as an advisor to Canadian clients.

Smith is currently the President & CEO of Sextons Creek, a government relations and strategic communications firm with offices in Washington, DC and Indianapolis, Indiana. Smith assumes the additional role of Advisor for U.S. Relations with the Impact team. Impact Public Affairs, led by President, Huw Williams, is a full-service boutique firm headquartered in Ottawa and has offices in Montreal and Toronto.

Smith has formed an exclusive strategic partnership with Impact on Canada-U.S. advocacy efforts. Bill Smith has spent over 20 years working with Congress. From 1983-1989, he served as Chief of Staff to Indiana Congressman Dan Burton. In 2000, Smith became the Campaign Manager for the Mike Pence for Congress campaign.

Following the successful campaign, Smith served as Chief of Staff to Congressman Pence from 2001-2013. During this time, he also served as a senior advisor to the House Republican Conference. He continued his close working relationship with the future Vice-President by serving as Chief of Staff during Pence's first two years as Governor of Indiana, before stepping down to form Sextons Creek.

Williams has over 20 years of diverse government experience, having served as Acting Chief of Staff to the Deputy Prime Minister of Canada; as a Senior Special Assistant to the Minister of Constitutional Affairs; and as an Assistant to the Speaker of the Alberta Legislative Assembly. He also served as an intern to a United States Congressman from the Sixth District of Indiana.

"I was lucky to work under Bill Smith as a summer intern in Congressman Burton's office 30 years ago, and learned a great deal from him," said Williams. "The Canada-US trade relationship has never been more important. Bill will offer Canadian clients a wealth of knowledge in understanding and advocating at both the Executive Branch and within the U.S. Congress."

“It is an honor to join such a respected and award-winning organization as Impact Public Affairs,” said Smith. “Canada is one of the United States’ most trusted and reliable allies and I expect the same of this alliance between Impact and Sextons Creek.”

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