

# Richard Mark Fawal

623 Elm Avenue, Takoma Park, MD 20912 (202) 285-7912  
[Richard@MyJunto.com](mailto:Richard@MyJunto.com) <http://www.linkedin.com/in/fawal>

## Entrepreneur and Public Affairs Executive

Building successful new business ventures, social marketing and national advocacy campaigns.

### Professional Profile

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**Entrepreneurship:** Helped establish new divisions at three public affairs firms and grow them to profitability; launched two profitable consulting firms and an early-stage web startup.

**Public Affairs:** Developed and implemented advocacy campaigns that recruited and activated over a million voters and generated more than 50 million communications to elected officials.

**Online Communications:** Effectively used online advertising, blogs and social media to recruit and activate hundreds of thousands of people for public affairs and commerce.

### Recent Experience

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#### **Founder & CEO, WatchParty, Inc., June 2010 – Present**

*Oversee all operations for a web-based play-along TV application.*

- Secured \$130,000 of investment capital.
- Lead ongoing development, testing and marketing of products for TV and radio.
- Establishing industry partnerships and new customers.

#### **Partner & Senior Adviser, J.C. Watts Partners, Nov. 2008 – Oct. 2010**

*Established and co-led the lobbying firm's Constituent Mobilization practice.*

- Guided Mayo Clinic in creating two grassroots groups for health care issues, with over 15,000 participants.
- Helped physicians establish the American Society of Medical Doctors to represent their interests in Congress during health care reform, and served as the organization's director.
- Helped establish the National Installment Loan Association and managed its efforts to communicate with 25,000 customers regarding proposed financial services regulation.

#### **Vice President, DAVIES Public Affairs, Oct. 2007 – Nov. 2008**

*Established the California-based firm's first East Coast presence.*

- Grew the company's Health Care, Real Estate, and Energy practices by adding two to four new clients in each.
- Oversaw all business development, marketing, team assignments and administration in the Alexandria, VA office.
- Established office, hired all local staff, and oversaw all infrastructure implementation.

#### **Vice President, DDC and OnPoint Advocacy, LLC, March 2004 – Oct. 2007**

*Helped to establish and grow the advocacy division of respected technology provider DDC.*

- Developed and implemented online recruiting campaigns that acquired more than 500,000 new members for the AMA's Patients' Action Network.
- Successfully executed the nationwide public advocacy program for Business Roundtable's effort to get Congressional passage of DR-CAFTA.
- Successfully created and managed a national campaign on behalf of Mayo Clinic to ensure the Department of Transportation rejected a \$2.5 billion loan to the DME Railroad.

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## Recent Presentations / Panels

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- **Social Matchbox LAUNCH** Washington, DC September 2011
- **TechWeek 2011** "The Rise of Social Settings: Location, mobile, and the evolution of online communities," Chicago, July 2011
- **Bryce Harlow Foundation** Careers in Public Affairs, American University, 2007
- **American Marketing Association's Non-Profit Marketing Conference** "Advocating for Change" with Holly Pitt Young, Senior Vice President, DDC, 2007
- **Public Affairs Council's Grassroots Conference** "By the Book: Winning DR-CAFTA" with Scott Miller, Vice President for Governmental Affairs, Proctor & Gamble, 2006
- **Arab-Western Summit of Skills Good Government Working Group** Berlin, Germany, January, 2004

## Professional & Community Service

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- Member, City of Takoma Park, Maryland Redistricting Task Force, 2011 – 2012
- Mindshare graduate, 2011
- Contributor, American Express OPEN Forum, 2011
- Director, Mid-Atlantic Chapter of the American Association of Political Consultants, 2010
- Advisory Board Member, Public Affairs Council 2009 Grassroots Conference
- Chair, Arab Americans for Bill Richardson, 2007 – 2008
- Administrator & Treasurer, Independent State PAC, 2004 – 2006
- National Steering Committee member, Arab Americans for John Kerry, 2004
- Co-Chair, Arab Americans for Howard Dean, 2003 – 2004
- Chairman, Ramallah Business and Professional Society of America, 2003 – 2005
- Administrator, Arab American Leadership Council PAC, 2003
- Board Member, Takoma Attachment Parenting, 2003-2007
- Board Member, National Coalition to Protect Political Freedom, 2002 – 2003
- President, American Arab Anti-Discrimination Committee Austin Chapter, 2001 – 2002
- Treasurer, Save Our Springs PAC, 1999 – 2002
- Member, City of Austin, Texas Environmental Board, 1999 – 2000
- Secretary, Board of Directors, Girlstart, 1997 – 2006

## Education

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### All coursework towards BS in Physics

- University of Texas at Austin, 1990 – 1993
- Auburn University, 1986 – 1987
- Birmingham Southern College, 1985