



FP1 Expands Team With New Partner Chris LaCivita *“One Of The Most Influential Behind-The-Scenes Players In Politics” Joins Award-Winning Firm*

Washington, D.C. – FP1 Strategies LLC (FP1), a leading public affairs, media and digital firm, today announced that one of the country’s most experienced political professionals, Chris LaCivita, has joined the firm as its newest partner to help lead its campaign strategy, management and message development work. This comes as the firm has been expanding its team with top-tier talent and continues to garner national recognition for its work, including as a finalist for 49 different Reed awards, which embody excellence in campaign management, political consulting and advertising. FP1 was also recognized recently as one of just five finalists among public affairs firms across the country for PRWeek’s [“Outstanding Midsize Agency”](#) award category.

“Chris LaCivita is one of the most successful and battle-tested campaign strategists in either party and we are thrilled to have him join the growing team at FP1. His years of experience managing some of the country’s biggest political and public affairs campaigns will offer immediate value to our clients as we continue to help them win the tough fights,” said Terry Nelson, founding and managing partner at FP1.

Founded in 2011 by Terry Nelson, Danny Diaz and Jon Downs, FP1 now employs more than 80 experienced political professionals who provide a full suite of services, including campaign management, video production, digital advertising, media relations, crisis and litigation communications, coalition management, grassroots/grasstops engagement and brand management.

“Over my 20 years as a ‘sole practitioner’ I’ve worked with many political and public affairs teams, and FP1 is the best in the business. I’m excited to call FP1 my new home and work with a great group of individuals who I’ve known and respected for many years,” LaCivita said today.

In more than 25 years in politics, LaCivita has advised candidates at all political levels, including presidential, U.S. Senate, gubernatorial, U.S. House, state legislative, as well as third party, super PAC and issue advocacy organizations nationally.

[The Wall Street Journal](#) called him a “*behind-the-scenes mastermind*” as he helped lead Senator Pat Roberts’ re-election campaign, which many called the comeback campaign of the year in 2014. A colorful 2011 profile story on LaCivita in the [Richmond Times-](#)

[Dispatch](#) noted that “[D]uring his 20-year political career, the renegade Republican operative has become one of the most influential behind-the-scenes players in politics. As a political consultant and strategist, he has helped send dozens of Republicans from dozens of states to Capitol Hill, governor’s mansions and statehouses.”

LaCivita has served as the general consultant and strategist for some of the most competitive U.S. House and Senate races in the country. He also served as a top consultant to the National Republican Senatorial Committee, as well as serving as the national political director in two different election cycles. He also served as a top consultant to the Republican National Committee during the 2016 Republican Convention and the presidential general election.

LaCivita is also known for advising and running issue advocacy efforts nationwide. In the 2004 presidential campaign, he served as chief strategist for Swift Boat Veterans for Truth and co-producer of their award-winning television ads against Senator John Kerry. LaCivita has served as a political consultant to the United States Chamber of Commerce and advises other key advocacy groups and trade associations on national and local messaging and strategy.

LaCivita served as executive director of the Republican Party of Virginia where, under his watch, the GOP successfully captured control of both the Commonwealth’s House of Delegates and Senate for the first time since Reconstruction. He also served as political director for former Virginia Governor George Allen, as well as assistant secretary of administration, a cabinet post in which he had oversight of five state agencies.

Before entering politics, LaCivita served in the United States Marine Corps achieving the rank of Sergeant, seeing extensive action in the first Gulf War and was wounded in combat. He is a graduate of Virginia Commonwealth University.

BACKGROUND

FP1 Strategies is a full-service communications and public affairs firm led by partners who have worked at the highest levels of American politics. Drawing upon decades of political campaign experience, we help candidates and organizations – from Fortune 500 corporations to trade associations – craft a narrative and build the support to influence policymakers and consumers across the country. FP1 offers services tailored to every campaign’s needs and focuses including integrated campaign management, advertising, coalition building, media relations, crisis communications and digital engagement.

FP1’s work has received many of the highest accolades in the industry. Public affairs awards include PRWeek’s [Best in Public Affairs](#) and [Best for a Cause](#), and Holmes Report Gold SABRE’s [Best in Public Affairs](#) and [Best in Telecommunications](#). FP1 ads

have also received numerous awards, including [Public Affairs Ad of the Year](#), [Ballot Initiative Ad of the Year](#), [Congressional Ad of the Year](#), [Statewide Ad of the Year](#), Presidential Primary Ad of the Year (in both [2012](#) and [2016](#)) and Overall Campaign Best in Show (in both [2015](#) and [2017](#)).

To learn more about FP1 Strategies, click [here](#).

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