

GRANT JOHNSTON

PARTNER & STRATEGY OFFICER

Experience

Yuit Communications | Anchorage, AK (2013 - Present)

Partner and Strategy Officer

- Crafts creative and strategic communications plans for clients.
- Manages employees and ensures project completion.
- Prepares clients for crisis scenarios and anticipate client needs while staying on budget.
- Manages business expenditures and projects future revenue.
- Advises on public health, issue, and political campaigns.

MSI Communications, | Anchorage, AK (2005 - 2013)

Vice President & Senior Strategist

- Crafts creative and strategic communications plans for clients.
- Prepares clients for crisis scenarios and anticipates client needs while staying on budget.
- Plan and execute media campaigns.

Summit Communications | Honolulu, HI (2001 - 2005)

President

- Lead organization in strategic plan.
- Grow organization to meet current client needs.
- Anticipate client needs to ensure smooth project execution.

Selected Campaigns

Alaska Energy Authority, Susitna-Watana Hydro

Public Outreach Campaign (2012 - 2013)

- Developed, implemented, and managed the initial public outreach strategy to build awareness about proposed hydro project on the Susitna River.

Make Alaska Competitive Coalition (2011 - 2012)

- Developed and implemented a statewide campaign plan for coalition of businesses seeking lower and stabilize Alaska's oil tax rates.

Alaskans Standing Together for Lisa Murkowski (2010)

- Co-directed a Political Action Community campaign for the ANCSA CEO's organization to help re-elect U.S. Senator Lisa Murkowski. Outreach efforts especially focused on rural Alaska stakeholders.

Alaska Oil and Gas Association – Ballot Measure 2 (2006)

- Managed a statewide public outreach campaign aimed at defeating a proposed gas reserves tax initiative.
- Developed and implemented a full-service advertising, public relations and community outreach effort

Education and Leadership

Hawaii Pacific University

Honolulu, HI

B.S. and MBA, Economics and Marketing

Public Relations Society of America (Current Member)

American Cancer Society

Alaska's Advisory Board (2019 – Present)

Alaskans Together For Equality

Board Member (Current Member)