RONALD W. WONG

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213 258 8726 phone
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BIOGRAPHY

Ronald W. Wong is a respected and renowned business, political and community leader. He is a successful business owner who is committed to diversity, and has lent his considerable leadership skills to building successful organizations.

As President and CEO of Imprenta Communications Group, Inc. an award-wining public affairs, campaign and ethnic marketing firm, Mr. Wong oversees a multi-million dollar business. He develops and implements marketing, media, and communications strategies for the firm's most prominent clients. Mr. Wong is a successful entrepreneur whose company made Inc. Magazine's list of the 500 Fastest-Growing Companies in America two years in a row (2015 and 2016). He has more than 30 years of experience advising Fortune 500 companies, government entities, and prominent elected officials on public relations, political, and communications strategies.

Mr. Wong has built a mission-driven company. Imprenta's mission is to empower communities of colors by giving them a voice and communicating to them in ways that respects their diversity and understands their culture. The company's clients share this philosophy and commitment to educating hard-to-reach, culturally and linguistically isolated communities. Imprenta's clients are some of the largest companies and organizations in California, including Pacific Gas and Electric, Southern California Gas Company, Health Net, NBCUniversal, Frontier Communications, The California Endowment, and government entities throughout the state.

Mr. Wong's work on behalf of his clients is recognized as "best in the business," and he has received nearly 100 individual awards including Boutique Agency of the Year from Bulldog Reporter, and awards for creative ads and successful campaigns. The Los Angeles Business Journal recognized Mr. Wong as the Asian Business Advocate of the Year 2013, and he was a semi-finalist for the Ernest & Young Entrepreneur of the Year in 2017 and 2016. He has also been honored by the State Senate, State Assembly, Los Angeles City Council, Organization of Chinese Americans, Asian Pacific American Labor Alliance, Chinese American Elected Officials, Asian Business Association, Korean American Federation, and the Organization of Chinese Americans, among others.

Prior to founding Imprenta, Mr. Wong served on the senior staff of some of the country's most prominent elected officials including California Governor Gray Davis, Speaker of the Legislature Willie Brown, State Senator Art Torres, L.A. County Supervisor Ed Edelman, and as a political appointee in President Clinton's Administration at the U.S. Department of Justice, Community Relations Services (CRS).

From 1998 to 2001, Mr. Wong served as the chief deputy appointments secretary to California Governor Gray Davis. In this position, he served on the governor's senior staff and advised Governor Davis on filling the more than 3,000 appointments to various commissions, boards and exempt positions in the governor's administration. From 1994 to 1997, Mr. Wong served as founding partner of Lang, Murakawa & Wong (LMW), one of the nation's very first multicultural strategic communications and public relations firms.

Mr. Wong is a recognized leader in the community and key figure in business and politics. In 2012, he was appointed to serve in President Obama's Administration on the U.S. Small Business Administration (SBA) Regulatory Fairness (RegFair) Board. Governor Davis appointed Mr. Wong to the L.A. County Metro Board of Directors and the Board of Governors for the California Community Colleges. He is the founder and creator of the Asian Pacific American Leadership Foundation (APALF). In addition, he is the former co-chair of the Asian Business Association, and Secretary of the California Asian Pacific Chamber of Commerce, and Member of the Pacific Council on International Policy.

Mr. Wong received a bachelor of arts degree in political science from the University of California, Los Angeles (UCLA). He is a recipient of the Sloan Foundation Fellowship at the University of Washington, Graduate School of Public Affairs, and completed the Management Development for Entrepreneurs program at the UCLA Anderson Graduate School of Business.

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CAREER PROFILE

Recognized expert in marketing, politics, communications, and media targeting diverse communities. Devised and executed communications strategies, media relations, marketing, and public education campaigns for Fortune 500 companies, government entities, elected officials, candidates, initiatives and causes. Unrivaled relationships with key opinion leaders, business executives and elected officials.

SUMMARY OF QUALIFICATIONS

- Recognized business and community leader with more than 30 years of experience
- Built one of nation's most successful multicultural marketing, media, and campaign firms
- PRSA 2018 PR Professional of the Year
- Advises C-suite executives on communications, marketing, and political strategies
- Served in President Clinton's Administration and senior staff to Governor Gray Davis

EXPERIENCE

President & CEO **12/2001 - present**
IMPRENTA COMMUNICATIONS GROUP (ICG WORLDWIDE)

- Manages large-scale integrated communications and marketing programs
- Responsible for the overall management, strategic direction and growth of firm
- Built one of the most successful communications firms in California with billings of more than $25 million
- Consultant to more than 100 winning political campaigns

Integrated marketing, communications, media, and public affairs agency. Managed successful public affairs campaign for Fortune 500 corporations including Pacific Gas and Electric, Health Net, NBCUniversal, Southern California Gas Company, Frontier Communications, GTE (Verizon), Deloitte Consulting, KPMG and other large corporations, government entities, candidates, issues and causes. Developed media, advertising and digital campaigns, managed staff, handled media relations and developed community outreach and communications campaigns.

Chief Deputy Appointments Secretary **12/98 - 11/01**
CALIFORNIA GOVERNOR GRAY DAVIS

- Served on Governor's senior staff
- High level relationships with government executives, business and civic leaders

Advise the Governor on the more than 3,800 politically appointed positions, boards and commissions in the Davis Administration. Served as a liaison with legislators, elected officials, business, civic and community leaders in screening candidates. Extensive contacts within state government, business and civic leaders.

EXPERIENCE

Deputy Political Director **08/98 - 11/98**
CALIFORNIANS FOR GRAY DAVIS

- Led outreach efforts to diverse communities
- Developed and executed AAPI strategy for successful campaign
- Media relations, crisis communications and rapid media response
- Statewide coalition building

Worked closely with senior campaign staff in developing and executing strategies targeting diverse communities. Led outreach and voter mobilization in the AAPI community. Generated successful media coverage in the ethnic press and held multiple press events targeting diverse audiences.

Chief of Staff & Director of Communications **08/97 - 8/98**
U.S. DEPARTMENT OF JUSTICE, COMMUNITY RELATIONS SERVICE

- Media relations
- Government and public affairs
- Liaison with the White House
- Appointed by President Clinton

Developed and executed external communications program targeting members of Congress, the media, national organizations and the public. Wrote speeches and collateral materials. Served as liaison to the White House, Department of Justice, local elected officials, community groups and other Administration officials. Promoted various presidential initiatives including the President's Initiative on Race and Hate crimes. Produced the "One America Dialogue" guide to promote constructive discussions on race.

Founding Partner **07/94 - 08/97**
LANG, MURAKAWA & WONG

- Strategic Communications & Marketing
- Responsible for business development and obtaining a majority of the firm's clients
- Lead consultant for the company's major clients
- Strategic planning

Established strategic communications and public affairs firm. Devised and implemented communications strategies for corporate, non-profit, and small business clients. Developed and managed communications and public relations campaigns for Fortune 500 companies. Served as liaison for clients and community leaders and elected officials. Cultivated new clients and business opportunities.

Deputy Political Director **09/96 - 11/96**
CALIFORNIA COORDINATED CAMPAIGN - VICTORY '96

- Coordinated community events
- Generated endorsements
- Organized multiple press events

Directed outreach and voter contact program for Clinton/Gore and Democratic congressional and state legislative races throughout California. Successful media placement in more than two dozen print and broadcast outlets. Headed API political, media and outreach strategies for campaign.

EXPERIENCE

Legislative/Field Director **10/91 - 07/94**
AMERICAN CIVIL LIBERTIES UNION OF SOUTHERN CALIFORNIA

- Spearheaded coalition building efforts
- Worked with diverse communities
- Met with local legislators and policy-makers on legislative matters

In charge of the ACLU's grassroots lobbying and community organizing program. Wrote position papers, speeches, articles, and correspondence to elected officials on legislative matters. Organized successful legislative conferences, designed and produced publicity materials. Worked to defeat anti-civil rights ballot measures such including Prop. 187, anti-immigrant initiative and Prop. 209, anti-affirmative action initiative.

Assistant Director, National Programs **11/90 - 10/91**
UCLA EXPO INTERNSHIP PROGRAM
Directed the UCLA Internship program. Managed staff in the placement of more than 250 interns across the U.S.

Consultant to the Speaker **04/90 - 11/90**
HON. WILLIE L. BROWN, JR. - OFFICE OF MAJORITY SERVICES

- Statewide community outreach
- Relationships with local government officials

Worked with Democratic Assemblymembers in developing programs, legislation, constituent outreach, and writing direct mail to constituents. Wrote releases, newspaper columns, and conducted research on major issues facing the State.

Budget Analyst **09/89 - 04/90**
CALIFORNIA DEPARTMENT OF FINANCE / EXECUTIVE FELLOWSHIP

- California's version of the White House Fellows Program
- Fellows are assigned to high-ranking positions within California state government

Assisted in the development of the state budget and analyzed the fiscal impact of legislation.

FELLOWSHIPS

AMERICAN MARSHALL MEMORIAL FELLOW **05/02 - 06/02**
The German Marshall Fund of the United States. Program designed for emerging world leaders. Selected to participate in four-week educational and public policy program throughout Europe. Participated in policy briefs with European leaders.

CORO LEADERSHIP SOUTHERN CALIFORNIA (LSC) **12/93 - 06/94**
Analyzed public policy issues and met with key decision-makers involved in Southern California regional issues.

LEADERSHIP DEVELOPMENT IN INTER-ETHNIC RELATIONS **06/91 - 05/92**
Year-long leadership training in mediation, negotiation, and dispute resolution.

AWARDS

Excellence in Business Award, 2018
- Presented by the API Legislative Caucus of the State Legislature

Diversity Heroes Award, 2016
- PR News Diversity in PR Awards

PR Professional of the Year, 2018
- Public Relations Society of America

Boutique Agency of the Year, 2017
- Bulldog Reporter

Labor and Community Partnership Award, 2017
- Asian Pacific American Labor Alliance – San Francisco Chapter

Image Innovator of the Year, 2017
- Asian Business Association

Finalist, Entrepreneur of the Year, 2017
- Ernest & Young

Semi-Finalist, Entrepreneur of the Year, 2016
- Ernest & Young

Citizen of the Year, 2016
- Chinese American Elected Officials

Leadership Award, 2014
- A. Philips Randolph Institute

Asian Business Advocate Award, 2013
- Los Angeles Business Journal

Finalist, Asian Business Award, 2012
- Los Angeles Business Journal

Visionary Award, 2001
- Filipino American Alliance of California & FilAm Caucus, CA Democratic Party

Leadership Award, 2001
- Asian State Employees Association

Congressional Certificate of Merit

Los Angeles City Council Certificate of Recognition

California State Senate Special Commendation

California State Assembly Special Commendation

Los Angeles School Board Certificate of Recognition

Image Award, 1997
- Organization of Chinese Americans (OCA)

ACTIVITIES / AFFILIATIONS

THE RACE DOCUMENTARY, Writer and Producer
Wrote and producing cutting-edge documentary on race and politics.

ASIAN PACIFIC AMERICAN LEADERSHIP FOUNDATION, Founder
Built civic leadership organization dedicated to civic engagement and leadership among Asian Pacific Americans for public service.

CALIFORNIA ASIAN PACIFIC CHAMBER OF COMMERCE, Boardmember & Secretary
Helped create statewide chamber to provide a voice for Asian businesses.

ASIAN BUSINESS ASSOCIATION, LOS ANGELES, Co-Chair
Helped the organization grow by more than 50%.

MEXICAN AMERICAN LEGAL DEFENSE AND EDUCATION FUND (MALDEF), Boardmember

U.S. SMALL BUSINESS ADMINISTRATION (SBA), REGULATORY FAIRNESS BOARD
Appointed by President Obama. Represent the small business community to provide insights on immediate regulatory challenges facing small business owners.

CALIFORNIA COMMUNITY COLLEGE BOARD, Board of Governors
Appointed by the Governor. Oversees the California Community College System comprised of 84 districts and more than 100 campuses.

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY (MTA), Boardmember - Appointed by the Governor. Serve on the Board with the five L.A. County Supervisors, Mayor Hahn, City Councilmembers and other local elected officials.

ASIAN WEEK Newspaper, Political Columnist.
Wrote bi-monthly column on political issues.

Pacific Council on International Policy
Western states affiliate of the Foreign Relations Council. Invited to participate in policy briefings, seminars and discussions with world leaders.

UCLA Government Relations Steering Committee, Boardmember

Leadership Southern California Alumni Association, Vice Chair

EDUCATION

University of California, Los Angeles
Bachelor of Arts in Political Science

University of Washington, Graduate School of Public Affairs
Association of Public Policy & Management Fellowship
Graduate training in quantitative methods, economic analysis, and public policy.

University of California, Los Angeles, Anderson Graduate School of Management
Management Development for Entrepreneurs
Year-long executive program to train entrepreneurs to build successful businesses