

Laura A. Reed

In 2004, Laura Reed rejoined Carol Reed Associates after nine years in the Austin political arena. In 2000, Reed began her own legislative consulting firm, representing clients before the Texas Legislature. During the four years, she has worked with members of the Legislature for clients, including for profit companies, not for profit associations and municipalities. She was responsible for raising the clients profile with key policy makers, mobilized support for key issues, and devised and implemented tactics designed to ensure positive resolutions to legislative and regulatory threats.

In 2002, Reed was tapped to serve as the Deputy Campaign Manager for Ron Kirk's U.S. Senate bid, serving as a key political and strategic advisor. In this position, she was responsible for the day to day operations of the campaign, and led fundraising, compliance, and political outreach through the Democratic Primary and Runoff. Prior to her consulting work, Reed served as Legislative Assistant for Texas State Senator Frank Madla, and as Committee Director for the Senate Committee on Intergovernmental Relations. She was also responsible for crafting legislation, conducting negotiations, and serving as chief arbitrator between affected parties.

Reed began her work at Carol Reed Associates immediately following her college graduation in 1991 and in this capacity, developed and orchestrated fundraising strategies and events for political campaigns, corporations, foundations and not for profit groups. After four successful years, and after serving as the Finance Director for the history making campaign that elected Ron Kirk as the first African-American Mayor in Dallas' history, Reed was honored with the opportunity to serve as Carole Keeton Rylander's Finance Director for her re-election campaign for Texas Railroad Commissioner, the opportunity that introduced Reed to the Austin political environment.

Today she leads the company's Campaign Consulting and Issues & Crisis Management Divisions. Most recently she managed the day to day operations of the City of Dallas' record setting \$1.6 billion 2006 Bond Campaign and Tom Leppert's successful bid for Dallas Mayor.

She serves as a board member and Treasurer of the Arthritis Foundation, and is a graduate of Radford University, where she received a bachelor of business administration in finance.