

## Biographies

### Margery Kraus

#### Founder and Executive Chairman, APCO Worldwide



Margery Kraus is founder and executive chairman of APCO Worldwide, a global advisory and advocacy communications consultancy headquartered in Washington, D.C. She specializes in public affairs, communication, and business consulting for major multinationals. Ms. Kraus founded APCO in 1984 and transformed it from a company with one small Washington office to a multinational consulting firm in major cities throughout the Americas, Europe, the Middle East, Africa, and Asia.

In September 2004, Ms. Kraus led a management buyout of her firm, making APCO one of the largest privately owned consulting firms in its field in the world and the largest that is majority women owned. APCO was built almost entirely through organic growth. Throughout the years, Ms. Kraus achieved this by fusing the best local talent and experience with a global perspective and best practices, resulting in an international firm with a unique culture based on seamless teamwork and common values.

Ms. Kraus's achievements have been recognized over the years through a number of prestigious awards, including the Enterprising Women of the Year Award (2019); PRWeek Top 20 Most Influential Communicator (2018); PRWeek Hall of Femme (2017); PR News PR People Hall of Fame (2015); C200 Foundation Entrepreneurial Champion Award (2015); PRWeek Hall of Fame (2014); U.S. Association of Former Members of Congress Corporate Statesmanship Award (2013); Volunteers of America (Greater New York) Spirit of the Founders (2012); the Plank Center for Leadership in Public Relations Agency Mentorship (2012); Global Thinkers Forum Excellence in Leadership (2012); Arthur W. Page Society Hall of Fame (2011); Institute for Public Relations Alexander Hamilton Medal for lifetime contributions to professional public relations (2010); Washington Business Hall of Fame (2009); Enterprising Women Hall of Fame (2009); Ernst & Young Entrepreneur Of The Year in the services category in Greater Washington (2006); Washington PR Woman of the Year (2006); and PR News Lifetime Achievement (2005).

Ms. Kraus has deep expertise in providing strategic counsel on issue-based communication, crisis management, market entry, and corporate reputation across diverse industry groups. The range of her experience is reflected in APCO's industry practice groups. In addition, she pioneered one of the industry's earliest practices in corporate responsibility and the development of public/private partnerships. Prior to starting APCO, Ms. Kraus assisted in the creation and development of the Close Up Foundation, a multimillion-dollar educational foundation sponsored in part by the United States Congress. Ms. Kraus continues to be involved with the foundation by serving on its board of directors.

Ms. Kraus is active on other institutional and corporate boards and committees. She is chairman of the board of the Women Presidents' Organization; serves on the international advisory board of Tikehau Capital, the social responsibility advisory board of Univision Communications Corporate, and the advisory board of Enterprising Women magazine. She also serves as a trustee of American University, the Catherine B. Reynolds Foundation, and the Institute for Public Relations.

She previously served as a trustee for Northwestern Mutual for more than a decade. In addition, she is a past chairman of the Public Affairs Council and the board of directors of the PR Council. She also served on the advisory board of the J.L. Kellogg Graduate School of Management at Northwestern University, as well as the steering committee of the school's Center for Executive Women.

Ms. Kraus has been married to her husband, Steve, for more than fifty years, is a mother of three, and has nine grandchildren. She is the author of *Roots and Wings: Ten Lessons of Motherhood That Helped Me Create and Run a Company*.

**Frank Lowenstein**  
**Executive Director, Global Solutions Practice Lead**



Frank Lowenstein, an international policy expert and former high-ranking State Department official, is an executive director in APCO's Washington office and head of the firm's Global Solutions Practice.

Prior to joining APCO, Mr. Lowenstein served as special envoy for Israeli-Palestinian Negotiations for the U.S. Department of State, where he was responsible for overseeing the Middle East peace process, including policy formation, strategic messaging, direct engagement with the Israelis and Palestinians and outreach to key stakeholders in the international community. During his time with the department, Mr. Lowenstein also served as a senior advisor to Secretary of State John Kerry.

A longtime advisor to Secretary Kerry, Mr. Lowenstein previously served as a principal in a leading Washington lobbying firm and as staff director and chief counsel for the Senate Foreign Relations Committee (SFRC), before joining the State Department in 2013. During Secretary Kerry's time in the Senate, Mr. Lowenstein was his senior foreign policy advisor and directed the SFRC Subcommittee on Near East and South and Central Asian Affairs, a role which saw him travel extensively with then-Senator Kerry throughout the Middle East.

From 2003 to 2004, Mr. Lowenstein was the director of national security policy for the Kerry-Edwards presidential campaign. Prior to joining the campaign, he practiced law for six years in Boston.

Mr. Lowenstein holds a bachelor's degree from Yale University and a juris doctorate degree from Boston College Law School.

**Dan Scandling**  
**Senior Director**



Dan Scandling is a senior director in APCO Worldwide's Washington-based public affairs practice, where he helps lead a team that integrates strategic communication, issues management and government relations expertise to deliver policy outcomes for clients.

Prior to joining APCO, Mr. Scandling spent nearly 25 years on Capitol Hill, serving as chief of staff and communications director for two senior members of Congress. He worked for Rep. Frank Wolf from 2000-2014 and the late Rep. Herb Bateman from 1990-2000. He was involved in a wide range of legislation during his time on the Hill, including the annual appropriations bills for the departments of Commerce and Justice as well as the nation's science agencies. He also has done transportation and defense work. In addition, Mr. Scandling was responsible for managing, developing and implementing all facets of multimillion dollar congressional campaigns for more than 20 years, including direct mail, television and radio advertising, social media, fundraising, coalition building and Get-Out-The-Vote efforts. He never lost an election.

Prior to his work on Capitol Hill, Mr. Scandling served as a public relations officer for the Virginia Housing Development Authority in Richmond. He was a journalist before transitioning to public policy, serving as editor and general manager at The Caroline Progress, and later as part-time copy editor at The Richmond Times-Dispatch.

Mr. Scandling holds a bachelor's degree in history from Randolph-Macon College.

**Jonathan Winer**

**Former U.S. Special Envoy for Libya; Former Deputy Assistant Secretary for International Law Enforcement at the U.S. Department Of State**



Jonathan M. Winer is a senior counselor at APCO, based in Washington D.C. where he is responsible for providing strategic advice to domestic and international clients on cross-border problems.

He has been the United States Special Envoy for Libya, the deputy assistant secretary of state for international law enforcement, and counsel to United States Senator John Kerry, as well as a regulatory attorney specializing in national security law and a journalist covering financial and legal matters. He has written and lectured widely on corruption, human rights, counter-terrorism, international money laundering, sanctions, and financial regulation, and illicit networks around the world. For many years, he served on the Board of the Global Witness Foundation, which supports the London-based NGO Global Witness.

In 2016, Winer received the highest award granted by the Secretary of State, for “extraordinary service to the U.S. government” in avoiding the massacre of over 3,000 members of an Iranian dissident group in Iraq, and for leading U.S. policy in Libya “from a major foreign policy embarrassment to a fragile but democratic, internationally recognized government.” In 1999, he received the Department’s second highest award, for having “created the capacity of the Department and the U.S. government to deal with international crime and criminal justice as important foreign policy functions.” The award stated that “the scope and significance of his achievements are virtually unprecedented for any single official.”

**Eliot Hoff**

**Executive Director, Global Crisis Practice Lead**



Eliot Hoff, executive director, is a recognized expert in crisis management and preparedness. He works with his clients on their most challenging issues and has experience in all industries. Mr. Hoff has specific expertise in product recalls and has managed some of the largest and most complex recalls in the food and consumer products sector.

Prior to joining APCO, Mr. Hoff was a vice president in Ruder Finn’s corporate reputation practice, also focusing on crisis management. Before Ruder Finn, he was the director of Connors Communications, a boutique technology public relations agency, where he helped to expand the agency’s offerings to include crisis and litigation communication, corporate reputation and financial communication. At Connors, he launched several companies in the technology sector, including Vonage and Schema Ltd. Mr. Hoff went to Connors from Hill and Knowlton, where he was part of the litigation group of the corporate practice.

Mr. Hoff is an attorney who began his career as associate director at the Anti-Defamation League (ADL), where he implemented and expanded media relations and grassroots community outreach program in the New York region and served as spokesperson in the national and local media.

Mr. Hoff holds a law degree from the George Washington University National Law Center and a Bachelor of Arts from Binghamton University.