



FOR IMMEDIATE RELEASE

Summit Strategy Group Brings on Derek Young as Managing Director, Sustainability & Stakeholder Engagement, and Ryan Rauzon as Managing Director, Public Affairs & Media Strategy

California public affairs firm deepens credentials in sustainability, crisis management and national media strategy

LOS ALTOS, Calif. (March 12, 2019) – Summit Strategy Group, a California-based corporate communications and public affairs firm, today announced the addition of two sustainability and public affairs experts: Derek Young has joined the firm to lead its sustainability and stakeholder engagement practice and Ryan Rauzon has joined to lead its public affairs practice.

“Summit was built on one important principle: The best talent delivering the best work will always prevail in today’s business environment,” said Michael Law, Founder and CEO of Summit Strategy Group. “I have known and worked with Derek and Ryan for nearly 20 years and have been impressed by their hands-on approach to building consensus in difficult environments; the creativity they bring to clients’ dynamic and complex challenges; and, the reliable confidence they demonstrate in their work.”

Before joining Summit Strategy Group, Young established his reputation leading corporate sustainability efforts at brands including TGI Fridays and FedEx Office, in political roles in Washington, D.C. and in international standards organizations such as the Building Research Establishment (BRE). He is recognized in the global sustainability community as an expert in building and delivering strategic CSR/sustainability programs, narrative and branding campaigns and stakeholder engagement. He has deep experience in energy and water efficiency, climate change, sustainable sourcing and community engagement.

“Sustainability is now a vital part of day-to-day business, but for many companies, the process of assessing what to do and understanding how to do it is daunting,” said Derek Young. “Clients want partners with practical experience who know how to overcome the complexities of enterprise-wide implementation. I am excited to bring that expertise to Summit Strategy Group and its clients and am honored to join such a great team.”

Before joining Summit, Rauzon worked in communications at AECOM, one of the world’s premiere integrated infrastructure firms; managed crisis and media relations at Apollo Education Group and University of Phoenix; helped lead communications with the launch of California Forward in 2008; and served in the press offices of State Assembly Speakers Robert M. Hertzberg and Herb Wesson. Earlier in his career, Rauzon was with Ogilvy Public Relations and Dewey Square Group, where he worked on statewide ballot initiatives and public affairs campaigns. He began his career in news media, as a producer with CBS News, NBC affiliates in Arizona, NPR member stations, and with Capitol Television News Service in Sacramento.

“The intersection of journalism, politics and corporate reputation has always been equal parts minefield and gold mine—but especially today, where even the most responsible companies can find it challenging to build consensus and do what’s right for all stakeholders,” said Rauzon. “Succeeding in this environment requires a willingness to expose blind spots, develop disciplined and consistent messaging and devote conscious attention to what is happening in the world. I look forward to helping Summit’s clients succeed in a constantly evolving world.”

About Summit Strategy Group

Summit Strategy Group is a California-based corporate communications and public affairs firm specializing in corporate reputation, issues management and crisis communications. Our founding principle is that every client deserves and requires a custom-built team of the best talent: Agile thinkers equipped with precision tools that yield crucial insights necessary to navigate and succeed in today’s constantly evolving landscape. Summit’s unique business model allows the firm to deploy bespoke client teams of world-class talent when and where they are needed, and to scale according to client requirements.

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