



# BRANDON M. MACSATA

Brandon M. Macsata serves as Managing Partner of the Purple Strategy Group, Inc. – a national political strategy firm specializing in grassroots advocacy campaigns, media tactics, and social networks.

Macsata is widely recognized for his ability to connect stakeholders interested in influencing public opinion and public policy at the national, state & local levels. He has extensive experience working with political candidates, national and statewide trade associations, issue-advocacy groups, and Corporate America.

Macsata has appeared on numerous national television programs representing his clients - including *ABC's Nightline*, *CNN's Anderson Cooper 360*, *FOX Business News*, *MSNBC's Jansing & Co.*, as well as various other ABC, CBS & NBC news programs. He has also been interviewed by *Reader's Digest*, *USA Today*, *TIME Magazine*, *Los Angeles Times*, *New York Times* & *Washington Post*, just to name a few. Additionally, Macsata has been routinely quoted in the *Wall Street Journal's Market Watch* providing commentary on emerging social media trends. He has served unpaid advisor on politically oriented issues for producers of CBS' *Reckless* and NBC's *The Blacklist*, and he has authored numerous Op-Ed pieces.

In November 2009, Macsata was acknowledged by *HIV-Plus Magazine* to be among the *Top 25 LGBT Leaders Fighting HIV/AIDS*. First diagnosed as HIV-positive in March 2002, Macsata has dedicated much of his professional and personal life advocating for persons living with HIV/AIDS. He currently serves as CEO of the ADAP Advocacy Association – a national nonprofit group working to improve the AIDS Drug Assistance Program – a position held since July 2007.

Also, Macsata currently represents the Community Access National Network, Legacy Health Endowment & PlusInc. He has served as the General Consultant for the National Business & Disability Center (NBDC) at The Viscardi Center; pro bono Executive Director of the Association for Airline Passenger Rights (AAPR); and General Consultant for the US Business Leadership Network (USBLN).

Among his notable achievements are orchestrating RESPECT of Florida's statewide town hall meeting campaign that culminated in the Florida Legislature approving a Resolution of Support for the program in 2005; helping the Illinois Association of Rehabilitation Facilities to design a statewide advocacy campaign called *ONE ILLINOIS* to raise awareness about Illinoisans living with disabilities in 2006; coordinating the complete overhaul of the US Business Leadership Network's branding and fundraising strategies from 2007-2009; and establishing a strong social media presence for the WE Movement in 2010.

At the age of 27, Macsata was the youngest Executive Director of a national trade association in Washington, DC; he managed the American Congress of Community Support & Employment Services (ACCSES) from 2000-2003, representing the interests of community, non-profit agencies providing supports and services to persons with disabilities.

Macsata has advised candidates for political office, and he has also run for office himself at the local and national levels. In 1995, with over 4,000 votes cast he was only 79-votes short of unseating a 22-year incumbent and becoming the youngest person ever elected in the State of North Carolina. In 2000, he formed an exploratory committee to run for the U.S. House of Representatives before ultimately deciding against running for that office.

He is a graduate of the University of North Carolina at Wilmington, where he graduated Cum Laude with a Bachelor of Arts in political science. In April 2009, UNCW awarded Macsata – and his business partner – the Political Science Department’s “Outstanding Political Science Graduate” award in recognition for their accomplishments.

To learn more about Brandon M. Macsata, or the Purple Strategy Group, Inc. please visit <http://www.purplestrategygroup.org>.