



Jay Byrne, president
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Jay Byrne is president of v-Fluence Interactive, Inc. (v-Fluence). v-Fluence is a strategic communication and research agency providing online public affairs and marketing support to some of the largest multi-national corporations, leading academic institutions, respected non-governmental organizations and government agencies across the globe. Mr. Byrne has more than 25 years of experience in public affairs and issues management. He directs an award-winning team that has been recognized internationally for its innovative, comprehensive and fully integrated new media communication campaigns.



Previously Mr. Byrne was director of corporate communications for Monsanto Company -- a global life sciences company with over 35,000 employees located in more than 100 countries. Mr. Byrne directed biotechnology acceptance communications, media relations, employee communications and research programs in the U.S. and emerging markets. He managed Monsanto's award-winning family of Internet sites and programs, as well as developed third-party support for biotechnology acceptance.

Prior to joining Monsanto Mr. Byrne served as chief spokesperson, chief of staff and deputy assistant administrator for legislative and public affairs at the U.S. Agency for International Development (USAID) from 1993 to 1997. Mr. Byrne also served as director of press relations for USAID. During his tenure at USAID he acted as the White House spokesman and media coordinator for the G-7 Detroit Jobs Conference and numerous other administration initiatives.

Mr. Byrne has held senior communications and press positions with the Clinton/Gore administration and presidential campaigns, Massachusetts Congressman Joe Kennedy, Boston Mayor Ray Flynn, Oregon Congressman Mike Kopetski and with numerous organizations and elected officials. He has been a featured speaker at more than 100 trade and professional conferences. Byrne was a contributing author to the American Enterprise Institute published book "*Let Them Eat Precaution*" and he has published articles on strategic communications, reputation management and new media strategies in various trade, professional and peer reviewed journals including Reputation Management Magazine, Public Relations Journal and numerous other publications. A native of Boston, he now resides in St. Louis with his wife Ann Kittlaus, daughter Erin and son Paul.

v-Fluence is a public affairs, issues management and marketing support firm which helps our clients take advantage of the internet and manage online risks and opportunities with fully integrated communication strategies and research.

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