

Challenges of Payments - Digital payments are expected. Here's how to overcome the comm

Ads You May Be Interested In



2nd

Mark Pfeifle

president at Off the Record Strategies

Off the Record Strategies • The University of North Dakota

Washington, District Of Columbia • 500+ &

Send InMail

Connect

Mark develops and implements communication and outreach strategies to help the company's clients achieve their goals. Mark assists numerous corporate, nonprofit and government entities. Mark served as deputy assistant to th...

See more

Highlights



5 Mutual Connections

You and Mark both know Mike Soraghan, Ken Vogel, and 3 others



1 Mutual Group

You and Mark are both in the LinkedIn for Journalists group

Mark's Activity

1,690 followers

+ Follow



Kyle Reyes Mark liked

See all activity

Experience

president

Off the Record Strategies

Sep 2012 - Present • 4 yrs 11 mos Washington, DC

We are strategic communications counselors with decades of highlevel experience and a no-holds barred approach to meeting — and exceeding — our clients' needs through personal and confidential service.

We build long-term relationships with our clients by providing superior service and innovative problem solving.

We're force multipliers. We provide private counsel and get public results.



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Business of Software Conf. attendees love the ROI and atmosphere. Sept 18-20



Fulfill User Desires

Don't guess. Use insights gained from your users to improve your products

People Also Viewed



Karen Lucey • 3rd

Founder and CEO, Off The Record Social Media Consultant & Celeb Social Media Manager

Matthew Hunter • 3rd

Senior Advisor, The Center for the Study of the Presidency and Con



David Avella • 2nd

Chairman at GOPAC, Inc.



Ed Patru • 2nd

Vice President at DCI Group

Carl Forti • 2nd

CEO & President at Black Rock G



Lisa Camooso Miller • 2nd

Partner at Reset Public Affairs



Ron Bonjean • 2nd

Partner at ROKK Solutions



Kevin Madden • 2nd

Partner at Hamilton Place Strate



Juleanna Glover • 2nd

Corporate Consultant, The Office Juleanna Glover



Jorge Martinez • 2nd

Idea Catalyst, Ambassador of Bu Disruptor of the Status Quo

Learn the skills Mark has

Learning Content Market

Viewers: 48,053

Print Production: Direct

Viewers: 7,631

OTR - Holiday Newsletter 2015



blogger

The Huffington Post

2010 – Present • 7 yrs

Washington D.C. Metro Area

Blogger



Vice President

S4 Inc.

Feb 2009 – Sep 2012 • 3 yrs 8 mos

Develops and implements communication and outreach strategies to help the company's clients achieve their goals

Specific focus on War on Terror, cyber security, military and diplomatic, and non-profit entities

Deputy National Security Advisor for Strategic Communications and Global Outreach

The National Security Council

Jan 2007 – Jan 2009 • 2 yrs 1 mo

Washington D.C. Metro Area

Led successful communication effort to promote President's "surge" of U.S. forces into Iraq; included a personal month-long deployment to Baghdad, Iraq

Developed and directed rapid response and planning "fusion cell" to communicate War on Terror objectives with media, coalitions and Capitol Hill

Senior Communications Advisor

U.S. Department of Defense

Apr 2006 – Jan 2007 • 10 mos

Developed and implemented outreach and media operations and worked to reform operations of the Office of the Assistant Secretary of Defense for Public Affairs

Communication Advisor

The White House

Oct 2005 – Apr 2006 • 7 mos

Washington D.C. Metro Area

Led White House efforts to communicate Operation Iraqi Freedom and Operation Enduring Freedom; managed staff of three



Director, Social Security Information Center

U.S. Department of Treasury

Jan 2005 – Oct 2005 • 10 mos

Led Presidential initiative to pass Social Security reform

Implemented massive campaign to communicate need to strengthen retirement system
Launched March to May "60 Stops in 60 Days" campaign that produced 166 stops by administration officials, in 127 cities, more than 500 radio interviews,

Authored opinion columns reaching nearly 8 million readers, and a Social Security Radio Day" achieved 15 to 20 million listeners

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Sep 2004 – Nov 2004 • 3 mos
Washington D.C. Metro Area

Primary media spokesman for Bush campaign and RNC in battleground state of Pennsylvania

Communication Director

Republican National Convention
Mar 2004 – Sep 2004 • 7 mos
Greater New York City Area

Led communication effort for convention to re-nominate President Bush, resulting in immediate 13-point bounce in public polling

Spearheaded media operations that produced 3400 TV, print, radio and web interviews

Managed 225 staff and volunteers

Conceived and implemented first-ever daily Spanish-language press briefings at national convention

Directed powerful Internet operation and launched first-ever "Bloggers' Corner," attracting more than 40 million web visitors



Press Secretary

U.S. Department of Interior
Dec 2002 – Mar 2004 • 1 yr 4 mos
Washington D.C. Metro Area - and wonderful areas across the nation

Planned and implemented media strategy for 70,000-employee department with \$11 billion budget

Communications and Policy Director

Forrester for United States Senate
Jul 2002 – Nov 2002 • 5 mos
New Jersey

Directed intense earned and paid media operation that forced U.S. Senator Robert Torricelli out of race one month before general election



Press Secretary

U.S. Department of the Interior
Feb 2001 – Jul 2002 • 1 yr 6 mos
Washington D.C. Metro Area - and wonderful areas across the nation



Deputy Communications Director, Deputy Press Secretary, Radio Director

Republican National Committee
Jun 1997 – Feb 2001 • 3 yrs 9 mos
Washington D.C. Metro Area

Led campaign to discredit Vice President Al Gore with unprecedented earned media operation using billboards, targeted television advertisements, compact discs, and the "Gore Store"

Managed staff of 20, including overseeing Internet, press, television and radio divisions

Frequent guest on local and national radio and television programs

Wrote press releases, coordinated radio interviews, recorded and disseminated radio actualities



Stringer

Associated Press
May 1996 – May 1997 • 1 yr 1 mo
Grand Forks, North Dakota Area

Wrote news, sports and feature stories

Marketing and Advertising Director

Grand Forks Air Force Base
Aug 1995 – May 1997 • 1 yr 10 mos

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Education



The University of North Dakota
BA, Communication
1992 – 1997

Volunteer Experience



pro bono help
K9s For Warriors

Featured Skills & Endorsements

Strategic Commu... · 99+



Endorsed by Lawrence J. Purpuro and 34 others who are highly skilled at this



Endorsed by 2 of Mark's colleagues at S4 Inc.

Public Affairs · 99+



Endorsed by James Hutton and 12 others who are highly skilled at this



Endorsed by 3 of Mark's colleagues at S4 Inc.

Politics · 60



Endorsed by Chuck Brooks and 7 others who are highly skilled at this

Endorsed by 2 of Mark's colleagues at The White House

View 33 more

Recommendations

Received (2)

Given (6)



Dan Reese
Executive Leader - Non-Profit Sector, Award Winning Marketing and Branding Specialist, Fundraiser & Ambassador
September 24, 2015, Dan was a client of Mark's

Our organization employed Mark as we developed a messaging strategy for our Capitol Campaign. Mark quickly synthesized all the research and developed first class messages to support the campaign. Then, with our total support, His team t went beyond their initial mission to arrange interviews for our President and board members promoting our message in target markets across the country. Finally, Mark played a key role in helping to secure our National Spokesperson and some largest donations from major prospects. Mark Is outstanding!

Thomas W. Rubino
Public relations & marketing executive
February 21, 2015, Mark worked with Thomas W. in the same group

I had the pleasure of handling communications with Mark on one of the wildest U.S. Senate campaigns in recent New Jersey history. Mark is a messaging expert with a great wit and tremendous instincts. If you're in a public battle or need to communicate complex issues, you want Mark in your corner.

Accomplishments

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radio news reporting



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2 Publications

Models for Writers: Short Essays for Composition • Effective Risk Communications for the Counter Improvised Explosive Devices Threat

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Messaging



in as ton.

Interests

Voice of America

10,606 followers

Vietnam Veterans Memorial Fund

53 members

International Government Relatio...

72,546 members

LinkedIn for Journalists

115,690 members

Arianna Huffington

Founder and CEO at Thrive Global
5,536,581 followers

University of North Dakota

55,604 followers

See all