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Mark Pfeifle; President and CEO

Mark most recently served as Deputy National Security Advisor for Strategic Communications and Global Outreach at the White House.

Pfeifle led the successful communication effort to promote the president's "surge" of U.S. forces into Iraq and international communication initiatives to de-legitimize al Qaeda. From 2001 to 2004, as press secretary and later as Communications Director for Interior Secretary Gale Norton, Pfeifle created messages to pass energy and conservation legislation and the president's Healthy Forest Initiative. In 2004, as director of communications for the 2004 Republican National Convention, Pfeifle was awarded the prestigious Pollie Award for Best Overall Internet Campaign and the Silver Award for best use of a website for persuasion. He is an accomplished public speaker, talking on emerging technologies and social media at many venues, including the Oxford Union Society, regarded as one of the most prestigious venues for open forum debate hosting the likes of the Dalai Lama, John McCain, and Stephen Hawking.

Louise Filkins; Media Strategist

Louise assists Off the Record Strategies as its senior broadcast television booker, strategist and placement expert with major media outlets. A communications and media strategist with more than 20 years of experience in Washington, DC-based journalism and national politics, she regularly provides media relations counsel and achieves media goals for clients addressing high-profile public issues. Louise draws upon her extensive experiences as a producer with major U.S. cable news networks. She was a producer for programs such as CNN's "Larry King Live," CNBC's "Politics with Chris Mathews," and "Equal Time" with Dee Dee Myers and Bay Buchanan.

Lee Cohen; Senior Vice President

A New York City-based Public Relations Consultant Lee Cohen assists global corporate and government leaders to successfully disseminate their messages, gather support, and raise their profile among media, global organizations, Congress, and the public. He has worked with corporate leaders in the fields of finance, law, the arts, luxury brands, and policy with media and government relations, events management, and development.

Cohen honed his public and media relations skills as a Congressional and Executive Branch Communications Director, also serving as spokesman and speechwriter for several Members of Congress and the House of Representatives Foreign Affairs Committee. He possesses extensive knowledge of government policies and procedures and of the political process gained through years of public affairs service.

During this time he built a vast array of powerful contacts including Senators, House Members, Congressional Staff, journalists, and policy institute practitioners who call upon him frequently to arrange meetings, conferences, and events in New York City and across the globe. He has launched and managed four thriving Congressional Member Organizations: the House of Representatives United Kingdom Caucus, the Sovereignty Caucus, the Legal Reform Caucus, and most recently, the Congressional Hellenic-Israel Alliance.

Mike Collins; Chief Writer & Senior Counsel

Mike Collins is a former journalist, attorney and national spokesman. Collins is OTR's chief writer and senior counselor. He has advised authors, celebrities, athletes, University Presidents, public officials and foreign leaders, guiding them through some of the most difficult challenges of their political careers. A former White House Correspondent for radio station WAMU during the Nixon administration, Collins was a practicing trial lawyer and criminal prosecutor in Rochester, New York, before resuming his Washington-based public affairs career, ultimately serving as Communications Director for the powerful House Energy and Commerce Committee and national spokesman for the Republican National Committee. He developed and steered the communications strategies that led to enactment of the landmark Telecommunications Act of 1996, the 1997 FDA Modernization Act, the State Children's Health Insurance Program (SCHIP) and Medicare coverage of prescription drugs.

Pat Royal; Media Strategist

Pat has successfully helped numerous clients execute effective communications plans to gain positive media coverage for their campaigns.

Over his career, Pat has helped clients to navigate the media process by obtaining earned media opportunities, as well as guiding them through preparation, execution and follow-up. Placement includes television networks such as NBC News and CNN and major publications such as the New York Times, Washington Post, and the Wall Street Journal.

He was Director of Media Affairs at the Republican National Committee where he spearheaded the committee's national and regional media operations for the 2008 Presidential campaign, specifically the management of its television and radio operation. He has worked in the Senate; on statewide and presidential campaigns; in the press office at the White House Office of National Drug Control Policy; as well as PR firms and a national trade organization.

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