

# ROD THOMSON

## STRATEGIC COMMUNICATIONS

BRANDING/MEDIA/PUBLIC RELATIONS/MESSAGING/MARKETING

### EXPERTISE

- **Communications**
- **Branding and Marketing**
- **Campaign strategies**
- **Messaging strategies**
- **Print, Digital and TV media**
- **Public Relations/Media Coaching**
- **Crisis communications**
- **Ghost writing**

### CONTACT

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Sarasota, Fla.

### PERSONAL

Rod and Kim have 8 children and 7 grandchildren and he is based in Sarasota, Fla.

He is serving his second term as a gubernatorial appointee to the State College of Florida Board of Trustees, first appointed by then-Governor Rick Scott and re-appointed by Governor Ron DeSantis.

Rod has two books published: *Living Water: Hudson Taylor and the Call of Inland China*; and *Living Threads: The unbroken connections of God's people through the ages*, both available on Amazon.

He was Administrator of a clean water well-drilling ministry to Haiti for five years.



### PROFILE

Rod Thomson is Founder and President of The Thomson Group, a Sarasota, Fla.-based firm providing strategic and hands-on communications to political candidates, officeholders, and Republican Party organizations at the state and local levels, as well as nonpartisan organizations such as the Economic Development Corporation of Sarasota County.

Rod is a former daily newspaper reporter, columnist and editor and associated on-air TV personality, spending more than 20 years in newsrooms — experience that provides him with an unusually keen understanding of how reporters work, and how to message to an audience.

In 2012, after being Executive Editor for the Gulf Coast Business Observer for six years, overseeing a staff of people in three bureaus, he launched The Thomson Group, a public relations company that started non-political but grew its political base almost entirely on word of mouth.

### EXPERIENCE

#### Media

Reporter for daily newspapers in Minnesota, Iowa and Florida. In addition to those newspapers, Rod has been published under his own byline in the New York Times, National Review, Newsmax, Human Events, PJMedia, Focus on the Family and others.

#### Thomson Group

Published as a ghost writer in the: Washington Post, Wall Street Journal, London Telegraph, Miami Herald, Sarasota Herald-Tribune, Arizona Republic, Bradenton Herald and more.

Following is a select list of past and current Thomson Group Clients (Ghost-Writing clients cannot be listed):

- The Leadership Institute, Arlington, Virginia
- Ello Creative, Tallahassee, Florida
- Alia Strategic Group, Tallahassee, Florida
- Energy Information Center, Sarasota, Florida
- Taiwan Semiconductor, Pomona, California
- Transdev Corp., Chicago, Illinois
- Nepsis Advisor Services, Minneapolis, Minnesota
- Republican Party of Florida
- Republican Party of Sarasota County
- Republican Party of Manatee County
- Former RPOF Chairman and Senator Joe Gruters
- Multiple Members of Congress and Florida Legislators