

GREGORY B. SIEDSCHLAG

greg@siedschlagadvisory.com | Washington, DC | www.linkedin.com/in/gregsiedschlag

PROFESSIONAL SUMMARY

Strategic communications and policy leader with 15+ years of experience advancing environmental and energy initiatives through compelling storytelling and stakeholder engagement. Proven ability to build high-performing, diverse teams and translate complex science and policy into accessible, actionable narratives. Expert in developing strategies that influence policy, mobilize public support, and drive measurable outcomes.

EXPERIENCE

Siedschlag Advisory, Washington, DC

10/2025-Present

Founder and Principal

- Providing strategic advisory services to address clients' stakeholder engagement, crisis communications, and public policy needs

U.S. Department of Energy, Washington, DC

10/2023-9/2025

Chief Communications Strategist, Home Energy Rebates

- Directed communications for \$8.8B residential energy efficiency program, accelerating state rebate deployment by 3-6 months and generating media coverage in hundreds of outlets
- Managed \$4M communications budget and contractor teams to deliver comprehensive digital strategy resulting in two of DOE's five most-visited webpages
- Led targeted email campaign with 60% YoY subscriber growth and 50% average open rates
- Led DOE and SBA webinars and trainings for hundreds of state energy office, trade association, and industry participants
- Developed comprehensive set of metrics to track and evaluate program performance

U.S. Environmental Protection Agency, Washington, DC

2/2010-10/2023

Communications and Outreach Director, Indoor Air Quality | 3/2023-10/2023

- Led 9-person team to deliver national campaign achieving 100K+ impressions; amplified through nation's largest trade group, reaching 1.5M+ members
- Resolved multi-year interagency gridlock on public health guidance within one month by providing edits that resolved disagreements and achieving consensus among stakeholders
- Directed crisis communications for climate-driven disasters, developing and implementing process to provide real-time health guidance to millions

Communications Chief, Chemical Safety & Pollution Prevention | 10/2020-3/2023

Communications Chief, Pesticides | 3/2019-10/2020

- Spearheaded pandemic crisis response, launching agency's most-viewed webpage (30M+ views) and leading science-based pivot resulting in *New York Times* coverage
- Transformed 6-person pesticides comms team resulting in promotion to lead 15-person chemical safety unit serving 1,200-person organization
- Expanded communications function to include internal comms, executive comms, digital media, branding, design, and videography, and provided editorial review of all content
- Increased social media engagement 30-60x and increased Twitter following 40% YoY through social media strategy and brand execution

Acting Chief, Sustainable Materials Management | 7/2021-12/2021

- Led realignment of U.S. food waste reduction goal with the United Nations Sustainable Development Goals, increasing GHG reduction potential fivefold
- Accelerated deployment of \$375M in Infrastructure Investment and Jobs Act funding by designing comprehensive workplans and staffing strategies
- Reallocated 3.5 FTE from low-ROI partnerships to higher-impact initiatives while maintaining strong stakeholder relationships

Communications Lead, Superfund | 5/2016-3/2019

- Led cross-functional national team to overhaul design used for 10K+ webpages, breaking multi-year gridlock to deliver new CMS, documentation, and improved user experience
- Built and led three-person team and managed six-figure contract budget to deliver national outreach, stakeholder communications, and high-visibility digital projects
- Successfully navigated program out of national reputational crisis through research, revised messaging, and strategic media relations
- Transformed annual reports from basic metric lists into professionally designed PDFs with compelling narratives and graphics

Acting Associate Chief, National Water Quality Standards | 3/2016-5/2016

- Co-managed 20-person team of scientists and analysts
- Improved policy prioritization by simplifying and clarifying internal decision-making framework

Communications Coordinator, Wastewater Management | 4/2014-5/2016

- Transformed marketing for \$170B infrastructure finance program through strategic redesign of digital presence, including launch of e-newsletter
- Expanded program reach through syndicated article (35M readers) and social media campaign (350K users)
- Managed 40+ high-visibility national announcements for regulatory rollouts and public engagement campaigns

Program Analyst, Oversight of State Air, Water, and RCRA Programs | 2/2010-4/2014

- Redesigned program to reduce review completion time by 40% — streamlined metrics, automated templates, and consolidated 30+ guidance documents into single reference
- Led state performance reviews by analyzing data, planning site visits, determining findings, drafting reports, and negotiating corrective actions
- Addressed dozens of state environmental program performance issues through document analysis, data examination, and negotiated corrective actions

EDUCATION

Georgetown University, Washington, DC

Master of Public Policy, Environmental & Regulatory concentration

Thesis: "The Effect of Electronic Reporting of Discharge Monitoring Reports on Clean Water Act Compliance in Ohio"

Cornell University, Ithaca, NY

Bachelor of Arts in English and History, *Graduated with Distinction in All Subjects*