

FOR IMMEDIATE RELEASE

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ALPINE GROUP PROMOTES KEENAN AUSTIN REED TO PRINCIPAL

Accomplished Political and Policy Veteran Ascends to Senior Leadership at Top DC Lobbying Firm in Promotion from EVP to Principal

Washington, D.C. – Today, the Alpine Group announced the promotion of Keenan Austin Reed from Executive Vice President to Principal. The elevation of Austin Reed to Alpine's senior ranks makes her the firm's sixth principal. The Alpine Group is a bipartisan and bicameral consulting firm located in Washington, D.C.

A results-driven and high-performing advocate, Austin Reed is known for mobilizing her immense network and building brands and coalitions to advance the goals of her clients. She joined the Alpine Group in 2021 as a Vice President, after over a decade working on Capitol Hill and in politics, and swiftly risen through its ranks. At Alpine, she is responsible for advocacy across a broad range of policy areas, this includes contributing to initiatives led by the Congressional Black Caucus, the House Committee on Energy and Commerce, and the Biden Administration, where her expertise in campaigns, media, energy, climate, health, technology, and telecommunications is invaluable. Earlier this year, Austin Reed was named Lobbyist of the Year by the Washington Government Relations Group and [in July](#), she was honored by her peers with the Reginald "Reg" Gilliam Lobbyist of the Year Award from the prestigious Washington Government Relations Group (WGRG). In May 2021, Austin Reed testified before the U.S. House Select Committee on Modernization on ways the hill could improve its diversity.

"Clients rely on Keenan for integrating people, politics, and process to create winning strategies. She is an important voice on Capitol Hill, exemplifying the expertise and deft guidance needed to successfully navigate and influence policy changes at both ends of Pennsylvania Avenue," said Managing Principal and CEO Les Spivey. "Not only does she show incredible dedication to providing them with exceptional service, but she also does remarkable work for the community around her. Our firm and our clients will continue to benefit greatly from her leadership."

"Alpine Group has made its mark on Washington by acting as trusted advisors to the Hill and other stakeholders and I look forward to being an important part of that legacy," Austin Reed said. "I feel fortunate to work alongside a talented group of professionals who share an unstoppable drive in providing top-tier service to our clients. I am proud of the work we do and equally proud to join the firm's senior leadership as we enter another pivotal year."

In addition to her work at Alpine, Austin Reed is the Chair and Co-Founder of the Black Women's Congressional Alliance (BWCA), a membership organization of more than 800 bipartisan and bicameral Black women Hill staffers. She is also Advisory Council Chair at

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GlobalWIN, Vice Chair of the Women's Congressional Policy Institute, a member of the Congressional Black Caucus Foundation's (CBCF) Corporate Advisory Council, and Vice Chair of SOME's (So Others May Eat) Corporate Advisory Board.

Austin Reed received her bachelor's degree and MBA from Florida Agricultural and Mechanical University (FAMU) and is a proud member of Alpha Kappa Alpha Sorority, Incorporated.

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The Alpine Group is consistently ranked one of the top lobbying firms in Washington, and its staff are recognized both for their policy and political expertise. Consisting of 25 professionals representing years of experience in a variety of senior political capacities, the firm provides strategic advice and implements tactics to help clients successfully navigate the halls of Congress, the White House, and federal agencies.

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