

Aaron Guiterman

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Aaron Guiterman is the U.S. Chair of Edelman’s U.S. Government and Public Affairs practice based in Washington, D.C. A twelve -year veteran of Edelman, Aaron also recently served as Edelman’s Chief Digital Public Affairs and Innovation Officer.

Aaron leads a team of seasoned political and public affairs professionals dedicated to designing rapid response strategies and campaigns to manage political and reputational risk across the entire client portfolio of Daniel J. Edelman Holdings (DJE).

With over twenty-five years of experience in public affairs, political campaigns, digital communications, and integrated media, Aaron has guided clients through high-stakes legislative, reputational, and regulatory battles — as well as Congressional investigations, hearings and organized labor issues. His portfolio includes high-profile clients in technology, food, energy, manufacturing, and aerospace and defense. He has also advised on campaigns to alleviate poverty and improve access to vital resources in rural Alaskan villages.

Recognized as an industry expert, Aaron specializes in creating fully integrated issue advocacy campaigns, reputation management strategies, ballot initiatives, and referendum efforts for leading industry associations, corporations, and organizations striving to shape favorable political, reputation and policy outcomes.

An early pioneer of digital issue advocacy and reputation campaigns, Aaron excels in utilizing custom and syndicated research, rapid response polling, and field intelligence to develop innovative and disruptive creative strategies to win challenging battles.

Aaron previously held senior-level positions at Burson, McCann-Erickson, and the Glover Park Group.

Aaron also lectures frequently at industry events and universities, including American University, Georgetown, West Virginia University, and George Mason University. He resides in Virginia with his wife and three children.