



FEROX STRATEGIES CAPABILITIES STATEMENT

INFORMATION

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CODES + CERTIFICATIONS

NAICS: 541820
DUNS: 116838366
CAGE: 873Y2
NMSDC Minority Business
Enterprise (pending)
SBA Woman-Owned Small
Business (pending)

CLIENTS

- Brooks Development Authority
- Decision Sciences
- Diageo
- Ironworkers Political Action League
- Mylan
- NCTA - the Internet and Television Association
- Perceptics
- The Self-Insurance Institute of America
- Unibail-Rodamco-Westfield
- UnidosUS
- U.S. Hispanic Chamber of Commerce
- Waste Management
- Walmart
- The Walt Disney Company

COMPANY BACKGROUND

Ferox Strategies was founded in late 2017 by Cuban-American senior Democratic strategist and lobbyist Cristina Antelo. Ferox was named among Bloomberg Government's top 10 lobbying startups of 2018 by revenue, and has expanded rapidly, now with 4 employees and 12 clients.

CORE COMPETENCIES

FEDERAL GOVERNMENT RELATIONS

- Advocate for client interests before Congress and federal executive branch
- Navigate and influence development of complex federal regulation
- Develop bipartisan stakeholder mapping and engagement strategies
- Incorporate PAC work to enhance federal strategies
- Collection and custom analysis of federal political intelligence

STATE & LOCAL RELATIONS

- Advocate for client interests before states & local legislatures, governors
- Building custom state-level advocacy strategies
- Mobilizing state and local policymaker support for client interests
- Design education campaigns for state lawmakers and regulators
- Issue monitoring, gathering political intelligence, and conduct political and legislative analysis

THIRD PARTY ENGAGEMENT AND COALITION BUILDING

- Convene influential coalitions that advance our clients' legislative, regulatory, and policy goals.
- Draw on our deep relationships with prominent businesses, trade associations, membership-based organizations
- Help clients unify stakeholders and power-players in order to influence decision-makers at all levels of government.

REACHING DIVERSE LEADERS

- Ferox offers more than 15 years' experience in diversity-focused outreach
- Ferox leadership in diverse organizations such as the Congressional Hispanic Caucus Institute (CHCI), the Hispanic Lobbyist Association (HLA), the Congressional Black Caucus's affiliated PAC, the Asian Pacific American Institute for Congressional Studies, and more.
- Member of an influential Democratic Senatorial Campaign Committee group that focuses on diversity in the Senate.

DIFFERENTIATORS

Bilingual Latina strategists
Diversity outreach and communications