



KERRY ROM

COMMUNICATIONS DIRECTOR,
REP. DAN CRENSHAW (R-TX2)

NationalJournal

Life in Brief

Hometown: Raleigh, NC

Current Residence: Washington, DC Metro Area

Education:

- BA, Franklin & Marshall College, 2013

Work History:

- Communications Director, Representative Dan Crenshaw, 2019-Present
- Director of Media Affairs, National Republican Congressional Committee, 2017-18
- Communications, Republican National Committee, 2016-17
- Staffer, Jeb Bush Presidential Campaign, 2015-16
- Coordinator, Staff Assistant; US Chamber of Commerce, 2013-15
- Intern, Senator Richard Burr and National Republican Senatorial Committee, 2012

Quick Summary

Promising Republican communications staffer with experience throughout the Republican party. Has led effort to develop a unique, vocal brand for Rep. Dan Crenshaw (R-TX2)

- Originally from North Carolina, Rom started her career as an intern for Senator Richard Burr (R-NC)
- Since graduating college, Rom has served in a number of communications roles of increasing responsibility throughout the Republican campaign establishment
- Boss Rep. Crenshaw, a former Navy SEAL, was elected from a Houston congressional district in 2018 while focusing on immigration and border security
- Rom has focused on engaging primarily with congressionally-focused political media in representing Crenshaw's views
- Has advised Crenshaw in creating a unique public persona independent of Republican party leadership

Approach and Motivations

Focused on building a national brand for Rep. Crenshaw

- Has worked behind the scenes to help Crenshaw establish a widespread following through regular media appearances (including The View and Saturday Night Live) and a large Twitter presence
- Supports Crenshaw in expressing public views that are often critical of Democratic ideas and politicians but independent of the GOP party line
- In statements to the press, Rom aggressively advocates for Crenshaw's policy views and proposals, and is often sharply critical of Democratic detractors

Policy Positions and Areas of Focus

Early career has been spent ascending communications roles through the Republican party establishment

Support for Republican Establishment – *Although she does not have a clear policy record, Rom has worked mainly for the Republican party structure and establishment politicians*

- Spent two years working in communications for the RNC and NRCC; with the NRCC, focused on issuing statements critical of liberal Democratic candidates in run-up to the 2018 election
- Worked as staffer on the Jeb Bush campaign and as an intern for Sen. Richard Burr

Crenshaw Communications Strategy – *Leading Crenshaw's strategy to create a prominent and unique public profile*

- Uses regular appearances in mainstream media along with online media including Twitter to project independent conservative voice in Congress
- Crenshaw has clashed publicly with Democratic politicians on several occasions, including with Rep. Ilhan Omar over remarks about 9/11 attacks

Policy Priorities – *Supports Crenshaw's policy goals, including immigration*

- In his 2018 campaign, Crenshaw highlighted immigration reform and the need for enhanced border security; since taking office has sponsored several bills bolstering DHS capabilities
- Crenshaw holds standard Republican policy views: he opposes abortion, strongly supports the second amendment, and has opposed redistricting reform, though he supports same-sex marriage

Core Communities

Closely connected with Republican party structures, including the RNC and NRCC

Rep. Crenshaw's Office – *Works most closely with senior staff*

- Eliza Baker, Chief of Staff, previously worked for Sen. Tom Cotton; also worked for NC, FL, and GA representatives
- Matt Hodge, Legislative Director, formerly with Rep. Tom Graves (GA-14)

National Republican Congressional Committee – *Served as Director of Media Affairs*

- John Rodgers, former Executive Director, founder of political consulting firm
- Jesse Hunt, former National Press Secretary current communications director at NRSC, friends with Rom

Jeb Bush Campaign – *Worked as staffer on Bush campaign*

- Danny Diaz, Campaign Manager, current political consultant
- Tim Miller, Communications Director, current political consultant

Media Appearances

Engages with congressionally-focused media as spokesperson for Crenshaw

Twitter – *Limited Twitter profile, primarily used to promote Crenshaw's activities*

Online – *Assertively engages with political press as Crenshaw's public representative and responds sharply to criticism*

Hobbies

Active former college athlete

- Played volleyball in college
- Was member of Alpha Delta Pi Sorority