

# WATKINS GLOBAL STRATEGIES



## WHO WE ARE

**Peter Watkins** is the President of Watkins Global Strategies, LLC a Utah based strategic communication and public relations firm. WGS has produced communication services for a wide range of clients including; foreign companies, local governments, major motion pictures, small businesses, ballot initiatives and non-profit organizations.



## EXPERIENCE

Prior to Watkins Global Strategies, Peter served from October 2001-November 2006 in various media related roles at the White House, including as a White House Spokesman in the Office of Media Affairs, Deputy Press Secretary to Mrs. Bush, Press Assistant in the Press Office, and Senior Press Advance Representative.

In his various positions at the White House, Peter was involved in the coordination of countless media events and strategic communication roll-outs for the President and Mrs. Bush. During his time, Peter was quoted in every major U.S. publication on behalf of the President. Peter developed a good rapport with the White House Press Corps and an understanding of the complex relationship between the press and policy makers.

## CURRENT

Peter is currently an adjunct professor at the University of Utah teaching a course in political communication. In his spare time, Peter has attempted to improve his golf game.

Peter is fluent in Italian, and received a B.A. degree in mass Communication from the University of Utah. He and his wife, Adrienne, and new son Charles live in Salt Lake City.