

Gary Nordlinger, MA, JD



Gary Nordlinger has provided strategy, analysis, and communications strategies for hundreds of leading public officials, governments, associations, corporations, and labor unions in 28 countries on six continents.

He started Nordlinger Associates, Inc. at the age of 25, with no clients or investors and grew it into a firm with an international reach and reputation. Along the way, Mr. Nordlinger experienced the roller coaster “highs and lows” of entrepreneurship, learned how to avoid the burnout that comes with it, discovered the isolation of being a CEO, learned how to stay healthy amidst high stress, and maintain personal relationships and friendships in a career that has exceeded 2,000,000 miles of travel.

Rated one of the nation’s top four media consultants by Campaigns & Elections Magazine, Mr. Nordlinger is a leading expert at using quantitative research to design winning communications strategies. His print and broadcast media has won more than 120 major awards.

Mr. Nordlinger averages two dozen speeches each year on public affairs, communications, and politics. He has appeared on ABC, CNN, C-SPAN, Fox, NBC, NPR, and the Australian, British, and Canadian Broadcasting Corporations, and has been extensively quoted by the Associated Press and major newspapers in the United States and five other continents. The BBC also retained him to provide commentary for the 2000 Presidential debates.

A judicially recognized expert witness on survey research, Mr. Nordlinger teaches at George Washington University’s Graduate School of Political Management. He has also been an adjunct or visiting professor at American University, George Mason University Graduate School of Public Policy, and Florida International universities. He has also lectured at over 50 universities on six continents. He is a trainer in the Campaigns & Elections programs and consults with international visitors through State Department and other exchange programs. Since 1996, the U.S. Department of State has sent Mr. Nordlinger throughout the world on various public diplomacy missions.

Mr. Nordlinger is a founder and former Secretary-Treasurer of the Latin American Association of Political Consultants and is Co-Chair of the International Committee of the Public Relations Society of America NCC. He served as Vice President of the American Association of Political Consultants and chaired its Ethics Committee, and was a director of the International Association of Political Consultants where he also Co-Chaired its Committee on Emerging Democracies.

Mr. Nordlinger is a member of the U.S. Coast Guard Auxiliary and is its national Director of Policy & Resource Management. He also serves on the Commandant’s Innovation Council and advised the Coast Guard Strategic Transformation Taskforce. In 2006, Mr. Nordlinger worked with the Chief of Naval Personnel on strategic change and improved decision making.

He has also served as General Counsel to several associations and non-profit organizations and is experienced in corporate, administrative, and general practice law, including litigation.

Mr. Nordlinger’s degrees include a MA in Government from Georgetown University and a Juris Doctor with Honors from the National Law Center at George Washington University. He was a Sorensen Fellow of Political Leadership at the University of Virginia.