



Carri Ziegler

Vice President,
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Carri Ziegler joined Harbage Consulting in July 2019 in the newly created position of Vice President, Strategic Communications and Public Affairs. She will play a key role providing strategic planning, communications, stakeholder engagement, and public affairs counsel to multiple teams and clients across the firm. In this role, she also will guide the firm's reputation management, brand building, and marketing efforts.

In joining Harbage Consulting, Carri brings with her three decades of experience as a communications consultant specializing in California public affairs and health policy, developing and driving results-focused issue management campaigns that align with clients' mission, vision, and values, and that achieve reputation and policy objectives at the local, state, and federal levels.

For the six years prior to joining Harbage Consulting, Carri served as Senior Vice President at Lucas Public Affairs, where she developed and managed high-visibility, high-stakes public affairs campaigns, and grew a practice focused on health and social policy issues. Among other projects she led while at LPA, Carri worked with The California Endowment to increase awareness of the Affordable Care Act among small and ethnic business owners and their employees; with Blue Shield of California to promote understanding of BSC's efforts to bring health care into the digital age; and with Sutter Health on the design and implementation of its Getting to Zero campaign to realign public, private, and philanthropic resources and responses in support of low- or no-barrier approaches to addressing homelessness.

Prior to her work at LPA, for 10 years Carri managed her own public affairs firm where she focused on issues related to health policy, social policy, trade, and job creation. At Ziegler Associates, she developed and managed statewide public education and legislative outreach campaigns, working with clients such as the Pacific Business Group on Health, Hospital Council of Northern and Central California, California Association of Adult Day Services, Los Angeles Department of Health Services, Futures Without Violence, Coaching Corps, Blue Shield of California Foundation, and Sutter Health to impact important local, state, and federal policy issues.

Carri also has served in Washington D.C. as press secretary for former U.S. Rep. Robert T. Matsui, media director for the Washington D.C. office of Consumers Union, publisher of Consumer Reports Magazine, and media director for the National Association of Consumer Advocates. She began her career in California as a print reporter covering state and local government for the Los Angeles Times, United Press International, and The Riverside Press-Enterprise.

Carri serves on the Capital Public Radio Board of Directors and is a Board of Supervisors appointee to the Yolo County Health Council. She earned her B.A. in Government-Journalism from California State University, Sacramento. Carri lives with her family in Davis, and spends as much time as she can hiking, kayaking, and paddle boarding at Lake Tahoe.