

# **JEREMY OGUL**

## **Public Affairs Director**



As Public Affairs Director, Jeremy is responsible for developing and executing public affairs and media relations strategies for a variety of clients in the technology, environmental services, education, and public sectors.

As a former newspaper journalist and editor, Jeremy applies an expertise in clear and effective communication to help clients craft messages that move stakeholders and decisionmakers. His ability to understand and interpret competing perspectives helps clients navigate politically charged landscapes to reach public policy solutions that meet both the client's needs and the broader public good.

Jeremy leads Madaffer Enterprises' smart city consulting practice, which is dedicated to developing specialized, strategic roadmaps to guide smart city and open data transformations at the city and regional levels. He is the primary author of strategic plans for multiple Southern California cities, including one which has earned national recognition by the American Planning Association as an award-winning document.

Jeremy also leads the Riverside County office of Madaffer Enterprises, based in Palm Desert and covering cities and special agencies in the Coachella Valley and Western Riverside County. His broad experience in public relations, marketing, media relations and public affairs includes pitching and placing news stories, managing social media campaigns, advising political campaigns, and developing and deploying messaging strategies spanning op-eds, blog posts, website copy, newsletters and press releases.