

Erik Rosedahl

VICE PRESIDENT, NATIONAL ASSOCIATION OF MANUFACTURERS



Erik Rosedahl is vice president for issue advocacy and political action at the National Association of Manufacturers (NAM), the nation's largest industrial trade association. He is responsible for advancing the legislative agenda of the industry utilizing grassroots tools and campaigns.

Mr. Rosedahl has worked for over 15 years in issue management, strategic planning, message development and coalition building for elected officials and America's leading trade associations. His extensive resume brings a unique understanding of diverse issues, coalitions and messaging that affect each region of the country.

Before joining the NAM in late 2011, Mr. Rosedahl served as vice president of national grassroots and issue management for McGuireWoods Consulting. He oversaw the firm's Washington, D.C., advocacy department and consulted with American trade associations and corporations on strategic planning, message development,

issue and ballot campaigns, external grassroots initiatives, coalition building and e-mobilization.

Prior to McGuireWoods Consulting, Mr. Rosedahl served as director of state grassroots for MyWireless.org/CTIA (The Wireless Association). In that position, he led ballot and legislative campaigns across the United States—including key victories in Illinois, Maryland, Michigan, Minnesota, New York and Texas—that, when combined, saved consumers over \$1 billion in costly telecom fees. He built a national bipartisan coalition of business, community, minority, organized labor and women's associations that delivered over 1 million original consumer grassroots calls, e-mails and personal letters to federal and state elected officials.

Mr. Rosedahl also served as northeast political director for the National Federation of Independent Business and as mid-Atlantic political manager for the Associated Builders and Contractors. In addition, he served on the official and campaign staff of U.S. Senator Rod Grams (R-MN) for five years.

Mr. Rosedahl and his wife Colleen live in Arlington, Va., with their young son and daughter.