

## **Searles Consulting, Inc.**

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### **Mission Statement**

Searles Consulting provides its corporate and political clients effective issue management through strategic business planning and implementation and by designing and creating customized legislative, public relations and grassroots solutions.

### **Principal Biography**

Christina Searles Tai has been an active participant in Georgia politics, business and government relations for over 15 years. Tai is currently the legislative affairs representative in Georgia for several prominent companies and organizations, including Walmart and Reynolds Tobacco. During the 2012 Georgia legislative session, Tai was behind a challenging yet successful effort to level the playing field for Georgia retailers with the passage of E-Fairness.

Tai has also led numerous successful issue and product mobilization efforts for several Fortune 500 companies. Tai has used her leadership, creativity, communication and organizational skills to orchestrate, launch and complete a variety of grassroots, grasstops, public relations and legislative campaigns in Georgia.

Christina Searles Tai became involved in Georgia politics in 1996 when she served as finance director for an Atlanta area Congressional campaign. Since then, she has managed and consulted on numerous political campaigns on the state and federal level. She has used her organizational and marketing skills to position candidates and events for positive media exposure, while ensuring they were properly funded through her fundraising skills. Tai directed the 2004 campaign of Senator Ronnie Chance, who serves as the current Senate Majority Leader in Georgia.

Tai founded her company while still an honors student at The Georgia Institute of Technology. Earning a Bachelor of Science in Management with a specialization in Marketing, she achieved the highest academic honors, graduating Summa Cum Laude. She completed her undergraduate education in three years and also earned honors in International Marketing at the School of International Business at Jonkoping University in Sweden. Tai currently serves as Vice-Chairman of the Board of Directors for the Swedish American Chamber of Commerce Georgia. She is active in the Atlanta community and has been a volunteer for over 15 years for Camp Magik, a non-profit bereavement camp for children. She, her husband and their young son reside in in-town Atlanta.

## **Current Government Affairs Clients**

Reynolds American, Inc.  
Walmart Stores, Inc.  
CRT Realty & Development, Inc.  
Searles Consulting, Inc.  
Swedish-American Chamber of Commerce  
Cochran Mills Nature Center

## **Past Corporate, Government Affairs and Political Clients**

General Motors  
Papa John's  
Namenda Pharmaceuticals  
AT&T  
Cancer Treatment Centers of America  
Clorox  
Glad Simply Cooking  
Philip Morris  
Comsys  
Learning Through Sports  
Blueshift  
The Apex Museum  
Wellsprings  
The Atlanta Soccer Foundation  
Fleishman-Hillard  
Swedish Match North America  
Conwood Company  
Excelsior College  
Georgia Affordable Housing Coalition  
Georgia Commission on Family Violence  
Shelton Fireworks  
Georgia Psychological Association  
Georgia Funeral Directors Association  
Compassion & Choices  
Sanders & Associates  
J.L. Morgan Co.  
KLH & Associates  
Harold Tarrer & Associates  
Brock Clay Government and Public Affairs  
Georgia Education Coalition, Inc.  
Georgia Assoc. of Emergency Medical Services  
Thinking Media  
TV 4 US  
Kathy Cox for State School Superintendent  
Phil Gingrey for U.S. Congress

Chuck Clay for U.S. Congress  
John Mitnick for U.S. Congress  
Ronnie Chance for State Senate  
Clay Cox for State Representative  
Billy Horne for State Representative  
Clay Cox for U.S. Congress  
Cecil Staton for State Senate