



FOR IMMEDIATE RELEASE

October 11, 2022

Contact: Justin Sayfie

justin@ballardpartners.com

202.800.5620 T

Ballard Partners Opens Los Angeles Office

Ballard Partners, one of the top government relations firms in the United States, is opening its first West Coast office in Los Angeles.

Wendy Bruget will join the firm as a Partner and will lead the opening of the Los Angeles office. **Jason Ziven** will serve as Senior Adviser. Firm Partner **Tola Thompson** and Strategic Partner **Tom Cerra** will also offer client services from the firm's Los Angeles office.

"Opening an office in Los Angeles will allow our firm's exceptional partners to better serve the firm's 500+ clients," said **Brian Ballard**, the firm's President and Founder. "We are proud to enter the California market with our first office in Los Angeles. Wendy, Jason, Tola and Tom are the dream team for us to establish our initial presence in California."

Wendy Bruget

Bruget has been a government relations professional and union organizer in Los Angeles for more than 20 years. For the past seven years, she has served as the Director of Government Affairs at the largest independently owned waste and recycling company in Los Angeles County. In that role, she led the firm's public policy, community affairs, elected official partnerships and Political Action Committee. Bruget previously served for eleven years at prominent lobbying firm Berghoff & Associates, and as a union organizer with the Association of Los Angeles Deputy Sheriffs for two years.

"The firm's national reputation and unwavering commitment to exceptional client service was incredibly attractive to me," said Bruget. "I am delighted to be joining Ballard Partners and look forward to serving the firm's clients in California."

Jason Ziven

Ziven, the firm's Senior Advisor in Los Angeles, is an attorney at Sanders Roberts LLP. His practice focuses on all aspects of business litigation, and his clients include

Fortune 100 companies, high-profile entertainers and public figures. He also advises musicians, writers, actors and directors on entertainment transactions. Prior to joining Sanders Roberts, Ziven served as Director of Business Development at Mills Entertainment, a division of Creative Artists Agency. While at Mills, Ziven negotiated multiple licensing and touring agreements with the largest entertainment companies and globally recognized talent, including Sony Pictures Entertainment and Otter Media. He launched his career as a member of the Summa Group at Oppenheimer & Co., a full-service investment bank.

“With Ballard’s national and international reach with exceptional government relations professionals from coast to coast, the opportunities for growth in the Los Angeles market are unlimited,” said Ziven. “I look forward to working with Wendy, Tola and Tom to serve the firm’s clients.”

Tola Thompson

Prior to joining Ballard Partners, Thompson accumulated more than a decade of experience in the U.S. House, serving under two members of the Congressional Black Caucus. In these positions, he served as Chief of Staff and Communications Director, and cultivated relationships with members of the Congressional Black Caucus and managed a multi-issue legislative portfolio that included telecommunications, education, labor, health, and agricultural appropriations issues. Thompson will split his time between the Washington and Los Angeles offices.

Tom Cerra

Cerra has built a national profile as a K-12 educator with a career that spans teaching, school-site administration as well as serving as chief lobbyist, chief negotiator in school district labor relations. In his role as the former deputy superintendent for Miami-Dade County Public Schools, he served alongside the current Los Angeles Unified School District superintendent Alberto Carvalho. His experience also includes city, county, state and federal government relations, as well as strategic planning and policy development. For the past 26 years, he has been president of the educational consulting firm Florida School Services, Inc. His clients have included school districts, benefits providers, school design and construction and publishing and technology companies as well as an educational foundation.

###

About Ballard Partners

Ballard Partners has been named by state and national publications as the leading government affairs firm in Florida and as one of the top firms in the nation’s capital. The Florida-based firm, with offices in Washington, DC, Boston, Tallahassee, West Palm Beach, Jacksonville, Miami, Ft. Lauderdale, Orlando, Tampa, Sarasota, Tel Aviv and Istanbul, combines extensive experience in government affairs with unwavering advocacy to maximize results for the clients they serve.

Visit www.ballardpartners.com for more information.