

# GENE MORAN BIOGRAPHY

**Founder & President of Capitol Integration | Expert on federal defense & security lobbying | Award Winning Consultant | NILE Top Lobbyist 2020 & 2022 Twice recognized by Bloomberg Government**

I guide and advise defense companies of all sizes to dramatically improve federal sales through funding and policy change in Washington DC. My clients measure their results in billions of dollars.


My policy initiatives have been implemented by Congress, The President, and the Executive branch.

There are four keys to gaining federal business: a realistic timeline government relationships funding and policy process knowledge an understanding of the intricacies of selling to the federal government

I can help with all four.

My firm, Capitol Integration has been twice-recognized by





Bloomberg Government as a Top-Performing Lobbying Firm. I'm an inductee in the Million Dollar Consulting Hall of Fame<sup>®</sup> and a personal recipient of the Corrie Shanahan Memorial Award for Advancing Consulting. Florida State University has twice named Capitol Integration as one of the 100 fastest growing alumni-led Florida companies and I am twice-recognized as a "Top Lobbyist" by National Institute for Lobbying & Ethics.

Before founding Capital Integration, I served my country for 24 years in the Navy and working in Washington DC alongside senior decisions makers of the Department of Defense and Congress. I was designated a Joint Specialty Officer and Proven Financial Manager before eventually transitioning from active duty as a Captain.

I was responsible for overseeing corporate PAC (Political Action Committee) strategy and implementation for one of the largest defense PACs, achieving over \$700k per cycle. I also spent five years overseeing legislative affairs for a Tier 2 prime, and led global congressional delegations in support of international ministerial activities and oversight.

I'm the author of *Pitching the Big Top: How to Master the 3-Ring Circus of Federal Sales*, and co-author of *Million Dollar Influence: How to Drive Powerful Decisions Through Language, Leverage, and Leadership* with Alan Weiss. My next book, *Government Deals Are Funded, Not Sold: How to Integrate Lobbying in to Your Federal Sales Strategy*, will be published in 2023.

My military service and strategic advisement to corporate leaders inspired my podcast, *Make Your Move*, in support of veterans moving into industry, as well as Capitol Currency<sup>SM</sup>, a unique learning program for corporate executives

If you want to engage the federal government, and secure funding for your defense and security offering, let's talk: [gene@capitolintegration.com](mailto:gene@capitolintegration.com)

# SHORT FORM BIOGRAPHIES

## 250 Word Bio

Gene Moran, founder and President of Capitol Integration, is the foremost expert on federal defense and security lobbying. He guides defense companies to dramatically improve federal sales through funding and policy change in Washington DC, measuring his client results in billions of dollars. Gene's policy initiatives have been implemented by Congress, The President and Executive branch agencies.

Gene's relentless pursuit of innovation has garnered multiple accolades. Capitol Integration is twice-recognized by Bloomberg Government as a Top-Performing Lobbying Firm and twice-heralded by Florida State University as one of the 100 fastest growing alumni-led Florida companies. He is also twice-recognized as a "Top Lobbyist" by the National Institute for Lobbying & Ethics, an inductee in the Million Dollar Consulting Hall of Fame® and a recipient of the Corrie Shanahan Memorial Award for Advancing Consulting.

Gene's groundbreaking research, exploring the impact of congressional lobbying on contracting and the performance of democracy, earned him a PhD in Public Policy and Administration. His extraordinary accomplishments also include overseeing corporate PAC (Political Action Committee) strategy and implementation for one of the largest defense PACs, achieving over \$700k per cycle.

Serving his country for 24 years in the Navy and in Washington DC, coupled with his strategic advisement and counsel to corporate leaders, inspired Gene's podcast, *Make Your Move*, in support of veterans moving into industry, as well as *Capitol Currency*<sup>SM</sup>, a unique learning program for corporate executives. A published author, Gene's next book *Government Deals Are Funded, Not Sold: How to Integrate Lobbying in to Your Federal Sales Strategy* will be available from Taylor & Francis in 2023.

# SHORT FORM BIOGRAPHIES

## 100 Word Bio

Gene Moran, founder and President of Capitol Integration, is the foremost expert on federal defense and security lobbying, measuring his client results in billions of dollars. Gene's policy initiatives have been implemented by Congress, The President and the Executive branch. His pursuit of innovation has garnered multiple accolades, including being named twice as a Top Lobbyist by the National Institute for Lobbying and Ethics. Gene's groundbreaking academic research earned him a PhD in Public Policy & Administration. He is a published author and previously served his country for 24 years before retiring as a Navy Captain.