

GENE MORAN BIOGRAPHY


Gene Moran, founder and President of Capitol Integration, is the foremost expert on federal defense and security lobbying.

He guides and advises defense companies of all sizes to dramatically improve federal sales through funding and policy change in Washington DC. Thanks to his strategic advisement and proven methodology for success, Gene's clients enjoy extraordinary returns on investment. With 10+ years operating as a highly successful independent consultant, lobbyist and advisor, Gene's results for his clients are measured in billions of dollars.

The extent of his impact has seen Gene's policy initiatives implemented by Congress (in law), The President (in Executive Order), and the Executive branch (in agency policy and contracts).

Gene's relentless pursuit of innovation in his field has garnered multiple accolades. Spearheaded by Gene's leadership, his firm, Capitol Integration, has been recognized multiple times by Bloomberg Government as a Top-Performing Lobbying Firm.





Gene is an inductee in the Million Dollar Consulting Hall of Fame® and a personal recipient of the prestigious Corrie Shanahan Memorial Award for Advancing Consulting (Consultant of the Year). Florida State University has twice-heralded Capitol Integration 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.


Gene’s groundbreaking academic research underpins his PhD in Public Policy and Administration from Walden University. His dissertation explored the impact of congressional lobbying on contracting and the performance of democracy. Gene is an adjunct Professor of Public Policy at Florida State University where he teaches about federal advocacy. He also holds a Master’s in Financial Management from the U.S. Naval Postgraduate School, and a Bachelor’s degree from Florida State University.

As a retired senior naval officer, Gene offers an incomparable breadth and depth of expertise. He served his country for 24 years in the Navy, operationally commanding ships at sea, and working in Washington DC. Gene’s exceptional insights and vision were sought out by the senior most influential decision makers of the Department of Defense and Congress. Gene was designated a Joint Specialty Officer and Proven Financial Manager before eventually transitioning from active duty as a Captain.

His extraordinary accomplishments include overseeing corporate PAC (Political Action Committee) strategy and implementation for one of the largest defense PACs, achieving over \$700k per cycle. In addition, his vast experience encompasses five years overseeing legislative affairs for a Tier 2 prime, and leading global congressional delegations in support of international ministerial activities and oversight.

He is the author of *Pitching the Big Top: How to Master the 3-Ring Circus of Federal Sales*, which explores the intricate processes involved in federal sales, and co-author of *Million Dollar Influence: How to Drive Powerful Decisions Through Language, Leverage, and Leadership* with Alan Weiss. This book identifies examples of how to correctly apply influence in business and government. Gene’s next book, *Government Deals Are Funded, Not Sold: How to Integrate Lobbying in to Your Federal Sales Strategy*, will be published by Taylor & Francis in 2023.

Drawing on his unique blend of military service and strategic advisement, Gene developed and launched Capitol Currency®, the only comprehensive multi-modal learning experience of its kind. Capitol Currency® specifically focuses on helping executives navigate the complex federal sales landscape.



His experience during transition from active duty to corporate was the inspiration behind “Make Your Move”, a book and podcast dedicated to helping veterans self-assess and address the challenges they face when charting their post-military careers. The proceeds from Make Your Move continue to benefit Freedom Fighter Outdoors, an organization which seeks to support injured veterans.

Gene is married to Julie and lives in Florida where they are avid boaters. They are blessed with four adult daughters and a growing extended family.

Gene continues to hold active security clearance and remains SCI eligible.

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 Society for Advancing Consulting's Consultant of the Year award.

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. He is an adjunct Professor of Public Policy at Florida State University. His extraordinary corporate accomplishments include overseeing dozens of federally-funded programs as well as 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*SM, 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.

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100 Word Bio

Gene Moran, founder and President of Capitol Integration, is the foremost expert on federal defense 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, the Society for Advancing Consulting's Consultant of the Year, and multiple times as a Top Performing Lobbying Firm by Bloomberg Government. He is a published author, university professor, and previously served as a Captain in the United States Navy where he commanded both a cruiser and a destroyer.