



ARMENIAN ASSEMBLY OF AMERICA

BOARD OF TRUSTEES BIOGRAPHIES

NEW BOARD MEMBER

PETER MIRIJANIAN is the founder of Peter Mirijanian Public Affairs, which provides media relation, public affairs, litigation and crisis communications expertise to corporate, trade association and individual clients. Before starting PMPA, Mirijanian was a founding principal and Vice President of the DCS Group where he directed and implemented crisis and litigation communications efforts, with a primary focus on national media. His highlights including class action lawsuits, proposed corporate mergers, international trade disputes, casino gaming and public health issues.

Utilizing decade-long relationships with the national press corps, Peter has initiated and managed the media coverage and editorials that have appeared in national outlets, including *The Washington Post*, *New York Times*, *Wall Street Journal*, along with the broadcast networks. He has also devised and executed media tours, editorial board meetings and talk radio campaigns for clients in markets across the country.

He is a crisis communications commentator in national publications, and for NBC, CNBC, MSNBC, and FOX NEWS.

Previously, Peter worked in corporate advocacy as a Senior Counselor at Powell Tate and led non-profit media campaigns while at Fenton Communications. Peter served as a press aide in the office of Senator Edward M. Kennedy and on the national advance staffs for the Dukakis / Bentsen 1988 campaign; Clinton / Gore 1992 and 1996 campaigns; Gore / Lieberman 2000 campaign; and traveled as advanced staff internationally for President Clinton and Vice President Gore.

Peter has served as a spokesperson for the Women's College Coalition and as a political advisor to Anna Deveare Smith's production of "House Arrest" at Washington DC's Arena Stage.

He also worked as a political media consultant, was Northeast Regional Coordinator for People for the American Way, the non-profit constitutional liberties organization.

Peter graduated magna cum laude from Drew University and earned a Master of Arts in Public Policy from Georgetown University.