



Public Affairs | Public Relations | Corporate Branding

Brian Donahue is Founder and CEO of CRAFT | Media/ Digital.

With two decades of experience in the political and public affairs arena, Brian founded CRAFT with the vision of innovating the communications industry by delivering integrated campaigns and cutting-edge creative that move audiences to action.

Under his leadership, CRAFT has grown from a five-person consultancy to a 40 person agency, employing media experts, communications strategists, developers, and artists. Today, CRAFT is recognized as a top Washington DC based agency, and has been recognized as a leading agency by PR News, PR Week, and the Public Affairs Council, and has brought home numerous Telly, Webby, Pollie, Web3, Reed, and Communicator Awards.

A veteran strategist, Brian has developed communications and advertising campaigns for Fortune 100 brands, top industry associations, and some of Washington's leading political and advocacy organizations.

His reputation for making a positive and measurable impact on brands and organizations includes work for Walmart, Accenture, Expedia, Mitsubishi Heavy Industries, The U.S. Chamber of Commerce, the National Restaurant Association, the International Franchise Association, Verizon, the National Retail Federation, American Petroleum Institute and numerous other clients.

Brian's work and analysis have been sourced in top news outlets including the New York Times, The Washington Post, CNN, L.A. Times, and U.S. News & World Report. Brian is formerly a political commentator on FOX News Channel and MSNBC.

When Brian isn't in the office, you can find him listening to the Grateful Dead or spending time with his wife and daughter in Georgetown.