

Rhonda Bentz is a strategic advisor with over 20 years of public affairs, corporate and political consulting experience, specializing in communications, corporate positioning, crisis and issues management and image and reputation campaigns.

She currently serves as Vice President, Paid Media and Strategic Initiatives at the American Petroleum Institute where she oversees API's advertising campaigns, message research and content development programs.

Prior to API, Bentz was President & CEO of Bentz Strategies, a communications and public affairs firm that created problem-solving strategies for corporate, trade association and coalition clients.

Previously, she served as Vice President, Public Affairs for Visa USA, where she developed and managed communications strategies for public policy and legislative issues, including serving on internal issues management, crisis and litigation communications teams.

From 1996 to 2000 Bentz served as Vice President of Issues Management for APCO Worldwide. Her responsibilities included designing and implementing communications, grassroots, political, and legislative strategies for issue campaigns at the state and federal level.

In 2004, Bentz was listed by PRWeek as a "Top 20 In-House Communicator" and from 2006 to 2010 she served as a presidential appointee to the Advisory Council on Historic Preservation.

A native of California, Bentz worked on statewide ballot, candidate and presidential campaigns prior to moving to Washington DC.