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Austin Walne Joins North Bridge Communications
Walne brings cutting-edge Web communications to firm

WASHINGTON (March 1) – North Bridge Communications today hired a new online strategist, Austin Walne, who previously served as co-director of Internet operations for Fred Thompson’s presidential campaign.

Walne helped Thompson raise millions of dollars online, especially in the crucial final weeks of the campaign prior to Iowa and South Carolina. He was also responsible for overseeing Web content, editing and publishing daily video-blogs from the Iowa and South Carolina Bus Tours, and helping coordinate outreach to bloggers.

“Austin will bring valuable campaign and new media experience to our growing firm,” said partner Paul Cummins. “We’re excited to have him aboard and expect him to make an immediate impact with both new and existing clients.”

Walne’s knowledge in online communications, such as email campaigns, blogs, Web video, fundraising, and recruitment, will help build the firm build a strong Internet presence.

Immediately prior to working on the Fred Thompson campaign, Walne was the eCampaign director of the Draft Fred Thompson 2008 Committee where he developed the Draft Committee website and coordinated its new media outreach and online advertising programs.

Walne also served as Treasurer and Executive Director of RightSense PAC. In that capacity, he led the PAC’s fundraising efforts, maintained FEC compliance, and developed the web-based organization’s online presence. In the 2006 election cycle, Walne was a field operative in East Tennessee for Ed Bryant and Bob Corker, both candidates for the US Senate.

North Bridge Communications is a DC-based communications firm that specializes in technology, agribusiness, energy, and trade. The company was co-founded by Paul Cummins and Phillip Hayes.

For more information about North Bridge Communications and its capabilities, visit www.northbridgecommunications.com.

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