



Jay Byrne **President**

Jay Byrne is president of v-Fluence Interactive Public Relations, Inc. (v-Fluence). v-Fluence is an online public affairs, issues management and marketing support strategic consulting group. He directs an award-winning team that has been recognized nationally for its innovative, comprehensive campaigns on the Internet, the vast medium that has become a critical venue for effective, rapid communication to both broad and highly targeted audiences.

Previously Mr. Byrne was director of corporate communications for Monsanto Company - a global life sciences company with over 35,000 employees located in more than 100 countries. Mr. Byrne directed biotechnology acceptance communications, media relations, employee communications and research programs in the U.S. and emerging markets. He managed Monsanto's award-winning family of Internet sites and programs, as well as developed third-party support for biotechnology acceptance.

Prior to joining Monsanto Mr. Byrne served as chief spokesperson, chief of staff and deputy assistant administrator for legislative and public affairs at the U.S. Agency for International Development (USAID) from 1993 to 1997. Mr. Byrne also served as director of press relations for USAID. During his tenure at USAID he acted as the White House spokesman and media coordinator for the G-7 Detroit Jobs Conference and numerous other administration initiatives.

Mr. Byrne held senior communications and press positions with the Clinton/Gore administration and presidential campaigns, Massachusetts Congressman Joe Kennedy, Boston Mayor Ray Flynn, Oregon Congressman Mike Kopetski and with numerous organizations and elected officials over the past twenty years. He has been a featured speaker at numerous trade and professional conferences and published articles in Reputation Management Magazine, Public Relations Journal and other publications. An alumnus of Tufts University and native of Boston, he resides in St. Louis and Boston with his wife Ann Kittlaus, daughter Erin and son Paul.

v-Fluence is a public affairs, issues management and marketing support firm which helps our clients take advantage of the internet and manage online risks because we believe, and the facts confirm, it starts online...