



**Cassie Folk**  
**Founder and President, Cassie Folk & Associates**

For more than 20 years, Cassie Folk has built a reputation for dynamic and authoritative advocacy across the nation and internationally. Named one of the [National Journal Top 50 People Changing the Game in Washington](#) (2019), her prestige was built on navigating the complexities inherent to advancing public policy initiatives for highly-regulated industries such as agriculture, food, tobacco, and cannabis.

In 2019, she founded *Cassie Folk & Associates*, a boutique advocacy agency, to focus her attention on a select group of clients in Washington D.C. and beyond.

Folk began her career in Bismarck, North Dakota where she managed a successful state-wide legislative race and went onto work in the state legislature. In 1998, that success and experience led her to D.C. as Director of Government Affairs for the National Rural Letter Carriers Association. While working to advance the Association’s legislative agenda on tax policy in Congress, Folk developed awareness programs that dramatically increased contributions for the group’s multi-million-dollar Political Action Committee.

In 2001, Folk joined Feld Entertainment as Director of Government Relations. There, she again broadened her responsibilities to manage legislative, regulatory, and political activities on the international, federal, state, and local levels. She built her network of key decision makers across multiple industries by testifying before multiple legislative bodies across the U.S. and Canada. Her efforts resulted in the successful passage and defeat of numerous legislative proposals, including ballot initiatives. This expanded visibility solidified her reputation as a fierce and trusted advocate.

Folk continued to increase her sphere of influence in the federal and international arenas as Vice President of Federal Government Relations for the National Confectioners Association (2001-08). There, she honed her relationship skills while working collaboratively with multiple outside entities including The World Cocoa Foundation, International Cocoa Initiative members, U.S. Food & Drug Administration, U.S. Department of Labor, Congress, and the U.S. State Department.

In 2008, Folk joined Reynolds American Inc. (RAI) as Senior Director, Government Relations. As an executive team leader, she led multiple efforts to enhance and modify RAI's business strategies. She successfully executed public policy goals by advancing and implementing RAI's initiatives in transforming the tobacco industry and led the RAI Political Action Team. As a supervising director, Folk selected, managed, and inspired a large team of independent lobbyists to cohesively effectuate RAI's nationwide legislative strategy. For her exceptional contributions to the company's annual success and for her work to shape its future, Folk was twice recognized with the RAI Leadership Team Award (2011, 2018).

Prior to launching her own boutique agency, Folk served as the first Vice President of Federal Government Affairs for the Cannabis Trade Federation (CTF) (2019). At CTF, she defined the position by developing, leading, and executing federal legislative and political strategy, building and managing large coalitions, and solidifying relationships with federal government officials and staff. To further the Federation's impact, she cultivated connections in bipartisan think tanks, cannabis policy organizations, influential non-cannabis policy organizations, and other related entities. Additionally, she communicated CTF's policy issues with members and advocated for vigorous public engagement on cannabis policy.

Folk also finds time to be an active volunteer. She serves on the Board of Trustees for the American Council of Young Political Leaders, a bipartisan international exchange program that promotes long-term relationships for the world's next generation of leaders. She is also passionate about Best Buddies, a nonprofit organization dedicated to inclusiveness for individuals with intellectual and developmental disabilities (IDD). In addition, she is a member of the United Way's Women's Leadership Council, Women's Congressional Golf Association, and Women in Government Relations.

Folk graduated from the University of Jamestown in North Dakota, with a Bachelor of Arts in History and Political Science. She is an enthusiastic world traveler and lives in her dream home at the D.C. Wharf with her first-mate Fenway (Yorkshire Terrier).

To learn more about Cassie Folk & Associates, visit [folk&associates.com](http://folk&associates.com) or follow @folkassociates on twitter and instagram.

To discuss working with Cassie, contact her at [cfolk@folkassociates.com](mailto:cfolk@folkassociates.com).