



Powell Berger

STRATEGIC CONSULTANT

Powell Berger joined CommPac as a strategic partner in 2019, bringing her deep well of expertise in crisis communications, strategic planning and execution, and politics and policy to our clients.

In her work with CommPac, Powell has been an essential member of our media training team, helping clients understand the guiding tactics of print and investigative reporters and putting clients through mock interviews to put in practice the messaging discipline needed for successful coverage. She has also provided crisis communications counsel, positioning the client to correct inaccurate media coverage and put forward the client's narrative through other media channels and outreach to key decision-makers and stakeholders. Her knowledge of community building has been valuable in outreach to targeted communities across the state with messaging and information to meet their specific interests and needs.

Powell moved to Hawai'i in 2002 from Washington, D.C., where she spent years working in state and federal government relations at the American Forest and Paper Association and crisis communications at boutique D.C. firms, including The Hawthorn Group and R&R Partners. Her first introduction to the world of politics and policy was an appointment as a U.S. Senate page, followed by an appointment as a cloakroom assistant on the floor of the U.S. Senate.

In Hawai'i, Powell has built a robust communications consultancy footprint, counseling various nonprofits, utilities, health care interests, and others in all areas of community building, crisis management, targeted messaging and communications, and development of impactful collateral materials. Powell is also a writer, with her work appearing in most of Hawai'i's print and digital publications as well as publications across the country.

Born and raised in Mississippi, Powell struck out to Washington at 16 years old and never looked back. She and her children spent five years travelling over 50 countries as part of their road-school education. Adults now, they all work in politics and policy across the country.

Powell studied history and political science at Emory University in Atlanta and served as a senior fellow at the Paris American Academy Writing Program for five years. Today, she lives in Kaka'ako.