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For Immediate Release

Mr. Gerald "Jerry" Michaud Joins The SPECTRUM Group

Alexandria, Va. – January 8, 2025 – [The SPECTRUM Group \(TSG\)](#) is pleased to announce that [Mr. Gerald "Jerry" Michaud](#) has joined its firm. Mr. Michaud, an experienced strategic communications professional, has worked extensively as an executive in advertising and public relations agencies, commercial and national nonprofit organizations, and the U.S. federal government.

"Jerry brings exceptional experience, expertise, and integrity to TSG," said [Andrew J. Campbell, TSG Executive Chairman](#). "He will expertly support our clients in strategic communications and related domains. I'm grateful to Jerry for his years of service to our nation's veterans and look forward to working together closely."

Prior to joining TSG, Mr. Michaud served as the Executive Director of the Office of Communications for the Veterans Health Administration (VHA), where he led the Veterans Administration's (VA's) messaging to veterans, employees, media, and the public, including during the COVID-19 pandemic. He also led VHA's largest outreach effort: implementing PACT Act legislation to invite toxic-exposed and newly-eligible veterans to enroll in VHA's health care programs across its 174 medical centers.

"TSG is fortunate to have Jerry join our team," said [TSG's President, Major General George Close, U.S. Army \(Ret.\)](#). "His strategic communications background, as well as expertise in the VA and VHA, will enhance many of TSG's practice areas, including [Strategic Communications](#) and [Healthcare & Bio-Science](#)."

Mr. Michaud previously served in senior marketing and creative direction executive positions with global agencies and companies, including Rapp Worldwide and Broderbund Software. He supported client accounts with strategic communications, advertising, and marketing including multi-channel marketing, branding, social media, publications, corporate and executive communications, and message development and strategic planning.

In addition to his work at The SPECTRUM Group, Mr. Michaud serves as the Chair of the End Hunger Network and of the Roll of Honor Foundation. He previously served as Senior Director of the Cystic Fibrosis Foundation.

[The SPECTRUM Group \(TSG\)](#) is a premier Washington, D.C.-based strategic consulting, government relations, and professional services firm. Since 1993, SPECTRUM's diversified practice has helped U.S. and global clients achieve their defense, security, and government business objectives.

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