



BUSINESS FOR DIPLOMATIC ACTION

Building New Bridges to The World



**Cari E. Guittard**

Executive Director  
Business for Diplomatic Action

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Cari E. Guittard is a 32-year-old native of Dallas, Texas. She received her BA in Political Science and Public Administration from the University of Texas at Dallas in 1997 and a Masters of Public Affairs in 1998. Upon graduation she was selected as a 1998 Presidential Management Internship recipient and began work as a computer security specialist and spokesperson for cyber threats and critical infrastructure protection for the US Department of State.

Guittard has traveled extensively to every region of the world working on State systems, developing threat perspectives and briefing and working with thousands of Ambassadors, Chiefs of Mission, Commanding Officers and senior US Government officials to include Secretary Albright and Secretary Powell as well as heads of US based corporations on cyber terrorism and related threats. In addition, Guittard, working with the NSC and Joint Terrorism Task Forces, developed and delivered Cyber-Terrorism and Critical Infrastructure Protection curriculum at leading US Government training facilities to include: *The Federal Law Enforcement Training Center (FLETC)*, *FBI Academy*, (Quantico), *Marine Security Guard Training Facility (MSG School)*, *Diplomatic Security Training Center (DSTC)*, *National Defense University (NDU)*, *The National Foreign Affairs Training Center (NFATC)*, and the *Combating Terrorism Center at West Point*.

Following the September 11, 2001 attacks, Guittard briefed newly appointed Under Secretary of State for Public Diplomacy & Public Affairs, Charlotte Beers. During the briefing Beers asked Guittard to join her staff as a special assistant. Guittard immediately began working for the Under Secretary, managing a portfolio that included the Under Secretary's public affairs, speeches and events, East Asian and Pacific Affairs, Political Military Affairs, Diplomatic Security, Counter-terrorism and Information Resource Management. During her time with the Under Secretary, Guittard continued her work with the JTTF and NSC in developing and executing public diplomacy and communications strategies.



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In the summer of 2003, Guittard was hired by Keith Reinhard, Chairman Emeritus of DDB Worldwide to lead what would become Business for Diplomatic Action, a private sector led a-political, non-profit whose purpose is to sensitize American companies and individuals to the rise of anti-Americanism in the world and to enlist the U.S. business community in public diplomacy efforts aimed at building new bridges of respect and understanding for America with the world.

Guittard serves as BDA's Executive Director guiding the activities of a global Board and senior advisory council spearheaded by preeminent global communications, marketing, political science, research and media professionals. Business for Diplomatic Action has received extensive coverage and support most notably for testimony in response to the 9/11 Commission Report, their partnership with Young Arab Leaders, their work on the recent Secure Borders Open Doors Initiative, and their extensive World Citizens Guide program.

Guittard is an active member of the Pacific Council for International Policy and the World Affairs Council of California. She speaks to hundreds of audiences each year as well as guest lecturing at a variety of graduate schools and universities throughout the US on issues ranging from public diplomacy and crisis communications to international affairs and foreign policy, national security, and counter-terrorism. She was recently named one of the *Hot 20 Under 40* by San Francisco Magazine 7X7 which profiles leading young executives in the Bay Area. Guittard has appeared on numerous television and radio programs to include CNN, CNBC, The Today Show, Fox News, Sirius Satellite Radio, various NPR programs as well as the BBC. In addition to her speaking events at local Rotary, Chamber and university campuses across the country, Guittard volunteers considerable time to her community with her support of local hospice programs and in helping several non-profits with their public affairs and press strategies.

She serves on the board of Operation Open Arms, which provides services to US military personnel on leave from service in Iraq and Afghanistan.

**For More Information on Business for Diplomatic Action:** [www.businessfordiplomaticaction.org](http://www.businessfordiplomaticaction.org)  
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