

Jenny Dudikoff Joins KP to Lead Public Affairs and Legislative PR Practice



(Sacramento, CA – December 1, 2021) KP Public Affairs has announced hiring Jenny Dudikoff to help lead the firm’s public relations business and manage the company’s growing public affairs business. With a background representing Fortune 500 companies, trade groups, multigenerational family businesses, and consumer products, Dudikoff has served in association, agency, and campaign leadership roles. She has also managed strategic communications and public affairs programs in a variety of issue areas including automotive, healthcare, public health, manufacturing, energy, water, and wine.

“We are thrilled to have Jenny back on our team at KP Public Affairs. She is incredibly knowledgeable on the issues, the stakeholders, and the political processes that our clients care about,” said Mike Burns, Managing Partner at KP. “Her strategic insights and her ability to execute effective public affairs programs are highly valuable and will help our firm as it continues to grow.”

She has worked in political communications and public affairs for more than 15 years, and has a deep understanding of the public policy, political, and media landscapes. Dudikoff

previously worked at KP from 2013 to 2017, and since then led effective public affairs and communications programs for the California New Car Dealers Association and Wine Institute. She is highly skilled in issues management, crisis communications, corporate communications, media relations, government relations, brand and reputation awareness, stakeholder engagement and ally development. Over the years, her work has included local, state, national and international programs.

KP Public Affairs is consistently ranked as one of the state's leading advocacy and public relations firms. The company is experiencing growth in its healthcare and technology client bases, and has also seen expansion in its social and digital media practice.

"I am thrilled to be joining this team of top caliber professionals at KP and be involved in dynamic and impactful work. I'm looking forward to providing strategic guidance and developing effective programs to help clients shape complex issues with successful outcomes," said Dudikoff. "The firm's reputation is unmatched, the client list is stellar, and I'm excited to help elevate the PR business even further."

More information about KP Public Affairs can be found at www.ka-pow.com. Jenny Dudikoff can be reached at jdudikoff@ka-pow.com.