



Bob Gutierrez, Owner/ Principal

Bob Gutierrez is part of a new generation of political strategists disrupting the status-quo in Sacramento and Washington D.C. After nearly 20 years in the political arena, Bob brought a fresh approach to helping his clients redefine how they can win in pro-business policy making in California and on a national platform.

Bringing forward new and often underrepresented audience perspectives and a comprehensive and tactical management approach, Bob focuses on helping BGS clients anticipate likely outcomes, and stay ahead of issues with customized service. His creative strategy and efficient media campaigns have put “wins” on the scoreboards of candidates, communities and industries facing significant challenges within the political landscape.

Prior to founding BG Strategies, Bob was the Government Affairs Director for PAQ Inc, a family-owned grocery franchisee of the Food 4 Less grocery chain and Rancho San Miguel markets in California, and Times Supermarkets in Hawaii. For nine years, Bob navigated the company through complex industry issues such as recycling, plastic bags in California, theft thresholds and loss prevention. He worked closely with policymakers at the state and federal levels to ensure the grocery industry was well-represented in the ever-changing policies around the Women Infant Children (WIC) program and the federal Farm Bill's Supplemental Nutrition Assistance Program (SNAP). Bob's extensive political background also includes experience as a senior district representative for a member of the U.S. House of Representatives and Chairman of the Natural Resources Committee as well as a campaign consultant for a candidate for California Lieutenant Governor.

Over the past several years, Bob has focused his attention to working with a variety of organizations and community groups to help them organize and advocate for the issues they champion to legislators in Sacramento and Washington D.C. In 2019, Bob was elected Chairman of the California Hispanic Chambers of Commerce (CHCC) by delegates of over seventy-five Hispanic Chambers of Commerce across the state. Previously, he served as vice-chair of the CHCC, and board president of the San Joaquin County Hispanic Chamber of Commerce. Today, Bob is the acting interim CEO of the San Joaquin Partnership, a public/private economic development marketing organization for the region.