For Immediate Release

Thursday, December 16, 2021

**Amb. Terry Branstad & Chief of Staff Steve Churchill Launch U.S.-China Consulting Firm**

DES MOINES, IOWA – Former U.S. Ambassador to China and longtime Iowa Governor Terry Branstad and his U.S. State Department Chief of Staff Steve Churchill today announced the launch of the [Branstad Churchill Group](https://branstadchurchill.com/). Branstad Churchill Group is a U.S.-based firm providing advice, guidance and solutions to organizations, corporate leaders and investors seeking to navigate the challenges and opportunities associated with conducting business in China and the United States. Drawing on the expertise of two of the highest-ranking individuals to serve at the U.S. Mission in China, the Branstad Churchill Group is a strategic partner in helping organizations and individuals advance their goals.

**Strategic Insight**

* Strategic Insight and Planning
* Trends Analysis and Forecasting
* Government and Regulatory Analysis
* High Level Political Insight
* Stakeholder Mapping and Engagement

**Risk Management**

* Opportunity and Risk Assessment
* Data Security and Privacy Analysis
* Supply Chain Sustainability
* Public Affairs and Reputation Risk Profiling
* Tariffs and Related Barriers to Exporting and Importing

**Market Growth**

* Market Entry Strategy
* Business Expansion & Market Penetration
* Diversification and Exit Planning
* Trade & Investment Opportunities
* Partner Identification, Vetting & Closing

**Stateside Services**

* Federal Government Advocacy Strategies
* Government Relations at the State and Local Level
* Regulatory Issue Tracking and Analysis
* Political Analysis and Trend Forecasting
* Stakeholder Mapping and Engagement

**Speaking Engagements**

* Speaking Engagements
* Panel Discussions
* C-Suite Briefings
* Media Availability

“The relationship between the United States and China is the most consequential relationship in the world,” **Branstad said**. “At the Branstad Churchill Group, we specialize in bringing strategic insight and solutions to corporate leaders and investors conducting business in China and the United States. As I did during my time as Ambassador, I look forward to helping build bridges between the U.S. and China as both countries confront the unique challenges of the 21st century.”

“China and the United States are not only the largest economies in the world, but are home to the world’s largest middle classes, presenting nearly unlimited financial opportunity for multinational corporations looking to grow,” **Churchill said**.“U.S. and Chinese business leaders turn to the Branstad Churchill Group to help their organizations navigate the unique political, cultural, and economic challenges presented in both markets. We rely on our years of experience, the many relationships we’ve built, and a commitment to the mutual benefit of our two nations.”

**Ambassador Terry E. Branstad** served as the U.S. Ambassador to China from 2017-20. The former governor of Iowa, Branstad is the longest-serving governor in U.S. history. During his tenure, Ambassador Branstad’s two greatest achievements were the signing of the historic Phase One Trade Agreement between the U.S. and China in January of 2020 and successfully lobbying the Chinese government to stem the flow of fentanyl into America.

**Steven W. Churchill**, **MNA** is a strategic leader with broad experience in the public and private sectors and the nonprofit arena. Churchill served as Chief of Staff at the U.S. Embassy in Beijing, working side by side with the Ambassador to advance the Embassy’s strategic priorities. Churchill has broad experience in federal, state, and local government. A former Iowa State Representative, he has advocated for a wide variety of causes on Capitol Hill in his capacity as chief of staff and as the chief executive of two internationally known associations.

For more information, please visit [branstadchurchillgroup.com](https://branstadchurchill.com/), which can be viewed in English and simplified Chinese. Click [here to contact](https://branstadchurchill.com/contact/) the team at Branstad Churchill Group or email us at info@branstadchurchillgroup.com. A full list of services can be [found here](https://branstadchurchill.com/what-we-do/). Team bios can be found in full [here](https://branstadchurchill.com/team/).

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