



Gus Herbert

Government Relations Principal

gherbert@fbtgibbons.com | 502.779.8177

400 West Market Street

Suite 3200

Louisville, KY 40202

Industries

Energy

Renewables

Practice Areas

Lobbying & Public Policy

Gus has successfully managed numerous high-stakes political campaigns, including those for Kentucky Governor and United States Senator, spanning numerous election cycles and across the country. In these roles he has learned to leverage his strategic and communication prowess to mobilize support and resources for each candidate. Not only has he mastered the intricacies of strategic campaign management and planning but he has also built an extensive nationwide network that spans from Frankfort to Washington D.C. and beyond. His exceptional ability to cultivate and maintain connections has played a pivotal role in securing support for the campaigns he has led. For nearly a decade, Gus has been an experienced and successful political operative in Kentucky and across the United States.

In addition to his connections to Kentucky policy makers and Republican elected officials, Gus is also closely tied to national figures in Washington D.C., including newly elected Senate Majority Leader John Thune. Gus was chosen to run Senator Thune's 2022 re-election campaign in South Dakota, the first campaign in which Senator Thune had both a primary and general election challenger since being elected to the U.S. Senate in 2004. The Thune campaign, with Gus's help, won both of those elections handily, helping Senator Thune secure a historic 4th term as US Senator from South Dakota. With the change in leadership in the Republican Caucus in the U.S. Senate, Gus is uniquely positioned to connect potential clients with a changing power structure in Washington D.C.

In 2023, Gus managed the campaign of Attorney General Daniel Cameron for Governor in Kentucky. He has also served in various roles for Kentucky's Commissioner of Agriculture including

legislative liaison, campaign manager, and Special Advisor to the Commissioner.

Gus provides consulting services for clients and does not act as a lawyer for or provide legal advice to clients.

Other Info About Gus

Education

College of William and Mary, B.A., 2013

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