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Gus Herbert Joins Frost Brown Todd as Government Relations Principal in Louisville

Veteran campaign manager brings more than a decade of political experience

Frost Brown Todd (FBT) has added veteran political operative Gus Herbert as a government relations principal in the firm's Lobbying & Public Policy Practice Group in the Louisville office. Herbert's experience on numerous high-stakes political campaigns, coupled with his communications prowess, will strengthen the firm's advocacy capabilities for clients at both the state and federal level.

"Gus is simply the most talented political strategist of his generation in the state of Kentucky, and we're thrilled to have him join the firm," said FBT's Lobbying & Public Policy Practice Group Leader Trey Grayson. "With more than a decade of experience as a political player, he brings the kinds of connections and strategic insights that can get things done for clients in county courthouses, Frankfort, and Washington."

A respected strategist, Herbert has successfully managed political campaigns across the country and over many election cycles, including for U.S. Senate, Kentucky Governor, and other statewide races in the Commonwealth. Most recently, he served as campaign manager for Attorney General Daniel Cameron in his run for Governor of Kentucky. Prior to that campaign, he directed Sen. John Thune's successful re-election campaign in 2022.

Well-versed in Kentucky's political scene, Gus also served in a number of roles for Kentucky's Commissioner of Agriculture from 2016 until 2022, including Special Advisor to the Commissioner, campaign manager and legislative liaison. His many years of campaign experience have equipped him with strategic communications skills, an extensive network of political connections, and the skills to secure resources and mobilize political support on behalf of clients.

Herbert received his B.A. from the College of William and Mary.
While he provides consulting services for clients, he does not act as
a lawyer or provide legal advice.

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