



Jenifer Sarver
Principal, Sarver Strategies

Jenifer has nearly two decades of experience in media relations, crisis communications, speechwriting, coalition building, and media and presentation skills training. Her career has spanned the corporate, nonprofit and political worlds, helping clients develop messages that will resonate with their core audiences and create strategies for effectively delivering those messages through the appropriate communications channels.

In launching Sarver Strategies, Jenifer focused her skills on training and storytelling, helping clients develop a narrative that effectively conveys their core values, and then preparing them to effectively deliver that message. Jenifer has extensive experience in media and presentation skills training, having conducted workshop and one-on-one trainings for a wide range of public figures including CEOs, foreign leaders, local and state political candidates and office holders, and nonprofit leaders.

Jenifer teaches courses on public speaking, advocacy communications, speechwriting, storytelling and confidence in communication, among other topics. She has been a guest lecturer at UT Austin, Concordia University, American University and UT Dallas, among other institutions. She has taught at the Yale Women's Campaign School. She regularly presents at conferences and delivers keynote remarks. She has conducted international trainings in Kenya, Tunisia, Kazakhstan and Australia.

Jenifer spent nearly six years as Chief of Staff to Ambassador Karen Hughes, the Worldwide Vice Chair of Burson-Marsteller. In addition to supporting Ambassador Hughes, leading the Austin office and helping drive new business development, Jenifer managed a wide variety of accounts, from corporate communications to developing internal employee communications campaigns to overseeing all aspects of grassroots and media relations for a coalition. She has also developed expertise in crisis communications, helping clients manage difficult situations from data breaches to bank failures.

Jenifer was the Deputy Director of Public Affairs at the U.S. Department of Commerce in the Bush Administration. She also served as the Director of The Archer Center and was a Senior Advisor on the Washington, D.C. staff of U.S. Senator Kay Bailey Hutchison. Jenifer worked in public relations at Cunningham Communications and Public Strategies, representing high tech and communications clients, and began her professional career in political campaigns, working as a Finance Director, and a Deputy Campaign Manager on two separate congressional races during the 1996 election cycle.

In 2018, Jenifer ran in the 2018 Republican Primary to represent Texas' 21st Congressional District in the U.S. Congress. She graduated from The University of Texas at Austin with a Bachelor of Journalism and a Bachelor of Science in Communication Studies. She received the degree of Master in Public Administration from American University. In 2017 she was selected as a Presidential Leadership Scholar. She is on the Advisory Council of the UT Austin College of Communication, chairs the Advisory Council of the Annette Strauss Institute for Civic Life, is on the Archer Center Board and is past chairman of the board of Texas 4000 for Cancer. She was selected as a Texas Lyceum director in 2013, and was asked to serve on the organization's executive committee in 2015 and 2016. She was a member of the 2010 Leadership Austin Essential Class. From 2014-2016, she served on the Texas Exes Council. In 2013, she received a "40 Under 40" Award from Maverick PAC. In 2015, she received the "Austin Under 40 Award" for Marketing, PR & Advertising.