

## **GTB Partners and Keyword Strategies Announce Strategic Partnership**

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Trenton -- GTB Partners, LLC, a leading government affairs firm based in Trenton, New Jersey, is announcing a strategic partnership with Union County-based Keyword Strategies. Keyword is headed by former Union County Manager George Devanney and his wife Angie Devanney, who also serves as Mayor of Berkeley Heights.

"This partnership extends the reach of both firms," explained Rich Gannon, a partner at GTB. "We often have clients requesting assistance at the local level, which is one of Keyword's core strengths. On the other hand, we can provide reach into the State capital for Keyword's clients."

"This is a great fit for both firms and we are looking forward to this relationship," said George Devanney. "I have worked with Rich and Mike before and, making this even easier for me, Rich and I have been friends since childhood."

Keyword has focused on government relations for local business development and assisting clients navigate county and municipal government processes. GTB Partners, is a full service government affairs firm advocating for clients primarily in the Legislative and Executive Branches of State government.

Throughout their careers, Keyword Strategies partners George and Angie Devanney, who founded Keyword, have worked with several of New Jersey's most influential elected officials, including mayors, county officials, legislators and governors, among them incoming NJ State Senate President Nick Scutari. During Senator Scutari's time as Union County Freeholder Director, George served as Union County Manager, while Angie served as Scutari's Director of Constituent Services. In 2018, George and Angie served on an exclusive campaign committee that guided the election of Senator Scutari to the Union County Democratic Chairmanship. George has also served on the Senate Majority Staff under Senate Presidents John Russo and John Lynch. He was also was Executive Director of the NJ Democratic State Committee. He has been the Democratic Chairman of Berkeley Heights since 2013.

GTB Partners was formed in 2017 by Rich Gannon and Mike Torpey, two longtime fixtures in NJ government and politics. Gannon and George Devanney worked together in the legislative office of Senator Raymond Lesniak. From there, Gannon joined the staff of US Senator Frank Lautenberg and then became Director of Intergovernmental Relations for Governor Jim Florio. In 1992, he was

NJ State Director for the Clinton/Gore campaign. Gannon served on the Presidential Transition team and then joined the Clinton White House as Assistant Counsel to the President in the Office of Presidential Personnel. Later, he was appointed to serve as Senior Advisor for International Trade Development at the US Department of Commerce under Secretary Ron Brown. In 2017 he served as a Policy Advisor to the Murphy for Governor Campaign. Since 1997 he has worked as a government relations consultant in Trenton.

Torpey has worked in Trenton for over 35 years, having served as Chief of Staff and Chief Counsel to Governor Christine Todd Whitman. Since 2001 he has been a government affairs consultant advocating for a broad array of clients in Trenton, Washington, DC, and state capitals around the country.

To learn more about GTB Partners, please visit [www.gtbpartners.com](http://www.gtbpartners.com) (<https://www.gtbpartners.com/>).

To learn more about Keyword Strategies, please visit: [www.keywordstrategies.com](http://www.keywordstrategies.com) (<https://www.keywordstrategies.com>)

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