



Driving integrated advocacy solutions.

Advanced Advocacy is an independent advocacy and public affairs firm that specializes in issue campaigns, coalition management, third parties and alliances, and grassroots activation. We design and execute winning integrated strategies at the state, federal, and international levels.

Gone are the days when shoe leather lobbying and a communications strategy alone were sufficient to win issue campaigns. Advocacy today is more sophisticated, competitive, and integrated than ever before.

Today, there is a need to build coalitions and effectively and efficiently integrate verticals of public affairs that include: government relations, policy, communications, digital advocacy, in-state efforts, grassroots, and third parties. This integrated approach conditions the legislative and regulatory environment for success.



Integrated Advocacy

Advocacy efforts can span across companies and organizations to include government relations and lobbying, public relations and communications, digital and online, grassroots and in-state, policy and legal, and public and external affairs. But how do they all work together in sync? Integrating these verticals can be a challenge, but is necessary to maximize value and resources. Advanced Advocacy has extensive experience and expertise in coordinating and managing these operations.



Coalition Management

Effective coalition management is critical to ensure success. Understanding coalition members, their missions, their functions, their personalities, and unique value propositions is imperative. Whether it's a long or short-term coalition effort, effective and efficient management will enable success and keep the coalition members committed to and engaged on the issue. Advanced Advocacy has managed a variety of coalitions from Fortune 500 companies to main street businesses.



Third Parties & Alliances

Advanced Advocacy works to identify, educate, and activate like-minded groups, organizations, and associations to support and defend efforts and issues on the local, state, national, and international levels. Third parties represent demographics, constituencies, movements, or can be based on issue areas. Engaging third party validators is imperative whether you're building a groundswell, micro-targeting, or conducting an education campaign. Operating as independent voices or united together as a coalition, third parties and alliances are a core component to a winning campaign.



Andrew Kovalcin
Principal



Andrew Kovalcin is a seasoned issue campaign professional with 20 years of experience representing fortune 500 companies, including the world's largest business association, the U.S. Chamber of Commerce.

His diverse set of skills and experience come from his blend of work in Congress, agencies and trade associations, and with state legislatures. Kovalcin has managed global coalitions, built national and international strategic alliance networks, acted as a national spokesperson, and designed and implemented multifaceted issue advocacy campaigns. Most recently Kovalcin was the Senior Director of Advocacy and External Affairs at the U.S. Chamber of Commerce where he led and managed a major division's effort to integrate government and public affairs. While at the Chamber he directly represented over 35 diverse companies including technology, software, bio/pharmaceuticals, luxury brands, consumer goods, and the film and recording industries.

He developed and implemented comprehensive strategies and messaging to promote issues related to technology, healthcare, innovation, legal reform, and intellectual property. His data-driven approach has included identifying new and creative approaches to delivering messages to various audiences around the country and the globe, and ensuring these messages echo back to Washington. Kovalcin has extensive experience engaging and activating advocacy organizations, think tanks, academics, policy experts, and grassroots leaders. His experience includes working at the Republican National Committee for a Gubernatorial GOTV effort and serving as a professional staff member in the office of Congresswoman Ginny Brown-Waite (R-FL).

Previously he worked at DCI Group, a public affairs firm specializing in using a political campaign style to develop and execute strategic lobbying campaigns. Kovalcin has also established the North Carolina chapter of a national healthcare coalition promoting consumer protections, and managed a North Carolina State House of Representatives campaign.



Pasquale "Pat" DiFrancesco
Vice President



Pat DiFrancesco is an experienced public affairs professional who works with academics and organizations to develop and communicate policy ideas on complex issues, including energy, healthcare, trade, regulation, and technology and innovation. Pat has dedicated his career to bringing enthusiasm and smart solutions to help the individuals and businesses he works with advance their missions and objectives. Pat's diverse background and skills involve working across the political spectrum with non-profits, corporations, industry associations, presidential foundations, and state legislatures. Among his experiences, Pat has grown and managed a corporate fundraising portfolio, worked on federal and state policy coalitions, executed an advocacy campaign, and launched an academic internship program in Washington, DC.

Most recently, Pat served as the manager of corporate and external relations at the Mercatus Center at George Mason University—the world's premier university source for market-oriented research and ideas. In this role, he worked with academic scholars to build and implement innovative strategies to engage and educate lawmakers and policy practitioners about their research. Prior to this experience, Pat worked at Advanced Energy Economy with a core team to design and execute a bi-partisan, multi-state gubernatorial and legislative education campaign during the 2018 elections. He has also previously worked for The Fund for American Studies, Babst Calland - Attorneys at Law, and former Pennsylvania Democratic Whip, Michael Hanna.

Pat holds an M.A. in Economics from George Mason University and a B.A. in Political Science and Environmental Studies from Allegheny College. He is a 2018 Clean Energy Leadership Institute (CELI) fellow, a member of the American Enterprise Institute's (AEI) Leadership Network, and serves on The Fund for American Studies Alumni Engagement Committee. As an undergraduate student, Pat was a Bonner AmeriCorps Scholar, completing over 1,700 hours of community service focused on civic and community engagement and economic empowerment. He's a Pittsburgh native and classic country music fan.