WASHINGTON, D.C. – The American Fuel & Petrochemical Manufacturers (AFPM) announced that Jaime Zarraby will join the organization as senior vice president, communications.

“We are thrilled to add someone with Jaime’s talent and expertise to AFPM’s leadership team,” said AFPM President and CEO Chet Thompson. “Her years of experience working on behalf of the energy sector will be a huge asset to AFPM, our member companies, and our efforts to educate policymakers and the public about the irreplaceable role our members’ products play in our modern lives.”

Zarraby comes to AFPM from Edelman, where she was executive vice president and group director of the agency’s Washington, D.C. energy practice, as well as the director of client strategy. In this role, she led and advised integrated communications and advocacy programs for Fortune 100 companies and trade associations, including AFPM.

Zarraby specializes in leading campaigns that include traditional and digital public affairs, advertising, lobbying, coalition development, and grassroots engagement to advance policy objectives and enhance reputations globally. She created and led Edelman’s first-ever public affairs creative newsroom, integrating media outreach, community management, grassroots activation, real-time analytics, creative, and paid media to connect with primary stakeholders on key issues.

Prior to joining Edelman, Jaime led grassroots engagement for the Juvenile Diabetes Research Foundation and held various positions within the consumer branding, corporate, and grassroots practices of Burson-Marsteller.

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