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## **HCPA Appoints New Senior Vice President of Government Relations & Public Policy, Michael Gruber, to Strengthen Advocacy Efforts**

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**Washington, D.C.** – The Household & Commercial Products Association (HCPA) is pleased to announce the appointment of Michael Gruber as Senior Vice President of Government Relations & Public Policy. As part of the executive leadership team, Mike will further strengthen and help drive HCPA’s presence, influence, and effectiveness across the federal and state legislative and regulatory landscapes. In this position, Mike will leverage his bi-partisan Capitol Hill and state experience to lead the Association’s advocacy efforts.

Prior to joining HCPA, Mike served as Vice President, Public Policy, Consumer Brands Association (CBA), where he provided strategic guidance on state and federal legislative and regulatory matters for Fortune 500 consumer packaged goods companies.

“Mike is a highly skilled government affairs leader with a demonstrated history of creating and executing political strategy, building stakeholder coalitions, managing issue advocacy campaigns, and shaping complex regulations for the consumer packaged goods industry,” said Steve Caldeira, President & CEO, HCPA.

“I’m very excited to join the HCPA team, and work with so many respected companies on similar issues in a new capacity,” said Gruber. “HCPA has an excellent reputation of collaborating with diverse stakeholders to find workable solutions to complex problems on behalf of consumers, workers, and member companies and I look forward to engaging in that process.”

“Mike has been involved with several issues that impact the household and commercial products industry, including supply chain challenges during the COVID-19 pandemic, developing sustainability policies for the consumer-packaged goods industry, and collaborating with retailers to further ingredient communication standards,” said Caldeira. “This experience will be invaluable for advancing our priority public policy issues at a critical time for our industry.”

Earlier in his career, Mike held numerous roles on Capitol Hill, including Senior Policy Advisor on the House Committee on Energy & Commerce; Appropriations Associate, House Appropriations Committee; Chief of Staff to U.S. Representative Thomas P. Latham (R-IA); and District Director, U.S. Representative George R. Nethercutt, Jr. (R-WA). Mike holds a Bachelor of Arts in Political Science from Washington State University.

HCPA contracted Odgers Berndtson to lead the search for the Senior Vice President, Government Relations & Public Policy. Led by Tonya Muse, a Partner in the U.S. Association, Corporate Affairs and Non-Profit Practices, the search was national in scope and focused on identifying and contacting senior government affairs leaders in trade associations, various corporations, and consulting firms relevant to HCPA’s mission.

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## **About HCPA**

The Household & Commercial Products Association (HCPA) is the premier trade association representing companies that manufacture and sell \$180 billion annually of trusted and familiar products used for cleaning, protecting, maintaining, and disinfecting homes and commercial environments. HCPA member companies employ 200,000 people in the U.S. whose work helps consumers and workers to create cleaner, healthier and more productive lives.