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American Frozen Food Institute Bolsters Government Affairs Team

McLean, VA – [American Frozen Food Institute](#) (AFFI) President and CEO Kraig R. Naasz today announced the addition of Kristin Pearson Wilcox as AFFI’s new vice president of government affairs and the promotion of Thomas Bradshaw to the position of director of government affairs.

“On behalf of the American Frozen Food Institute, I am extremely pleased to welcome Kristin Pearson Wilcox to our advocacy team,” said Naasz. “Kristin brings a wealth of government affairs and political experience and a proven track record of achieving results representing the food industry before Congress and federal agencies. She is sure to further enhance the success of our efforts on behalf of the frozen food industry.”

Wilcox will join AFFI on Feb. 1, having previously served as the vice president of legislative and political affairs at the International Dairy Foods Association (IDFA) and the director of legislative affairs at the National Food Processors Association (NFPA). With an extensive background in food and agriculture policy, Wilcox has managed high-profile legislative efforts on food safety, nutrition, labeling, farm bill policy, international trade, biotechnology and food security. While at IDFA, Wilcox successfully led regulatory efforts regarding the U.S. Department of Agriculture and Food and Drug Administration and supervised all aspects of the association’s grassroots outreach and political action committee programs.

Wilcox earned her Juris Doctorate from American University in Washington, D.C., and a Bachelor of Arts in Politics and U.S. History from the University of San Francisco.

“I am also pleased to recognize the outstanding efforts of Thomas Bradshaw as a valued member of our advocacy team,” said Naasz. “Thomas possesses a thorough understanding of our industry, a keen knowledge of the congressional process, and an abundance of relationships on Capitol Hill that help make him a treasured asset to our association.”

Bradshaw previously served as manager of legislative affairs, a position he has held since joining AFFI in 2008, and helped guide AFFI’s efforts to win congressional approval of child nutrition reauthorization and food safety legislation. Prior to joining AFFI, Bradshaw worked for Rep. Zach Wamp (R-Tenn.).

A native of Alexandria, Virginia, Bradshaw earned his Bachelor of Arts in English Literature from the University of the South in Sewanee, Tennessee.

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The American Frozen Food Institute is the national trade association that promotes the interests of all segments of the frozen food industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry's behalf. For more information, please visit www.affi.com.