



Heidi L. Hertz

Principal, Cozen O'Connor Public Strategies

Richmond

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Heidi brings over 15 years of experience in Virginia state government working across multiple agencies and most recently serving as the deputy secretary of Agriculture and Forestry in the Office of Governor Ralph S. Northam.

Prior to joining Cozen O'Connor Public Strategies, Heidi worked to advance policy and budget priorities supporting Virginia's first and third largest industries, agriculture and forestry. Heidi provided strategic direction for rural economic development, farmland and forestland retention, and ensuring that all Virginians have access to safe, healthy foods. Previous roles with the Office of the First Lady Dorothy McAuliffe, the Virginia Foundation for Healthy Youth, and Virginia Department of Health specifically focused on policies and laws impacting children, youth, and families at the state and federal level related to health, education, and access to services.

Heidi works with clients to provide insight on Virginia's political processes and representing their interests before the Virginia General Assembly, the Virginia Governor's Office, and numerous state agencies. She is skilled at developing advocacy strategies to activate grassroots coalitions and engage both the business community and the public sector.

Heidi has served on a variety of nonprofit boards including Shalom Farms in Richmond, Virginia and is active on the Virginia Tech College of Agriculture and Life Sciences Alumni Board. She holds a Bachelor of Science from Virginia Tech's College of Agriculture and Life Sciences and a Master of Science from James Madison University. She is a native of Lunenburg County and a resident of the city of Richmond where she lives with her family.

Practice Areas

- Government Relations - Cozen O'Connor Public Strategies

Industry Sectors

- Food & Beverage

Education

- James Madison University, M.S., 2006
- Virginia Polytechnic Institute and State University, B.S., 2004

Affiliations

Co-board chair and board member, Shalom Farms, August 2015-Present

Virginia Tech College of Agriculture and Life Sciences Alumni Board, January 2015-Present

Development board member, Children's Museum of Richmond, June 2014-Present

Board member, Program Committee Chair, Prevention Connections, June 2012-Present

Member, Weight Management Dietetic Practice Group, 2006-Present

Member, American Dietetic Association, 2003-Present

Awards & Honors

- Trailblazer of the Year Award, Greater Richmond Fit4Kids, 2018
- Friend of the Family Nutrition Program, Virginia Cooperative Extension, 2017
- Sown in as Commonwealth Council on Bridging the Nutritional Divide Councilmember, 2014
- Young Dietitian of the Year Award, Virginia Academy of Nutrition and Dietetics, 2013
- Young Alumni Award, College of Agriculture and Life Sciences, 2013
- Virginia Tech State Health Commissioner Agency Star Award, 2009 and 2010
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