

Brian Sansoni

VP, Communication & Membership

Since 2000, Mr. Sansoni has served as a spokesperson for ACI and is responsible for the association's external and internal communication activities, including media relations and promotion of the ACI's technical, government affairs, and consumer education activities. He also regularly speaks publicly on cleaning product industry sustainability efforts and initiatives.

He also directs the Association's membership development and member retention efforts.

Prior to joining ACI, Mr. Sansoni worked at the Grocery Manufacturers of America, the world's largest association of food, beverage and consumer product companies. While there, he served as Senior Manager for Public Policy Communications, working as a spokesperson for association positions on issues like food biotechnology, food and product safety, obesity, and irradiation.

Mr. Sansoni's role as a trade association communicator has led to appearances on such venues as NBC Nightly News, The Today Show, CNN Talkback Live, Good Morning America, MSNBC, and numerous local TV news programs. As a spokesperson and media relations expert, he has successfully placed his trade associations in such publications as the New York Times, Wall Street Journal, Washington Post, Los Angeles Times, USA Today, Time magazine, and numerous wire stories and local and regional newspapers.

For more than eight years, Sansoni was a press secretary in the United States House of Representatives, serving as a spokesperson for four Members of Congress. Prior to that, he worked a radio news reporter in Pennsylvania and New Hampshire.

Sansoni is a graduate of Lock Haven University in Lock Haven, PA, where he received a B.A. in Broadcast Journalism.