

KRISTEN McDADE BYRNE

Strategic Partner



Kristen McDade Byrne is the principal of Byrne Communications Consulting, a firm specializing in public affairs, community engagement, and strategic communications. With more than 25 years' experience in the San Diego community, Byrne has a strong network and proven track record working with community groups, elected officials and other key stakeholders throughout the region. Byrne is an expert outreach and communications strategist, with extensive experience in planning and land use, transportation, and civic issues. She is well versed in both CEQA and NEPA public input requirements and has successfully led many clients through the environmental review process. Her strategic plans and execution of complex strategies for private clients and government agencies have been recognized with a number of awards from the Public Relations Society of America and from the American Planning Association, San Diego Chapter.

Byrne has a proven track record of successfully building coalitions of support, navigating environmental review processes, and leading countless public workshops to achieve successful outcomes for her clients. She is a skilled facilitator and holds a certification from the prestigious International Association for Public Participation (IAP2). She has developed and implemented the communications and outreach programs for a number of high-profile projects and major policy initiatives in San Diego County, including the Mid-Coast Trolley project, San Diego Forward, and the Plazade Panama Project in Balboa Park.

Byrne began her career in community and government relations as a council representative for a San Diego City

Council member, followed by on-site consulting to the City of San Diego's Metropolitan Wastewater Department. She was a partner in a local public affairs consulting firm, MNA Consulting, for thirteen years. When the firm was acquired by MJE Marketing in 2008, Byrne served as the firm's Vice President of Communications & Public Affairs for more than eight years.

Byrne is a San Diego native active in diverse community affairs. She has served as a volunteer leader for the Girl Scouts, San Diego-Imperial Council, a board member of the San Diego County Taxpayers Association, and a board member for San Diego Youth and Community Services.

Byrne received her bachelor of arts degree in political science from the University of California, Santa Barbara. In 2016, Byrne was inducted as a member of Lambda Alpha International, San Diego Chapter, recognizing her outstanding efforts that have contributed to the field of land economics and land use development and redevelopment.