

# J.R. Davis

Partner

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GILMORE | DAVIS STRATEGY GROUP

J.R. Davis is a partner at Gilmore | Davis Strategy Group. He has more than a decade of experience in state and national media relations, state and federal government communications, and Arkansas politics. From January 2015 until October 2019, J.R. served as Communications Director and Chief Spokesperson for Arkansas Governor Asa Hutchinson. He held the same position in the Governor's 2014 gubernatorial campaign.

During his time in the Governor's office, J.R. was responsible for developing and implementing a number of successful strategic messaging campaigns, including the largest and second largest income tax cuts in Arkansas history; establishing Arkansas as the national leader in computer-science education; and the historic transformation of state government—the largest reorganization effort in nearly 50 years.

As Governor Hutchinson's chief communicator, J.R. has also established himself as an expert in crisis communications. Whether it was disseminating critical information to state and national media during the state's 2017 executions, or directing all state communications during natural disasters, J.R. has the unique ability to assess a situation quickly; develop a clear and concise message; and direct that message to the appropriate audience.

Prior to his role in the Governor's office, J.R. was the Morning Anchor and Senior Political Reporter for the NBC affiliate in Northwest Arkansas. J.R. has also served as the Communications Director and Chief Spokesperson for Congressman Steve Womack in Arkansas's Third Congressional District and as the Senior Political Reporter for the Fox affiliate in Fort Smith.

Multiple times, J.R. has been named to the "Arkansas 250" list, an Arkansas Business publication highlighting the most influential leaders in the state. He has been a contributor to Talk Business and Politics, Arkansas Money and Politics (AMP), Arkansas Week, NBC's Capitol View, and a number of radio programs across the state.

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