Robert F. Willis

Chair - Troutman Strategies

Atlanta

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OVERVIEW

Robb, a native Georgian and long-time resident of Atlanta, is a founder and chairman of Troutman Strategies and leads the group's Atlanta, D.C., and Richmond offices. He has more than 20 years of government affairs experience and has helped build TS into a results-oriented, bipartisan practice with deep political and business relationships. Over the years, TS has formed a vast network on the national, regional, and local levels. Through Robb's leadership, the group continues to grow and expand on its great track record of success.

Robb has successfully managed complex issues for a multitude of clients in the technology, tax, telecommunications, banking/fintech, construction/development, film, transportation, and health care industries. TS clients see him as a partner and look to him to bring strategies to life that strengthen their industry position and network of influencers.

Prior to entering the private sector, Robb served the Georgia State Senate and in the Office of Lieutenant Governor of Georgia. He is regularly recognized by media and industry authorities and is regarded as one of the top government affairs consultants in the Southeast.

REPRESENTATIVE MATTERS

Robb has helped pave the way for many significant policy changes in the state of Georgia, including:

- Many successful state agency procurements
- Major health care reform, including CON law repeals
- Major rewrite of Georgia Corporate tax code
- Expanding the Georgia film tax credit
- Sunday alcohol sales

AWARDS

- "Top 100 Registered Lobbyists," *James Magazine*, 2022, 2025.
- "Lobbyist Hall of Fame," *James Magazine*, 2022, 2025.

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- Named “Most Influential Attorney,” *James Magazine*, 2021.
- Named “Most Influential Georgian,” *James Magazine*, 2021-2022.
- Named “#1 Lobbyist in Georgia,” *James Magazine*, 2021.

ALL AREAS OF FOCUS

- Energy Policy + Legislation
- Government + Regulatory
- Lobbying + Public Affairs

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Emory University, Board of Visitors
- University of Georgia, Board of Visitors
- Board Member, Georgia State University College of Law

PROFESSIONAL EXPERIENCE

- Senior Manager, Page Scrantom Sprouse Tucker & Ford, P.C.
- Chief of Staff; President Pro-Tempore; Georgia State Senate

EDUCATION AND CERTIFICATIONS

EDUCATION

- Georgia State University College of Law, J.D.
- University of Georgia, B.A.

BAR ADMISSIONS

- Georgia

MEDIA COMMENTARY

- Quoted, “5 Questions About Georgia Politics in 2025,” *Atlanta Journal Constitution*, January 3, 2025.
- Quoted, “New Laws for Courts, Attys, Workers on Ga. Gov.’s Desk,” *Law360*, March 31, 2023.

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