For Immediate Release

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Eyeing future growth, Liberty Square Group promotes Tim Sullivan to President
Founder Scott Ferson remains CEO

Former state lawmaker, Jennifer Flanagan Long, appointed Managing Director for Government Relations

BOSTON - Nov. 10, 2026 **-** Liberty Square Group, a strategic communications and government relations firm founded by **Scott Ferson**, is restructuring its executive leadership team to accelerate its next phase of growth. **Tim Sullivan**, a respected advocate on Beacon Hill, Capitol Hill and in Boston City Hall, has been named president, a title Ferson has held along with CEO for the firm's 27-year history.

Jennifer Flanagan Long, a former longtime state lawmaker and inaugural member of the Massachusetts Cannabis Control Commission, will succeed Sullivan as Managing Director of Government Relations as LSG expands its regional presence and role in supporting emerging industries.

Ferson, a former press secretary to Senator Ted Kennedy, said, "We are positioning LSG for the next 27 years with Tim's strategic wisdom, spot-on judgment and deep commitment to solving clients' problems. With an unmatched network between Washington and Massachusetts, Tim's leadership abilities are perfectly suited for this moment in the business and political environment."

Ferson added that Flanagan Long was a consummate public servant who has brought her passion for helping others and for working with innovative industries into the private sector. "With all this talent and experience, we are fortunate, and tremendously confident about the firm's trajectory."

Sullivan served as Legislative and Communications Director for the Massachusetts AFL-CIO for 10 years before joining the administration of Mayor Martin J. Walsh, where he rose to become Director of Intergovernmental Affairs.

“I’m honored to be entrusted with the leadership of an organization that Scott launched from scratch more than a quarter century ago,” said Sullivan. “Teamwork in pursuit of shared goals has been the focus of my entire career and will remain a hallmark of Liberty Square Group’s approach to client service. The opportunity is both exciting and humbling, to help grow this firm full of talented professionals with deep experience in government, politics, journalism, advocacy and organizational leadership.”

Flanagan Long has served as Senior Vice President for Government Relations since September 2024, after a long career in public service. She served as the inaugural Public Health appointment of the Massachusetts Cannabis Control Commission, providing regulatory oversight as the state became the first on the East Coast to introduce adult cannabis use. She served four terms as State Senator for the Worcester and Middlesex District and two terms as State Representative for the 4th Worcester District, after nine years as a State House staffer. Flanagan Long brings deep expertise in policy areas including emerging industries, mental health, and substance use disorders.

”I’m thrilled to be part of a talented team that continues delivering for clients while expanding our portfolio,” said Flanagan Long. “As someone who spent much of my time in public life studying sectors that were new to Massachusetts, I’m fully aware that these industries need guidance as they are introduced to the Commonwealth and the region. LSG is uniquely positioned to help them learn the layout and the language.”

The firm has also welcomed back **Casey Atkins** as Chief Operating Officer. She previously served as Vice President in the firm and President of the Blue Lab political campaign incubator.

The firm is celebrating an impressive crop of electoral victories including serving as General Consultant on U.S. Senator Edward Markey’s victorious re-election campaign,

for which the senator gave significant credit to Managing Director of Public Affairs **Stacey Monahan**.

Other clients celebrating election wins include Congressman-elect Dan Koh who will become the first Asian-American elected to Congress from Massachusetts, and the successfully re-elected U.S. Rep. Stephen Lynch, Middlesex D.A. Marian Ryan and State Sen. William Brownsberger. The firm also represents House Speaker Ron Mariano and his House Victory Fund, which has helped the Democratic caucus and its supermajority grow every election cycle since LSG came aboard. Democrats picked up a net four more seats last week.

Liberty Square Group has seen major growth in a newer practice of association management, led by Managing Director **Jim Leahy**. Leahy and his team provide comprehensive services that help professional organizations operate efficiently, strengthen member engagement and achieve their missions. They now represent more than a dozen national and state based professional health care associations.

Long known for its strong PR practice, more recently LSG has garnered a reputation for crisis communications successes in the sub-specialty developed by **Judy Rakowsky**, Managing Director of Strategic Communications. Her specialty in litigation PR has been a game changer for a client roster ranging from CEOs to hospitals, universities, non-profit schools, physicians, and teachers wrestling with the mercurial media landscape.

Founded by Ferson in 1999, Liberty Square Group is one of the region's preeminent firms operating at the nexus of business and politics from a New England base with a national reach. Its four practice areas – Government Relations, Strategic Communications, Public Affairs, and Association Management – work in collaboration to help businesses, non-profits, associations and institutions navigate complex political, legislative, regulatory and reputational challenges, advance their goals, and achieve meaningful results.

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