

Keith Heard

Keith Heard is President of Key Impact Strategies with offices in Washington, DC and Jackson, Mississippi; and affiliated with the TCH Group. He is also a Washington representative of the National Rural Water Association.

He formerly served as Chief of Staff to U.S. Senator Thad Cochran, Chairman of Senate Appropriations. Keith previously served in executive roles with the National Cotton Council and the National Corn Growers Association. In 2016 he was named to "Mississippi's Top 50," a list of the most influential Mississippians for shaping politics and public policy.

Keith grew up in Brooksville, Mississippi and earned a Bachelor of Arts degree in history from Mississippi State University.



Keith Heard, President of Key Impact Strategies

He worked on Thad Cochran's first Senate campaign in 1978 and after the victory, served as one of Cochran's first Senate staffers. Keith served with Cochran until moving to the private sector in 1985. He returned to an official role with Cochran in 2014 when the Senator asked him to reorganize the re-election campaign for a primary run-off when Cochran trailed the first vote. The Washington Post described the run-off victory as "like watching someone pitch a political perfect game; you'll not see a victory like this one any time soon. All in all, an absolutely amazing race. One that will be studied by political science classes for years to come." Keith then returned to Cochran's Washington, D.C. office to serve as chief-of-staff.

From 1985-1989 he served with in an executive role with the National Cotton Council and moved to the National Corn Growers as Executive Vice President for Government Affairs from 1989-1996.

Keith served as Regional Director for Dole for President in 1987-1988 and was an alternate delegate to the Republican National Convention in 1988. In 2016 he was a delegate to the Republican National Convention from Mississippi for Donald Trump. He is a current member of the Mississippi Republican Party State Executive Committee, and previously served as Chairman of the Mississippi United Republican Fund and Chairman of the MSGOP First Congressional District Caucus.

In 2017, Keith returned to the private sector where he maintains office in Washington, D.C. and Jackson, Mississippi. Keith and his wife, Chrissy, have four grown children and reside in Columbus, Mississippi.