

Biography of Robert A. (Rob) Simms

Robert Simms is the Deputy Secretary of State for the state of Georgia. Appointed to this position by Secretary of State Karen Handel on January 8, 2007, Rob manages the operations of the agency and serves as the agency's chief operating officer.

During the first year of Secretary Handel's tenure, Simms played an important role in implementing several reforms throughout the agency. He is primarily responsible for the appointment of four new division directors; the creation of a separate unit to manage the investigative functions of the elections, securities and licensing divisions; and for working closely with members of the Georgia House of Representatives and the Senate to pass several pieces of legislation, including the bill that made absentee ballot fraud a felony.

In addition, Simms led the agency's Photo ID team which developed and implemented the statewide comprehensive outreach and education efforts that have proven to be an essential factor in the federal court case challenging the law and in the successful implementation of the law.

Simms joined Georgia Secretary of State's office after having served as an advisor with Fulton County Chairman Karen Handel's campaign for Secretary of State and later directed Secretary-elect Handel's transition team.

As a partner in the Atlanta-based public affairs firm Massey & Bowers, Simms represented and consulted with many clients including: Dell Computers; Rural Metro Ambulance; Motorola; Comcast Cable; and Bank of America. He also worked on several transportation issues including public-private partnerships. Simms served on the Finance Committee for Governor Sonny Perdue's re-election campaign in 2004, as well as the Finance Committee for the Southern Governors' Association in 2004.

Prior to joining Massey & Bowers in 2004, Simms served as the Director of Government Affairs for the Atlanta Apartment Association, representing more than 1000 Association members on issues important to the industry. He also served for three years as the Chief of Staff to Fulton County Chairman Mike Kenn where he participated in budget negotiations; drafted ordinances that reformed ethics, land-use policies and procedures; served as the Chairman's designee on several committees; and worked with members of the legislature on issues important to the county.

Prior to serving Chairman Kenn, Simms was Vice President of Client Services for the political consulting firm Creative Direct, LLC. While there, Rob worked on Virginia House and Senate races during the 1999 elections. In Virginia, he also worked with the campaign of Congressman Eric Cantor and Governor George Allen's campaign for the U.S. Senate. In Georgia, Rob worked on the Mike Bowers for Governor campaign, both of Mike Kenn's successful campaigns for Fulton County Chairman, and Karen Handel's campaign for Fulton County Chairman.

Rob is a graduate of George Mason University. He and his wife Danielle reside in Atlanta, Georgia.