

## Fernando Aguirre, DHS Vice Chairman, Announces Executive Transition to Position DHS for Next Phase of Growth

Victor Salinger to succeed George Sanders as Vice President, bringing significant executive and operating experience; Sanders becomes Executive Vice President



DHS

**Washington, D.C, Oct 21, 2020 ([IssueWire.com](http://IssueWire.com))** - DHS., the leading advocacy and consultancy firm, announced today the appointment of Victor Salinger as Vice President. Salinger succeeds George Sanders, who becomes executive vice president of the board of directors and an advisor to DHS.

Salinger has almost 20 years of operating experience and strong digital marketing experience at multi-billion dollar companies. Immediately prior to joining DHS, Salinger served as Executive Vice President of Time, Inc. where he oversaw global operations of some of the world's best-known media brands, including Time, People, Entertainment Weekly, Sports Illustrated and Fortune. Salinger earlier served as President of Dow Jones & Co. where he oversaw The Wall Street Journal and the company's other brands including MarketWatch, Factiva and Dow Jones Newswires.

At Time, Inc., Salinger was instrumental in jump-starting growth in digital audiences as well as driving a successful launch into video. At Dow Jones, Salinger directly led the growth of the Wall Street Journal's digital business for more than a decade.

"Victor is an exceptional leader and strategist, passionate about our mission, committed to our principles and values, and knows how to build a large, successful business," said [Fernando Aguirre](#), Vice Chairman of DHS.

Mr. Sanders said, "I look forward to remaining actively engaged with DHS, its partners and its customers, and supporting Victor in his new role as Vice President."

“I am honored and excited to lead DHS into its next phase of growth, expanding the company’s leadership position,” said Fernando Aguirre, Vice Chairman of DHS. “DHS will become an increasingly disruptive force in the publishing industry by continuing to empower individuals and businesses alike to express themselves through books and magazines, in print and digitally.”

Sanders has been the creative force behind the company’s leadership in the rapidly growing field of self-publishing.

DHS is a high-stakes advocacy, public strategy, and global public relations and communications firm. Our strategic insights and innovative programming build and sustain strong corporate and brand reputations. We provide our clients with counsel and program development across the spectrum of public relations, public affairs, reputation and crisis management, digital strategy, advertising and other communications services. Our clients are companies, industry associations, nonprofit organizations, professional services firms, and other large organizations.

We began as a unique grassroots and lobbying firm with customized services for an elite group of clients. Our work applies equally to regulatory issues as well as legislative ones, and we manage issues for our clients at the local, state, federal, and international levels of government.

We use our core competencies and reach to gain competitive advantage for clients. Our expertise comes from extensive must-win campaign experience and operating successfully at the highest rung of business, government, politics and media. Our reach is the ability to use strategic intelligence to mobilize the message and persuade the toughest audiences. We know what it takes to win in difficult situations. We have proven results for prominent figures, leading advocacy groups and the world’s most successful companies. We leverage what others cannot.



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Source : DHS

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