

Delivering Outcomes

An Interview with Ambassador Carlos Trujillo, President and Founder, Continental Strategy and Continental Law, PLLC

EDITORS' NOTE Ambassador Carlos Trujillo (Ret.) is the President and Founder of Continental Strategy and Continental Law, PLLC, a full-service law and lobbying firm. During President Trump's first administration, Trujillo received four Presidential appointments. He also served as an advisor throughout the campaign, an electoral delegate in the 2016 and 2024 Republican Convention, and as a senior member of the Finance team. He previously served as the United States Ambassador to the Organization of American States (OAS), as a Special Representative to the 72nd General Assembly of the United Nations, and was nominated as Assistant Secretary of State for the Western Hemisphere. Prior to his post at the U.S. Department of State, he served as an elected member of the Florida House of Representatives for eight years, a founding Partner at a law firm, and as an Assistant State Attorney in Florida's 11th Judicial District. Trujillo is often featured in national periodicals as an expert on domestic and foreign policy. He also advises multiple Fortune 500 companies and global CEOs. Trujillo serves as a member of the Board of Trustees of Victims of Communism, and previously served as a Board of Trustee member of Florida International University and of the Public Health Trust of Jackson Memorial Hospital in Miami, Florida. Trujillo earned a bachelor's in science in business administration from Spring Hill College in Mobile, Alabama, and a Juris Doctor from Florida State University College of Law in Tallahassee, Florida.

FIRM BRIEFS Continental Strategy (continentalstrategy.com) is a premier government relations



Carlos Trujillo

and strategic consulting firm with a proven track record of success at state, federal, and international levels. Headquartered in Washington, DC, with offices across Florida and Latin America, Continental Strategy combines extensive experience with unparalleled access to key decision-makers, positioning it to achieve impactful results for clients in complex regulatory and policy environments. Its team is composed of senior advisors, former diplomats, and accomplished policy experts, each

bringing deep sector-specific insights and established relationships within government and industry. The firm's expertise spans critical sectors such as education, healthcare, technology, and infrastructure, allowing it to provide tailored, outcome-driven strategies for a diverse array of clients. Through rigorous analysis, targeted advocacy, and relentless commitment to client objectives, Continental Strategy has swiftly ascended as a leader in government affairs.

Continental Law, PLLC (continentalpllc.com) represents clients facing complex legal, political, and business issues. The firm's attorneys include experienced trial and appellate lawyers, entrepreneurs, legislators, diplomats, retired high-ranking government officials, and political leaders. Continental Law counsels clients in Washington DC, Florida, and throughout Latin America and the Caribbean. The firm offers a deep understanding of the key issues, risks, and business drivers that connect the United States, Latin America, and the Caribbean. Its depth and breadth of experience, along with its far-ranging perspective, fuels its goal: delivering exceptional results for its clients.

Will you highlight your career journey?

I was raised in Miami, Florida and I am a proud American and son of Cuban exiles. I was blessed to receive a catholic education at Belen Jesuit Preparatory School. After earning my law degree, I began my career as an Assistant State Attorney in Miami's 11th Judicial Circuit, prosecuting misdemeanor and felony cases. At 27, I decided to run for the Florida House of Representatives and won a four-person primary race. I was re-elected three times and eventually chaired the Appropriations Committee, where I was responsible for overseeing Florida's \$83 billion budget. I also started a law firm which grew to over 40 employees.

In 2017, President Trump nominated me to serve as the United States Ambassador to the Organization of American States. During his first administration, I received four presidential appointments – serving as Ambassador to the OAS, as Special Representative to the 72nd General Assembly of the United Nations, and being nominated as Assistant Secretary of State for the Western Hemisphere. I was also proud to serve as an advisor to President Trump throughout the campaign, as an electoral delegate to both the 2016 and 2024 Republican Conventions, and as a senior member of his national finance team.

When my diplomatic service concluded, I wanted to take everything I learned – from the courtroom, the legislature, and international diplomacy – and put it to work helping others navigate government effectively. That's what led me to found Continental Strategy and Continental Law, PLLC, a full-service law and lobbying firm.

What was your vision for founding Continental Strategy, and how do you define its mission?

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My vision in founding Continental Strategy was to build a firm that doesn't simply react to government relations needs, but proactively helps clients navigate the full spectrum of public policy, regulatory, legal and market issues – especially in contexts where domestic, federal and international factors converge. The firm was founded to empower our clients' policy goals in complex regulatory and policy environments. We provide strategic counsel, advocacy and execution that advances our clients' interests in Washington, Florida, and across the globe. We aim to deliver outcomes – not just analysis or introductions – by combining deep sector insight with high-level access and a results-oriented mindset.

Will you provide an overview of Continental Strategy's services and capabilities?

At Continental Strategy, we offer a comprehensive suite of services: legal-regulatory advisory, government relations, strategic policy consulting and international business engagement. We operate from Washington DC, Florida, and throughout the globe. Our team is made up of former prosecutors, legislators, diplomats and senior public-policy professionals – people who know how decisions are made and how to execute once a strategy is set.

What have been the keys to Continental Strategy's industry leadership, and how do you describe the Continental Strategy difference?

We are mission-focused. That's what sets us apart. We don't just sign clients; we selectively choose those who share our priorities. We don't hire just anyone; we hire people who fit our culture. Our boutique size gives us agility; our experience gives us credibility. That combination is rare.

We're a focused team built on trust, results, and shared conviction. Our size gives us agility, but our experience gives us credibility. That's a rare combination, and it's what allows us to deliver real outcomes for the people we represent.

At the end of the day, the strength of any firm starts with its people. I only want people on this team who believe in the mission, share the vision, and are willing to put in the work to achieve it – with integrity, discipline, and purpose.

How critical has it been to build the Continental Strategy team?

Absolutely critical. Culture isn't something you talk about; it's something you live. At Continental Strategy, I've made it clear from day one: we hire people who believe in our mission and share our priorities. We don't bring on talent just to check boxes. We bring in people who understand that we're here to serve clients with purpose, integrity and results.

How do you focus your efforts leading Continental Strategy?

My focus is to bring together the best of both worlds – the insight I gained from public service and the precision required in the private sector – to deliver real, measurable results for our clients. Having worked in government, diplomacy, and business, I understand how each side thinks, where they overlap, and how to bridge those gaps effectively. That's what Continental Strategy is built on.

Did you always know that you had an entrepreneurial spirit and desire to build your own firm?

I've always had a passion for leading a team. My time in government and law taught me that if you want change, if you want to make an impact, you have to build it yourself – and

that takes teamwork. Founding Continental Strategy and Continental Law was a way to use the experience I gained as an Ambassador for President Trump and my time in Florida politics too.

What are your priorities for Continental Strategy as you look to the future?

Washington, DC is experiencing a fundamental disruption – a black swan event where traditional lobbying and public affairs strategies that dominated the past 40 years are being upended. This transformation is most pronounced within the Republican Party, where established firms built on the old GOP's infrastructure and relationships are struggling to navigate the new political landscape.

Unlike legacy firms attempting to adapt from the outside, we have been at the forefront of this transformation – personally involved in shaping the new Republican Party and its approach to governance. This positions us uniquely to guide clients through this period of historic change with insight and effectiveness that others simply cannot match.

Our strategic path forward focuses on three imperatives: Scaling thoughtfully by bringing on exceptional talent who share our values and understand the new political reality, not just those with traditional credentials. Continuously enhancing our capabilities to secure concrete wins for clients in this transformed environment, where old playbooks no longer apply. And ensuring every engagement aligns with our mission and values. This discipline is what separates us from transactional firms chasing any revenue opportunity. We're not just adapting to disruption – we created it. That's our competitive advantage, and that's why clients who want to win in the new Washington come to us. ●

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