



FOR IMMEDIATE RELEASE

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**MAYOR-ELECT DANIEL LURIE ANNOUNCES KEY
COMMUNICATIONS AND COMMUNITY RELATIONS
APPOINTMENTS**

SAN FRANCISCO— Today, Mayor-elect Daniel Lurie unveiled a series of appointments to his administration, naming Nina Negusse as Communications Director, Annie Gabillet as Deputy Communications Director, Charles Lutvak as Press Secretary and Senior Communications Advisor, Kit Lam as AAPI Community & Press Liaison, Moisés García as Community Liaison and Haakon Black as Communications and Digital Assistant. The news follows recent leadership appointment [announcements](#) as well as the Mayor-elect's [plans](#) to restructure the office of the mayor to enhance effectiveness and accountability.

*“This is a world-class team that will be critical to engaging and communicating across San Francisco’s diverse neighborhoods,” **said Mayor-elect Daniel Lurie.** “Their experience and commitment to our city will help us tackle our historic challenges while rebuilding trust with the people of San Francisco.”*

*****Please note that media inquiries should continue to be sent to press@daniellurie.com until Wednesday, January 8 at 12 PM. At that time please direct media inquiries to mayorspressoffice@sfgov.org.*****

See below to learn more about each new appointee and the expertise they bring to Mayor-elect Daniel Lurie’s administration:

*“I am honored and immensely proud to serve the Mayor-elect’s Administration as his Director of Communications at a historic time for our city,” **said Nina Negusse,***

Communications Director to Mayor-elect Lurie. *“It is a privilege to join this team and tell the powerful story of San Francisco’s resurgence and continued success.”*

Nina Negusse, Communications Director



Nina Negusse is an experienced PR leader with over 10 years of experience in the Private, Public and Non-Profit sectors in the US and UK. Prior to her appointment as Communications Director, Nina was a VP of Crisis and Risk Communications at Edelman where she counseled a wide range of high-profile national and international clients on complex crises and issues impacting trust and brand reputation. Nina’s appointment marks her return to city administration, having previously served as a PIO at the San Francisco Public Utilities Commission (SFPUC) for over six years, as well as the San Francisco Department of Elections.

Nina is a double graduate of the University of Manchester, where she earned her undergraduate degree in Political Science & International Relations and her Master’s in Political Science and Gender Research. After graduating Nina held media focused roles with Young Advisors and the Institute for Citizenship, two charitable organizations based in the UK whose work focused on youth employment, social enterprise, and civics education. Nina is an avid supporter of gender equality, poverty eradication, and financial literacy education. She has previously sat on the Vanguard Advisory Council at the Global Fund for Women and was an Associate Board member at Generation Citizen, an education non-profit. Nina lives in San Francisco.

Annie Gabillet, Deputy Communications Director



Annie Scudder Gabillet is a seasoned communications strategist with nearly 20 years of expertise in media and digital storytelling. As Digital Director for Daniel Lurie’s mayoral campaign, Annie spearheaded an innovative digital program that elevated the campaign’s messaging with authentic, data-driven, and platform-native content, playing a key role in its success.

Annie launched her career at PopSugar, spending nearly a decade shaping its editorial properties and helping it grow into a leading media brand, now part of Vox Media. At PopSugar, she led coverage for three presidential elections, forged a content initiative with First Lady Michelle Obama, and attended five national conventions. Beyond PopSugar, Annie has held strategic roles at The Assembly SF, Cleo, and Babylist, where she combined creativity and analytics to drive growth. Her writing has also appeared in The New York Times and Travel + Leisure. A native San Franciscan and graduate of Sacred Heart Cathedral, Annie holds a Political Science degree from Santa Clara University. She lives with her husband and two children, and her deep love for the City continues to inspire her work.

Charles Lutvak, Press Secretary and Senior Communications Advisor



Charles Kretchmer Lutvak joins the Lurie administration after serving as national spokesperson on Vice President Kamala Harris' presidential campaign. He was previously the first deputy press secretary and acting press secretary for New York City

Mayor Eric Adams and, before that, worked at Risa Heller Communications. He has a B.A. in Political Science and Music from Carleton College.

Kit Lam, AAPI Community & Press Liaison



Prior to joining Mayor-elect Lurie's administration, Kit served as the AAPI Political Director for Lurie's successful mayoral campaign. He has also volunteered in other successful campaigns including Supervisor Joel Engardio and the Recall the SF School Board campaigns in 2021-22. From 2023 to 2024, Kit worked in Supervisor Joel Engardio's office as a legislative aide where he focused on providing constituent services and serving as a liaison to the Chinese community and media.

Kit Lam was born in Hong Kong. After obtaining his higher education in the US, he returned to Hong Kong and worked as an investigator for the Independent Commission Against Corruption (ICAC) for 4 years. Upon returning to the US, Kit joined the San Francisco Unified School District (SFUSD) and worked as an Address Fraud Investigator for 13 years.

Moisés García, Community Liaison



Moisés García is a highly experienced community leader with a strong track record of working across various sectors to drive positive change. He played a pivotal role in the Lurie for Mayor campaign, helping to connect the Mayor-elect with LGBTQ and Latino

communities. Prior to joining the campaign he worked on Lateefah Simon’s congressional campaign and served as executive director of the San Francisco Democratic Party. Moisés has a rich background in the nonprofit sector, with more than a decade of experience focused on community-driven economic development, LGBTQ youth empowerment, and providing healthcare and mental health services to underserved populations. He has also been a passionate advocate for the arts. Moisés served on the San Francisco Public Utilities Commission’s Citizens Advisory Council for seven years, including three years as chair. He is a dancer with Danza Azteca Xitlalli, preserving indigenous traditions and instilling cultural pride. He is a UC Berkeley graduate with a degree in political economy focused on development and the environment.

Haakon Black, Communications and Digital Assistant



Haakon Black played a key role in Mayor-elect Daniel Lurie’s successful campaign, serving as a digital assistant and daily staffer. His creative contributions and impactful content helped shape the campaign's messaging and connect with San Franciscans. A native of San Francisco and a graduate of Stuart Hall High School, Haakon earned a political science degree from Northwestern University in 2023. His passion for public service and effective communication drives his dedication to building a brighter future for his hometown.

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Daniel Lurie is the Mayor-Elect of the City and County of San Francisco.