



SHANE PETERS

President

Shane has over 20 years of experience in communications, community relations, marketing and government relations. A strategic thinker, he has a proven track record of success helping clients achieve their business goals.

In 2013, he founded Peters Communications, an integrated public affairs, communications and government relations consultancy. Shane has represented clients on some of the most high profile issues in the islands, including vacation rentals, plastics regulations, and numerous development projects throughout the state.

His background includes experience in executive counsel, lobbying, community relations and corporate communications. He has worked extensively with businesses and industry associations of all sizes as well as nonprofit organizations and government agencies to develop and implement effective, integrated communications and outreach campaigns. Previously, Shane served as a vice president of Hawaii's largest public relations firm, Communications Pacific, where he established its Land Use and Real Estate practice.

Shane gained an appreciation for community service and civic participation from his family, including grandmothers Hoaliku Drake, former director of the Department of Hawaiian Home Lands, and Agnes "Aunty Aggie" Cope, recognized as one of Hawaii's Living Treasures. In addition, Shane's stepfather David M. Hagino, former State Representative, Uncles Henry Peters, former Speaker of the House of Representatives, and Gerald Hagino, former State Senator, instilled these same values.

A graduate of Hawaii Preparatory Academy, Shane earned his bachelor's degree from Sarah Lawrence College (Bronxville, N.Y.). He is past president of the Hawaii Developers' Council and in 2009, was its youngest president and the only communications professional to lead the organization. In addition, Shane is the former chair of the Honolulu City & County's Sustainable Building Task Force. He is a past member of the National Association of Office and Industrial Properties Hawaii and is the current chair of the Holy Nativity School Board of Trustees.



Sample Client List



Industry Associations

