



Raben AI

Advancing Responsible AI Through Policy, Communications & Public Trust

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Raben

For more than 20 years, Raben has been a trusted advisor at the intersection of technology, policy, and equity, guiding clients through every major digital inflection point reshaping our economy and our democracy. AI is the defining technological shift of our time, and how it is built, governed, and deployed will shape policy, power, and communities for generations to come.

As a diverse team in a majority-minority firm, grounded in a commitment to inclusion and guided by rigorous strategy, we have been a bridge for civil society, policymakers, and leaders in AI, ensuring those most impacted by AI have a voice in how it is governed. With experience as policymakers, advocates, and leaders at all levels of government, we help our clients shape legislation, build coalitions, and earn the public trust that sustainable AI adoption requires.

At Raben, we believe innovation must be guided by knowledge and care for the communities disproportionately experiencing the bias and inequities that AI systems often reflect and amplify. We know from experience that, absent meaningful community engagement, new technologies and regulatory frameworks risk reinforcing inequities and eroding public trust. That is not inevitable, but getting it right requires courageous leadership, trusted partners, and a deep commitment to the people most affected.

Powering good work.

www.raben.co

What We Do

Artificial intelligence is reshaping every sector. Organizations are facing new questions about governance, regulation, workforce readiness, communications, and stakeholder engagement. Raben brings together experts from across our practice areas to help clients navigate this rapidly evolving landscape with confidence.

AI Readiness & Organizational Strategy

Every organization is at a different stage of its AI journey. We help leadership teams assess opportunities, understand potential risks, and develop practical strategies that align AI adoption with organizational goals, culture, and mission. Whether preparing executives, engaging boards, or developing governance frameworks, our approach ensures organizations are equipped to lead responsibly.

Strategic Communications & Narrative Development

Public understanding of AI is evolving quickly. Organizations need clear, credible communications that explain complex issues while building confidence among employees, policymakers, customers, and communities. We develop messaging, thought leadership, executive positioning, and communications strategies that help organizations lead meaningful conversations around AI and innovation.

Community Engagement & Coalition Building

Successful AI policy cannot be developed in isolation. We bring together advocates, community leaders, industry partners, researchers, and policymakers to create authentic dialogue and strengthen relationships across sectors. Our coalition-building expertise helps organizations earn trust while ensuring diverse voices inform decision-making.

Government Affairs & Policy Navigation

AI regulation is advancing rapidly at the federal, state, and international levels. Raben helps organizations understand emerging policy, engage decision-makers, anticipate legislative developments, and develop advocacy strategies that position clients to shape conversations before decisions are made.

Together, these capabilities enable organizations to adopt AI responsibly, strengthen stakeholder confidence, and prepare for the policy, communications, and organizational challenges that accompany technological change.

We're Not New To This

Raben has advised governments, nonprofits, philanthropies, coalitions, and private-sector leaders on emerging technology, digital policy, strategic communications, and public engagement for more than two decades. Our work at the intersection of artificial intelligence, governance, and public trust reflects our longstanding commitment to helping organizations navigate complex issues where policy, innovation, and public interest converge.

Supporting State-Level AI Governance

When a state legislature sought guidance on approaches to AI regulation, Raben developed a comprehensive policy framework examining federal, state, and international regulatory models. The analysis equipped policymakers with practical recommendations that informed the state's internal deliberations and AI governance strategy.

EyesOnOpenAI

Raben served as strategic communications partner to the EyesOnOpenAI coalition, representing more than 60 organizations across labor, civil rights, faith, philanthropy, and technology accountability. We transformed a single advocacy effort into a nationally recognized campaign by developing the coalition's identity, messaging, media strategy, and communications infrastructure. Through proactive media engagement and coordinated coalition management, the campaign helped elevate national conversations around AI governance and nonprofit accountability.

AI Now Institute

Since 2018, Raben has partnered with the AI Now Institute to elevate research examining the societal impacts of artificial intelligence. Our communications strategy positioned AI Now as one of the nation's leading voices on AI accountability, resulting in sustained national media coverage and helping shape broader public understanding of AI's implications for civil rights, democracy, and public policy.

Howard University School of Law AI Initiative

Raben is partnering with the Howard University School of Law AI Initiative to advance efforts that ensure HBCUs are represented in conversations about artificial intelligence, equity, protection, and innovation.

Meet Our Team



Larry González

Larry González is the managing principal of Raben's Government Affairs practice. Larry is sought after by clients to help shape and advance policy and to implement strategic and tactical plans to engage Latino community leadership, Hispanic members of Congress, the Hill, and the administration at large. Larry is a leader in LatinStrategies, the firm's strategic platform for driving clear and influential engagement strategies with Hispanic communities. He also regularly represents a client portfolio before the House Energy and Commerce and Senate Commerce committees and the House Financial Services and Senate Banking committees, among others. A veteran of numerous legislative battles, Larry deeply understands the importance of coalition building and the nuances of the policymaking process.



Andrea Nill Sánchez

Andrea Nill Sánchez is a principal in Raben's Strategic Communications practice with over 15 years of experience in media, law, and advocacy. She previously served as executive director of the AI Now Institute at NYU, where she was one of the first Americans to testify before the European Union on algorithmic bias and AI oversight. A Yale-trained lawyer, Andrea honed her litigation skills at Keeker, Van Nest & Peters, one of the nation's top IP firms, where she delivered a key evidentiary argument that helped secure a multimillion-dollar copyright case against tech giant Cisco. She brings that same precision to her communications work — translating complex policy into compelling narratives, with deep expertise in tech policy, multicultural communications, and equity-centered strategy. Currently, Andrea continues to help lead the communications strategy for EyesOnOpenAI and advises the Howard Law School AI Initiative.



Anthony Perez

Anthony Perez is a principal in Raben's Strategic Communications practice, where he leverages his expertise in media relations, public affairs, and out-of-the-box thinking to help clients influence policies and reshape media narratives. His issue expertise runs the gamut from education, criminal justice, tech policy, LGBTQ issues, Latino civil rights, and more. As the regional lead for California, Anthony has worked with some of California's leading advocacy organizations to build communications campaigns that have resulted in sweeping changes to California's criminal justice system, historic investments in immigrant communities, reforms in higher education, and protections for LGBTQ+ students. His work with AI Now and EyesOnOpenAI helped these clients secure media coverage in major news outlets, including the Los Angeles Times, Associated Press, Bloomberg, Washington Post, New York Times, and Politico, and more importantly, helped shape media narratives about the lack of accountability in the growing field of artificial intelligence.



Eduardo Soto

As a principal in Raben's Government Affairs and Issue Campaigns practice areas, Eduardo Soto advises corporate and nonprofit clients on lobbying and advocacy strategies, including congressional relations, regulatory procedures, community engagement, and coalition management. He finds the right message for campaigns and generates creative tactics to deliver that message to the intended audience. Through congressional and private-sector experience, Eduardo has deep relationships with policymakers and expertise across a range of tech policy issues, including data privacy, digital equity, algorithmic bias, content moderation, artificial intelligence, and children's online safety. On behalf of a major toy and video game brand, he provided technical assistance and facilitated stakeholder engagement regarding children's online safety and privacy policies. He brings over a decade of experience on prison and sentencing reform, lending his expertise and personal commitment to campaigns for federal cannabis reform and facilitating the introduction of historic legislation to end solitary confinement in the United States.

CONTACT US



Start a conversation with our team.
For more information, email us at info@raben.co

