



Louisiana Board of Ethics: Lobbyist Registration Form

Registration Year: 2024

Lobbying Type(s): Legislative / Executive

Demographic Information:

Lobbyist's Name: MR. PETER H. MARTINEZ Lobbyist ID: LB000203

Name Change: _____

Address:

Street: 1155 ABERDEEN AVENUE

City: BATON ROUGE State: Louisiana Zip: 70808

Phone: 225-252-5362 Ext: _____

Fax: _____

Employer Information:

Employer Name: Martinez Strategic Alliances

Employer Address:

Street: 1155 Aberdeen Avenue

City: Baton Rouge State: Louisiana Zip: 70808

Registration Details:

Lobbying Type: Legislative Branch Lobbying

Date of the first action which required your registration as a lobbyist: 1/05/2024

(The date in which lobbying became part of your principal duties or the date in which you acted in a representative capacity and made an expenditure on a Legislator.)

If you were a legislative lobbyist during the previous calendar year, have you completed the annual training required pursuant to R.S. 42:1170 for the previous calendar year? ☒ Yes ☐ No ☐ N/A

Lobbying Type: Executive Branch Lobbying

Date of the first action which required your registration as a lobbyist: 1/05/2024

(The date in which you acted in a representative capacity and made an expenditure on an executive branch official.)

If you were an executive lobbyist during the previous calendar year, have you completed the annual training required pursuant to R.S. 42:1170 for the previous calendar year? ☒ Yes ☐ No ☐ N/A



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Lobbying Type(s): Legislative / Executive

Information about persons, groups, or organizations represented:

Representative Name: American Heart Association

Description: The American Heart Association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke.

Street: 7272 Greenville Avenue

City: Dallas **State:** Texas **Zip:** 75231

Branch: Legislative / Executive **Employment Start Date:** 1/07/2020 **Lobbying Start Date:** 1/7/2020

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999 **End Date:**

If No, who pays you:

Subject Matters:

Charities and social services, faith-based organizations, and community outreach

Representative Name: Biotechnology Innovation Organization

Description: BIO is the world's largest advocacy association representing member companies, state biotechnology groups, academic and research institutions, and related organizations across the United States and in 30+ countries.

Street: 1201 Maryland Avenue SW, Suite 900

City: Washington **State:** District of Columbia **Zip:** 20024

Branch: Legislative / Executive **Employment Start Date:** 1/26/2022 **Lobbying Start Date:** 1/26/2022

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999 **End Date:**

If No, who pays you:

Subject Matters:

Health care; pharmaceutical and medical devices; research; development; sales

Representative Name: Bristol-Myers Squibb Company

Description: Healthcare and Pharmaceuticals

Street: 801 Pennsylvania Ave NW, Suite 325

City: Washington **State:** District of Columbia **Zip:** 20004

Branch: Legislative / Executive **Employment Start Date:** 1/21/2020 **Lobbying Start Date:** 1/21/2020

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999 **End Date:**

If No, who pays you:

Subject Matters:

Health care; pharmaceutical and medical devices; research; development; sales

Representative Name: Clinical Pathology Laboratories, Inc.

Description: Provider of laboratory services

Street: 9200 Wall Street

City: Austin **State:** Texas **Zip:** 78754

Branch: Executive **Employment Start Date:** 12/16/2022 **Lobbying Start Date:** 12/15/2022

Paid by Representation: Yes **Payment Category:** \$24,999 or less **End Date:**

If No, who pays you:

Subject Matters:

Business and private and commercial enterprises



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Information about persons, groups, or organizations represented:

Representative Name: Coalition of State Rheumatology Organizations

Description: CSRO is comprised of 32 state and regional professional rheumatology societies whose mission is to advocate for excellence in the field of rheumatology,

Street: 555 E. Wells St., Suite 1100

City: Milwaukee **State:** Wisconsin **Zip:** 53202

Branch: Legislative / Executive **Employment Start Date:** 12/01/2023 **Lobbying Start Date:** 12/4/2023

Paid by Representation: Yes **Payment Category:** \$50,000 - \$99,999 **End Date:**

If No, who pays you:

Subject Matters:

Health care; physicians; nurse practitioners; nurses

Representative Name: DCI Group AZ

Description: Public Affairs Services

Street: 2000 K Street, NW, Suite 900

City: Washington **State:** District of Columbia **Zip:** 20006

Branch: Legislative / Executive **Employment Start Date:** 1/01/2024 **Lobbying Start Date:** 1/5/2024

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999 **End Date:**

If No, who pays you:

Subject Matters:

Health care; pharmaceutical and medical devices; research; development; sales

Representative Name: Harris, DeVille & Associates, Inc.

Description: Issues management, communication

Street: 521 Laurel Street

City: Baton Rouge **State:** Louisiana **Zip:** 70802

Branch: Legislative / Executive **Employment Start Date:** 1/01/2020 **Lobbying Start Date:** 1/1/2020

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999 **End Date:**

If No, who pays you:

Subject Matters:

Business and private and commercial enterprises

Representative Name: Jazz Pharmaceuticals

Description: Pharmaceutical Research & Manufacturing

Street: 3170 Porter Drive

City: Palo Alto **State:** California **Zip:** 94304

Branch: Legislative / Executive **Employment Start Date:** 11/30/2022 **Lobbying Start Date:** 11/30/2022

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999 **End Date:**

If No, who pays you:

Subject Matters:

Health care; pharmaceutical and medical devices; research; development; sales



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Information about persons, groups, or organizations represented:

Representative Name: Johnson & Johnson Services, Inc.

Description: The world's largest and most broadly based healthcare company.

Street: 1350 I Street, NW, Suite 1250

City: Washington **State:** District of Columbia **Zip:** 20005

Branch: Legislative / Executive **Employment Start Date:** 3/30/2021 **Lobbying Start Date:** 3/30/2021

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999 **End Date:**

If No, who pays you:

Subject Matters:

Health care; pharmaceutical and medical devices; research; development; sales

Representative Name: Louisiana Association of Public Charter Schools

Description: Public Charter Schools

Street: 320 Metairie-Hammond Hwy

City: Metairie **State:** Louisiana **Zip:** 70005

Branch: Legislative / Executive **Employment Start Date:** 1/03/2022 **Lobbying Start Date:** 1/3/2022

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999 **End Date:**

If No, who pays you:

Subject Matters:

Educational services; colleges; technical schools; trade schools

Representative Name: Martinez Strategic Alliances

Description: Consulting

Street: 1155 Aberdeen Avenue

City: Baton Rouge **State:** Louisiana **Zip:** 70808

Branch: Legislative / Executive **Employment Start Date:** 11/05/2019 **Lobbying Start Date:** 11/5/2019

Paid by Representation: Yes **Payment Category:** \$24,999 or less **End Date:**

If No, who pays you:

Subject Matters:

Business and private and commercial enterprises

Representative Name: Novartis Services, Inc.

Description: Pharmaceutical Manufacturer

Street: 801 Pennsylvania Avenue, NW

City: Washington **State:** District of Columbia **Zip:** 20004

Branch: Legislative / Executive **Employment Start Date:** 12/02/2019 **Lobbying Start Date:** 12/2/2019

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999 **End Date:**

If No, who pays you:

Subject Matters:

Health care; pharmaceutical and medical devices; research; development; sales



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Information about persons, groups, or organizations represented:

Representative Name: Plasma Protein Therapeutics Association

Description: The Plasma Protein Therapeutics Association (PPTA) represents the manufacturers of plasma-derived and recombinant analog therapies.

Street: 147 Old Solomons Island Rd #100

City: Annapolis **State:** Maryland **Zip:** 21401

Branch: Legislative / Executive **Employment Start Date:** 12/01/2023 **Lobbying Start Date:** 12/4/2023

Paid by Representation: Yes **Payment Category:** \$50,000 - \$99,999 **End Date:**

If No, who pays you:

Subject Matters:

Business and private and commercial enterprises

Representative Name: Zillow Group, Inc.

Description: As the most visited real estate website in the United States, Zillow® and its affiliates offer customers an on-demand experience for selling, buying, renting or financing with transparency and ease.

Street: 1301 Second Avenue, Floor 31

City: Seattle **State:** Washington **Zip:** 98101

Branch: Legislative / Executive **Employment Start Date:** 12/01/2022 **Lobbying Start Date:** 12/1/2022

Paid by Representation: Yes **Payment Category:** \$50,000 - \$99,999 **End Date:** 1/1/2024

If No, who pays you:

Subject Matters:

Business and private and commercial enterprises

Computers, hardware, software, and intellectual property

Information about Business Relationships

Not Applicable