



ROBBY MOOK

Robby Mook is a nationally recognized campaign manager and strategist, who has built winning organizations at the local, state and national level. The L.A. Times said Mook' success "reflects the changing nature of campaigns, in which swashbuckling strategists are becoming less of an asset than disciplined data nerds who can build a loyal and effective campaign operation the way a seasoned Silicon Valley entrepreneur might." In 2015, he appeared on Fortune magazine's "40 Under 40" list of the most influential people in business, and was also named to AdAge's "40 Under 40" list of disruptors and innovators in 2016.

In 2015-2016, Mook served as Campaign Manager for Hillary Clinton, where he built a \$1 billion, 50-state, 3,500 person organization that mobilized more volunteers than any other campaign in history. Mook oversaw marketing, strategic communications, technology, data, fundraising, field organizing, and other critical aspects of campaign operations.

Mook was the first person to publicly single out Russia for its interference in the election and oversaw efforts to protect the campaign and mitigate the impact of hacking into the Democratic National Committee and Clinton operatives' accounts.

Under Mook's leadership, the campaign pioneered new techniques to target media and developed cutting edge technologies for communication and engagement. The campaign created the first-ever technology to target television, digital, and mail communications to individual voters based on their media consumption habits, not just demographics. The campaign also built a ground-breaking mobile app to "gamify" campaign activism and increase digital participation and built new tools to streamline activist fundraising, door-to-door canvassing, and text communication, among other things.

Mook's successful campaigns include electing Virginia Governor Terry McAuliffe in 2013, the first time in forty years Virginians elected a Governor from the same party as the sitting U.S President and the first Democratic sweep of statewide offices in more than twenty years. Mook served as 2012 Executive Director of the Democratic Congressional Campaign Committee, gaining Democratic House seats in every region of the US. Charlie Cook called the DCCC's success that year "remarkable", "beating the spread" because the DCCC "deftly trained candidates, kept pace with GOP fundraising, and put several previously uncompetitive seats in play." Mook also managed Jeanne Shaheen's first successful campaign for U.S. Senate when she made history as New Hampshire's first woman Senator. In the 2008 Democratic presidential primary, Mook served as the State Director in Nevada, Ohio, and Indiana for Hillary Clinton, winning all three states. Obama Campaign Manager David Plouffe praised Mook saying "He beat us three times; his footprint was on our back. He did the best job of anyone over there."

Mook is a graduate of Columbia University and a native of Sharon, Vermont. He is now a political contributor at CBS.