



American Program Bureau, Inc.
A Global Speaker, Celebrity & Entertainment Agency

Roger Fisk

Former Political Appointee to Obama Administration

Two United States Presidential campaigns have redesigned the framework for macro-communications in the 21st century: Obama '08 and Obama '12. Reaching tens of millions of people, the campaigns set the new standard of connecting with individual voters, involving them in the process, and uniting them behind forward-reaching ideas, capturing the imagination and power that only individuals linked collectively could produce. These two campaigns revolutionized the micro—studying and learning from each voter, each consumer—and in the process designed nimble applications that used that information to maximize response and engagement.

Roger Fisk has had a key behind-the-scenes role in President Obama's organization since the then-senator announced his run for president in February 2007. Fisk has seen from the beginning the development of cutting-edge organizing strategies, the application of agile online organizing tools, and a truly innovative, thoroughly modern mobilization of social media. With six months of service on the President's successful 2012 reelection, Fisk has worked with all of those tools as they were perfected in the second campaign.

Since the historic 2012 reelection, he was part of the team that coordinated the social media contingency plans for the 2013 Presidential Inauguration and in late January 2013 watched as his former boss and mentor John Kerry became Secretary of State.

These experiences have provided Roger Fisk with a deep understanding of 21st-century presidential politics and the global landscape they both impact and reflect. He has been quoted or referenced in *The New York Times*, Reuters, the Associated Press, *The Boston Globe*, *Billboard Magazine*, and numerous blogs and is currently working on *America Was My Office*, a book that shares the stories and lessons of travelling the country across three presidential campaigns.

Fisk started working for the first Obama campaign in 2007 and for the next 22 months travelled through more than 30 states with Senator Obama. He was hired by the Obama Team as the national director of special events in what would become a history-making finance department. Here he helped create and manage a nationwide grassroots fundraising team that revolutionized modern political fundraising, totaling \$100 million in 11 months while building the largest donor base in American history. He also served as principal liaison with US Secret Service



and local law enforcement, and was directly responsible for coordinating and managing the media's coverage of over 150 events across the country. He was in charge of some key Obama media appearances, including *60 Minutes*, *The Daily Show*, *Good Morning America*, *Saturday Night Live*, and the historic "A More Perfect Union" speech in Philadelphia in March 2008.

Following President Obama's first campaign, Fisk served as cabinet liaison for the 2009 Inauguration, then became a political appointee in the Obama Administration. His appointment in the commerce department required him to coordinate diplomatic and trade missions for the Cabinet and President, serving as lead US government coordinator on trade missions through India and four trips through China, and coordinating the Cabinet's role in both the 2009 COP-15 Global Conference on Climate Change in Copenhagen and the 2010 World Expo in Shanghai. He was also tapped to serve as President Obama's site lead at the 2011 G8 Summit in Deauville, France.

In the Spring of 2012, Fisk joined President Obama's reelection team, leading advance teams in critical states like Virginia, Iowa, and Ohio, all of which the President won handily. He managed all aspects of a Presidential visit or event, including oversight of all promotion and social media outreach before the event to management of all logistical details, including everything from Secret Service concerns to the critical data collection that would give the campaign the ultimate edge on Election Day.

Fisk's career is built on the foundation of his work for then-US Senator John Kerry, who as of January 2013 is now serving as the United States Secretary of State. He served the Senator as his senior aide for communication and policy. He advised Senator Kerry on a wide range of politically sensitive issues and worked in more than 14 states in the Kerry Presidential campaign, helping to build a billion dollar enterprise from its very first days to its last.

Fisk is an award-winning guitarist and singer, having recorded classical records as a child and toured the US in pop bands, as well as having the rare opportunity to perform the ANC anthem in Zulu for Nelson Mandela. He participated in National Geographic's "Civil Warriors," a documentary about the American Civil War, has published articles on politics and travel, and has lectured on political organizing and social media in Malaysia, Switzerland, Indonesia, Qatar and Dubai.

Topics:

- Lifting the Hood: The Obama Engine & How It Worked from Day One
- One Week in a 21st-Century Presidential Campaign



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- Change as a Constant