

# Political Affairs Lecture Series: Practical Politics and Policymaking

## Career Reflections: Market Research and Politics



### Alex Gage

CEO and founder, TargetPoint Consulting

Thursday, 6 December

4:00 P.M.

238 HRCB

Alex Gage, CEO and founder of TargetPoint Consulting based in Alexandria, Virginia, launched the company in 2003 as a full service research firm that created what is now known as microtargeting. TargetPoint counted the Republican National Committee as its largest client in both 2004 and 2006 and is credited by many for the sophisticated voter targeting that helped lead President Bush's 2004 campaign to victory. Gage had previously launched Market Strategies Inc. (MSI) in 1989, which grew to specialize in many types of research including consumer products, electoral politics, energy, financial services, health care, information technology and telecommunications, lottery and gaming, pharmaceutical, and public policy. His career began at Market Opinion Research (MOR) in the political division during the 1976 campaign for President Gerald R. Ford. Gage was a senior vice president of MOR's political group when he left to launch MSI. Since 1976, he has participated in nearly every Republican Presidential campaign, along with over forty U.S. Senate and Gubernatorial campaigns, in addition to a wide-ranging portfolio of corporate work. In the 2008 cycle, he played the role of Senior Strategist on the Romney for President Campaign and headed up Midnight Ride Media, the paid media component of the campaign. Gage received a BA in political science from the University of Michigan and attended graduate school at Wayne State University.

Lecture will be followed by a Q&A session.