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POLITICAL AFFAIRS LECTURE SERIES

Public Affairs Lecture Series: Practical Politics and Policymaking

Career Reflections Political Strategy: Campaigns

Scott Riding

Managing partner, Y2Analytics

THU | 10 NOV 16

4 PM

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Scott Riding will provide an overview of his position at Y2Analytics. Riding will describe his career path, provide career advice, and discuss life lessons.

Riding is the managing partner at Y2 Analytics, a national public opinion research firm based in Salt Lake City. He has led the execution of polling, microtargeting, focus groups, and custom analytics for over a hundred national and state campaigns, parties, and outside groups—ranging from bids for city hall to bids for the White House. Riding has served as the deputy analytics officer for Jeb Bush for President 2016; worked as director of data strategy for TargetPoint Consulting, a national political strategy and microtargeting firm; and served as a data advisor and analyst for a presidential campaign in the Dominican Republic.

Lecture will be followed by a Q&A session.

This series is sponsored by the BYU Political Affairs Society, the Political Science Department, the College of Family, Home, and Social Science, and the David M. Kennedy Center for International Studies.