

JOHN ZOGBY

World Renowned Pollster

John Zogby, founder of the "Zogby Poll" and the Zogby companies, is an internationally respected pollster, opinion leader and best-selling author. He has joined with his son Jonathan Zogby as Senior Analyst. A much sought-after speaker, he is represented by the American Program Bureau of Boston.

"All hail Zogby, the maverick predictor," decreed the *Washington Post*, when John Zogby called the 1996 presidential election with pinpoint accuracy. And he did it again in the following two elections. His presidential polling remains among the most accurate through five elections. He has served as an on-air election analyst for NBC News, BBC, CBC, ABC (Australia), and has been featured by the Foreign Press Center in Washington every election night since 1998.

The Zogby Poll, the "second best known polling brand in the US today" (*Washington Post*), John Zogby remains the hottest and most accurate pollster and analyst of America's political and cultural landscape. In addition to the global reach of his brand, Zogby Polls have been cited frequently in popular culture, including NBC's *West Wing*, CW's *Gossip Girls*, Netflix movie *House of Cards*, and numerous novels, game shows, and the 25th Anniversary edition of Trivial Pursuit. Zogby Polls are regularly cited on *The Tonight Show* and spoofed on *The Late Show* and NPR's *All Things Considered*. *Fortune Magazine*, the *New Yorker* and *Investor's Business Daily* have all profiled John Zogby. He has appeared on every major U.S. television network, the BBC and scores of U.S. broadcasts. His appearances on *The Daily Show with Jon Stewart* are among his favorites.

Called "The Prince of Polling" by political strategist Mary Matalin, John Zogby's interactive methodology is a leader in the industry. He is the author of the best-selling *The Way We'll Be: The Zogby Report on the Transformation of the American Dream* (Random House, 2008) and is co-author of the forthcoming *First Globals: Understanding, Managing, and Unleashing Our Millennial Generation* (with Joan Snyder Kuhl).

Zogby writes weekly columns on Forbes.com and contributes a weekly Obama report card to the *Washington Examiner's* Washington Secrets, by Paul Bedard. He is also a founding contributor to *The Huffington Post*. His analytical expertise has also been published on the opinion pages of the *New York Times*, *Wall Street Journal* and *Financial Times*.

He has polled and consulted for a wide spectrum of business, media, government and political groups including Coca-Cola, Microsoft, CISCO Systems, St. Jude's Children's Research Hospital and the US Census Bureau.

A well known political and social pundit, his work has been featured in op-ed pages worldwide, valued in corporate boardrooms and considered "must-read" at every level of America's political landscape.

A senior advisor at the Kennedy School of Government at Harvard University, Zogby also serves as a Commissioner for the Center for Strategic and International Studies (CSIS) Commission on Smart Power and is a senior fellow of the Catholic University Institute for Policy Research and Catholic Studies. As Chairman of Sudan Sunrise, Zogby works to continue the vision of NBA player Manute Bol to bring peace to Sudan through education. He is presently chairman of the capital campaign on behalf of Mohawk Valley Community College (where he taught in the 1970s), and serves on the boards of the Arab American Institute, Upstate Venture Connect (which links young entrepreneurs with venture capital in Upstate New York), and Freedom Guide Dogs.

Zogby has been awarded three honorary doctorates from the State University of New York, the College of St. Rose, and the Graduate School of Union University. In 2008 he was awarded the Chancellor's Distinguished Fellows Award from the University of California Irvine.

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