Christopher Coger

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Visionary Chief Digital Officer, Chief Executive Officer, and startup founder with 17+ years of experience driving innovation at the intersection of technology, data, politics, advocacy, and government relations. Senior leader at a national advocacy organization founded by Mark Zuckerberg and Reid Hoffman managing a cross-functional team of 35+ team members specializing in product, engineering, IT, cybersecurity, digital, social media, and creative. Startup founder at Politech and took to market new campaign technology trusted by national organizations, including the Democratic Congressional Campaign Committee, Organizing for Action, Everytown for Gun Safety, and the National Education Association. Expert in leveraging React, Next.js, Ruby on Rails, and other modern tech frameworks to build products that achieve strategic goals and deliver wins. Seeking C-suite and senior leadership roles in product management, technology, or cybersecurity.

WORK EXPERIENCE

Chief Digital Officer   **Washington, DC**
FWD.us   **01/2023 - Present**

- Direct the Digital Department as a senior leader, managing a cross-functional team of 20+ staff and 15+ consultants, overseeing specialized staff roles in: digital campaigns, creative and multimedia, and all organizational technology functions, including product management, engineering, information systems, DevOps, IT, cybersecurity, data, and analytics to drive bipartisan advocacy at federal and state levels.
- Lead software development, product management, and design for the entire product development lifecycle from executive level strategic planning, to product requirements and technical specifications, through an agile design and engineering process, to the technical go live and digital marketing campaigns for FWD.us, IAmAnImmigrant.com, and InformedImmigrant.com using Next.js, Vercel, and a headless Wordpress CMS.
- Launched a full rebrand including visual and verbal identity, a redesigned website for CoalitionForTheAmericanDream.us, and a major research report "Forfeiting the Trillion-Dollar Dream" including a featured video, funded by a grant from Tim Cook and Apple and by members of the Walton family.
- Launched the website and paid digital and TV ads campaign for JustClemency.com, with ads specifically targeting President Biden and his family, and his professional and social networks using Applecart data, during his final months in office. Across multiple announcements from the White House nearly 2,500 people were granted sentence commutations from prison which spared a collective 16,340 years on their sentences.
- Direct digital strategy and manage social media for online advocacy across Facebook, X, LinkedIn, Instagram, Threads, BlueSky, and YouTube for the FWD.us, I Am an Immigrant, and Informed Immigrant brands with audiences over 1.1M followers. Craft campaign strategies that increased video storytelling views by 300% with over 10.2M views during the DACA Supreme Court case, and increased positive engagement on social posts by 250%.
- Trusted to create and direct digital campaigns for FWD.us, founded by Mark Zuckerberg, on his own platforms (Facebook, Instagram, Threads), and have written social posts made by Mark Zuckerberg and Priscilla Chan in favor of immigration reform. Trusted to create and direct digital campaigns for FWD.us, founded by Reid Hoffman, on his own platform (LinkedIn).
- Manage targeted online paid social ads campaigns using lookalike modeling, influencer targeting, geo targeting, and social relationship mapping, and manage national and regional TV ad buys including an ads campaign targeting Chief Justice Roberts and his family, his professional and social networks during the DACA case, which resulted in a 5-4 ruling upholding the DACA program.
- Research and implement key technologies and product enhancements to accelerate organizational goals, deploying best-in-class advocacy technology solutions; led the product implementation of Quorum, Phone2Action, MailChimp, and more which have driven millions of calls to Congress across multiple phases of DACA campaigns, and generated hundreds of thousands of public comments on regulations like the Flores Settlement Agreement.
- Ensure reliable, secure, scalable IT infrastructure and cybersecurity protocols to support and train 75+ staff and 25+ consultants in a fast-paced environment and led the shared IT services relationship for FWD.us with META's Corporate Security team and the Chan Zuckerberg Initiative's Security, IT, and Partnerships team.

Head of Technology   **Washington, DC**
FWD.us   **11/2017 - 12/2022**

- Led a 15-person technology team to build and integrate best-in-class advocacy tools, creating a reliable, responsive technology stack using Next.js, Vercel, WordPress, and Ruby on Rails to support bipartisan advoacy campaigns.
- Architected and implemented custom CRM in Salesforce and Pardot to manage organizational relationships and outbound email communications with key stakeholders, including senior staff and cabinet officials in the Executive Branch, Members of Congress and their legislative staffers, funders, and allies.
- Developed data modeling, analytics frameworks, and reporting dashboards using BigQuery, Looker Studio, Google Analytics, Salesforce, and Tableau, to monitor digital campaign performance, optimize audience targeting, and increase supporter engagement. Increased time on site for key research products by 45% and click-through conversion rates for advocacy actions by 125%.
- Managed AWS hosted APIs and SaaS solutions including legislative bill analysis and candidate issue trackers, including AI-driven comparison and analysis delivered to senior leadership.
- Developed the secure and private tech infrastructure and outreach tools to collect Amicus Briefs for the 2020 DACA case, including briefs from The President's Alliance on Higher Education and Immigration and from the TheDream.US which were cited in the majority opinion issued by the Supreme Court.

- Designed and developed a Twilio API-based tool enabling automated dialing and peer-to-peer SMS for advocacy-driven voter contact campaigns in collaboration with organizing team stakeholders, delivering customized user-friendly volunteer interfaces, while ensuring compliance with regulations. Increased outbound call volume by 400% and connection rates for callers by 150%.
- Directed technology development and integrations of leading advocacy tools in an agile environment from product requirement gathering to launch, managing staff and budget to ensure delivery of all organizational technology initiatives. I have built and launched numerous sites within the same business day, including Dialing for Dreamers, a web tool that drove over 2,600 calls in 24 hours to swing votes in the House of Representatives on the Discharge Petition to force a vote on H.Res. 774.

Founder   **Las Vegas, Nevada**
Politech   **12/2012 - 02/2017**

- Lead and managed all aspects of the company growing it from 2 founders to over 10 full-time staff and over 5 part-time consultants and maintained exponentially increasing sales growth with revenues higher than expenses in all years.
- Created a high-growth business establishing the company and brand as a top provider of SaaS products for political organizations, issue advocacy campaigns, nonprofits, and corporations, including the Democratic Congressional Campaign Committee, Organizing for Action, Everytown for Gun Safety, and the National Education Association, and for Democratic State Parties and Coordinated Campaigns in Colorado, Nevada, Arizona, Virginia, and Ohio.
- Innovated Blocks, a game-changing software platform which provides tools for political organizing and program management including voter registration and petition features, accompanied by reporting, data visualizations, and analytics, resulting in over 1M+ voter registrations and 800K+ petitions by national committees, federal candidates, non-profits, and paid canvassing firms.
- Consulted as a senior strategist and data advisor on the Measure 92 (GMO Labeling) campaign in Oregon, including the creation of the tracking and audit system for the statewide recount of over 1.5M ballots.
- Developed a government contractor social network product for a client, resulting in a 10x growth in paid membership and over $100K in new sales in the first year.

Nevada State Data Director   **Las Vegas, Nevada**
Obama for America   **09/2011 - 11/2012**

- Managed a data and reporting team of five data specialists and analysts and a technology team of five engineers in an agile development environment, and managed additional full-time engineering volunteers in the final months of the campaign from Google, Amazon, and Netflix.
- Only battleground state with a state-specific technology program; Nevada built four full-stack responsive Ruby-on-Rails web applications that were specific to Nevada's path to victory focused on voter registration, office capacity and turf map management, polling place lookup (the code was copied and implemented by Obama HQ nationally), and GOTV metrics tracking.
- Created and implemented a data, targeting, technology, and analytics plans spanning six phases of the campaign: capacity building, caucus, voter registration, persuasion, early voting, get-out-the-vote which resulted in over 5M+ calls and 1M+ door knocks to key voters.
- Developed a data and technology architecture which supported a state organization with over 160 field staff, 200 paid canvassers, 300 volunteer leaders, and 1,200 volunteers.
- Won Nevada, a top-tier battleground state by +6 points, fueled by a field program that registered 90K+ new voters utilizing a custom web application developed, deployed, and iterated on throughout the campaign.

EDUCATION

American University
Bachelor of Arts in Political Science   Washington, DC • 08/2004 - 05/2008

Certificate in Campaign Management Institute

Concentrations in Minority Politics, Local Politics, and Elections

Minor in Economics
University of Exeter
Study Abroad in Political Science   Exeter, England • 01/2007 - 05/2007

SKILLS

Executive Leadership, Agile Development, Waterfall Methodology, Product Management, Project Management, Engineering, Stakeholder Management, Creative, Design, Multimedia, Business Requirements, Wireframes, Mockups, Ruby on Rails, HTML, JavaScript, CSS, jQuery, WordPress, Data Management, Data Modeling, Data Analytics, IT, DevOps, Information Systems, Cybersecurity, Client Services, QA Testing, Training, Technical Support, Budgeting and Finance Management, Sales and Marketing, Client Communication