

ROGER FISK



Campaign strategist for Barack Obama Communication Expert

Roger Fisk is a global communications and marketing strategist who played a key behind-the-scenes role in the back-to-back electoral victories of President Barack Obama in 2008 and 2012. Since 2012, Fisk has been applying those tools and lessons to private sector clients all over the world, from insurance companies in Asia, to European cities bidding to host global sporting events, and Fortune 100 companies looking to rejuvenate their messaging culture.

Fisk has a deep understanding of 21st century presidential politics, political campaigning and the unprecedented power of information, relationships and marketing. He helps clients engage millions of people in sustained marketing and promotional strategies, using the internet and social media networks to great effect along with older tools like radio, TV and newspapers.

During Obama's campaigns, Roger Fisk initially served as Director of Special Events, where he was directly responsible for coordinating and managing the media's coverage of over 150 events across the country. Following President Obama's first campaign he served as Cabinet Liaison for the 2009 inauguration then became a political appointee in the Obama Administration where he helped lead trade and Diplomatic missions all over the world. In 2012 Fisk joined President Obama's re-election team, leading teams as a White House Lead Advance in critical states like Virginia, Iowa and Ohio, all of which the President won. Prior to working on the Obama campaigns, Roger Fisk was Senior Aide to Senator John Kerry.

With clients ranging from MIT to Ernst and Young and Microsoft, Fisk shares a surgical set of tools that help brands get the right message to the right customer at the right time so they get the right result.

He provides global analysis to SKY TV, FOX NEWS, BBC, Israel's i24 and Dubai's Gulf News and more. In addition, his articles on FOXNEWS.COM and other outlets generated more than a million impressions in 2019. Combined, these experiences give Roger a 360 degree view of how to engage millions of people, and he can share those insights with you and all of your public facing teams.

Topics (Selection):

- The Obama Presidential Elections
- Environmental, Social, Governance and what's next within Biden's administration
- Communication and Marketing Strategies
- Oval Office Package
- Technology and Social Media
- Campaign Management
- Corporate Culture
- Public Engagement
- Leadership Development
- The Future of Work