

Celinda Lake



Celinda Lake is one of the Democratic Party's leading political strategists. In 2020, she was one of two lead pollsters for the Biden campaign. She led the focus groups for Clinton and Gore and is the only Democratic pollster to play key roles in defeating two Republicans. Lake's polling and strategic advice has helped candidates such as Representative Alexandria Ocasio-Cortez, Senator Jon Tester, Senator Debbie Stabenow, and former Governor Bob Wise to groundbreaking wins, and her expertise helped guide former Senator Mark Begich to victory, making him the first Senate candidate in Alaska to oust an incumbent in 50 years.

Celinda has focused especially on women's concerns and women candidates, including Speaker Pelosi, former Senator Carol Moseley Braun, former A.G. Patricia Madrid, former Governor Janet Napolitano, Senator Debbie Stabenow, former Senator Barbara Mikulski, Mayor Carolyn Goodman, former Mayor Annise Parker, Representative Mary Peltola, and over a dozen women in the House and Senate.

Celinda worked on behalf of the largest independent expenditure to take back the House in 2006 and has been a key player in campaigns launched by progressive groups such as the AFL-CIO, SEIU, NRDC, ecoAmerica, Planned Parenthood, Vote Vets, HRC, and EMILY's List. Lake co-authored the book *What Women Really Want* with Republican pollster Kellyanne Conway, which examines the way women are changing the political landscape in America. She also coauthored the book *A Question of Respect* with Republican pollster Ed Goeas.

Celinda works with innovative messaging projects that help redefine language on abortion, economy, inequality, big money in politics, climate change, public schools, teachers, criminal justice reform, and race & class.