

# David Plouffe

David Plouffe is widely referred to as the “architect” of President Obama’s two presidential campaign victories. After serving as the campaign manager in the 2008 presidential election, Plouffe was an outside advisor to the President since his first day in office. He served inside the White House as senior advisor to the President from 2011-2013. Plouffe currently serves on the board of the Barack Obama Foundation.

Plouffe has managed campaigns at all levels of politics, served as an award-winning producer of television advertisements, served as a consultant to leading Fortune 500 companies and has been a ubiquitous presence on national news shows.

In September 2014, Plouffe joined Uber as senior vice president of policy and strategy. He currently serves as chief advisor and sits on the board of the company.

Plouffe has won plaudits for the use of technology and pioneering new applications, his message development and discipline, his management skills and his focus and competitiveness.

The Obama-Biden presidential campaign and Plouffe were awarded the Titanium and Integrated Grand Prix Awards from the Cannes International Advertising Festival (2009). The campaign won for the effort's digital savvy, its success in community building and its willingness to allow the Obama brand to be created by consumers rather than top-down communications mandates.

In 2010, Plouffe was number four on *Newsweek*'s list of “New Thought Leaders,” and *The Daily Beast* named him as one of the “25 Smartest People of the Decade.” *GQ* named Plouffe in 2012 the third most powerful person in Washington.

Plouffe is the author of *The New York Times* best seller, *The Audacity to Win: The Inside Story and Lessons of Barack Obama's Historic Victory* and has been a contributor for ABC News and Bloomberg Television. In 2013, he was inducted into The American Association of Political Consultants' Hall of Fame.