

ANNOUNCING

CORE DECISION ANALYTICS: OPINION RESEARCH AND DATA ANALYTICS



Dear Friends, Colleagues and Clients:

It has been a year of growth for the Core Strategic Group, and we are excited to announce more big news. Adam Rosenblatt, former Vice President and Senior Strategist at Penn Schoen Berland (PSB), has joined our team as President of our new, dedicated opinion research and data analytics firm, Core Decision Analytics (CODA). www.coredecision.com

Under Adam's seasoned leadership, CODA will provide clients with bleeding edge actionable quantitative and qualitative opinion research for trade associations, the legal industry, campaigns, and corporations. CODA's tagline "Know why. Know how." communicates CODA's mission to provide our clients with data-driven opinion insights that can be leveraged into action and results.

We are thrilled Adam has joined our team. He is a nationally recognized leader in the polling and research industry, and a proven expert at leveraging research and analytics to understand and influence opinion and behavior.

Adam Rosenblatt President



Campaigns & Elections magazine named Adam as a non-partisan “Rising Star.” His experience includes advising Fortune 500 corporations, prominent trade associations, government agencies and major political campaigns. During the 2018 and 2016 election cycles, Adam led complex predictive analytics programs in California that enabled surprise victories in key legislative races through data-driven targeting and messaging executed by Core Strategic Group’s campaign management firm, Chariot.

Adam has served as an Adjunct Professor of Research and Strategic Communications at American University in Washington DC, where he received a Master of Arts in Applied Politics as well as a Bachelor of Arts degree in Political Science and Public Communication.

As CODA’s President, Adam will be based in Washington D.C. and work closely with CSG’s campaign management and corporate intelligence companies— Chariot and KPA Strategies, as well as our flagship public affairs firm, FSB Public Affairs, to provide the knowledge and strategy that drives successful campaigns.

Jamie Fisfis will serve as CODA's CEO and lead our San Francisco office. Jamie joined the CSG team in May as an award-winning public affairs strategist and electoral research expert who has conducted and directed political and public affairs quantitative and qualitative studies in the United States and internationally. He has co-authored two practitioner manuals on electoral research methods in post-conflict world environments and is a guest lecturer on electoral research methods at Masaryk University in Brno, Czech Republic.

Please join us in welcoming Adam Rosenblatt and CODA to the Core Strategic Group! We look forward to more exciting announcements to come.

All the best,



Jeff Flint
President and CEO
Core Strategic Group

