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# SCOTT GOODSTEIN

Developed social networking platforms for Obama and Sanders' Presidential Campaigns

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## Topics

- Branding
- Innovation
- Innovators
- Marketing

Scott Goodstein is CEO of Revolution Messaging, the leading digital firm best known recently for running digital strategy and operations for Bernie Sanders' 2016 presidential campaign.

The Sanders campaign shattered all expectations among U.S. political experts, overcoming a deep gap in name recognition and support to compete with and even out-fundraise Hillary Clinton. Goodstein's firm led Sanders' online fundraising, digital advertising, branding, email, texting, website development, online video and photography, shareable graphics, the online store and social media strategy. Goodstein also partnered with the campaign to build out "artists for Sanders." This effort brought together over 150 artists, musicians and cultural leaders to actively participate in the overall campaign.

Revolution Messaging is deeply rooted in progressive values and selectively works with the left's leading issue-based campaigns and is also known to donate its services in times of crisis such as supporting the Flint, Michigan water crisis, Ferguson Action, Lady Parts Justice, and other social justice causes.

In 2008, Goodstein was External Online Director for Obama for America, tasked with evolving the campaign's social networking platforms as well as building the first political mobile marketing portfolio (SMS, ringtones, mobile video, mobile app, etc.). Goodstein also built the campaign's lifestyle marketing strategy and developed the "street team" materials used in battleground states.

Prior to his work for Obama, Goodstein worked for the Democratic Legislative Campaign Committee, the Democratic Congressional Campaign Committee and managed over a dozen political campaigns.