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David W. Nickerson

David W. Nickerson serves as an unpaid senior research adviser and as a paid contractor for particular projects to The Analyst Institute, an organization working with progressive non-profit and political organizations to measure the effectiveness of voter outreach and serves as a clearing house for best practices. Through a sub-contract with the Analyst Institute, Nickerson served as the Director of Experiments in the analytics department of the 2012 Obama re-election campaign.

Todd Rogers

Todd Rogers co-founded the Analyst Institute and served as its executive director until 2011.