

Alex Oliver, PhD

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SUMMARY

Data scientist with 10+ years experience developing data- and analytics-driven campaign strategies for political independent expenditure organizations with up to \$25 million in annual fundraising. Executed 100+ "outside spending" projects for presidential, gubernatorial, senatorial, and congressional races over last 6 federal election cycles. Research presented at White House. Cofounded hybrid marketing and litigation analytics firm that worked with Fortune 500 companies. Code in R — occasionally Python and Julia. Maintain active academic research agenda. Political fundraising and business development enthusiast.

EDUCATION

PhD, Political Science

Boston University

Boston, MA

01/2017

- **Subfields:** Quantitative Methods, Voter Behavior, Public Opinion
- **Teaching Fellow:** Instructor of record for 4 graduate-level courses in quantitative politics; Full funding for 5 years

MA, Economics

Tufts University

Medford, MA

05/2009

- **Coursework:** Quantitative Finance, Game Theory, Real Analysis, Probability & Statistics, Econometrics
- **Henken Family Scholar:** Endowed award; Full funding for second-year thesis research

BA, Economics (Mathematics minor)

Merrimack College, GPA 4.00/4.00

North Andover, MA

05/2007

- **Cardinal Cushing Medal:** First-ranking graduating senior in social sciences by GPA

EXPERIENCE

Chief Data Scientist

Evolving Strategies LLC

Washington, DC

07/2014 - Present

Led quantitative research at boutique political analytics firm that helps Super PACs and "dark money" 501(c)s evaluate campaign messages and target them to voters using statistics and machine learning on data from survey experiments and voter files.

- At fundraising meetings and events, delivered presentations to major political donors, obtaining individual gifts from \$5K – \$100K+.
- Through 3 midterm and 3 presidential cycles, advised leadership at client organizations with annual fundraising of \$1M – \$20M+.
- Coded data pipelines to ingest, process, store, analyze, and visualize voter files with up to 210M records using R, Python, and Julia.
- For 16 gubernatorial and senatorial races during 2022 midterm cycle, directed 21 projects that recruited 55K participants and predicted impacts of 70 different ads on the candidate choices of 58M voters across 10 swing states.
- Published peer-reviewed paper in *Political Research Quarterly*, estimating that counter-disinformation ads run by client — Stand Up Republic Foundation, cofounded by former independent presidential candidate Evan McMullin — lifted voters' skepticism toward "fake news" by up to 20.8%.

Cofounder

ES Partners LLC

Washington, DC

01/2015 - 03/2020

Cofounded hybrid marketing and litigation analytics firm that helped organizations change human behavior using scientific method.

- Accelerated business development to land projects with Fortune 500 companies in fintech, healthcare, and retail.
- Spearheaded project for digital payments company (over \$1T in annual transaction volume) to estimate which of 3 strategic concepts would most improve perception of brand's acceptance ubiquity. Best concept lifted perception by 36%.
- Collaborated with experienced trial lawyer (taking over 450 cases to verdict) on project for supermarket operator (over \$100B in annual grocery sales) in wrongful death lawsuit to estimate which of two trial strategies would most reduce damages awarded by juries. Best strategy lowered damages by \$1.1M.
- Pioneered first commercial application of *causal inference conjoint analysis* (Hainmueller, et al. 2014 in *Political Analysis*) in a project for pediatric nutrition subdivision (over \$3B in annual sales) to estimate which combination of 47 terms on new label for infant formula would optimize parents' preference for it. Best individual term ("100% organic") lifted preference by 16%.
- Built data app using machine learning to predict generosity — in damages awarded — of 5.3M potential New Jersey jurors across six types of personal injury cases and 512 plaintiff profiles, enabling attorneys to rank every member of jury pool during selection at trial. Presented at National Board of Trial Advocacy Conference and featured on *Real Clear Markets*.

RECENT PEER-REVIEWED PUBLICATIONS

The Rhetorical Post-Presidency: Former Presidents as Elite Cue Givers

03/2024

Political Science Quarterly

Gregory H. Winger and Alex Oliver

Featured on US Politics & Policy (USAPP) by London School of Economics (LSE) Phelan US Centre

Countering "Fake News" Through Public Education and Ads: An Experimental Analysis

12/2023

Political Research Quarterly

Gregory H. Winger, Alex Oliver, Jelena Vicic, and Adam Schaeffer

Presented at Charles Phelps Taft Research Center at University of Cincinnati