

About Mark Riddle

Mark Riddle is the President of Future Majority, a strategy and creative center that advocates for a freedom-focused agenda that makes American workers the hero of our nation's story.

Since its founding in 2017, Future Majority has surveyed more than 170,000 voters across the nation, conducted numerous deep-listening studies of key voters, and deployed more than \$115 million in direct voter communication to advocate for common-sense policy solutions. Throughout the 2022 cycle, Future Majority deployed more than \$38 million in direct voter communication to advocate for common-sense policy solutions and educate Americans on when and how they can vote. In 2018, DCCC Chairman Congressman (now U.S. Senator) Ben Ray Lujan said, "Future Majority's research and messaging recommendations were very helpful as we developed the narrative to win back the House."

In 2020, Mark was the Founder and Senior Strategist for Unite the Country, the pro-Joe Biden Super PAC. Unite the Country and Future Majority raised over \$78 million in 2020 to promote Joe Biden's positive message, as well as research and communicate on issues confronting Americans.

From 2011-2019, Mark was the President of the New Leaders Council, one of the nation's premier progressive leadership training organizations for next generation political and business entrepreneurs. Under his leadership, NLC has expanded to 50 chapters with nearly 9,000 alumni.

His consulting firm, Wildcat Digital, advises clients that range from CEOs, top law firms, and high net worth individuals to Members of Congress, Governors, Attorneys General, State Party organizations, and dozens of state and local elected officials. He served as a lead advisor during the BP Oil spill, working on behalf of the people affected by the disaster. From 2004 to 2010, Mark was a partner in a major media firm based in Nashville. His efforts were instrumental in the Democrats winning back the Congress in 2006.

From 1998 to 2002, Mark worked as the press secretary and political director for NDN in Washington, D.C. Mark's work has been featured in every form of news media and has contributed to US News & World Report, Huffington Post, and The New Republic.