

Tom Bonier



Tom Bonier is a veteran Democratic political strategist, and CEO of leading political data solutions provider, TargetSmart. Prior to being named TargetSmart's CEO in 2015 he co-founded Clarity Campaign Labs in 2012, helping build it into one of the nation's leading analytics and research firms. He has spent over 20 years working in Democratic and progressive politics, working with campaigns in all 50 states, as well as several countries overseas. Prior to founding Clarity, Bonier served as Chief Operating Officer at the National Committee for an Effective Congress (NCEC).

Bonier's campaign experience includes serving as the Field Director for a successful Democratic congressional pick-up, defeating an entrenched GOP incumbent, and GOTV Director for a targeted state coordinated campaign. As a consultant, Bonier has worked directly for hundreds of campaigns, including Senators Cory Booker, Elizabeth Warren, Jon Tester, and Tim Kaine, as well as President Obama's 2008 campaign.

Recognized as a pioneer in the introduction of "Big Data" into the progressive political space, Bonier has led efforts to scale high-level and analytic programs to campaigns at all levels of the ballot.

Throughout his career, Bonier has received numerous awards for his contributions to political campaigning, redistricting, and strategic planning. He has also appeared as a commentator for multiple media outlets, including MSNBC, The New York Times, The Washington Post, The Wall Street Journal, and Politico, and NPR.

Tom is a graduate of American University, and resides in Maryland.