

Atima Omara, Omara Strategy Group, LLC



Atima Omara is an award-winning political strategist, advocate, writer and speaker who has spent 15 years engaging youth, women, and people of color in the political process and related progressive causes. She is the founder and president of Omara Strategy Group — a D.C. metro based progressive consulting firm supporting candidates and organizations that share her goal of achieving a more reflective democracy for women, people of color, and LGBTQ communities. She focuses on helping clients create winning political campaigns and build stronger advocacy organizations for their communities.

Previously, Atima served as the vice president of the Reproductive Health Technologies Project, a research-based advocacy reproductive health and rights non-profit organization. Prior to that, Atima was elected and served from 2013-15 as the President of the Young Democrats of America, the nation's largest partisan youth membership organization. She was organization's first African American and fifth woman to serve as President in its 86 year history. Atima has more than a decade of political experience, which includes working for then Virginia Governor, Mark Warner as well as serving as campaign staff on more than nine federal, state, and local Democratic campaigns in battleground states across the country. She has also successfully led grassroots advocacy campaigns with labor unions and community organization where she focused among many things on voter registration, get out the vote, and ballot initiatives in low to moderate income communities of color. Atima's multi-faceted political experience includes campaign management, field organizing, fundraising, and paid communications for coordinated campaigns and independent expenditures. As part of her dedication to supporting women in political leadership, Atima has worked with organizations that elect and train women candidates for public office such as Emily's List and Women's Campaign Fund. She has even run for public office herself. Atima is a graduate of Women's Campaign School at Yale and Wellstone Camp and she is now a national trainer for Vote Run Lead which is the largest and most diverse training for women in politics in the country. Currently, Atima is a board member for Emerge Virginia, that identifies, trains and encourages Democratic women to run for office, get elected and to seek higher office, and is a founding board member of Virginia's List PAC, that endorses and help elect pro-choice Democratic women candidates to office in Virginia. Atima has received numerous recognitions for her work including Ebony Magazine's 2013 "Power 100" list; Jet Magazine's 2013 "40 Under 40" list; the DC Women's Information Network "Young Women of Achievement" award for Leadership in 2014; and in 2018 the Leadership Center for Excellence "40 under 40 in the DC Metro area" list. Atima received her BA from the University of Virginia and her Masters in Public Administration with a concentration in Non-Profit Management at George Mason University