Rich Thau

Rich Thau may be familiar for his regular appearances on CNN, and his frequent guest spots on the POTUS channel on Sirius XM radio.

He has two titles. One is his business title, which is president of Engagious. Rich’s firm specializes in message testing and message refinement for major trade associations, advocacy groups, and large corporations. He builds messaging platforms for clients that include PhRMA, NAREIT, and the U.S. Chamber of Commerce, as well as Comcast Business, Mutual of Omaha, and CertaPro painters.

Rich’s other title is moderator of the Swing Voter Project. He is roughly halfway through a 21-month odyssey where he is focus grouping “Obama-Trump” and “Romney-Clinton” swing voters in the upper Midwest. His findings, which are profiled each month in Axios, are shaping coverage of the 2020 campaign.