



# MARK PENN

Chairman & CEO,  
Stagwell Inc.

A leader at the intersection of business,  
digital marketing, politics, and public opinion

- › Digital Marketing Expert
- › Former Microsoft Chief Strategist
- › Presidential Pollster & Strategist
- › NYTimes Bestselling Author
- › Columnist & Broadcast TV Pundit

### Founder & Executive

**Father Of Modern Polling:** Founded Penn and Schoen in 1975 and devised key overnight polling methods

**Global PR Guru:** Tripled profits as CEO of Burson-Marsteller, a global pr and public affairs firm, 2006-12

**Leading Tech Exec:** Rose to Microsoft's EVP & chief strategy officer running \$2b advertising budget, 2012-15

**Digital Marketing Founder:** Launched Stagwell in 2015 and grew it to \$2.7b in 7 years

- Profiled by Ad Age in the cover story "[The Outsider](#)"



### Strategist & Advisor

**C-Suite Innovator:**

Advising key corporate clients including AT&T, Microsoft, Ford, Merck, etc.



### Author

**Trend Spotter:** Wrote NYT bestsellers "Microtrends" and "Microtrends Squared"



### Opinion Writer

**Columnist at Forbes, Barron's, and Fox News**

- [Every company is now a digital marketing company – whether it wants to be or not](#)
- [Big tech's free ride is coming to an end](#)

**Contributor to WSJ, NYT, Time, and more**

- [America once knew how to build infrastructure](#)
- [How big business fell out of love with the GOP](#)



### Broadcast TV & Digital Pundit

**Regular guest on Fox Business, Fox News, and Forbes Newsroom**

- [Mark Penn breaks down the digital landscape, explains why augmented reality is next big thing](#)
- [Americans want legislation to protect them from censorship: Mark Penn](#)



**Guest on Yahoo Finance, Cheddar and more**

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