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BRAD PARSCALE

With nearly 20 years of experience in digital media and digital media strategy, Brad Parscale is responsible for representing hundreds of organizations throughout the United States, ranging from small business to multi-million dollar companies. In 2004, he invested his last \$500 into Parscale Media, an agency focused on building websites and digital media strategy. By 2011, Brad had created a multi-million dollar company. That same year, he joined forces with Jill Giles, forming Giles-Parscale, a nationally recognized, full-service design and digital agency. Under his leadership, Giles-Parscale has grown into one of the largest digital agencies in Texas.

In 2016, Brad was named Digital Director for the Donald J. Trump for President campaign, developing, implementing and managing the digital marketing strategy. Under Brad's digital leadership and direction, President Trump not only won the presidency but also raised more money through small-dollar donations than any Republican presidential candidate in history. Brad was the campaign manager for President Donald J. Trump's 2020 Election Campaign from February 2018 until July 2020, before switching roles within the campaign to his current position, Senior Advisor for Data and Digital Operations

Brad is the founder and president of Parscale Strategy. Headquartered in South Florida, Parscale Strategy is a nationwide, full-service firm specializing in large-scale, multi-million dollar political consulting and digital media strategy for a variety of Fortune 500 companies and organizations. Brad also serves on the Board of Directors for CloudCommerce and Data Trust.