

David M. Dougherty
Custom Strategic Research

David Dougherty works as an independent opinion research consultant to several organizations, including Oil Change International. Over the last 15 years he has managed major political campaigns, served as a strategist for the Democratic Congressional Campaign Committee and advised a variety of association and non-profit clients on message development and targeting based on sound public opinion research. David previously served as Senior Vice President at Global Strategy Group in Washington. As a trainer, country program director and consultant for the National Democratic Institute for International Affairs (NDI), he has designed and implemented training programs and research projects in Kosovo, Macedonia and Albania and consulted on numerous others. Since 2005, he has overseen all of the institute's opinion research efforts in Iraq. Besides his client work at home and abroad, David has taught numerous classes and workshops and offered commentary and analysis for a variety of media outlets. He holds a Master's Degree in Public Opinion Research from the University of Connecticut.