

# Lee Henderson

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## Highlights

Over a dozen years of political campaign and issue advocacy experience.

Leadership Roles: Director at Moms Demand Action / Everytown for Gun Safety & Texas Statewide Campaign Manager

Data Team for: President Obama's 2012 re-election, 2013 Planned Parenthood Affordable Care Act Enrollment Project, 2014 National Democratic Senate Campaign Committee, Michigan & 2014 Planned Parenthood Texas Votes PAC

As CFO of Micrin, established banking relationships, accounting & ERP systems, negotiated purchase & financing for capital equipment & real estate. Prepared forecasting models and analysis of trends, including authoring business plans for start-up ventures.

## Experience

### **Director of Data Analytics and Engineering Everytown for Gun Safety / Moms Demand Action – 2016 to Present**

Electoral and Grassroots Political Strategy; managing a team of employees, contractors and vendors.

Portfolio includes management of Applied Data Science, Staff and Consultants for Data Warehousing and Analytics, Collaborating with colleagues on: Field and Electoral Programs, Digital Fundraising, Direct Mail Fundraising, Digital Campaigning, Developing Targeting Universes for Electoral IE Work within Budget Constraints, Message Testing and Polling.

Deployed into March for Our Lives Campaign 2018; the movement begun by the Marjory Stoneman-Douglas High School Students of Parkland, Florida

- Assists in the management of the department; plans, directs, coordinates, and reviews the work plan for assigned staff; assigns work activities, projects, and programs; reviews and evaluates work products, methods, and procedures; meets with staff to identify and resolve problems.
- Serves as a technical authority on data structure for the department, and provides value-added expertise in engineering subjects and projects.
- Manages and participates in the preparation and review of a variety of reports; conducts studies and prepares reports for current and long-range engineering projects.
- Assist with the development of a result oriented engineering team to service the organization's business and its customers.
- Identifies needs that are not being addressed by current projects and heavily contributes in the development of new projects.
- Identifies and implements innovative processes for tracking baseline performance in a number of operational areas.
- Must demonstrate an ability to thrive in environments with multiple stakeholders, frequent change, and diverse objectives.
- Must demonstrate excellent strategic thinking, operations, quantitative, and qualitative skills.
- Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, policy, appropriate service and staffing levels.
- Manage the design, build, and maintenance of data pipelines for data ingest and reporting using clean, replicable and scalable Python, R and/or SQL.
- Manage the design, build, and maintenance of Salesforce databases for organization needs, and the integration of that data into other systems as needed.
- Manage the work with the Digital Team on the data integrations necessary for execution of digital products, such as campaign websites, mobile apps, and partner data exchanges.
- Support the needs of other departments in specialty data acquisition needs, and data science infrastructure.
- Manage the data pipelines roadmap, balancing multiple priorities by working with staff throughout the organization; make design decisions that give staff and members the power to use data themselves
- Manage staff to contribute documentation for new infrastructure and contribute to the Data Team's documentation at large.
- Design the data systems architecture and manage staff that run projects to support the maintenance and building of that design.
- Maintain a security-first mindset across all facets of the job, ensuring organization's data is handled with the utmost safety and care.
- Mentor staff in professional development of skills.

### **Political Campaigns & Non-profit Advocacy Consulting & Contracting – 2010 to 2016**

Working for a number of clients and contract positions in all facets of political and non-profit campaigns, including specialty in campaign data. Many projects required custom software development. Other specific experience transferable to business: Budgeting, Recruitment, Marketing, Vendor Management.

## **Highlighted Projects:**

### **Intern Human Resources Management System (DSCC) - 2014**

Utilizing Amazon Redshift (AWS Cloud Big Data), Python, PHP, & PostgreSQL: system for prospecting, recruiting, performance & dispositioning of campaign interns. Essentially highly specialized HR Software.

### **Historic Volunteer Data Mining Software Engineering (DSCC) - 2014**

Utilizing Amazon Redshift (AWS Hosted Big Data) & Python, Project parsed confidential volunteer activity data obtained from immediate past two Presidential Campaigns and apply a data model to score & prioritize volunteer recruitment prospects.

### **Field Goal & Progress Data System (Obama) - 2012**

Utilizing Vertica, MS Access, .NET, and Google Docs. Rapid development project to define goals, update goals and analyze granular performance data of field staff for voter contact programs based on data models, historic performance, volunteer team strength acceleration & early voting progress.

### **Campaign Manager at Lon Burnam for Texas Railroad Commissioner – Fort Worth, Texas – 2015 to 2016**

Brought up Campaign from scratch in 10 weeks over Christmas Holidays. Recruited and directed all staff hiring and all facets of statewide Democratic Primary campaign; Super Tuesday. Handled all Press Relations directly.

### **Deputy Data Director at Planned Parenthood Texas Votes PAC – Austin, Texas – 2014**

Designing Voter Contact Universes. Analysis of Voting Patterns, Polling & Geographic Targeting of Direct Voter Contact Designing & implementing reporting systems. Supporting & mentoring Regional Data Team members.

### **Data Director at Michigan Democratic Coordinated Campaign – Detroit, Michigan – 2014**

Dual reporting to Coordinated Director and *Democratic Senate Campaign Committee* (DSCC) National Data Director. Managing and consulting on all facets of campaign startup. Designing & implementing automated reporting systems. Mentoring of colleagues. Pioneering use of Amazon Redshift for analytics and modeling, as a more scalable and affordable substitute for Vertica. Modeling on Obama campaign data to assign scores to previous activists for re-engagement.

### **Regional Data Manager at Planned Parenthood Federation of America – Dallas, Texas – 2013 - 2014**

ACA Outreach paid canvass project of Planned Parenthood Federation of America. Full suite of data management duties, campaign wide special projects, leadership positions, mentoring other regions' new staff. Includes training and recruitment of canvassers.

Skills Practiced: MS Access, Data Warehouse, PostgreSQL, ETL, SQL, Scripting, MS Excel, NGP VAN, Python, UNIX, GIS, DBA

### **Organizer at Stand with Texas Women – Austin, Texas - 2013**

As a board officer of the ACLU of Texas, organized from the genesis of a coalition, through the filibuster, bus tour, rallies & marches. Worked with Planned Parenthood, NARAL, Democratic Party & other coalition organizations. Included Media Relations, Digital Organizing, Ground Organizing & relations with elected members & capitol administration staff.

### **Campaign Manager at Ashley Paz for Fort Worth ISD Board – Fort Worth, Texas - 2013**

Campaign required marshaling a 5 week runoff community funded campaign and rapidly planning & executing a full campaign encompassing media relations, direct mail, field - dials & knocks & block captains, social media, fundraising, events, and voter protection. Defeated a 13-year incumbent in a race with challenging regional politics.

### **Deputy Data Director at Obama for America / Organizing for America - New Mexico Headquarters - 2012**

Voter file management (VAN), supported reporting to National HQ, supported & trained staff, analyzed statewide data for the grassroots campaign to re-elect President Obama. Created custom daily early vote report & developed field planning visualization tools in combination with data from voter contact models for state leadership, identifying areas where strategic resource re-allocation was required. Worked with Analytics on Election Day modern "bellwether" tools using intraday voting data from new Voter Convenience Centers. Team delivered a vote margin of 11.9% in a battleground state.

### **Campaign Advisor at Kathleen Hicks for Congress - Fort Worth, Texas - November 2011 - March 2012**

Provided general consulting support in an exploratory phase up the filing for office. Continued with representing the client, issuing guidance on the Texas Redistricting process, interviewing and selecting vendors, office setup, FEC guidance, planned events, recruited interns, and successfully transitioned duties to a on-staff campaign manager and finance director.

### **Technology Director at Tarrant County Democratic Party - February 2008 - December 2011**

Provided expertise as both a contractor and volunteer to support the communications & technology efforts of the Tarrant County Democratic Party, including voter file management, telephone systems, written communications, online presence & social media.

### **Field & Political at Bill White for Texas - Fort Worth, Texas - June 2010 - November 2010**

Mayor of Houston, Bill White, ran a well-funded Democratic campaign for Governor of Texas.

Served as North Texas Regional Deputy consisting of a 40-county area. Later, Field Organizing based in Dallas headquarters and served as a targeted campaign liaison. Every countywide elected office won; including close D.A. and County Judge races.

## **Executive Consultant at Micrin - Irving, Texas - April 2009 - April 2010**

Provided consulting services in operations, strategic planning, execution, information systems, finance and equipment acquisition.

## **Professional Experience Prior to Political Career**

### **Chief Financial Officer at Micrin - Irving, Texas - May 2003 - March 2009**

OEM Manufacturer with portfolio of technologies in wireless radio and cellular industries, diversified into metal fabrication & automotive accessories. Responsibilities for Financial Compliance, Real Property Project and Capital Equipment Financing, Long Term Planning, Financial Projections and Analysis of Business Trends.

- During tenure, took company from \$750,000 to \$17 million revenue. Board of directors. Led company strategic planning.
- Directed Cash Control, Accounting Procedures, Period Reconciling, Tax Compliance & Business Process Development.
- Executive charged with a wide variety of operations requirements, including HR policies, benefits, hiring & compensation.
- In addition to Micrin's overall business management, understanding of engineering principles and manufacturing processes; maintained a significant role in formulating long-term business and marketing strategies, and shop process improvements.

### **Senior Developer at Bravo Zulu Interactive - Houston, Texas - March 2000 - April 2003**

New media company servicing Fortune 500 customers for integrated marketing, web presence, branding & interactive media.

- A mentor for other developers at company. Recognized for excellent consulting skills with clients.
- Heavy exposure to advertising, oil & gas, and legal industries.
- Developed several in-house software solutions, including user intelligence profile matching, CRM, Content Management, & Student Loan Processing front-end web portals.
- Also completed implementations of enterprise software for content management at client sites. Accomplished DBA (relational database administration & development.)
- Known for expertise in advanced data-query construction and set-based problem solving.
- Became fluent in a wide variety of languages, including SQL, C, C++, Java, JavaScript, PHP, ASP/VBScript, Assembly.
- Systems administration and requirements planning for deployments: UNIX, Windows & heterogeneous environments.
- Adept at graphic design principles, content development, and branding development process as team member for projects.

## **Education**

The University of Texas at Dallas, B.S. Computer Science  
SMU Caruth Institute, Entrepreneurship Certificate Program, 2007

## **Public Service, Honors and Awards**

City of Fort Worth – Plan Commissioner 2023-Present  
Volunteer Committee Chair, Fort Worth Food + Wine Festival 2022  
Immediate Past President, American Civil Liberties Union of Texas  
Eagle Scout, Troop 326, Fort Worth  
SteerFW Civic Engagement Founding Member 2011 - Present  
Webby Award for client Marathon Oil Corporation 2002  
Kinko's: Highest Profit Store in Company: 1998

## Selected Campaign & Management Training

Numerous Professional Management Trainings

**2006, Summer** - Wellstone Campaign Management Training

**2007, Spring** - SMU Caruth Institute, Entrepreneurship Certificate Program

**2014, Spring** - New Organizing Institute Data Boot Camp Coach

## Selected Campaign Projects

**2006** - State Representative Campaign Manager (Democratic Challenger)

**2008** - Tarrant County Democratic Party - Candidate Recruitment Committee

**2008 General Election** - Tarrant County Democratic Party. Technology Support and Organizing

**2009** Texas Democratic Gubernatorial Debate as Lead Planner & Organizer, Hosted at Texas Christian University: Participating: Tom Schieffer, Hank Gilbert, Felix Alvarado. Kinky Friedman. Also Featured: Barbara Ann Radnofsky

**2010** Bill White for Texas. Deputy Regional Director for North Texas (42 County Region). Transitioned to Dallas Headquarters Organizer. (Dallas County Only)

**2011, Spring** - Organized a large coalition of neighborhood associations & business associations to present and plan a Fort Worth mayoral runoff debate.

**2011, Spring** - Partnered with Tarrant County Democratic Party & Jim Lane for Mayor on Democratic Voter Turnout project. Member of campaign cabinet for runoff.

**2011, Fall** - Tarrant County Democratic Party Chairman's Brunch Annual Fundraiser - Finance Director & Event Planning, local elected Democrats as speakers, Sen Davis included.

**2011, Fall** - Spring 2012 Kathleen Hicks Congressional Campaign Manager, Dallas/Fort Worth, Texas

**2012, Spring** - Tarrant County Democratic Party Senate District Gala - Finance Director & Event Planning. Gilberto Hinojosa & Sen. Kirk Watson, speakers.

**2012, Fall** - Organizing for America / Obama for America - Deputy Data Director for state of New Mexico

**2013, Spring** - Ashley Paz Campaign Manager for Fort Worth ISD Trustee challenger to 13 year incumbent. Win.

**2013, Summer** - Stand with Texas Women

Began lobbying efforts with ACLU of Texas prior to "citizens filibuster" and continued organizing and providing support to the coalition through the end of the vote. Included one bus stop tour as advance.

**2013, Summer** - Wendy Davis Campaign

Special projects in the Fort Worth campaign office.

**2013, Fall to 2013, Spring** - Planned Parenthood Federation of America/Community Connect

Affordable Care Act Outreach. Directed a paid canvass to put people through the ACA Application process at the door. Data Management for regional organizing & events.

**2014, Spring** - Primary GOTV Data Director & Election Fraud Investigation Campaign Manager for a Texas State Representative

**2014, Summer** - Data Director Michigan Democratic Coordinated Campaign / DSCC

**2014, Fall** - Deputy Data Director for Planned Parenthood Texas Votes

**2015, Spring** - Municipal Election Clients as Campaign Advisor & Strategist in DFW area.

**2015 - 2016** - Campaign Manager for top of the ticket Texas Statewide, with Contested Primary falling on Super Tuesday.

**2016 - Present** - Director for Everytown for Gun Safety / Moms Demand Action for Gun Sense in America