

Alex Laskey, President, Founder, Positive Energy

Laskey's expertise is in marketing and policy. Most recently he worked on several statewide ballot measures on environmental issues with the public opinion research and political strategy firm of Fairbank, Maslin, Maullin, and Associates (FMMA). While at FMMA, Laskey provided strategic consulting for The Nature Conservancy, The Trust for Public Land, The League of Conservation Voters, and the Sacramento Area Flood Control Agency. Previously, Laskey managed a high profile campaign for the California State Assembly and ran other local and state campaigns. Laskey has worked in the White House and on two presidential campaigns.

Before turning to politics and policy, Laskey worked as the director of new business for The Romann Group, a New York-based advertising agency where he identified, pursued and signed on over \$50 million in business from consumer-facing clients including Citibank, Echostar – Dish Network, Priceline, Time Warner Cable, and AT&T.

Alex Laskey received his B.A. in History of Science from Harvard University where he received a Ford Foundation Grant for his research on the environmental history of the American West.