CATALIST is a not for profit political data firm that operates as a data “utility” to support progressive organizations — large and small; local, regional and national; and those that are advocacy, issue and election focused. Catalist compiles, enhances, stores and dynamically updates person-level data for the entire U.S. adult population and makes it affordably accessible, analyzable and actionable by progressive organizations and coalitions. Catalist maintains a complete national database of voting age persons, with a unique “key” for every individual — allowing organizations that store data in various system-silos – to see a more complete picture of their interaction with individuals across various channels of contact, and over time. Using Catalist’s permanent national data warehouse systems, a wide range of progressive organizations can extract, exchange and store data about the civic “transactions” they are conducting with individuals across the country. In the 9 years since Catalist opened its doors, this activity has already created a valuable community data asset with literally billions of individual data points. Catalist’s unique ability to aggregate data at the individual level across so many channels and organizations also enables Catalist to build new “synthetic data” and insights that are shared across organizations and users. In short, Catalist is a community data consortium and utility designed to help progressive organizations realize and leverage the power of combined, (rather than silo-ed), data in support of civic activities of all sizes and types.

Laura Quinn, Chief Executive Officer, Catalist LLC
Laura Quinn is a founder of Catalist, and has led the day-to-day management since its inception in 2006; assembling the team, and guiding the company from concept, through capitalization, to full production. Ms. Quinn has an extensive background in communications, technology and data innovation. She is a founding partner of QRS Newmedia, Inc. started in 1996, which specializes in communication technology design and integration services. QRS clients have included the DNC and every Democratic Presidential campaign from 1996 through 2008; a wide of range of progressive organizations and non-profits; and other corporate and academic institutions. Ms. Quinn was also a founder of Copernicus Analytics which provided innovative micro-targeting and modeling services to progressive organizations and campaigns. Prior to these endeavors, Ms. Quinn served in the White House as Deputy Chief of Staff for Vice President Gore. Previously, Ms. Quinn spent several years on Capitol Hill as the Director of the Democratic Technology and Communications Committee for Democratic Majority Leader Senator Tom Daschle in the U.S. Senate; as Communications Director for Senators Jay Rockefeller and Carl Levin; and in a variety of senior staff and advisory roles for various not-for-profit organizations and political campaigns.

Aastha Verma, Chief Product Officer, Catalist LLC
Aastha Verma has more than 15 years of experience in Systems Engineering, Technology Consulting and Product Management. A certified PMP and Agile/Scrum Master, she has led projects at the Department of Defense, The Federal Home Loan Banks Office of Finance, Fannie Mae, Corporate Executive Board, and most recently at The Chronicle of Higher Education, where she served as Senior Director of Business Solutions. At Catalist, Aastha manages the company roadmap and technology integrations with 3rd party tools and platforms, such as those used for canvassing and organizing and campaign management, and with whom Catalist exchanges data. In addition, she works closely with the technology, business teams and client services teams to help ensure product requirements are met and delivered. Aastha began her career at the University of Maryland, earning a Bachelor’s degree in Electrical Engineering and a Master’s Degree in Systems Engineering. She is active in alumni activities with ISR and serves on several technology forums and boards. Factoid: Aastha was a former co-hosted for a locally produced, nationally televised show for 10 years on MHZ Networks called DarshanTV.