



## Alex Castellanos

Political Analyst and Commentator



VISIT ALEX'S WEBSITE

### About:

- **Gender:** Male
- **Nationality:** United States
- **Languages:** English
- **Travels from:** United States

### Engagement Types:

- Panel Participation
- Speaking

### Topics:

- Brand Strategy
- Change Management
- DEI (Diversity, Equity & Inclusion)
- Leadership & Management
- Political Trends

## Biography Highlights

- A renowned Republican strategist known for creating the concept of the "soccer mom" and the "father of the attack ad."
- Advised seven U.S. presidential candidates and helped elect over a dozen U.S. senators and governors.
- Co-founder of Purple Strategies, merging political strategies for corporate America, and regularly shares insights on platforms like The Huffington Post and National Review.

## Biography

Alex Castellanos offers his sharp insights on American politics and what the current climate means for the future of the Republican Party.

One of the Republican Party's best-known and most successful strategists, Alex Castellanos has been credited with the discovery of the political "soccer mom" and called the "father of the attack ad." He has provided strategic leadership, branding, and media consulting—most famously through the creation of political ads—for seven U.S. Presidential candidates. With three decades of political experience, Castellanos has helped elect over a dozen U.S. senators and governors, earning a reputation for winning tough campaigns both in the United States and abroad. He was one of the first to bring winning strategies from the political world to corporate America. Castellanos is a co-founder of Purple

### Websites:

- [Company Profile](#)

Strategies, a boutique strategy firm that takes its name from the merger of colors commonly identified with Democrats (blue) and Republicans (red). He is also the founder of NewRepublican.org and posts regularly on media outlets, including The Huffington Post and National Review.

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## Videos



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## Alex's Topics

### Politics: A Look Into the 2024 Presidential Election

It's never been more critical to gain perspective on what's happening next. Look into the 2024 Presidential Election with Alex Castellanos — political strategist and successful campaigner — as he shares what lies ahead for the country and the Republican Party. In this up-to-the-minute analysis, Castellanos explains how the crucial issues of the day will continue to transform our culture, economy, and political landscape in the years to come.

**Available:** In person, Virtually

### The Secret Laws of Politics and How They Help Candidates and Companies Win

Take an executive-level crash course in how to win a campaign with Alex Castellanos, dubbed a new style media master by *FORTUNE* magazine. Castellanos will share the secret principles of political success learned through more than 30 years of campaigns, and how he's now adapting those same principles for Fortune 500 companies. Lighthearted and insightful, this presentation will change the way you look at politics. Most importantly, it will teach you how to win.

## Your Consumers Are Your Voters

Americans are demanding a different standard from the companies they support through everyday economic choices. Buying a product is now an act of political self-definition. Consumers are declaring their political values not just at the voting booth but also at the cash register, whether they are buying a Prius or boycotting running shoes that exploit cheap foreign labor. Your consumers vote with their dollars and your brand is their candidate.

Learn from a master of political campaigns how to ask consumers not just to buy your product but to vote for your brand. Alex Castellanos will share:

- Why your company's narrative is just as important as your brand's promise
- How to control your company's political story
- Where your brand fits on the "Map of America's Political Values"
- How your brand, as a "candidate," can do more than just survive—it can succeed

## Testimonials

“

Alex Castellanos' presentation yesterday to the Officer and Director team of PG&E set a very high bar at the beginning of our meeting. During the social hour following the meeting, several people came up to me and literally raved about how much they enjoyed hearing from him. We appreciate him giving our leadership team his unique perspective and insight into our nation's political climate and direction.

*Utility*

“

Alex Castellanos did an outstanding job. Everyone seemed to thoroughly enjoy his presentation, and he was very easy to work with.

*Agriculture*

“

Alex Castellanos was absolutely phenomenal and the highlight of our seminar! He was charming, entertaining, knowledgeable, and funny!

*Insurance*

“

We really expected Alex Castellanos to give his "standard" election speech, which would have been great. But he really engaged our Board members and did a great job of connecting politics to their business. I think he made our Board members feel like "insiders" which was one of our goals.

Health Care

“

Our folks LOVED the fact that Alex Castellanos talked with them before and after the event. Some even commented on his openness.

Health Care

## Speaker Bureaus And Talent Agencies

Alex Castellanos is available to book via these agencies

✔ Recommended



Speaking Agency