



**Kellyanne E. Conway**  
**President**

**Inc./WomanTrend**

Kellyanne Elizabeth Conway is Founder and President of the polling company, inc./WomanTrend a privately-held, woman-owned corporation founded in 1995. The firm is headquartered in Washington, DC and maintains an office in New York City.

Kellyanne is one of the most quoted and noted pollsters on the national scene, having provided commentary on over 1,200 television shows on ABC, CBS, NBC, PBS, CNN, CNBC, MSNBC, HBO, Comedy Central, MTV and the Fox News Channel, and numerous radio shows and print stories.

In what was poor year for Republican polling, she and her team were among the few on the Republican side to use correct modeling and predict the outcomes of major races in 2012.

Throughout her two decades in market research, Kellyanne has provided primary research and advice for clients in 46 of the 50 states and has directed hundreds of demographic and attitudinal survey projects for statewide and congressional political races, trade associations, and Fortune 100 companies. A professionally trained moderator, Kellyanne has personally directed more than 300 focus groups and other qualitative discussions. Clients have included FreedomWorks, Lifetime Television, The Heritage Foundation, Major League Baseball, The Federalist Society, Coalition of Community Pharmacists Association, the U.S. Office of Personnel Management, Citigroup, American Express, ABC News, Ladies Home Journal, United Healthcare, and the U.S. Department of Labor.

Kellyanne has worked for leaders such as the late Congressman Jack Kemp; former Vice President Dan Quayle; Senator Fred Thompson, Governor-Elect Mike Pence, Congresswoman Michele Bachmann and Congressman Steve King. She was as a senior advisor and pollster to Newt Gingrich's 2012 Presidential campaign.

A "fully-recovered" attorney, Kellyanne is admitted to practice law in four jurisdictions (Maryland, New Jersey, Pennsylvania, and the District of Columbia). She has practiced law, clerked for a judge in Washington, DC and for four years, was an adjunct professor at George Washington University Law Center. Kellyanne is a magna cum laude graduate of Trinity College, Washington, D.C., where she earned a B.A. in Political Science, studied at Oxford University, and was elected to Phi Beta Kappa. She holds a law degree, with honors, from George Washington University Law Center.

Kellyanne has been profiled in over a dozen magazines, newspapers, and television programs. Her polling data and op-eds have been published by The Wall Street Journal, The Washington Post, The New York Times, The New York Post, The Washington Times, USA Today, National Review, Human Events, Investors' Business Daily, and Politico and she is a regular on the speaking circuit. She has received the Washington Post's "Crystal Ball" award for accurately predicted elections and co-authored WHAT WOMEN REALLY WANT: How American Women Are Quietly Erasing Political, Racial, Class, and Religious Lines to Change the Way We Live (Free Press).

She is a Trustee of the Phillips Foundation, a Member of the Executive Council of the Council of the Council for National Policy (CNP), a board member of the Clare Boothe Luce Policy Institute, the National Journalism

Center, the Trump World Tower, St. Joseph High School, and Men Against Breast Cancer. Mrs. Conway retains memberships in the American Association of Public Opinion Research (AAPOR) and the Qualitative Research Consultants Association (QRCA).

Kellyanne (formerly "Fitzpatrick") is married to George T. Conway III and they have four children.