

Frank Luntz is one of the most honored communication professionals in America today. “The Nostradamus of pollsters,” said Sir David Frost, while *Time* magazine named him one of “50 of America’s most promising leaders aged 40 and under,” and *Newsweek* magazine identified him as No. 24 on their Power Elite survey.



In 2012, he finished 87th in a *Time* magazine global poll of the “most influential people in the world.” Frank was named one of the four “Top Research Minds” by *Business Week*, “the hottest pollster” by *The Boston Globe*, and was a winner of *The Washington Post*’s coveted “Crystal Ball” award for being the most accurate pundit. His focus groups have become so influential that presidential candidate Barack Obama had this to say following the PBS presidential debate: “When Frank Luntz invites you to talk to his focus group, you talk to his focus group.”

The “Instant Response” focus group technique pioneered by Frank has been profiled on *60 Minutes*, *Good Morning America* (on Election Day), and on PBS’s award-winning *Frontline*. He has been a guest on virtually every talk show in America, including multiple appearances on *The Daily Show*, *The Colbert Report*, and *Real Time with Bill Maher*, as well as *Meet the Press*, *Nightline*, *The Today Show*, *Charlie Rose*, *The PBS NewsHour*, *Face the Nation*, and *Tavis Smiley*.

Frank is the author of three *New York Times* Best Sellers. *Words that Work: It’s Not What You Say it’s What People Hear*, explores the art and science of language creation. His second book, *What Americans Really Want ... Really*, addresses the private hopes, dreams and fears of the American people; it reached No. 18 on the bestseller list. His most recent book, *WIN*, reached No. 2 on Amazon and No. 3 on *The New York Times* Business Best Seller List in its first month in print. He has written about the power of language for *The Wall Street Journal*, *The New York Times*, *Los Angeles Times*, *Financial Times*, *The Times of London*, and *The Washington Post*.

Frank graduated from the University of Pennsylvania with an honors Bachelor of Arts degree in history and political science, and was awarded a Thouron Fellowship. He received his Doctorate in Politics at the age of 25 from Oxford University. For the past four years, Frank has served as a news analyst for CBS News, focusing on corporate crisis communications as well as politics.