

# DAVID B. WHEELER

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## PROFILE

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Entrepreneurial executive with 35+ years of global experience founding, scaling, and leading organizations across politics, technology, media, marketing, and live events. Proven ability to win business, drive revenue, and deliver impact for Fortune 100 companies, governments, nonprofits, and political campaigns. Built and led organizations on all seven continents (including Antarctica), managing teams of 5 to 120+ across 50+ countries and producing 2,500+ large-scale events and campaigns with measurable results.

Known for getting things done under pressure, creating disruptive strategies, and rallying stakeholders behind high-stakes missions. Adept at fundraising, sponsorship, board relations, compliance, and risk management. Trusted by presidents, policymakers, CEOs, and media leaders to deliver transformative outcomes. Currently applying AI daily as an operator, directing AI agents to build software, analyze data, and ship commercial products.

## PROFESSIONAL EXPERIENCE

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### **President & Co-Founder | American Muckrakers PAC & American Muckrakers, Inc. | 2021 - Present**

- Founded nonprofit and political action committee to hold corrupt politicians accountable.
- Raised \$2,750,000+ in under 24 months through small-dollar and major donor campaigns.
- Spearheaded high-impact digital campaigns generating tens of millions of impressions and national and international media coverage.
- Campaigns contributed to the defeat of Rep. Madison Cawthorn and exposed Rep. Lauren Boebert's scandals.
- Built partnerships with journalists, activists, and advocacy organizations to amplify reach and impact.

### **Founder & President | Muckrakers LLC | 2024 - Present**

- AI-enabled political intelligence platform monetizing real-time polling data via exclusive CivicScience partnership (1M+ inputs daily).

### **President | Parallax Advisory LLC | Present**

- Strategic advisory and product studio spanning political data, forecasting, media, and publishing ventures, with all technical execution delivered through AI-directed development.

### **Chief Executive Officer & Founding Shareholder | Global Higher Education Group LLC | 2023 - Present**

- International student scholarship and university matchmaking platform with partners in Canada, the UK, and Australia.

### **Co-Founder & President | Conference IQ LLC**

- Built the world's largest directory of business events and professional speakers.

### **President | Embark LLC | 2007 - 2021**

- Founded and scaled international marketing and events company to 25+ staff and 75+ global clients.

- Clients included Monsanto, AstraZeneca, GSK, Allergan, Motorola, Clarion Events (London), Aspen Institute, ATIC (Abu Dhabi), and the U.S. federal government.
- Produced Presidential Cancer Forum on MSNBC with 10 presidential candidates and 20 million TV impressions.
- Developed thought-leadership and innovation programs for 500+ global semiconductor leaders in UAE.
- Managed 250+ speaker logistics for Chicago Ideas Week, creating seamless global operations.
- Led advance for President Barack Obama's 2007 Iowa campaign announcement.
- Negotiated with the U.S. Army Corps of Engineers to temporarily lower the Mississippi River for a national civic event in Burlington, Iowa.

#### **Senior Vice President | Ambassadors LLC (Publicly Traded) | 2005 - 2007**

- Brought in to turn around struggling event and travel firm founded by Peter Ueberroth.
- Increased annual sales from \$25M to \$75M in two years.
- Expanded international client base; streamlined finance and operations for scalability.
- Directed USC Board of Trustees global meetings in China and Korea.

#### **Founder & President | Protocol International, Inc. | 1989 - 2005**

- Founded global event management company at age 24; grew to 55 staff in USA, UK, and France.
- Produced 1,200+ major corporate, nonprofit, and political events worldwide.
- Created and raised \$2.8M in sponsorships for 5 televised U.S. presidential health policy forums.
- Managed more than a dozen head-of-state visits to the U.S., including China's President and Premier under contract with the Chinese Embassy.
- Produced Moscow Marathon, the first professional sporting event in Russian history.
- Directed Antarctica Marathon, the first marathon ever held on the continent.
- Managed IndyCar hospitality for Motorola across 15 cities for 18,000+ participants.

#### **Political Consultant & Campaign Operator | 1987 - Present**

- Four decades of asymmetrical campaign design, message architecture, and insurgent strategy for political and corporate clients, from Iowa campaigns beginning in 1976 through statewide and federal races.
- Candidate for North Carolina State Senate (2018, 2020): won a three-way primary with 52% and outperformed the Democratic baseline by 7% in a heavily gerrymandered district while setting the district fundraising record.

## **EDUCATION**

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B.A., Political Science & Economics, University of Iowa (1987)

## **KEY SKILLS**

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Executive Leadership & P&L Management • Business Development & Sponsorship Sales • Strategic Communications & Media Relations • Fundraising, Investor & Donor Relations • Global Event Production & Logistics • Compliance, Risk & Crisis Management • Board & Stakeholder Engagement • Team Building & Organizational Growth • Applied AI & Data Products

## **MEDIA & RECOGNITION**

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- Profiled in The Washington Post, New York Times, Rolling Stone, Politico, The Guardian, and major broadcast networks.
- Frequent guest on national TV and radio; co-host of the Muck You! podcast.
- Recognized for creative, fearless, and results-driven entrepreneurship in politics and business.

## **BOARDS, APPOINTMENTS & AFFILIATIONS**

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- Appointed by the U.S. Secretary of Commerce and U.S. Trade Representative to the Industry Trade Advisory Committee on Services and Finance (2010-2012).
- Founding member, Chicago-Galway Sister Cities Committee (appointed by Chicago Mayor Richard M. Daley, 1990).
- Chairman, Health-e Schools; former Vice Chair, Spruce Pine Montessori Board of Directors.
- Member, Yancey/Mitchell NAACP. Elected to the Young Democrats National Committee (1987-89); U.S. Senate intern; Iowa House of Representatives Page.
- Co-Founder, American Muckrakers. Former advisor to Livestrong Foundation and Lance Armstrong.

## **PERSONAL**

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- Worked and traveled across all seven continents.
- Father of three.
- Top Secret security clearance (FBI-vetted for presidential appointment).