

DOUGLAS HASSON

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EXECUTIVE PROFILE

30 years experience in public relations, advertising, grassroots lobbying, multimedia communications, market research and fundraising. Started, built, managed and own two small businesses in related fields.

SKILL HIGHLIGHTS

- **Small-Business Development** - Mr. Hasson founded Bridge Communications in 1994 as a northeastern political-consulting and advertising firm specializing in print advertising and public-opinion research. By 2000, BCI had expanded as far west as Hawaii and had executed communications strategies in 40 states. In 2006, Mr. Hasson split Bridge Communications, forming Orion Market Research while maintaining BCI as a unique entity.
- **Market Research and Analysis** - Mr. Hasson provides extensive market research for non-profit and political clients including opposition, issues, legislative and candidate research, survey questionnaire development, sample development based on historic, demographic and behavioral patterns, data weighting, cross-tabulation analysis and strategic recommendations.
- **Fundraising** - Mr. Hasson works with not-for-profit and political clients to develop fundraising programs that include targeting, treatment design, direct mail, telephonic and Internet solicitations. Mr. Hasson's team assures that clients adhere to all state and federal laws specific to fundraising activity and accurately reports fundraising-program results.
- **Grassroots Lobbying** - Mr. Hasson develops comprehensive strategies designed to impact the passing of legislative initiatives.
- **Media Strategies** - Mr. Hasson develops, writes, produces and implements multi-level media strategies on behalf of not-for-profit, commercial and political clients. Strategies include opposition, candidate, issues & legislative research, market analysis, targeting, messaging, creative recommendations and the development of direct mail, radio, Internet, telecommunications, television and video content.
- **National Sales** - Mr. Hasson is the lead salesperson for both Bridge Communications & Orion Market Research. Both firms enjoy a national presence.
- **Client Account Management** - Mr. Hasson leads a team dedicated to servicing Bridge Communications and Orion Market Research's national client base.



PROFESSIONAL SUMMARY

Founder/Owner Orion Research	02/2006 to present Newington, CT
Founder/Owner Bridge Communications Inc.	03/1994 to present Newington, CT
Director of Marketing Johnson & Associates	03/1989 to 02/1994 Tolland, CT
Legislative Aide CT State Legislature	05/1988 to 02/1989 Hartford, CT
Media Development Young & Rubicam	09/1987 to 04/1988 New York, NY

EDUCATION

Bachelor of Arts: English & History University of Rhode Island	1987 Kingston, RI, USA
Masters of Environmental Law & Policy Vermont Law School	2018 South Royalton, VT, USA
Certificate: Sustainable Env. Planning and Management University of Rhode Island	2019 Storrs, CT, USA

CORE ACCOMPLISHMENTS

- Married to Anna for 20 years
- Three great kids: Oliver (16), Madeleine (15) & Aiden (11)
- Founded Newington Youth Lacrosse - 2011. Coached boys' & girls' lacrosse for 10 years
- Founded Bridge Communications - 1994
- Founded Orion Market Research - 2006
- Senior Fellow - Conservation Law Foundation - 2018