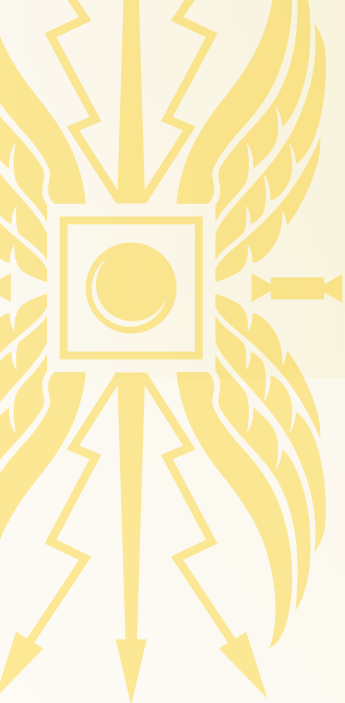




**COMMAND THE CONVERSATION**



# LEGION IS SCIENTIFIC

**AVG TURNOUT  
INCREASE<sup>1</sup>**



**+0.2%**

**DIGITAL**

**<**

**+5%**

**FIELD**

**CANVASSING INDEPENDENT  
("PURPLE") VOTERS<sup>2</sup>**



**+9% *Turnout Increase***

**VOTES  
PER CALLS<sup>3</sup>**



**1 : 106**

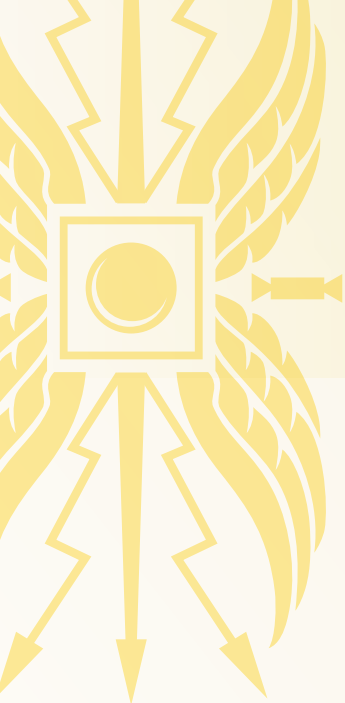
**CALL CENTERS**

**<**

**1 : 36**

**TRAINED STAFF**

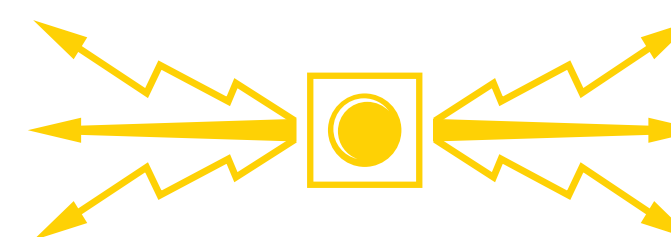
1. Analyst Institute: "VPC 2023 Digital Mobilization Experiment" July 2024; 2. Proceeding of the National Academy of Sciences: "Does canvassing increase voter turnout? A field experiment" 9/14/99; 3. Brookings Institution Press: "Get Out the Vote: How to Increase Turnout" 2019



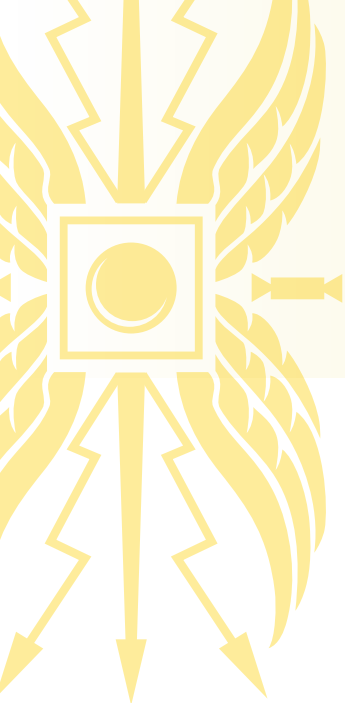
# ABOUT US

**LEGION (M/WBE-Owned Certification) is an award winning, history-making outreach consultancy specializing in deploying boots on the ground and phone outreach with a data-centric backbone.** From sales outsourcing to public pressure campaigns, we deploy canvassers and callers to identify, interact, and influence. Our unique combined might: marrying military discipline, Fortune 500 tactics, and political science. We create and maintain agile and disciplined operatives at every level who can work a political campaign one month, then a real estate persuasion or corporate sales project the next.

Our targeting and data acquisition capabilities allow us to model ideal targets and reach even the most remote people. Legion's team claims major victories: COVID-19 frontline outreach, spearheading the nation's largest curbside composting program, and winning political swing districts.



***That's why unions, politicians, government agencies, developers, hotels, and even movie theaters all trust Legion.***



# LEGION IS THE GOLD STANDARD



**2021 Pollie Award Winner**



**2021 Pollie Award Best  
National Ballot Access**



**City & State  
#22 Power Consultants**



**City & State  
Asian Power 100**



**amNY/PoliticsNY  
Labor Power Players**



**Crain's Business  
20 in their 20s**





# LEGION IS RELENTLESS

**The New York Times**

“...700 people a day to knock on doors and do street outreach in the hopes of reducing racial disparities and increasing overall vaccination rates...”

**GOTHAM**GAZETTE

**Ballot Set for Queens Borough President Special Election** After Unprecedented ‘Lottery’

**©CBS NEWS**

“...the nation’s largest curbside compost program...”

**DAILY**NEWS

Melissa Mark-Viverito becomes first to file petitions in race for public advocate — putting her at the top of the ballot





# LEGION IS RELENTLESS

**QUEENS**  
**Chronicle**

Kim beats Chen, Yin in AD 40 race —  
Assemblyman wins by 14-point margin  
despite strong challenge.

**Newsday**

“...housing for seniors, disabled  
veterans, and people with  
autism...150,000 sq ft”

**NEW YORK POST**

**Dems hang on to Assembly seat** in Queens  
special election dominated by migrant crisis



# LEGION IS RELIABLE



**FMR. NYC COUNCIL  
SPKR. MELISSA  
MARK-VIVERITO**



**COUNCILMAN  
DR. YUSEF SALAAM**



**COUNCILWOMAN  
JULIE WON**



**SENATOR  
JOE ADDABBO**

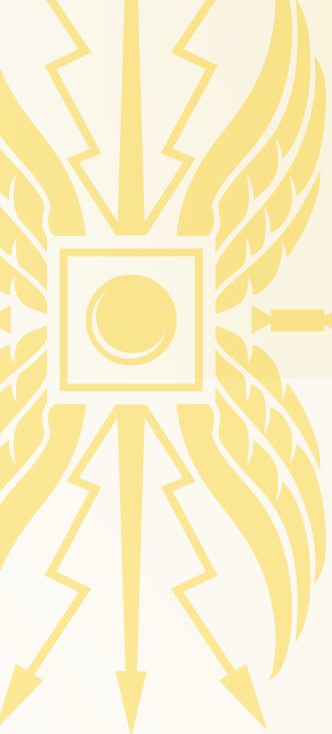


**FMR. COUNCILWOMAN  
ELIZABETH CROWLEY**



**ASSEMBLYMAN  
DAN ROSENTHAL**





# SERVICES/SECTORS

## SERVICES

Signature Collecting

Door-to-Door

Street Canvassing

Phonebanking

MMS/SMS Texting

Get Out The Vote

Data Acquisition & Modeling

## SECTORS

Real Estate

Unions

Corporate Sales Outsourcing

Surveying & Research

Issue Education & Advocacy

Government Agencies

Political Campaigns



# LEGION IS PROFESSIONAL

## STEP 1

### Receive & Agree:

- Targeting
- Timeline
- Threshold
- Contract & Deposit

## STEP 2

### Spin Up Recruitment:

- Existing Roster
- Campus Outreach
- Word of Mouth
- Job Postings
- Screening

## STEP 3

### Turf Prep & Data Acquisition:

- Locations/Terrains
- Data Appends
- Tech/"Turf Cutting"
- Targeting & Research

## STEP 4

### Logistics:

- Group Chats
- Script/Talking Points
- Supplies
- Staging Locations
- Transportation

## STEP 5

### Training & Launch:

- Role plays
- Bullpen
- Assignments

## STEP 6

### Shift Management:

- Hourly Updates
- Spot Checks
- Quality Control
- Coaching

## STEP 7

### Close Out & Report:

- Turn In
- Debrief
- Reconfirm
- Nightly Reports

## AFTER DAY 1

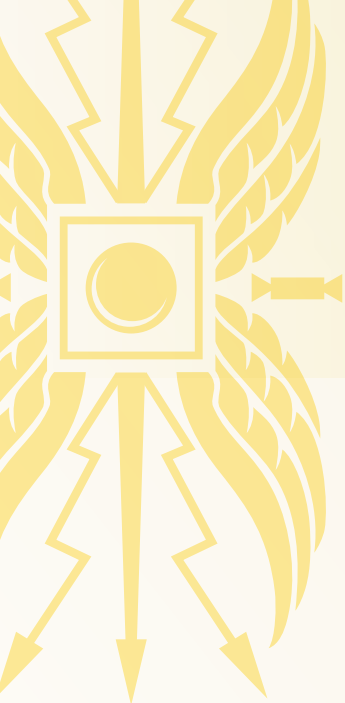
### Rinse:

- Assess progress
- Optimize as needed

### Repeat:

- Recalibrate if needed
- Reinforce successes





# LEGION is GENUINE



**JUSTIN CHAE**

## CHIEF EXECUTIVE OFFICER

**Justin, a proud Stuyvesant alum and qualified marksman, is an award-winning political & public affairs consultant nationally recognized by Crain's Business, the AAPC, City & State, amNY, and Campaigns & Elections. History-making is in Justin's DNA: In 2019, he got NYC Council Spkr MMV on the ballot in 24 hours.** He repeated that feat for Liz Crowley with a 72-hour campout during a snowstorm in 2020. Then in 2021, his crown jewel was a NYC Health + Hospitals' Test and Trace Corps contract to persuade at-risk neighborhoods, where skepticism was highest, to get their first shot. In 2022, his team spearheaded the rollout of the largest curbside composting program in America.

Working in politics and public affairs for almost a decade now, Justin has personally knocked and made thousands of doors/calls. Justin is the physical embodiment of relentlessness: despite catching COVID from personally launching a vaccine persuasion team on the frontlines, he continued overseeing operations remotely while suffering fevers and heart palpitations. It is this unyielding commitment that Justin brings to the table for his clients. Justin is an avid watch collector, cinephile, and a shell of his former musician self.



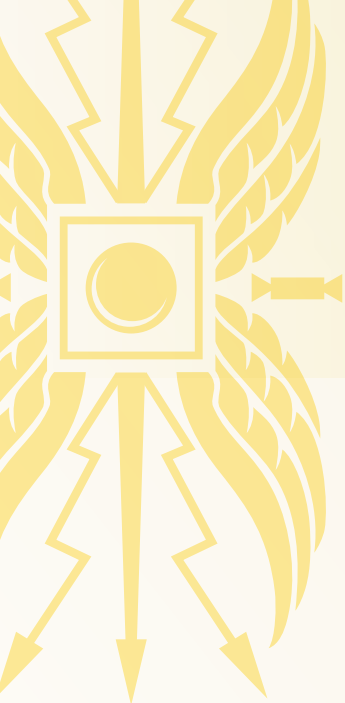
**Major (Ret.)  
JUSTIN CLINE**

## CHIEF OPS OFFICER

**Major (ret.) Cline has over a decade of Army experience under his belt serving as a liaison to Hungary, an Ops Officer with the 101st Airborne Division, and designing many multinational military exercises.** He is uniquely experienced with leading large, geographically distributed organizations toward unifying and successful outcomes. Justin is also a master small-group trainer, teacher, and mentor, having honed these skills as an instructor at Fordham University. He incorporates a pedagogical approach to leadership and fosters a growth-oriented work atmosphere wherever he goes.

Justin brings these skill sets to our dynamic field division, where fluidity is key. From aligning talent to implementing programs of improvement, Justin creates shared understanding and delivers exceptional results.





# LEGION is GENUINE



**Master SGT (ret.)  
ANDY TUCKER**

## CHIEF PERSONNEL OFFICER

**With over 23 years of military and international retail experience, Master SGT (ret.) Andy Tucker is no stranger to leading organizations in fast paced environments. Fighting the ground war in Iraq, running operations for the 12,000-man 2nd Infantry Division, and even running HR operations for Bath and Body Works and Victoria's Secret, are only some of Andy's unique experiences.** At Fordham ROTC, he developed NYC's top college students into future leaders, bringing that same passion for mentorship here. In short, Andy understands the importance of systems, leadership, and training. No operation is too big or too small to systematize and train for; even a local campaign!

Andy's skills at developing and leading others is complemented by his ability to tame chaos through organizational discipline. He understands the situation, the political terrain, the key players and how to move them. Bringing his drill sergeant experience to Legion, Andy leverages these skill sets to bring order and reason to our world of politics.

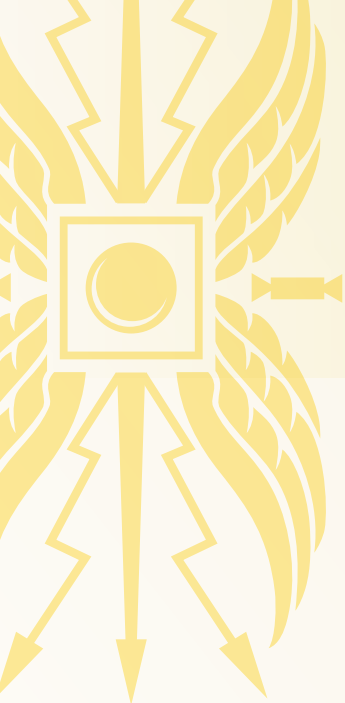


**EUGENE NOH**

## VP CAMPAIGNS & STRATEGY

**Over the last 18 years, Eugene has honed his data-driven, high-intensity campaign style in every corner of New York City. As an AAPI trailblazer, Eugene has helped elect nearly all of the first Asian American elected officials in New York City and State history.** He has served as campaign manager/field director for more than a dozen campaigns in some of New York's most competitive races, including State Senator John Liu, Assemblyman Ron Kim, Council Member Julie Won, former Congressmembers Max Rose, Carolyn Maloney, and Mondaire Jones, several Civil Court Judges, the Bronx Democratic Party, and more. Having led some of the largest campaigns in NYC, Eugene has trained over a thousand campaign operatives who represent the next generation of political power. He has also served in various roles in government and organized labor including as Political Director for the Retail, Wholesale & Department Store Union (RWDSU). Eugene is an alumnus of Regis High School and Georgetown University, and lives in Queens with his wife and their two children.





# LEGION IS GENUINE



**DAVID  
VINOKUR**

## CHIEF REVENUE OFFICER

**While David has some impressive political feats under his belt, such as spearheading Michael Bloomberg's NY Presidential petitioning program, he also has a corporate strategy, business development, and financial analysis background. He's worked as a consultant and member of the strategy team of several companies within the telecom, cannabis, and CPG industries.**

Saving his previous teams millions of dollars through cost-cutting, cost analysis of materials, and sales team efficiency, David has a refined approach to crafting effective operations. Standards of excellence, tenacity, and creative problem-solving are just some of David's strengths that allow him to develop frameworks, budgets, and operational procedures for projects effectively and quickly. Using his skills, David heads our corporate arm and develops highly customized and unique outreach and sales outsourcing solutions for private sector clients.



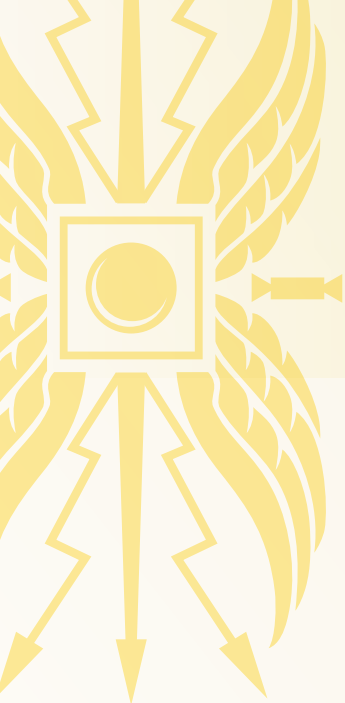
**JACK SAXBY**

## POLITICAL FIELD DIRECTOR

**Jack has a wide array of field management experience having started as a COVID-19 outreach team lead before immediately transitioning into managing a real estate petitioning project. Jack then ran several petitioning and GOTV teams as part of our incumbent protection programs for Senators Stavisky, Addabbo, and Assemblymembers Rosenthal and Weprin.**

He has extensive experience in rural, transit-barren, and urban settings as well as a wide swath of geographical insights into field logistics. Petitioning, persuasion, and poll site vis at almost every level of office is second nature to Jack, half a decade into his field career. From quality controlling and filing ballot access signatures, to training canvassers to adapt to different industry use cases, Jack is a Swiss Army knife when it comes to leading field teams across the country.





# LEGION IS GENUINE



**STEFAN  
SMETKO**

## PUBLIC AFFAIRS DIRECTOR

**Stefan got his start in politics and field management the hard way. Fighting tooth and nail, Stefan tackled apathy and skepticism on the frontlines of our COVID-19 vaccine persuasion program and immediately became the field director for multiple State Assembly races afterwards.** When we promoted him to Campaign Manager for the AD27 Special Election, he won one of the most competitive races of the year with Assemblyman Sam Berger. Without missing a beat, he continued his win streak by re-electing the entire NYC Correction Officers' union Board and President.

A skilled campaign manager, field director, and project manager, Stefan brings his unyielding commitment to excellence and relentless execution to every project. He shops for the next perfect pair of ear gauges while working on his next big win.



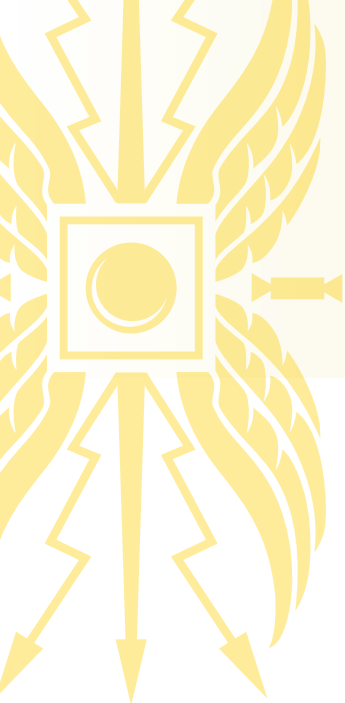
**TOM WINKVIST**

## FIELD SCIENCE DIRECTOR

**Tom Winkvist brings a decade of data, advocacy, public affairs, and field experience to his cutting-edge role. Throughout his career, Tom has worked on several notable projects including the NYCFC Queens Stadium Project, the Gowanus Neighborhood Rezoning, the 9/11 Memorial Museum, as well as Congressman Suozzi and Senator Stavisky's reelection campaigns.** Tom specializes in data modeling, land use approvals, legislative advocacy, policy research, and of course canvass operations. Whether advocating for small businesses or earning support on the campaign trail, Tom leverages hard data and qualitative research to deliver wins for his clients.

A political junkie, policy wonk, and urbanist at heart, Tom brings a passion for problem-solving to every project he works on. When he's not drafting research papers or voter targeting models, you can find him supporting local bands at any of the city's music venues.





# LEGION IS GENUINE



**ANGELA  
TSIAKALOU**

## HR DIRECTOR

**Angela brings over a decade of diverse HR experience with multinational companies. She is an expert at navigating talent development and business partnerships across national borders.** As an HR Business Partner, she has consistently aligned talent strategies with organizational goals, cutting time-to-fill by 20%, all while ensuring the smooth execution of strategic HR initiatives. Angela brings a special edge to HR, leveraging her expertise as a Dramatherapist, CV writer, and job interview coach. Her work cultivates growth and success in fast-paced, dynamic environments where talent and operational excellence meet.



