

## **Leah Casterlain – Founder + Partner, Media Fortitude**

With 20 years of experience in political media buying, Leah was one of the first political buyers to embrace digital media in 2012, when most campaigns chose to stick only to traditional media. She executed the first political addressable cable buy in New Jersey, and the first political addressable buy in the U.S. for Comcast. Since starting MFP in 2017, she and Partner Carolyn Xu have done the planning and execution of many successful campaigns including Governors Murphy and Cuomo, and have done work in dozens of States. Leah is also skilled in the creative, production, and direct mail process. Having worked for a small firm for most of her career, she is also well versed in how to run a business. Graduate of Rutgers University (B.A., Political Science, Journalism).