



MICHAEL OLIVA

President

MICHAEL OLIVA joined Sykes Global Communications as President in 2017. Michael comes to Sykes Global with over two decades of profound industry expertise to oversee our political communications, strategy operations, and overall PR campaigns. His employment of demographic research and audience targeting provides our clients the invaluable insights necessary to win political and marketing campaigns alike.



Michael began his political and marketing career in 1996 as a door-to-door canvasser and fundraiser for **Clean Water Action** in Boston, and as the New York Daily News writes, “has gone on to win long-shot races all over the (New York) city.” He has served as a campaign manager, media strategist, and field coordinator on numerous local, state-wide and national electoral efforts, which include **Clinton/Gore Victory '96**, **Bill Bradley for President**, and **Barack Obama for President**.

During the nineties, Michael worked in the municipal offices of Manhattan Borough President Ruth Messinger and New York City Public Advocate Mark Green, where he developed an early reputation as an energetic political operative always willing to go the extra mile to get the job done no matter how difficult the obstacles before him.

Crowned the “**Court Contest King**” by the New York Daily News, **from 2002 through 2008 Michael won six consecutive judicial campaigns as manager**, each of which were thought of as long-shot candidacies. His articles on topics ranging from politics to government to restaurant reviews have appeared in City & State, New York Civic, and Politico New York. As a consultant, Michael has helped to organize fundraising events for the New York Women’s Bar Association (NYWBA), the New York County Lawyers Association (NYCLA), and the Bronx Family Court Bar Association (BFCBA).

Michael is a recurring political analyst for Spectrum Cable’s New York 1 News, and a frequent guest on its signature political show, “**Inside City Hall.**” He has also appeared as a featured guest analyst on City & State Magazine’s City & State TV. For two years, Michael participated as an expert panelist at the Museum of the City of New York for discussions on topics ranging from judicial selection and ethics to presidential elections. He has spoken as a guest lecturer on politics, government and U.S. History at **Columbia Law School** and Baruch College. In 2011, Michael was appointed an Executive Committee Member of the **Mid-Manhattan NAACP**, and through 2013 proudly and actively served as its Civic Engagement Chair.

Michael served as strategic consultant to **Gale Brewer**’s resoundingly successful run for Manhattan Borough President in 2013. In 2014, he managed **J. Mabelle Sweeting**’s winning campaign for Civil Court Judge, as well as **Robert Jackson**’s impressive bid for New York State Senate. In 2015, he was a consultant to the first election victory of **Brandon Sall**, the Surrogate Judge of Westchester County.

Michael has a 5-1 record in countywide races. In addition to consulting for Brewer and Sall, he managed the successful campaigns of New York County Surrogate Judge **Nora Anderson** and New York County Civil Court Judge Nancy Bannon, both elected countywide in 2008. In 2017, he served as a consultant to both **Anne Swern**, who finished second in the race for Kings County District Attorney, and **Ellen Edwards**, who won a borough-wide campaign for civil court in Brooklyn.

In 2018, Michael and his wife Ronnie helped to make history together as media consultants for **Alexandria Ocasio-Cortez**, who won a stunning victory by defeating 10-term Congressman Joseph Crowley in a Democratic primary in New York’s 14th Congressional District.

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