

KIERRAN C. YOUNG

Kierran C. Young is Managing Director of Chatman Consulting. Kierran provides incisive, no-nonsense guidance and task-oriented leadership that is focused on results. He plans campaign strategies, coordinates campaign staff and arranges meetings and events to publicize candidates or causes. He assists political candidates in communications, messaging and image management, proactively addresses negative press and secures and oversees financial planning and fundraising. Kierran serves as a political and public relations specialist, advising campaigns and organizations on everything from opposition research and voter polling, mail and printing, to organizing strategy and lobbying efforts. Kierran has worked on projects in many areas including Washington D.C., Pennsylvania, Texas, Maryland, West Virginia, New York and Arizona.

Social media has dramatically changed the way modern political campaigns are run. With younger more tech-savvy people eligible to vote, social media platforms are key to successful campaigns. In years to come, social media is anticipated to overtake traditional media in relative importance in political campaigns. Kierran has been at the forefront of using social media and other strategies in distributed organizing tactics.

Kierran's work as a consultant is informed by a deep pool of experience, including his own 2019 candidacy for Pittsburgh City Council, when he came within a few hundred votes of unseating a three-term incumbent. This personal foray, combined with his prior work on the Obama Campaign (2012); constituent services with Pittsburgh Mayor William Peduto's office (2014); grassroots lobbying efforts to pass cannabis legislation with progressive organizations such as Pittsburgh NORML and the Pennsylvania Medical Cannabis Society (2015); Philadelphia Regional Field Director for the Hillary Clinton Campaign and work for For Our Action Fund in Western PA (2016); Field Director for Dwayne Woodruff for Pennsylvania Supreme Court (2017); and Field Director for Washington, D.C. Attorney General Karl Racine and State Director for Mountain State Values, which is an independent expenditure committee targeting West Virginia State House and Senate races (2018) as well as The Black Voters Matter (2020).

A native of Pittsburgh, Pennsylvania, Kierran studied political science at West Virginia State University and is an active member of both the Campaign Workers Guild and the United Professional Organizers.