



MESSINA CONSULTS JOBS TO SPIELBERG IN CRAFTING OBAMA'S CAMPAIGN - BUSINESSWEEK

On January 2011 Jim Messina quit his job as White House deputy chief of staff. He was about to begin a new job as Barack Obama's campaign manager, and being a diligent student with access to some very smart people. He says- "I went around the country for literally a month of my life interviewing these companies and just talking about organizational growth, emerging technologies, marketing." When Obama declared for president, the iPhone hadn't been released. Now, Jobs told him, mobile technology had to be central to the campaign's effort.

Read the full article here:

[Messina Consults Jobs to Spielberg in Crafting Obama's Campaign - BusinessWeek](#)

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