



Cheryl Hori is the founder and chief strategist of Pacific Campaign House, a full-service digital firm for democratic candidates and advocacy non-profits.

From inside the beltway to the City of Angels, Cheryl manages full-fledged progressive digital ad campaigns, online fundraising (and beyond) for non-profits, state-wide ballot initiatives, and candidate campaigns. She's run campaigns with issue areas ranging from LGBTQ equality, to environmental protection, to health care and economic equality, Cheryl has engaged and raised both resources and awareness for dozens of campaigns and organizations.

With clients including APAICS, APIA Vote, AAPI Victory Fund, AAJC, and AAPI Progressive Action, Cheryl has solidified PCH as the digital firm for national AAPI efforts. Cheryl is also a member of the Asian American Action Fund's national AAPI organizing effort, as well as an AAPI DNC stakeholder.

Over the last two cycles, Cheryl has trained hundreds of AAPI activists, community leaders, and candidates in 15 states across the country. In 2020, Cheryl was named one of National Association of Asian Pacifics in Politics and Public Affairs top 40 AAPI political operatives and public affairs professionals under 40.

In 2018, Cheryl launched the AAPI Collective and is leading the charge on one of the largest democratic digital push to engage and turnout AAPI voters our country has ever seen. In 2016, Cheryl was the Deputy Digital Director for Priorities USA Action, the pro-Hillary Clinton Super PAC. At Priorities USA, with a budget of \$42 million spread across 4,800 pieces of digital creative, Cheryl managed creative teams in the largest political digital program in electoral history.

In the rare event there's a lull in the digital world (read: never), Cheryl can be found directing and leading digital campaigns for endurance racing events.

