Ben Lazarus is a pollster and former Vice President at Myers Research | Strategic Services. He joined TargetSmart after serving as Political Director at The Atlas Project, a non-profit utility that provides the progressive community with strategic analysis and data tools.

A specialist in state legislative battles, Ben works as a principal pollster and analytics consultant for the New Jersey Democratic Assembly Campaign Committee, the Maryland Senate Democratic Caucus, and the Indiana House Democratic Caucus, and has worked for the Kentucky House Democratic Caucus, the Delaware Senate Democratic Caucus, the Maine Senate Democratic Caucus, the Missouri House Democratic Caucus, the Wisconsin Senate Democratic Caucus, and New Directions PAC, a legislative independent expenditure in Washington state. Ben has also conducted research on behalf of major labor unions, public affairs firms, advocacy organizations, and campaigns at the local and congressional levels.

Additionally, working closely with TargetSmart's data scientists, Ben shepherds all of TargetSmart's custom analytics projects, working with clients from conception of micro-targeting models and training data collection, to delivery of model scores and universe construction. Sitting at the juncture of enhanced political data, polling, and analytics, Ben has a unique perspective on how predictive models fit into a campaign or organization's broader strategic plans.