

# V. Lance Tarrance, Jr.

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## EDUCATION

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<i>Harvard University, Boston, MA</i> <b>Fellow, John F. Kennedy School of Government</b>	<b>1973 - 1974</b>
<i>American University, Washington, D.C.</i> <b>M.A. with Distinction in Electoral Behavior</b>	<b>1973</b>
<i>University of Michigan, Survey Research Center, Ann Arbor, MI</i>	<b>1971</b>
<i>Washington &amp; Lee University, Lexington, VA</i> <b>B.A. European History</b>	<b>1959 - 1962</b>

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## AWARDS

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• Who's Who in America	<b>1990 - Present</b>
• Who's Who in the World	<b>2008 - Present</b>
• NEXT Magazine, The 100 Most Powerful People for the 80's, April 1981	<b>1981</b>
• <i>National Journal's</i> Top 150 People in Country Influencing National Government	<b>1986</b>
• Inducted into the Hall of Fame, American Association of Political Consultants	<b>2013</b>

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## TEACHING EXPERIENCE

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<i>Washington &amp; Lee University, Lexington, VA</i> <b>Scholar In Residence</b>	<b>1996</b>
<i>Texas A&amp;M University, College Station, TX</i> <b>Distinguished Visiting Professor, Center for Presidential Studies</b>	<b>1995 - 1996</b>

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## RELATED EXPERIENCE

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<i>Gallup.com</i> <b>Analytics and Research Contributor, Published Articles</b>	<b>2016 to present</b>
<i>FoxNews.com</i> <b>Opinion Contributor, Four Published Articles</b>	<b>2015 - 2016</b>
<i>U.S. Senator John McCain, Washington D.C.</i> <b>Senior Strategist</b>	<b>2006 - 2007</b>
<i>Tel Opinion Research, Alexandria, VA</i> <b>Chairman of the Board</b>	<b>1993 - 2007</b>
<i>Burson-Marsteller, Washington, D.C.</i>	

<b>Managing Director</b>	<b>2005 – 2006</b>
<i>The Gallup Organization, Princeton, NJ</i>	
<b>Board of Directors</b>	<b>1987 - 1992</b>
<i>Gallup China, Beijing</i>	
<b>President and Managing Director</b>	<b>1993 - 1995</b>
<i>Federal Advisory Committee on Adjustment of 1990 Census</i>	
<b>Co-Chairman (appointed by Secretary of Commerce)</b>	<b>1991 - 1992</b>
<i>Tarrance &amp; Associates, Houston, TX</i>	
<b>President and Founder</b>	<b>1977 - 1992</b>
Conducted more than 1,000 public opinion studies for national corporations, foundations, elected leaders of the U.S. Senate, U.S. House of Representatives and state governments.	
<i>Decision Making Information, Inc., Santa Ana, CA</i>	
<b>Vice President and Assistant Project Director, Reagan for President</b>	<b>1974 - 1977</b>
<i>United States Census Bureau, Washington, D.C.</i>	
<b>Special Assistant to the Director, Congressional and White House Liaison</b>	<b>1970 - 1973</b>
<b><i>“Let it not be unnoticed that I have a tremendously high regard for the professionalism at the U.S. Census Bureau from my three years of service in Suitland, Maryland and fully understand the Bureau’s special place in the U.S. Constitution.”</i></b>	

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#### PUBLICATIONS

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- [Texas Precinct Votes](#) (1966, 1968, 1970), SMU Press, University of Texas Press
- [The Ticket Splitter: A New Force in American Politics](#) (1972), Eerdmans Press (co-author)
- [Checked and Balanced: How Ticket Splitters are Shaping the New Balance of Power in American Politics](#) (1998), Eerdmans Press (co-author)
- [How Republicans can Win in a Changing America: The Art of War with Lesson Plans](#) (2013), Amazon.com (co-author)
- [Breaking Republican: A Campaign Handbook for Third Way Candidates in 2016](#) (2015), Amazon.com (co-author)

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#### PERSONAL

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Mr. Tarrance has trekked over many of the world's mountain ranges including East Asia, the Pacific Rim, Africa, and South America. He has hiked over diverse terrain in Iceland and Tanzania, the Japanese Alps, the Spanish Pyrenees, the Canadian Rockies and the Himalayas of Nepal. He has also climbed the mountain peaks of Kilimanjaro, Mount Fuji, and the Hotaka mountain range and sailed down the river systems of the Nile, the Yangtze, the Colorado River, and the Usumacinta. In addition to his recreational experiences hiking, climbing and sailing around the world, Mr. Tarrance has also spent time in the Galapagos, Marrakesh, Kyoto, Machu Picchu, Auckland, Istanbul, Chongqing, Cairo, Tikal and the Great Barrier Reef.