

Joshua A. Treat

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SUMMARY

Republican campaign manager and political strategist who has run state and federal races since 2013, from a 2022 U.S. House upset to a 2026 statewide primary win in Iowa. Builds campaign-style programs that move voters and opinion leaders: paid, earned and social media, grassroots organizing, coalitions with party and community partners, and data-driven targeting. Has hired and led staffs of 5 to 40+, managed budgets up to \$2.6M, and served as a congressional district director. Uses AI tools to produce campaign video, interactive web content and a campaign-planning web app.

EXPERIENCE

Senior Advisor — Lahn for Governor (Iowa) | Des Moines, IA | May 2025 – Present

- Set strategy, targets and weekly plans for a first-time candidate building a statewide campaign from zero; now directing general-election strategy and voter targeting in a race the Cook Political Report rates a toss-up.
- Won the five-way June 2026 primary 37.8%–37% over a sitting U.S. congressman backed by President Trump, Sen. Joni Ernst, former Gov. Terry Branstad and a multimillion-dollar closing ad campaign; the upset drew national coverage (Washington Post, NBC, CBS, Fox).
- Led the field in fundraising down the stretch and cleared the 35% threshold to win outright.
- Produces short-form video and interactive web content (games, explainers) for younger voters.

Assistant Director — Pine Island Camp | Belgrade Lakes, ME | Jan 2023 – May 2025

- Built the organization's first alumni database and a nationwide calendar of off-season events connecting alumni, donors and prospective families.
- Ran online and in-person small-dollar fundraising campaigns, worked with major donors on large-gift plans and oversaw a seasonal staff of 40.

Campaign Manager — Iowans for Zach Nunn (IA-03, U.S. House) | Des Moines, IA | Jan 2022 – Jan 2023

- Built and ran a \$2.6M campaign (\$2.63M raised, \$2.53M spent per FEC filings): hired and led the staff, set weekly voter-contact and fundraising targets, and managed vendors and spending.
- Unseated a two-term incumbent by 2,066 votes (50.3%–49.7%), one of nine campaign managers nationally to defeat an incumbent in 2022.
- Made the data-driven call that won it: with the incumbent carrying Polk County by about 26,000 votes, built the turnout model and field program that ran up margins in the other 20 counties, with 100,000+ voter contacts across all 21.
- Produced fundraisers headlined by national figures, including presidential candidates.

Campaign Manager / Political Director — Massachusetts Red Grassroots Action (Gov. Charlie Baker's PAC) and John Kingston for U.S. Senate | Boston, MA | Sep 2017 – Dec 2021

- Managed 5+ regional field directors statewide on weekly goals, caucus targets and turnout reporting for Gov. Baker's 2018 re-election (67%–33%) and the Kingston Senate campaign.
- Went 13 for 13 in State Committee races and secured representation at every caucus.
- Designed the delegate strategy that cleared the 15% convention threshold and put Kingston on the U.S. Senate primary ballot.

- Built a field data system the Massachusetts GOP later adopted statewide.

Campaign Manager, then District Director — Claudia Tenney for Congress and the Office of U.S. Rep. Claudia Tenney (NY-22) | Utica, NY | Aug 2016 – Sep 2017

- Ran a 7-point win with 8+ staff and 40+ interns across 7+ county offices.
- Built and executed the fundraising plan that set a district record for NY-22.
- Opened "victory centers" with local party partners in each county; as District Director, ran the district office, from constituent services to visits with major employers.

Earlier campaign roles | Des Moines, IA and Washington, DC | 2013 – 2014

- **Political Director, Young for Iowa (IA-03), 2014:** directed 4+ field staff to 50,000+ voter contacts and built the turnout program behind a 10-point win (53%–42%).
- **Deputy Campaign Manager, Schultz for Iowa, 2014:** ran press, donor and event-day operations and delegate strategy in a six-way primary decided at convention.
- **Intern, FP1 Strategies (Washington, DC), 2013:** supported Ken Cuccinelli's run for Virginia governor; handled client media for 15+ races and statistical analysis for 20+ campaigns.

SKILLS

- **Campaign strategy:** state and federal campaign management, voter targeting and turnout modeling, delegate and convention strategy, KPI reporting
- **Public affairs and advocacy:** grassroots organizing, coalitions with party and community partners, paid, earned and social media, press relations, event production
- **Fundraising and content:** candidate and PAC fundraising events, major donors, small-dollar online programs; short-form video, interactive web content and games
- **Tools:** i360, GOP Data Center, NationBuilder, WinRed, Anedot, Advantage, Mailchimp, Constant Contact, Microsoft Office, Google Workspace, AI tools for content, web apps and analysis
- **Leadership:** staffs of 5 to 40+, budgets up to \$2.6M, vendor management, public speaking
- **Project:** built Votes to Win (jatreat.github.io/votes-to-win), a campaign-planning web app with a free win-number calculator and a paid full campaign plan

EDUCATION

B.A., Psychology — University of Maine, Orono, ME