

John Nienstedt Biography

John Nienstedt holds bachelors and masters degrees in political science from San Diego State University. He has worked in local political campaigns and as an aide to a San Diego County Supervisor. The native San Diegan is a featured speaker at campaign seminars, and is frequently called upon by the media to shed light on political and polling issues. He is a long time member of the American Association of Political Consultants and the American Association for Public Opinion Research. He received the SBA's Entrepreneurial Success Award for San Diego in 2000.

Competitive Edge Research & Communication, Inc. specializes in conducting public opinion research. In the political arena, CERC serves the needs of candidate and issue campaigns. Polling and database enhancement are also provided to organizations and associations seeking to gain knowledge about their members, to plan activities, contact activists, and/or determine program effectiveness.

John Nienstedt founded Competitive Edge in 1987 as a polling and voter contact firm. Four years later, Nienstedt acquired sole ownership and modernized operations by instituting computerized predictive dialing that doubled calling capacity. In 1993, the firm entered the grassroots market. Today, CERC's tightly controlled 65-station phonecenter uses seven T-1s capable of completing more than 25,000 live calls per day.

In addition to polling for many political clients, CERC has handled public opinion research for public entities such as the City of San Bernardino, City of Del Mar, Fallbrook Public Utilities District, La Mesa/Spring Valley School District, the news media (*KPBS Radio*), charitable organizations (San Diego Chapter of the Arthritis Foundation), academia (San Diego State University) and many others.

The firm continues conducting independent civic research projects to build its proprietary information base. An example of this is CERC's annual Super Bowl Poll conducted by CERC before and after the big game to determine how impressions of the host city change due to major media exposure. Competitive Edge constantly pioneers the application of new technologies and methods to campaigning. Robust statistical techniques developed by Competitive Edge for use in the political field can be applied to other areas to give all CERC clients a competitive advantage.