

Karen A.B. Jagoda

President Turtleback Interactive LLC
President and Co-Founder E-Voter Institute

Host and Producer

EmpoweredPatientPodcast.com and DigitalPoliticsPodcast.com

Email kjagoda@turtlebackinteractive.com

Tel. 858-688-0966

Since 1991, Jagoda has worked with web publishers, content providers, political strategists, venture capitalists, public relations firms, advertising agencies, web developers, internet measurement services, online ad networks, and advertisers to effectively utilize emerging digital tools and to promote innovators through events, webinars and podcasts.

After moving from Washington DC to La Jolla CA, Jagoda started the Digital Politics Podcast in 2007. As a result of exposure to the robust community of biotech pioneers in San Diego and her early interest in the genomic revolution, precision medicine, and medical devices, Jagoda started the Empowered Patient Podcast in 2014.

Jagoda is the co-author of E-Voter Institute research beginning with a ground breaking case study ***E-Voter 98***, measuring the initial impact of online advertising for political candidates produced in cooperation with *The New York Times*. She is the co-author and editor ***Crossing the River: The Coming of Age of the Internet in Politics and Advocacy*** (2005) and ***About Face: The Dramatic Impact of the Internet on Politics and Advocacy*** (2009)

Earlier in her career, Jagoda was a researcher and systems analyst at the Urban Institute, the Aspen Institute, and the Social Security Administration. When personal computers were introduced in the 80s, Jagoda worked in retail and corporate sales with newspaper and book publishers, government agencies, embassies and medical research institutions as her clients. She holds a BA in mathematics and political science from Goucher College and an MS in Business from the Johns Hopkins University.