



RONELL CHATMON

CAMPAIGN STRATEGY DIRECTOR

SUMMARY

Known for strategic leadership in political operations and civic engagement, leveraging more than two decades of political experience and deep involvement with community, labor, faith-based, and advocacy organizations across various parts of the country to help build inclusive, equitable communities and advance solutions that uplift working families and the poor.

FIELDS OF EXPERTISE

- Political Organizing
- Grassroots Mobilizing
- Legislative Affairs
- Civic Engagement
- Advocacy Coordination
- Canvassing
- Political Data Analysis
- Governmental Research



LET'S TALK!

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BIOGRAPHY

As the Integrated Campaign Strategy Director for ROOTED Consulting Group, Ronell brings more than 22 years of political campaign experience to the team, partnering with elected officials, candidates, and advocacy organizations to advance people-centered strategies rooted in equity, opportunity, and responsible leadership. His work focuses on building successful campaigns that reflect the lived realities of voters while strengthening democratic participation at every level. Ronell's goal is to help communities not only succeed politically but to truly prosper by expanding access, uplifting working families, and reducing the systemic challenges that disproportionately harm the poor.

Before joining ROOTED, Ronell gained extensive experience in politics and community engagement across multiple states. Born and raised in the Chicagoland area, he fell in love with politics at the age of 11 while working on the Barack Obama for U.S. Senate campaign alongside his father. Since then, Ronell has spent each year connecting with political candidates and serving in nearly every role campaigns require across various parts of the country, working in diverse communities. He came to Northern Virginia at the request of the late Congressman Gerry Connolly, serving as his Field Director and later concluding his tenure as the Community Engagement Representative for Virginia's 11th Congressional District. Ronell has also been actively involved with influential organizations including SEIU, the League of Conservation Voters, the Urban League, FACETS, and the NAACP. He has served as Vice Chair of Precinct Operations for the Franconia District of Fairfax County and is the Precinct Captain for his community. Ronell is also a proud member of Mount Olive Baptist Church of Centreville.

Ronell is a recipient of the University of Chicago's Cook County Movers and Shakers 40 Under 40 award in its inaugural class, recognizing leaders raised in Cook County, IL who have gone on to create meaningful, positive change in the world beyond their communities of origin. In 2025, he was also honored by the Fairfax County Democratic Committee with the Senator Charles S. Robb Young Leader of the Year Award. Ronell is a proud graduate of Hampton University, where he earned his Bachelor of Arts in Political Science.