



FOR IMMEDIATE RELEASE

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## **Game-Changer Alert: David Byler to Join NPI as Chief of Research**

*Mike Noble Moves to Founder & CEO Role*

**PHOENIX (August 2, 2023)** – Just a few months after their rebrand from OH Predictive Insights to [Noble Predictive Insights](#), the MarketResearch and Nonpartisan Public Opinion Polling company is continuing to level up with a new Chief of Research: David Byler, nationally recognized elections data expert from The Washington Post.



Byler is taking over the Chief of Research seat that Mike Noble occupied since he launched the company in 2016, elevating Noble to Founder & CEO.

"I can't tell you how thrilled I am to introduce David Byler as our new Chief of Research. His unmatched political analysis insights, innovation, and data expertise are highly sought after, and we really won the jackpot adding him to the NPI team," says Mike Noble.

David Byler comes with an impressive history of elections analysis from RealClearPolitics, the Weekly Standard, and, most recently, The Washington Post. He is co-author and contributor alongside Larry Sabato and Kyle Kondik of election analysis books *"A Return to Normalcy? The 2020 Election that (Almost) Broke America,"* *"The Blue Wave: The 2018 Midterms and What They Mean for the 2020 Elections,"* and *"Trumped: The 2016 Election That Broke All the Rules."*

"I'm so excited to join NPI. For years, Mike and his team have consistently produced top-quality, cutting-edge, must-read research. As a data journalist, I relied on their numbers. And I can't wait to dive in and innovate with this excellent team," says David Byler.

The coaction of public opinion polling expert Mike Noble and elections analysis expert David Byler adds up to a dynamic duo that will make Noble Predictive Insights *THE* polling resource to watch in the Southwest and nationally for the 2024 presidential election.

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**About Noble Predictive Insights:** As a nonpartisan public opinion polling, market research, and data analytics firm, Noble Predictive Insights exists to elevate the world around us by empowering decision-makers with digestible data and actionable insights that translate to data-based solutions. We bridge the gap between research and strategy with customized strategic research, a hyper-focus on impact, and being true partners with our clients. Noble Predictive Insights (formerly O.H. Predictive Insights) is a [2023 Inc. 5000 fastest-growing company](#) in the Southwest region, and is ranked in the [top 15 most accurate pollsters](#) as well as in the top 5 for lowest average bias in the 2021-22 election cycle by FiveThirtyEight. For more information, please call (602) 326-5694 or visit our website at [www.noblepredictiveinsights.com](http://www.noblepredictiveinsights.com).

