

Matthew Rich

Bio

A graduate of the Fletcher School of Law and Diplomacy, where he was the Henry Cabot Lodge Fellow, Matt Rich was tapped by then senator Alfonse D'Amato to help with the NYC campaigns for candidate George Pataki's first two terms as NY Governor. Rich worked for businessman Donald Trump's companies for 19-years before supporting candidate Trump's 2-year-long election process.

Rich's company PlanetPR is a widely respected representative of an active roster of political, corporate and entertainment clients. PlanetPR is entering its 30th year.

Rich has been an avid horseman and rider all his life. While his family seat has always been Boston, Rich is the son of a US Air Force military officer and thusly had 15 homes in the 16 years he lived with his family before being accepted to university at an early age. He is currently Senior Advisor and White House Liaison for Mrs. Chele Farley's US Senate campaign from NY.