

# MARK PACK

the strategy to help us win



For next **PRESIDENT** of the Liberal Democrats



**Our party is ambitious about transforming the UK, starting with stopping Brexit. Our new leader, Jo Swinson, has set out her vision for a liberal, inclusive, green Britain in the 21st century.**

**“If elected, being President will be my only role in the party, so I can focus 100% on shaping the organisation to be a consistently winning force on a scale greater than ever before.”**

**Mark Pack**

## Why Mark?



Mark was one of the creators of the core vote strategy that has been at the heart of the party's post-2015 revival.



Mark has been helping Lib Dems win up and down the country for years, from the Kincardine and Deeside by-election in 1991, to mobilising London supporters to campaign in the council elections in St Albans, Bedford and Chelmsford this May.



Mark has a consistent track record of helping to introduce successful reforms, such as the original gender-balance rules for London selection and the new registered supporters scheme.



From first being a council candidate in York in the 1990s to training activists in North Wales last month on 21st century campaigning, Mark has the in-depth experience of how the party works that's needed to turn great ideas into reality.



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“Mark will bring to this role the experienced, energetic focus he has demonstrated over the years, working flat out to ensure we all have the party organisation behind us to help us win.”

**Layla Moran MP**  
Oxford West & Abingdon

## What would Mark do?

To achieve our ambition for the country, our party needs to be bigger and better than ever before. We need to:

- **Unlock the huge grassroots campaign potential** in our hundreds of thousands of members and supporters by equipping them with the right tools, systems and support;
- **Embrace the power of technology**, making us the best digital campaigners in the country;
- **Make the party one that is truly open to all** and making the best of our talents by addressing our shortcomings on diversity and inclusion;
- **Ensure the voice of the grassroots is always heard and respected** when key decisions are made at the centre; and
- **Put the party's finances on a sustainable long-term basis**, including investing more in growing and mobilising our member base.

## Why now?

- The country needs a **mass liberal movement** now more than ever. The Liberal Democrats are poised to lead this movement - making the positive case for an open, tolerant and inclusive society.
- We need a President who has the **plans and the skills to build a party** which can make that happen.

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