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Dr. Tobe Berkovitz is an Associate Professor of Advertising in the College of Communication at Boston University. He served as Dean *ad interim*, Associate Dean, Acting Department Chair and the Director of the Advertising Program. He taught a wide variety of courses including AdLab (the student operated advertising agency) and Political Campaigns. He has a Ph.D. in Mass Communication from Wayne State University where he wrote a dissertation on the advertising objectives of political television commercials. Professor Berkovitz earned a MA and BFA in Dramatic Arts at the University of Connecticut.

Dr. Berkovitz worked for 30 years as a political media consultant developing campaign strategy, producing commercials and buying media for candidates running for the senate, congress, governor and president.

He is a noted expert on election campaigns and frequently appears on television and in the media analyzing candidates, voters and political strategy.