

Unify America

FACT SHEET

Overview

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History

Unify America is a nonpartisan nonprofit on a mission to replace political fighting with problem-solving. We leverage technology and games to reduce political polarization and teach civic and problem-solving skills so Americans can work together to reach our shared goals.

Unify America was founded in 2020 by Harry Nathan Gottlieb (founder of Jellyvision and Jackbox Games), and with the lessons from those successful companies, our programs and experiences take a dash of behavioral science, mixed with everyday language, and tossed with a bit of lighthearted humor.

Together, we're building interactive experiences that enable members of our community to learn and master critical civic skills and solve our toughest problems together.

Vision

Our vision is to coach and empower everyday Americans to participate directly in civic decision-making at all levels of government. Learn more at <https://www.unifyamerica.org/vision>

Values

Curiosity and intellectual humility

Staying open to learning from the experience of others is a daily practice at Unify America. We aspire to recognize that the things we believe in and that we know may actually be wrong.

Honesty and kindness

Individuals and organizations can't grow without people being honest. By doing so in a kind way, it makes it much easier to embrace truths that are sometimes hard to hear.

Snacks

Go ahead, have a snack. We'll wait. Better yet, share some.

Creating joy

Whether it's connecting with other Americans outside one's "bubble," learning new skills, or solving our collective problems, no matter how serious the purpose, the journey should be fascinating and fun.

Our team

Team overview

Founded by Harry Nathan Gottlieb (founder of Jellyvision and Jackbox Games), Unify America's cross-partisan team includes for-profit tech entrepreneurs, scholars, and leaders with expertise in deliberation processes, community organizing, engagement across differences, communications, and engaging user experience design.

Key executives

Harry Nathan Gottlieb

“For the last 25 years I’ve focused on making learning and decision-making delightful (as the founder of Jellyvision) and creating unique games that bring people together (as the founder of Jackbox Games).

I am now returning to an initiative I first piloted with a group of young journalists in 1993 to work toward a better way for the American democracy to solve its biggest problems. There was barely an internet then. But now we have the technology in place and a greater need than ever to find a way for Americans to come together.” - **Harry Gottlieb, Founder.**

Michelle Sobel

“I’ve spent the last 20 years helping improve the patient experience with digital health solutions as co-founder of Emmi Solutions and Analyte Health. Before that, I was a proud member of the original Jellyvision creative team and helped launch the first “You Don’t Know Jack” games. Before that....I was a Hollywood film editor. (Careers are squiggly paths, not straight lines.)

I believe that when we, as Americans, are divided into political factions, we are weakened. Unifying our country based on our shared goals and beliefs is not just a naive hope — it is critical to a strong future. Let’s do this.” - **Michelle Sobel, President**

Sara Drury

“I’ve devoted my career to researching and using communication to promote political engagement and collaborative problem-solving. I completed my graduate education in communication at the Pennsylvania State University. For the last decade, I’ve served at Wabash College as a professor and the founding Director of Wabash Democracy and Public Discourse, a program devoted to designing and facilitating public deliberation events in local communities. I’ve partnered with communities across the Midwest and organizations like Indiana Humanities, the National Science Foundation, the Kettering Foundation to host deliberations and produce positive change.

My experience hosting deliberations has taught me that when we come together, listen to one another, and consider new possibilities, we can find solutions that we never thought possible. Democracy requires all of us and everyone’s voice matters. It takes hard work, but I’m confident that we, the people, can move forward and unify towards a better future.” - **Sara Drury, Executive Vice President of Deliberation**

Community Programs

- ★ [Unify Challenge](#)
- ★ [College Bowls](#)
- ★ [Sovereign Deliberations](#)