

May 2026



Dear Impact-Driven Activists for Democracy:

Recently, Scott Galloway (<https://share.google/aimode/6yrxdsnr0YoWTb2hZ>) began arguing for sustained economic actions (i.e., “citizen-driven economic sanctions”) that target Trump-complicit public corporations. His logic is that the Trump administration typically scoffs at what Galloway calls “cinematic” protests while it pays super-close attention to, and often pivots in accordance with, market signals.

Based on my 40-yr. business career, mostly in Silicon Valley as a Founder, CEO and advisor to some of the great entrepreneurs and their companies, I personally believe that Galloway is spot on.

With Galloway's inspiration, and my own experiences, I am proposing a national economic boycott of “Trump-complicit” public corporations. The vision and mission for the initiative are as follows:

Vision: A sustained economic boycott that targets and punishes publicly traded corporations and their billionaire leaders who have demonstrated complicity and compliance with and support of the Trump administration.

Mission: Create a playbook for applying sustained economic pressure on targeted corporations and their leaders to motivate them to alter their behaviors and corporate policies (e.g., financial support of Trump and his administration, suppression of free speech, DEI policies, complicity with anti-democratic policies of the Trump administration, etc.). Collaborate with leadership of national resistance organizations to implement a national economic boycott before the November midterm elections.

Along with several like-minded individuals, I have been researching successful citizen-driven economic movements, identifying key success factors for our boycott, and formulating plans to execute and advance the initiative on a national scale.

Because the success of this effort is 100% dependent on the scale at which it is executed, our goal is to garner support for it from multiple regional resistance groups and to leverage that “buy-in” with leadership of national resistance groups who have the requisite footprints and resources to actualize it.

I would welcome the opportunity to discuss this initiative further with regional resistance group leaders who would be willing to endorse this effort on behalf of their membership.

Many thanks in advance for your interest and support.

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