

GEORGIA E. MAXWELL

SUMMARY

Executive level manager with twenty-four years progressive experience in relationship management and resource management for member and stakeholder service operations in the Wisconsin legislative and political environment. Developed and implemented legislative strategy for the passage of the first major revision of unemployment law in decades. Recruited and managed a coalition of over 200 credit union activists throughout the state to provide them with the training and education necessary to achieve trade association objectives. Excels as a strategic thinker and team builder.

AREAS OF EXPERTISE

- Senior Staff Management
- Strategic Planning
- Resource Allocation
- Marketing Message Development
- Relationships with Key Stakeholders
- Not for Profit Fundraising

PROFESSIONAL EXPERIENCE

DEPARTMENT OF FINANCIAL INSTITUTIONS

2013 - Present

Assistant Deputy Secretary

Third highest ranking agency executive. Responsible for outreach and management of relationships between the Department, the Governor's office, the State Legislature, Wisconsin Congressional delegation, business and industry leaders and other stakeholders to advance policies that fulfill the Department's mission of ensuring the safety and soundness of Wisconsin's financial institutions. Represents and testifies on behalf of the Department before State Legislative Committees.

DEPARTMENT OF WORKFORCE DEVELOPMENT

2011 - 2013

Executive Assistant

Third highest ranking agency executive in charge of agency of 1,600 employees and 450 million dollar budget. Key executive in developing and implementing a successful legislative strategy to modernize the unemployment insurance compensation system. Responsible for outreach and management of relationships between the Department, the Governor's office, the State Legislature, Wisconsin Congressional delegation, business and industry leaders. Managed the messaging and framing of jobs number reporting during the highly charged environment of the first 2 years of Governor Walker's administration. Represents the Department before State Legislative Committees.

THE MAXWELL GROUP, INC.

2004 - 2011

President

Responsible for various client accounts including, project development, grassroots lobbying and message development. Recent client projects, included:

- Key advocacy person and registered lobbyist for National Multiple Sclerosis Society – Wisconsin Chapter. Responsible for identifying and developing key public policy issues and

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funding levels that will directly affect the quality of life for those living with multiple sclerosis.

- Managed successful 2008 re-election campaign of Milwaukee County Executive Scott Walker.
- Developed a comprehensive grassroots campaign to deliver a non-partisan business-oriented message during the 2004 Presidential Campaign. The voter education campaign delivered business-oriented voter education materials to over 500,000 Wisconsin voters.

WISCONSIN CREDIT UNION LEAGUE

1999-2004

Director of Government Affairs

Transformed Wisconsin's largest membership trade association, with 1.9 million members, from narrowly focused organization with little legislative influence to an organization with a developing grassroots and fundraising network that raised its profile into a top ten Wisconsin trade association.

Responsible for all aspects of the League legislative, regulatory and administrative lobbying program:

- Led passage of landmark financial modernization legislation bringing together a diverse and often adversarial industry coalition and achieving overwhelming bipartisan support.
- Upgraded political fundraising capability by expanding PAC fundraising program and overhauling conduit fundraising program resulting in a 45% increase in donations.
- Implemented new grassroots program to organize each credit union in the state as its own political constituency complete with a block captain grassroots structure.
- Created and executed new political communications strategy that provides key credit union activists with timely information on the legislative and political process.

REP. LUTHER OLSEN – ASSEMBLY EDUCATION CHAIR

1995-1999

Chief of Staff and Committee Clerk

Helped position Member to become the premier source for education policy making. Responsible for the day to day operation of the Education Committee and Representative's legislative office. Served as Chief Administrative Aide to Assembly Committee Chair.

REP. ROBERT WELCH – ASSISTANT MINORITY LEADER

1993-1995

Chief of Staff

Assisted Representative in developing statewide constituency for legislative initiatives that positioned Representative for bid for statewide elective office. Responsible for the day to day operation of the Representative's legislative office. Liaison to Republican Leadership staff.

STATE SEN. MICHAEL ELLIS - MINORITY LEADER

1990-1993

Legislative Assistant

Assisted Republican Leader in maintaining effective leadership office and ensuring that constituent concerns were addressed in a timely manner.

EDUCATION

UNIVERSITY OF WISCONSIN – MADISON

1987 - 1993

Psychology/Behavioral Science and Law