

PROFILE

A self-motivated and goal-oriented leader with a 20-year record of building strong teams, problem-solving, and devising creative solutions. Experience includes government relations, media relations, strategic planning, association management, marketing, public relations, project management and sales.

SKILL SUMMARY

- Government Relations. Craft a comprehensive public policy agenda and creation of a strategic implementation plan including deployment of all resources and intellectual capital. Experience includes developing key, bipartisan relationships to foster knowledge sharing and collaboration.
- Strategic planning and team building. Build and manage diverse teams in challenging environments that require agile and creative planning and thinking. Craft and implement short and long-term strategic plans to ensure organizational success.
- Media Relations and Marketing. Develop and implement strategies for positive media exposure, paid media promotions, and professional commercial and political marketing.
- Executive Management. Manage and professionally develop strong teams and oversee complex operations and budgets.
- Public Policy. Assist in the research and development of public policy at the state and local government levels regarding education, taxes, criminal justice, social services and other areas.
- Campaign Management. Write and implement campaign plans for political candidates, public policy issue referenda, political parties, and community and business coalitions.

WORK HISTORY

President & CEO

December 2007– present

Commercial Association of REALTORS® Wisconsin; Milwaukee, Wisconsin

Responsible for the strategic planning of and management for a multi-faceted, member trade association representing nearly 600 Wisconsin professionals and serving as the organization's spokesperson and public face. Responsibilities include the creation and execution of a comprehensive public policy and government relations strategy, external and internal communications, organizational operations and management of staff, vendors and strategic partners, and reporting directly to and serving as a liaison for the Board of Directors.

Included in the position is the responsibility of serving as the Executive Director of the Wisconsin Chapters of the Certified Commercial Investment Members (CCIM) and the Society of Industrial and Office REALTORS® (SIOR), as well as the Executive Director of the Real Estate Alliance for Charity (REACH).

Enterprise Account Manager – Public Sector - Wisconsin

June 2007– December 2007

Hewlett-Packard Company; Palo Alto, California/West Allis, Wisconsin

Responsible for product line sales, services and customer service across existing accounts. Focus on retaining and penetrating existing accounts and representing the company to the customer in all sales oriented activities. Establish professional working relationships with customers and develop a core understanding of their unique business needs and tailor strategies and solutions to meet their needs. Interface with both internal and external industry experts to anticipate customer needs and facilitate solution development.

Chief of Staff and Senior Counselor to the Executive

May 2002 – December 2004; August 2005 – June 2007

Office of the Milwaukee County Executive; Milwaukee, Wisconsin

Direct and manage cabinet appointees and executive staff, including media relations, public relations, fiscal management, and senior level appointments; serve as key advisor to County Executive in the development of public policy agenda; manage the operation of county functions (\$1.2 billion annual operation budget with over 5,000 employees); represent County Executive through public speaking, collaborative partnerships and relationship building; provide media counsel to the County Executive including managing the press team, developing media relations and overseeing all communications with the media.

Principal/Owner

December 2004 – August 2005

The Markesan Group; Milwaukee, Wisconsin

Developed and maintained client relationships ranging from business development, community referenda, local land use/permit approval issues to campaign management, media relations, public relations and government relations. Developed communications strategies and implementation for small and large businesses; managed public relations, business development and political campaigns; and coordinated strategic partnership with vendors and consultants for comprehensive project management.

Chief of Staff

August 1997 – March 2002

Senator Alberta Darling – Wisconsin State Senate; Madison, Wisconsin

Served as Senator's chief spokesperson in-district as well as to state-wide media; managed communications and earned media, public relations strategies and prepared Senator for media interviews; served as Senator's chief liaison to other branches of government, provided legislative research and counsel, and worked collaboratively on behalf of the Senator with other elected officials and their staff; managed Senator's office and staff, including a district office.

Special Assistant to the Secretary of Commerce

December 1996 – August 1997

Wisconsin Department of Commerce; Madison, Wisconsin

Served as public spokesperson for Department Secretary, as well as assisted in the creation and implementation of media strategies to promote Department goals and success stories; provided logistical assistance for operations to the Secretary; provided research and analysis assistance to the Secretary.

Political Operative

August 1995 – December 1996

Washington, D.C. and Madison, Wisconsin

Served as Executive Director for an auxiliary agency to a national political party, a field representative for a state political party, and as a field representative for a national presidential campaign.

Deputy Director

December 1994 – August 1995

Office of the Governor; Milwaukee, Wisconsin

Served as community liaison for governor with most populated city and county (Milwaukee) and surrounding counties; represented the governor at official events, community meetings and ceremonial functions.

EDUCATION

Marquette University, Milwaukee, Wisconsin; B.A., Political Science, 1994

Marquette University High School, 1990