

# Milwaukee Film: Hires Sara Meaney to new chief marketing officer role

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*Organization appoints four new board members, including chancellor of University of Wisconsin-Milwaukee, Mark Mone, and president of Marquette University, Michael Lovell*

MILWAUKEE – Wednesday, February 28, 2018 – Milwaukee Film announces the hire of Sara Meaney into the new role of chief marketing officer. Meaney has served on the organization’s board of directors since 2012. In addition, the organization has appointed four new board members, including leaders from Marquette University and University of Wisconsin-Milwaukee.

With over 20 years of dynamic marketing and sales experience, Meaney was most recently managing director at BVK, a full-service, Top 25 advertising agency. Notably, in early 2009, Meaney launched the strategic communications firm Comet Branding. The company merged with Hanson Dodge Creative in 2011, where Meaney then served as partner and president.

“Sara is a charismatic Milwaukee leader. She is a dynamic innovator who has worked internationally,” states Jonathan Jackson, chief executive officer of Milwaukee Film. “Her leadership, expertise, and passion for Milwaukee Film are second to none and she is exactly the marketing leader we need as we enter a pivotal tenth anniversary year. I also love that this is our second board member to resign from the board of directors to join the staff. I think that is a testament to the organization we are building at Milwaukee Film.”

Milwaukee Film's new board members include Elizabeth Brenner, retired president of Journal Sentinel, Michael R. Lovell, president of Marquette University, Mark Mone, chancellor of University of Wisconsin-Milwaukee, and Kenneth W. Muth, chief executive officer of Muth Mirror Systems.

"Milwaukee Film continues to establish itself as a major cultural institution in this city," states Alec Fraser, Milwaukee Film board chair. "We are excited to add Sara to our team as chief marketing officer. Sara's extensive national experience, together with the deep ties of our staff and growing board to the city's academic and business communities, demonstrates not only the incredible growth of Milwaukee Film during its first decade, but also sets us up for success in the years to come as we expand our programming and reach in Milwaukee and throughout the film world."