

Dept. of Administration: Brad Pfaff joins DOA as Director of Business and Rural Development

Posted on Monday, Nov 11, 2019

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MADISON – Brad Pfaff, MPA, has joined the Department of Administration (DOA) as Director of Business and Rural Development, Secretary Joel Brennan announced today.

Pfaff will leverage his extensive experience at the federal, state and local levels to support and advocate for Wisconsin small businesses and rural communities. A proven leader and administrator with strong working relationships, he will connect the dots between state agencies and small businesses to ensure we have vibrant and growing communities across Wisconsin.

“In his role as secretary designee, Brad gave the family farmer a voice in our process,” Secretary Joel Brennan said. “While our residents have lost an advocate for our rural heritage and consumers in need of protection at the cabinet level, I’m proud to bring Brad onto the team at DOA to ensure his expertise and Wisconsin values are utilized to grow our economy.”

Pfaff has an extensive background in rural development and small business support. He served as Wisconsin State Executive Director of the Farm Service Agency, National Deputy Administrator for Farm Programs at USDA, Deputy Chief of Staff for US Representative Ron Kind for more than 12 years, and as an elected official at the County level on the La Crosse County Board of Supervisors. A resident of Onalaska, Pfaff holds a Master of Public Administration from George Mason University and a Bachelor of Science from the University of Wisconsin-Green Bay.