

# Badger Institute: Hires development director, digital marketing manager

Posted on Monday, May 10, 2021

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

The Badger Institute has added two experienced professionals to its team. Angela Smith is director of development, bringing more than 17 years of experience in the corporate and nonprofit sectors. Remso Martinez is a digital media marketing professional who has worked with national media and tech platforms.

Smith has expertise in fundraising, community relations, philanthropy, marketing, communications and strategic events. From 2014-2021, Smith served as director of outreach for National Christian Foundation Wisconsin. Prior to that, she spent 10 years in the corporate sector. In her role at the Badger Institute, she will work with stakeholders and donors to invest in strategic efforts to advance free markets, objective reporting and limited government.

“The Badger Institute is an innovator and a leader, advancing common-sense public policies and providing a voice to Wisconsinites who want less government and more opportunity,” said Smith. “It was an easy choice to join this organization. I look forward to engaging with donors and energizing our communities to help advance the Badger Institute’s mission.”

Martinez has developed audiences, increased engagement on a variety of platforms and grown brand recognition for tech startups and media outlets such as *The Washington Times*. He has served as a political consultant for nonprofit organizations and political campaigns, developing media and marketing strategies.

Martinez has written articles and op-eds for *The Washington Times*, *The American Conservative*, the Foundation for Economic Education, the Media Research Center, FreedomWorks and other outlets. He is the author of two books and hosts two national podcasts.

“With so much attention focused on the politics and spin of Washington D.C., it is important that taxpayers remember that if they want to see real, positive change in their lives, it starts in their own communities,” said Martinez. “I’m hoping to bring value to the Badger Institute and the people of Wisconsin.”

Smith earned her bachelor’s degree from the University of Wisconsin – La Crosse. Martinez earned a bachelor’s degree from Liberty University, as well as an associate’s degree and early commission in the Army National Guard from Marion Military Institute: the Military College of Alabama.

“Both Angela and Remso are rare finds – smart, accomplished professionals who will immediately help us expand our reach and resources,” said Badger Institute President Mike Nichols. “We feel extremely lucky to have them on board as we continue to grow our team and strive to make this state a better and more prosperous place.”