

Wisconsin Historical Foundation: Welcomes Jeannine Sherman

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Madison, WI. – The Wisconsin Historical Foundation is pleased to announce that Jeannine Sherman has joined the organization as marketing director. Sherman is an award-winning marketing and communications leader who will direct the Wisconsin Historical Society’s marketing and brand strategy and lead a team of communications, annual giving, marketing and public relations professionals. Her first day with the Wisconsin Historical Foundation was October 4, 2021.

“Jeannine is an accomplished marketing and communications professional with a record of success in the field,” said Julie Lussier, executive director of the Wisconsin Historical Foundation. “Her leadership skills, marketing expertise, and aptitude for storytelling will take her far in her new role as marketing director.”

Sherman is a Wisconsin native with a passion for state history and the compelling stories of the people and places of the past. She holds a bachelor’s degree in journalism from the University of Wisconsin-Milwaukee and most recently served as the director of strategic communications at Vivent Health in Milwaukee, Wisconsin. She also previously held positions at Carroll University in Waukesha and VISIT Milwaukee.

About Wisconsin Historical Foundation

The Wisconsin Historical Foundation exists to advance the mission of the Wisconsin Historical Society: to help people connect to the past by collecting, preserving and sharing stories. The Wisconsin Historical Foundation, a 501(c)(3) tax exempt organization, receives grants and private contributions benefitting the Society and



administers the membership program. Visit wisconsinhistory.org for more information.