

# All in Wisconsin: Announces New Executive Director

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MILWAUKEE — All in Wisconsin (AIW) has appointed a new Executive Director, Dr. Cass Bowers. Dr. Bowers is a respected movement communications leader with over 20 years in Wisconsin organizing, racial justice, and communications work. She holds a Ph.D. in Business focused on Black women leaders in nonprofit organizations.

Dr. Bowers has led All in Wisconsin's communications and narrative work since early 2021 and is the founder of AIW's BIPOC Communicators fellowship and hub. She also serves as the board president of the African American Roundtable,, and is on the advisory board for the Milwaukee Freedom Fund.

Founded in 2020, [All in Wisconsin](#) is part of a broad, national effort to sharpen narrative work in progressive politics. Through training, research, content creation, and relationships with grassroots organizations, AIW works to center our communities, disrupt dog whistles, and fortify on-the-ground organizing to win racial justice and the freedom to thrive for all in Wisconsin.

"I feel fortunate to work so closely with the communities that I love and to continue to work to build our city and state for equity, safety, and justice for All in Wisconsin," said Dr. Bowers.

"Dr. Bowers is a skilled communicator, experienced organizer, and movement leader whose compassion, expertise, and deep roots in Milwaukee and rural communities make her an extraordinary leader for All in Wisconsin and partners statewide," said Rebecca Lynch, AIW Executive Director Emeritus. "Now more than ever, Wisconsinites from up north to Milwaukee's

northside are coming together to protect our lives and our freedoms – and strong leaders like Cass are guiding the way.”

“Not only does Dr. Bowers have a deep understanding of non-profit advocacy, but she is avid about mentoring peers and building leaders. I appreciate her eagerness to invest in others,” said Julie Keown-Bomar, Wisconsin Farmers Union Executive Director.

“Dr. Cass Bowers is a fierce and passionate advocate to make sure we have strong, healthy, and thriving communities,” Angela Lang, Executive Director at Black Leaders Organizing for Communities (BLOC), said. “As a member of this community, I am excited that Dr. Cass Bowers has the lived experience, expertise, and love for equity needed for this role. The rest of the BLOC team and I look forward to our continued partnership.”