

Kleefisch campaign: Rebecca for Governor expands communications team

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[Waukesha, WI] – Rebecca for Governor is expanding its communications team ahead of the August gubernatorial primary by hiring Mattias Gugel as strategic initiatives director.

“Expanding our communications staff will help us boost Rebecca’s message and organize grassroots conservatives to beat Tony Evers this fall,” campaign manager Charles Nichols said. “We’re excited to have Mattias join the Rebecca for Governor team.”

Gugel is a veteran of Wisconsin Republican primary races. He served as communications director for Tom Tiffany’s 2020 U.S. Congressional primary win and digital director for Leah Vukmir’s 2018 U.S. Senate primary win. He most recently worked as communications director in state Sen. Julian Bradley’s office.