

Brennan campaign: Names former state party Executive Director Sarah Abel as campaign manager

Posted on Friday, Feb 20, 2026

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Milwaukee, Wis. — Joel Brennan's campaign for governor today announced that Sarah Abel, former Executive Director of the Democratic Party of Wisconsin, will serve as Campaign Manager, further strengthening a campaign competing across Wisconsin.

"Sarah understands Wisconsin and what it takes to win here," Brennan said. "I'm grateful she's stepping in to lead this effort. People across our state want a governor who will put their needs first, tackle affordability, and fight for our democracy. Together, we'll take that case directly to voters across Wisconsin."

Abel is an experienced political strategist and campaign professional with deep roots in Wisconsin. A sixth-generation Wisconsinite, she has worked on competitive races across the country, including U.S. Senate campaigns in Arizona, Nevada, and Wisconsin, and previously served as communications director for multiple members of Congress in Washington, D.C.

In 2020, Abel served as Campaign Manager for Congressman Ron Kind's re-election, successfully defending a district Trump carried by five percentage points — one of only seven Democrats nationwide to win re-election in a Trump district that cycle. She later served as Senate Communications Director at American Bridge 21st Century and most recently as Executive Director of the Democratic Party of Wisconsin, where she oversaw the state party's strategy, operations, and outreach.

Abel said she is ready to build a campaign focused on Wisconsin workers and families.

“Joel Brennan stands out because this isn’t about him — it’s about delivering for Wisconsin families. He’s made government work before, and that’s exactly what this campaign is about. I’m proud to be part of it.”

About Joel Brennan

Joel Brennan is a Democratic candidate for Governor of Wisconsin in the 2026 election. As Wisconsin’s former top appointed cabinet official and a leader in Milwaukee’s business and nonprofit community, he has spent his career in public service working with government, community leaders, and businesses to strengthen communities, uphold democratic values, and ensure government works for the people it serves. Brennan is running for governor to provide accountable leadership and to ensure Wisconsin families have a voice in the decisions that affect their lives. For more information, visit www.BrennanforWI.com.