



Michael Best Strategies Adds Joe Fadness as Principal to Growing Communications Team

Addition to Milwaukee office designed to expand firm's reach and service offerings

Milwaukee, WI (June 3, 2021) – Michael Best Strategies (Strategies) announced today the hiring of Joe Fadness to its growing team of communications professionals. Fadness is a senior level strategist with statewide experience inside and outside government. He most recently formed a successful communications firm that worked with a variety of corporate and nonprofit clients to achieve their public relations and advocacy goals. He brings to the firm a strong statewide network of contacts that include press, business leaders, and elected officials.

For over a decade, Fadness served as an advisor to Governor Scott Walker, in addition to leading statewide political organizations. In 2019, he founded Franklin Strategy, a Wisconsin-based communications and public affairs firm where he worked with an array of clients on strategic communications and grassroots advocacy projects. The firm saw significant year-over-year growth before joining Strategies, and he will continue to build on that book while also helping Strategies' diverse client base.

“Joe has extensive, high-level experience working with business, civic, and elected leaders statewide, and we're thrilled to have him join our growing team of communications experts,” said Robert Marchant, President of Michael Best Strategies. “We've seen great success growing a small lobby firm into a state and federal consulting practice helping clients across the country. This latest move adds professional talent and depth to our experienced communications team and will further showcase Strategies' capabilities and record of delivering results.”

“Strategies has a strong reputation among our nation's leaders in business and government, and I'm excited to join the firm's team of trusted communications professionals,” said Fadness. “Helping businesses properly navigate today's fragmented news environment is more important than ever, and we have the tools and experience to deliver for clients.”

Fadness earned his B.A., *cum laude*, in Political Science and Business Administration from Marquette University.

Founded in 2014, Michael Best Strategies is a fast-growing consulting firm specializing in business consulting, government relations, and communications. The firm offers full-service communications capabilities to help clients articulate a winning message and achieve their goals. As part of the communications team, veteran public relations professional Evan Zeppos joined the firm in 2017 followed by the acquisition of Jeffrey Remsik's Bottom Line Marketing & Public Relations in 2020.

About Michael Best Strategies LLC

Michael Best Strategies (Strategies) helps companies accelerate their success through a combination of strategic business consulting, lobbying, government relations, public affairs, and communications. The firm has thrived by providing a diverse team of professionals with the experience, skills, and relationships necessary to help each client achieve their goals more quickly and fully. For more information, visit michaelbeststrategies.com.

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