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**FOR IMMEDIATE RELEASE**

## **Michael Best Strategies Bolsters with Addition of Former Wisconsin Tourism Secretary Sara Meaney**

MADISON, WISCONSIN (September 9, 2021)– Michael Best Strategies (Strategies) announced today the addition of Sara Meaney to its growing team of seasoned professionals. Meaney, who will serve as a senior advisor at Strategies, previously served as secretary of the Wisconsin Department of Tourism, appointed by Governor-elect Tony Evers in December 2018.

“Sara’s expertise will enhance our business consulting and government relations strengths at the state and federal levels, as well as our national healthcare consulting practice. Her versatile industry experience also aligns nicely with our public affairs and strategic communications expertise,” said Robert Marchant, president of Michael Best Strategies.

Marchant noted Meaney brings more than 25 years of experience solving business problems with an aim toward growth and strategy. She has worked in the public, private, nonprofit and government sectors, and brings a strong network of contacts, including elected officials and business leaders. While at the helm of the Department of Tourism, Meaney demonstrated bipartisan leadership and success working with both democrats and republicans, advancing shared priorities in support of the state’s tourism industry.

“I’m drawn to solving challenging business problems, working with talented people, and achieving positive, strategic outcomes for clients and partners,” added Meaney. “Collaborating with the team at Strategies will enable all of these things and more. It’s an exciting alignment of shared strengths and mutual interests.”

Prior to her time as tourism secretary, Meaney held executive leadership roles with Milwaukee Film and Milwaukee-based agency BVK, and was partner and president at Hanson Dodge Creative.

Born and raised in Wisconsin and a graduate of the University of Wisconsin, Meaney lives in Milwaukee with her partner and four children. She is an avid supporter of the arts and culture.

### **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.

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