



**BRIAN TAFFORA**

PRINCIPAL



Wisconsin

Brian is a trusted public policy advisor with extensive experience in crafting results-driven legislative and regulatory strategies for clients. Elected leaders and C-suite executives turn to Brian for practical solutions to overcome the most challenging circumstances within the Executive Branch and State Legislature. He has deep experience with start-ups and emerging businesses, venture capital, and economic development projects.

Brian's record of success and ability to get things done in Madison have earned him the confidence of lawmakers on both sides of the aisle while bolstering the credibility of his clients' issues.

In 2018, Brian had the privilege of serving on the transition team for then Wisconsin Governor-Elect Tony Evers. Brian was also appointed as the Director of Economic Development for the Office of the Milwaukee County Executive, where he worked with local government officials in 19 municipalities to devise and implement major development and redevelopment strategies and projects.

Brian has deep roots in the business community in Southeast Wisconsin. Earlier in his career, he was Executive Director and Vice President of Government Affairs for the Wisconsin Business Council, an organization he helped establish. In that role, he regularly collaborated with elected officials, policymakers, lobbyists, and business leaders to enhance the business climate of Wisconsin. He monitored and analyzed legislative and regulatory developments in the state legislature and advised business executives on public policy and pending legislation.

Brian earned a bachelor's degree from the University of Wisconsin-Whitewater.

