



ROBERT MARCHANT

MANAGING PRINCIPAL
DIRECTOR OF GROWTH



Wisconsin

Rob is an accomplished leader with a deep understanding of the legislative process and the foundations of impactful government advocacy. He is a trusted counselor and strategist to elected leaders and C-suite executives across Wisconsin. With nearly 30 years of experience that spans senior executive roles in state government to building a nationally recognized business to leading a team of statisticians for the National Football League, Rob's unique leadership path provides clients an efficient approach to identifying opportunities and taking the right steps to protect and advance their interests.

Rob served as a legislative attorney and parliamentarian within the Wisconsin Legislature, specializing in business law, construction law, campaign finance, election law, as well as the rules of procedure and Constitutional provisions governing the Legislative branch. He served under five majority leaders, Republicans and Democrats, and was elected unanimously as Chief Clerk of the Senate for multiple terms in the eight-plus years he served.

Rob also served as Deputy Secretary of the Wisconsin pension system and the agency responsible for public employee health benefits during the administration of Governor Scott Walker.

Rob most recently concluded a remarkable tenure leading a national advocacy and consulting firm that he helped establish in Madison and later led its transformative growth into a trusted government relations and consulting brand in multiple states and in Washington.

Rob is a native Wisconsinite, born and raised in De Pere, and relishes his part-time dream job as Chief Statistician for the NFL's Green Bay Packers – a position he has held since 1999 and which his father held for decades prior.

Rob earned a bachelor's degree from the University of Wisconsin, Madison and juris doctorate from the University of Wisconsin Law School.

