



TANYA WILLMETH

PRINCIPAL



Public
Affairs

Tanya has over twenty years of experience in public affairs and strategic communications. From podcasting to political campaigns and nonprofit leadership, Tanya's in-depth knowledge of the industry coupled with her ability to connect with diverse audiences have established her as a reliable and effective communicator. With a knack for storytelling and crafting compelling narratives that resonate with stakeholders, Tanya helps clients build meaningful relationships that inspire action and achieve results.

Prior to joining HB Strategies, Tanya served as the communications chair for an educational campaign supporting a successful gubernatorial campaign. Her work included developing strategic content to amplify the campaign's message and align with voter priorities, while coordinating with pollsters and media outlets to ensure timely and impactful communication.

Tanya also hosted a long-standing podcast syndicated by one of the UK's largest networks, recording over 250 episodes and contributing to its 20 million global downloads. She is an active member of her community serving in several leadership positions including past President of the K-Life Board, Secretary of the Father Tolton Catholic High School Advisory Council, and Small Group Leader and Children's Volunteer for The Crossing.

Tanya earned a bachelor's in Education, and a master's in Strategic Communications and Public Relations from the University of Missouri.

