

BRIAN R. TAFFORA

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EMPLOYMENT HISTORY

WISCONSIN BUSINESS COUNCIL, Madison, WI

Executive Director

- Partnered in creating the Wisconsin Business Council –a non-partisan, pro-business association that works collaboratively with business leaders, government officials and policy makers on creating a better business climate in the state while protecting its quality of life.
- Responsibilities include managing and working on the following activities: economic development, lobbying of government and public officials, membership recruitment, membership retention, communications/marketing and all operations of the association.
- Collaborate with members, government and civic leaders on a holistic approach to economic development that includes: regulations, taxes, infrastructure, education, workforce development and cluster industries.
- Work with legislative leadership on numerous economic development proposals from the design to co-sponsorship of the bill, as well as testifying and passage of legislation.
- Lead, assist and partner with members that consist of executives from forty of the most prominent businesses in Wisconsin.
- Consult and coordinate with members to determine their needs in the current business climate and then create strategies to best meet those needs.
- Facilitate state-wide discussions and symposiums with various economic development groups.
- Member of Wisconsin's Partnership for a Stronger Economy - a diverse group of job creators, representatives, economic development groups, educational institutions and labor organizations with the goal of strengthening Wisconsin's economy.

MIDWEST FOUNDATION FOR MEDIA RESEARCH, Madison, WI

President

- Partnered with University of Wisconsin-Madison Professor in creating the Midwest Foundation for Media Research.
- Oversee a variety of projects ranging from conducting high quality non-partisan surveys of public opinion to media usage patterns and advertising impact in the Midwest.

AXA ADVISORS, Milwaukee, WI

Business Development/Financial Advisor

- Effectively created and implemented marketing and communication strategies to attract and retain clients.
- Exceeded 2007-2008 company's personal production goal by 131%.
- Held the following security licenses: Series 6, Series 7, Series 63, and Series 66.

NORTHWESTERN MUTUAL / TOLAN SCHUELLER & ASSOCIATES, Mequon, WI

Financial Advisor / Business Development

Advised business owners and executives on complex investment and insurance strategies.

- Revised and implemented strategies to increase revenue through various product lines.

STRONG CAPITAL MANAGEMENT, Menomonee Falls, WI

Marketing Production Coordinator/Strong Leadership Training Program

- Coordinated the production process of accounting and design departments and managed outside consultants for strategic marketing campaigns, press releases and sales literature.

EDUCATION

UNIVERSITY OF WISCONSIN –WHITEWATER

- Bachelor of Arts, May, 2000, Public Communication with a minor in Business Marketing
- Phi Kappa Phi National Honor Society

COMMUNITY INVOLVMENT

- Cedarburg Economic Development Board (2005-2011)