

# **BRIAN R. TAFFORA**

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Motivator, recruiter and developer with superior analytical and critical thinking abilities. Proven track record of strong leadership capabilities and exceptional interpersonal communication skills.

## **EMPLOYMENT HISTORY**

### **WISCONSIN BUSINESS COUNCIL, Madison, WI**

**(2009-Present)**

#### *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 that do business 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.
- Assist members in identifying the various state assistance and economic development programs available to them.
- 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**

**(2009-Present)**

#### *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**

**(2007- 2009)**

*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**

**(2002-2007)**

*Financial Advisor / Business Development*

- Advised business owners and high net worth executives on complex investment and insurance strategies.
- Revised and implemented strategies to increase revenue through various product lines.

**STRONG CAPITAL MANAGEMENT, Menomonee Falls, WI**

**(2000-2002)**

*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-Present)