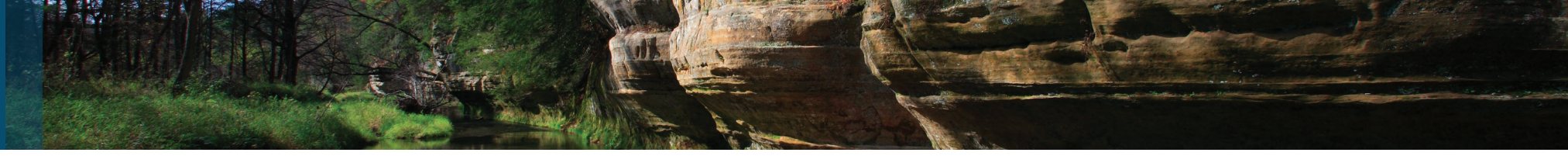


# WISCONSIN DEPARTMENT OF TOURISM ORGANIZATIONAL CHART



**ANNE SAYERS**  
Secretary-designee  
Vision | Strategy | Management

**MARIA VAN HOORN**  
Deputy Secretary  
Strategic | Partnership | Organizational Leadership

**CRAIG TROST**  
Director of Communications  
Media | Outreach | Industry Relations

**CHELSEY BENCE**  
Executive Staff Assistant  
Administrative | Support | Committees

**MINDY WALKER**  
Strategic Initiatives Advisor  
Collaborate | Connect | Support

**BUREAU OF MARKETING & ADVERTISING**  
**SHANE BROSSARD**  
Chief Marketing Officer  
Branding | Advertising | Research Insights

**OFFICE OF OUTDOOR RECREATION**  
**MARY MONROE BROWN**  
Director, Office of Outdoor Recreation  
Connections | Growth | Development

**BUREAU OF INDUSTRY & AGENCY SERVICES**  
**SHELLY HARKINS**  
Industry & Agency Services Director  
Industry | Operations | Grants

**COMMUNICATIONS & PUBLIC RELATIONS**  
**AMANDA WEIBEL**  
Communications Officer  
Influencers | Media | PR Strategy

**OFFICE OF MARKETING SERVICES**  
**DAWN ZANONI**  
Director, Office of Marketing Services  
State Agency Relations | Marketing | Events

**VACANT**  
Analytics & Insights Manager

**EMILY LORENZ**  
Associate Marketing Manager  
Insights | Coop Marketing | Strategy

**CASSANDRA MORDINI**  
Community Development & Comms Specialist  
Coordinate | Relations | Advancement

**JEFF ANDERSON**  
Regional Tourism Specialist  
Industry | Tribal Liaison | Advocacy

**COLLIN BRAULT**  
LTE Communications Specialist  
PR | Media | Agency Support

**ANTHONY GILLITZER**  
Office of Marketing Services LTE  
Adaptability | Reliability | Efficiency

**PLANNING & STRATEGY SECTION**  
**JESS SCHOLZ**  
Brand Strategy Marketing Manager  
Alignment | Relationships | Support

**CREATIVE SERVICES SECTION**  
**JENNIFER KOPPELMAN**  
Creative Marketing Manager  
Collaboration | Storytelling | Inspiration

**VACANT**  
Technical Program & Partnership Specialist

**LINDA ANDERSON**  
Customer Experience & Project Manager  
Projects | Publications | Strategy

**COLLEEN FLAHERTY**  
LTE Communications Specialist  
PR | Media | Agency Support

**VACANT**  
Office of Marketing Services LTE

**ALYSSA DREHER**  
Marketing Specialist  
Collaborate | Organize | Communicate

**ANDREW CARLSON**  
Content Marketing Writer  
Writing | Content | Creative

**JULIE FOX**  
Regional Tourism Specialist  
Industry | Parks | Scenic Byways

**ATTACHED PROGRAM**

**COURTNEY RINKA**  
Marketing Database Analyst  
Data | Analytics | Collaboration

**HILARY IGL**  
Visual Editor  
Photography | Storytelling | Design

**ANDREW NUSSBAUM**  
Regional Tourism Specialist  
Industry | Hospitality | Destinations

**WISCONSIN ARTS BOARD**

**JORDAN RODEWALD**  
Web & Digital Marketing Specialist  
Website | Email | Optimization

**MEGHAN JOHNS**  
Multimedia Designer  
Design | Concept | Creative

**HEIDI SCHULTZ**  
Grants Coordinator  
Accounting | Coordination | Grants

**GEORGE TZOUGROS**  
Executive Director  
Arts | Grants | Director

**JOHN SCHMIDT**  
Creative Producer  
Editing | Video | Drone

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Regional Tourism Specialist  
Industry | International | Silent Sports

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Folk & Traditional Arts Specialist  
Amplifying | Connecting | Resources

**VACANT**  
Social Media Specialist

**KAREN GOESCHKO**  
Assistant Director for Programs & Services  
Connector | Cheerleader | Resource

**DALE JOHNSON**  
Grants & Information Specialist  
Data | Technology | Reports

**MARIE ACKLEY**  
Intern