

Why I Wish to Serve

I am seeking appointment to represent District 1 because I believe local government is where thoughtful leadership can have the greatest impact on people's daily lives. The decisions made by the Common Council shape not only how our city grows today, but how future generations experience Madison decades from now.

My approach as an alder will be to understand the perspectives of residents, businesses, neighborhoods, community organizations, city staff, and fellow council members, evaluate the facts, consider both the short- and long-term impacts, and make decisions that are in the best interest of District 1 and the City of Madison.

Throughout my professional career in business development, specifically in the architecture engineering and construction industry, I have worked alongside municipalities, school districts, developers, business owners, other engineers, architects, and contractors, as well as community leaders across Wisconsin. My success has depended on asking thoughtful questions, understanding competing priorities, identifying common ground, and helping people move toward solutions that create lasting value. That is the leadership style I would bring to this position.

As a mother raising two young children in Madison, this opportunity is deeply personal. I am invested in the future of this community not only as a resident, but as someone raising the next generation here. I want my children to grow up in neighborhoods that foster connection, opportunity, and pride. I hope they develop the same sense of nostalgia for their hometown that so many of us carry. A place where parks, local businesses, schools, community spaces, and neighbors helped shape who we became. The decisions we make today will become the Madison they will love and remember.

I believe leadership is not measured by how strongly someone holds an opinion, but rather someone's willingness to truly listen. To be successful, one must be willing to seek out perspectives they have not yet considered, evaluate evidence objectively, communicate openly, and make decisions they can explain honestly, especially when those decisions are difficult. Those are qualities I display every day personally and professionally, and qualities I believe are essential in an alder. I would be honored to bring them to the residents of District 1.

What I Wish to Accomplish

If appointed, my goal is not to leave my mark on District 1 through a particular policy or initiative. My goal is to leave residents feeling they were represented well.

I want residents to know they have an alder who is accessible, responsive, and engaged long before important votes are cast. Trust in local government is built through communication, transparency, and the confidence that every perspective has been genuinely considered. Whether someone agrees with every decision I make or not, I want them to understand why it was made and know that their voice was part of the process.

District 1 continues to experience significant growth, bringing tremendous opportunity alongside important decisions. I want to help ensure that growth is intentional, fiscally responsible, and strengthens the community we are building together. Development should enhance neighborhoods, expand our tax base responsibly, support the infrastructure and city services residents rely upon, and create vibrant places where people of all ages and backgrounds feel welcome. It should encourage housing choices, support local businesses, preserve quality public spaces, and contribute to the sense of community that makes District 1 one of Madison's most desirable places to live.

I also hope to strengthen collaboration between residents, city staff, developers, businesses, and community organizations. Too often, people view these interests as competing. My professional experience has taught me that the best outcomes are achieved when people spend less time defending positions and more time understanding one another's goals. I believe many of the challenges facing Madison can be addressed through thoughtful collaboration and a shared commitment to the long-term health of our community.

Finally, I hope to bring a perspective grounded in practical problem-solving. Every decision should balance fiscal responsibility, community impact, long-term sustainability, and quality of life. My objective would be to help ensure District 1 continues to grow in a way that future generations will be proud to inherit.

District 1 has benefited from thoughtful leadership, and I hope to build upon that foundation by bringing my own experience in collaborative problem-solving, transparent communication, and long-term community stewardship.

Do you plan to run for alder in the Spring 2027 election?

Yes. It is my current intention to seek election in the spring. I recognize that serving as an alder is a significant responsibility, and I am committed to giving it the time, energy, and thoughtful leadership it deserves. While I will continue to evaluate how best to balance the responsibilities of public service, my professional career, and my family, I am applying with the expectation and intention of continuing to serve beyond this appointment if I have earned the trust and confidence of District 1 residents.

EXPERIENCE

DIRECTOR, BUSINESS DEVELOPMENT | ANGUS-YOUNG | 2025 – PRESENT

- PLANNED AND EXECUTED HIGH-IMPACT PROSPECTIVE AND CURRENT CLIENT EVENTS TO MAXIMIZE SATISFACTION AND STRENGTHEN RELATIONSHIPS
- ASSESSED NEW MARKETS AND ANALYZED OPPORTUNITIES TO IDENTIFY POTENTIAL BUSINESS PARTNERS AND CUSTOMERS, DEVELOPING STRATEGIC RELATIONSHIPS
- MANAGED CRM DETAILS, MAINTAINING ACCURATE DATA ON PROSPECTIVE AND CURRENT CLIENTS' COMMUNICATION HISTORY
- DEVELOPED AND IMPLEMENTED ANNUAL MARKETING AND BUSINESS DEVELOPMENT PLAN AND BUDGET
- SERVED AS PRIMARY CONTACT FOR PARTNER AND CLIENT INQUIRIES, DELIVERING PROMPT AND ACCURATE RESPONSES, TO FOSTER LONG-TERM RELATIONSHIPS AND DRIVE ADDITIONAL PROJECT OPPORTUNITIES
- CREATED CLIENT AND COMMUNITY FACING MARKETING AND INFORMATIONAL MATERIALS ENSURING ACCURACY AND CLARITY
- ACTIVE IN MULTIPLE COMMUNITY ORGANIZATIONS AS A BRAND REPRESENTATIVE AND COMMUNITY LEADER

DIRECTOR OF BUSINESS DEVELOPMENT | JP CULLEN | 2021 – 2024

- IDENTIFIED POTENTIAL CLIENTS, BUSINESS PARTNERS AND DEVELOPED STRATEGIC RELATIONSHIPS TO GROW DIVISIONAL REVENUE BY 200%
- DEVELOPED AND EXECUTED ANNUAL BUSINESS DEVELOPMENT AND MARKETING PLANS TO SECURE IN EXCESS OF \$150 MILLION ANNUALLY
- WORKED IN COLLABORATION WITH DIVISIONAL VICE PRESIDENT AND OPERATION MANAGER TO LEAD BUSINESS DEVELOPMENT MEETINGS, TRACK ACTIVITIES AND PROMOTED A SELLER-DOER CULTURE AMONGST THE PROJECT MANAGERS AND PROJECT TEAMS
- LEAD PROPOSAL AND INTERVIEW PROCESS AND STRATEGY RESULTING IN A GREATER THAN 60% HIT (SUCCESS) RATE
- DEVELOPED AND EXECUTED COMPREHENSIVE COMMUNICATION STRATEGIES ALIGNED WITH SCHOOL DISTRICT GOALS, ENHANCING COMMUNITY ENGAGEMENT AND REFERENDUM SUCCESS

RESIDENTIAL PORTFOLIO MANAGER | URBAN LAND INTERESTS | 2016 – 2020

- DEVELOPED AND EXECUTED STRATEGIC PLAN TO RESTRUCTURE RESIDENTIAL DEPARTMENT POSITIONS AND RESPONSIBILITIES, INCLUDING RECRUITING, TRAINING AND SUPERVISING SIX EMPLOYEES.
- IMPLEMENTED LEAD DATABASE SOFTWARE RESULTING IN INCREASED SALES CAPACITY AND A 71% DECREASE IN VACANCY LOSS THROUGHOUT RESIDENTIAL PORTFOLIO.
- LED MARKETING AND ADVERTISING INITIATIVES FOR NEW AND EXISTING DEVELOPMENTS INCLUDING MARKET ANALYSIS, DEMOGRAPHIC ASSESSMENTS, COLLATERAL AND PROMOTIONAL ITEMS, LEAD DEVELOPMENT AND RESIDENT RETENTION EFFORTS.

EDUCATION

B.S. SPORT AND RECREATION MANAGEMENT | **NORTH DAKOTA STATE UNIVERSITY** | MAY 2009

COMMUNITY INVOLVEMENT

- **DOWNTOWN MADISON INC.** | BOARD MEMBER
- **BLOOD CANCER UNITED** | BOARD MEMBER
- **JUNIOR ACHIEVEMENT OF WISCONSIN** | BOARD MEMBER
- **KIDS BUILDING WISCONSIN** | BOARD MEMBER