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FOR IMMEDIATE RELEASE**Michael Best Strategies Welcomes Matthew Swentkofske to Wisconsin Team**

MADISON, WI (July 7, 2025) – Michael Best Strategies, the leading government relations and public affairs group, is excited to announce the addition of Senior Director Matthew Swentkofske to the firm's Madison office. With more than two decades of experience in government affairs and lobbying across local, state, and federal levels, Swentkofske joins the Michael Best Strategies Wisconsin team, bringing deep expertise in highly regulated industries such as food and beverage, financial services, and higher education.

"Matt's proven ability to shape public policy through coalition building, legislative strategy, and stakeholder engagement makes him a tremendous asset to our team," said Tony Langenohl, Partner and Wisconsin Team Lead at Michael Best Strategies. "His leadership in navigating complex regulatory environments and delivering results for major brands aligns perfectly with our mission to provide strategic, results-driven service to our clients."

Before joining Michael Best Strategies, Swentkofske served as Senior Director of Government Relations at The College Board, a not-for-profit organization dedicated to supporting students in their path from high school to college and career via pioneering programs like the Advanced Placement Program, the SAT, Official SAT Practice on Khan Academy; BigFuture; and more.

Prior, Swentkofske served as Senior Director of Regional Government Affairs at Molson Coors Beverage Company, where he led lobbying efforts across nine states and key municipalities, including Wisconsin and Illinois. In the role, he advised senior leadership on advocacy strategies and built and managed key relationships with elected officials and regulatory agencies. His accomplishments included securing a \$32 million Wisconsin Economic Development Corporation grant to support job growth, modernizing Wisconsin's alcohol laws (Chapter 125), and successfully opposing a proposed alcohol beverage tax increase in Chicago.

Earlier in his career, Swentkofske led government relations at PLS Financial Services, advocating for regulatory changes across 11 states and opening new markets through legislative and zoning wins. He also held roles at WJ Weiser and Associates and served in public-sector positions with the City of Evanston, the Wisconsin State Senate, and the Wisconsin State Senate Democratic Committee, where he contributed to legislative strategy and campaign victories.

"Matt's extensive experience and strategic insight will further strengthen Michael Best Strategies' capabilities in Madison and beyond," said Alison Prange, Managing Director of Michael Best Strategies. "Here in Madison, throughout Wisconsin at large, and across the country, our growing team is helping clients navigate evolving policy landscapes and achieve their business goals, and we are lucky to have Matthew join our group of high-caliber professionals."



Swentkofske received his B.A. from the College of the Holy Cross.

About Michael Best Strategies LLC

Michael Best Strategies provides a full range of services across three primary lines of business: Governmental Affairs, Public Affairs and Strategic Communications, and Healthcare Innovation Consulting. Michael Best Strategies helps companies advance their business objectives by connecting them with influential allies, including government officials, industry leaders and innovators, consumer segments, communities and stakeholders, and media. For more information, visit michaelbeststrategies.com.

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