

Michael Best Strategies Adds Brian Taffora as a Principal in Wisconsin

Michael Best Strategies announced that Brian Taffora has joined the firm as a principal in the Wisconsin office, where he will provide strategic guidance to clients on a variety of public policy, government relations, regulatory, and legislative matters.

Taffora currently serves on the transition team for Wisconsin's Governor-elect, Tony Evers, and was previously a managing director at CSA Partners in Milwaukee, where he managed a venture capital fund for tech startups. He is the co-founder of Ward4, a coworking space in Milwaukee, specifically designed to encourage collaboration and innovation among the city's entrepreneurial community.

“Brian is deeply-rooted in the economic development and entrepreneurial sectors in Wisconsin and has played a key role in helping Wisconsin businesses and communities thrive and grow,” said Rob Marchant, President of Michael Best Strategies. “His government and lobbying experience and his work for innovative companies brings a fresh perspective to our team of government and public affairs practitioners in Wisconsin and around the country.”

Taffora was also previously the Director of Economic Development at the Office of the Milwaukee County Executive and the Executive Director/ VP of Government Affairs for the Wisconsin Business Council. In these roles, he worked with government and business leaders throughout the state to implement development projects, bolster business activity and job growth and provide insights to business leaders and state officials on state policy and legislation.

“I’m looking forward to joining the accomplished team at Michael Best and getting back to my roots in government affairs and legislative policy,” said Taffora. “Joining a team of like-minded and driven legal and business strategists is a logical decision for me. I’m excited to join the ranks.”

Taffora received his B.A. from the University of Wisconsin-Whitewater.