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**Lorenzo P. Cruz Joins Wisconsin Bankers Association
as Vice President – Government Relations**

MADISON, Wis. – The Wisconsin Bankers Association (WBA) is pleased to announce the hire of Lorenzo Cruz as Vice President – Government Relations. Cruz brings over three decades of experience to the role and will lead WBA’s advocacy efforts, primarily at the state level.

“Lorenzo is a top professional in the field of government relations, and we are very happy to have him join our association,” said Rose Oswald Poels, WBA president and CEO. “We look forward to what he will be able to accomplish together with our members on behalf of Wisconsin’s banking industry and economy.”

Cruz began his career working in the Wisconsin State Legislature for two former Majority Leaders. He went on to lobby for two decades in the telecom sector — notably for Ameritech and CenturyLink — and has federal, state, and local experience working on regulatory, legislative, and procurement issues important to the telecommunications and technology industry. Most recently, he was president of his own consulting firm, which specialized in lobbying, regulatory advising, grassroots advocacy, and member relations. Cruz is known as a respected government relations professional, who is successful in reaching across political aisles and building coalitions to achieve positive results.

Cruz earned his degree in political science and history at the University of Wisconsin-Madison. He served as a chair and board member of several state telecommunications and broadband associations in the Midwest and is active locally with the Madison 56er Soccer Board.

Cruz and his wife currently reside in Fitchburg and have three adult children. He enjoys fishing, hunting, golfing, and watching his children play collegiate soccer for UW-Madison and UW-Green Bay. He has 2 dogs and is an avid fan of the Packers, Badgers, Brewers, and Bucks.

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About the Wisconsin Bankers Association

Founded in 1892, WBA is the state’s largest financial industry trade association, representing more than 200 commercial banks and savings institutions, their branches, and over 21,000 employees. The Association represents banks of all sizes in Wisconsin, and nearly 98 percent of banks in the state are WBA members.