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Embargoed Until 8:00 AM CT on Monday, Jan. 13**Michael Best Strategies Announces Key Leadership Appointments**

The Firm Welcomes Alison Prange as Chief Operating Officer, Tory Sendek to Manage Federal Government Relations Practice

MILWAUKEE, WI (January 13, 2024) – Michael Best Strategies, the leading business consulting, government relations, and public affairs group associated with national AmLaw 200 law firm Michael Best & Friedrich LLP, is proud to announce key additions to its executive team as it capitalizes on the growing needs of clients who engage with state and federal government officials and the media.

Alison Prange, formerly the President and Chief Operating Officer of the MKE 2024 Host Committee, joins Michael Best Strategies as Chief Operating Officer. With an impressive track record of leadership and strategic planning, Prange brings a wealth of experience from her versatile career leading non-profit and for-profit organizations to Michael Best Strategies. Most recently, in her tenure heading up the MKE 2024 Host Committee, Prange played a pivotal role in orchestrating engagement efforts across local, regional, state, and national stakeholders.

"Milwaukee, the state of Wisconsin, and the nation benefitted from Alison's strong, successful leadership of the MKE 2024 Host Committee," said Michael Best Managing Partner, David Krutz. "We look forward to the immediate impact she will make on the direction of Michael Best Strategies and the firm's ability to deliver tailored, results-driven solutions to our clients' needs."

Prior to her role with the MKE 2024 Host Committee, Prange held a variety of leadership roles assisting organizations with the intersection of public policy and business engagement at the state level in Florida and Wisconsin and the federal level in Washington, D.C. Throughout her career, Prange has applied expertise in operations, strategic leadership, and government and public affairs, coupled with her ability to drive organizational effectiveness, to support growth and development across organizations.

"I am thrilled to join Michael Best Strategies and to be entrusted to guide a storied firm known for its commitment to delivering exceptional results for clients," said Alison Prange. "Working alongside the talented teams, I am committed to driving strategic development and operational excellence as we navigate clients through the evolving landscapes of business consulting, government relations, and public affairs."

Additionally, Michael Best Strategies is pleased to announce that **Tory Sendek** has been named lead of the firm's DC-based Federal Government Relations practice. Sendek has served as a Managing Director for the Board of Advisors in DC since 2018. In the role, Sendek oversaw the bi-partisan Board of Advisors, leading business development and client initiatives, as well as political engagements. Before joining Michael Best Strategies, Sendek previously worked at the White House, serving as Special Assistant to the President, in the first Trump administration. Prior, Tory spent over 10 years at the Republican National Committee (RNC) leading national



stakeholder engagement and events for the RNC.

"We are excited to welcome Alison and Tory to our leadership team," said Reince Priebus, Chairman of the Board of Advisors at Michael Best Strategies. "Their exceptional skills in leadership and lengthy track records of successful operational oversight make them the ideal leaders to help guide our firm and Federal Government Relations practice into the future."

These strategic appointments underscore Michael Best Strategies' dedication to building a strong leadership team capable of steering the firm through its next growth phase and providing exceptional service and strategic counsel to its diverse clientele across various industries.

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.

About Michael Best & Friedrich LLP

Michael Best is a leading law firm, providing a full range of legal services to clients around the world. The firm has more than 400 legal professionals, including more than 300 attorneys, serving clients in 19 offices across the U.S. in California; Colorado; Illinois; Nebraska; North Carolina; Texas; Utah; Washington, D.C.; and Wisconsin. Michael Best's areas of practice include: intellectual property; labor and employment relations (including employee benefits); litigation; corporate; government relations, political law, and public policy; privacy and cybersecurity; real estate; regulatory; tax; and wealth planning. The firm serves a variety of industries, such as advanced manufacturing, agribusiness, banking, and financial services, digital technology, energy, food and beverage, healthcare, higher education, and life sciences. For more information, visit michaelbest.com.

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