



Husch Blackwell Strategies Adds Annette Cruz to Multistate Practice Group

Cruz To Join Firm's Wisconsin Office

Madison, WI – Husch Blackwell Strategies (HBS) today announced the addition of Annette Cruz to the firm's multistate practice group. Cruz joins the firm's Wisconsin office, bringing with her more than two decades of senior-level experience guiding policy and government affairs agendas. Cruz's adeptness in the advocacy space and expertise in policymaking, in particular, health-related policy, ideally positions her to advise and advance the organizational priorities of HBS clients.

"Our multistate capabilities continue to grow at a rapid pace and the addition of Annette Cruz reflects our commitment to providing unparalleled expertise and upstanding service that leads to meaningful, measurable results for our clients," said Andy Blunt, Chief Operating Officer for Husch Blackwell Strategies. "Annette's innate understanding of policymaking is quite impressive. We have no doubt that her expertise will provide immediate value to the clients we serve in Wisconsin and beyond."

As a Principal at HBS, Annette continues to serve as Vice President of Public Policy & Advocacy for LeadingAge Wisconsin, a statewide association, where she plays a central role in executing the Association's state and federal government relations strategies.

"I am thrilled to have the opportunity to join Husch Blackwell Strategies. Being a part of a firm that is doing some really impressive and innovative work in the government affairs arena is incredibly exciting," said Cruz. "Gregg [Hartley] and Andy [Blunt] have rapidly built a group of government affairs specialists who not only possess a remarkable track record of successes, but have a well-known reputation for the way they conduct themselves. I think that speaks to the core values of this team and their shared vision to create a new standard in government affairs service."

Prior to her work with LeadingAge Wisconsin, Cruz served as a health policy consultant to The Alliance, a Madison-based organization representing the interests of self-insured employers, where she collaborated with organization leadership to shape public policy critical to self-funded employers. She also served as director of government affairs in a consultant role for Blue Cross & Blue Shield United of Wisconsin, where she represented the CEO and executive staff on policy and regulatory communications with the state legislature, state agencies, and the federal Department of Health and Human Services.

Cruz's past experience in government includes serving two former Governors of Wisconsin in key policy positions, advising and directing the respective health-related policy agendas of Governors Tommy Thompson and Scott McCallum. Prior to her service in the Governor's Office, Annette served as policy analyst to former State Senator Mary E. Panzer, and former State Representative Steven M. Foti.

Throughout her career, Annette has taken an active stance in serving the public good. Among her many contributions, she is currently an active volunteer for the Wisconsin Women's Health Foundation, is a current member of the American College of Healthcare Executives, and previously served on the Child Abuse and Neglect Prevention Board.

A Badger through-and-through, Annette is a graduate of the University of Wisconsin – Madison, where she earned a Master of Public Administration degree in Healthcare Management, and a Bachelor of Arts degree in Behavioral Science & Law.

About Husch Blackwell Strategies

Husch Blackwell Strategies operates as a joint venture limited liability corporation formed by Husch Blackwell LLP, Andy Blunt and Gregg Hartley. The firm provides full-suite lobbying and government affairs consulting in Missouri, Nebraska, Wisconsin, Texas and Washington, DC. Husch Blackwell Strategies does not provide legal services.

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