

## Ronald L. Irwin \*

**Senior Public Affairs Associate  
Michael Best Strategies LLC**

*\* Not admitted to practice law*

### Overview

As a Senior Public Affairs Associate for Michael Best Strategies, Ron helps organizations manage and elevate their public images.

Ron is an experienced public relations and crisis communications strategist. Before joining the Strategies team, Ron spent several years at Milwaukee-based marketing and public affairs agencies where he focused on targeted marketing campaigns, consensus building, media relations, crisis communications, issue management, and strategic intelligence.

For 15 years prior, Ron led corporate communications for Wisconsin's largest health system. As Director of Public Relations for Aurora Health Care, Ron spearheaded community relations and government relations. He also served as Aurora's Director of Donor Relations, during which time he managed multiple fundraising campaigns that collectively raised over \$5 million.

As a former media reporter, Ron understands the importance of having a skilled professional to handle media management and provide media training to executives and key personnel. He is a seasoned crisis communications manager who has helped clients navigate incidents including workplace deaths, natural disasters, and high-profile litigation.

### Professional Activities

- Member and Former President, Milwaukee Press Club

### Education

- University of Wisconsin-LaCrosse, Bachelor of Science (B.S.)



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### Milwaukee

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### Practices

Government Relations, Political Law  
& Public Policy  
Michael Best Strategies LLC



## Community Involvement

- Board of Directors, Special Olympics of Wisconsin
- Member and Former President, Greendale Education Foundation

## Related News

January 7, 2019

Michael Best Strategies Acquires Bottom Line Marketing & Public Relations