O’CONNOR CONNECTIVE PROMOTES MASSIE TO CFO

With extensive expertise in accounting and financial management, Aimee Massie is named Chief Financial Officer at the strategic marketing communications consultancy in De Pere.

DE PERE, Wis. — As an accomplished accountant and administrative office leader, O’Connor Connective is excited to announce the promotion of Aimee Massie to Chief Financial Officer (CFO).

Massie started her new role this week after more than 3½ years as the Office Manager at O’Connor Connective, a strategic marketing communications consultancy in the heart of Wisconsin’s New North region.

“Our team gets done what it needs to because of Aimee. She is our glue — and is at the heart of every facet of our company — from accounting to human resources to client transactions to information technology to community relations,” says Bridget O’Connor, owner and principal of O’Connor Connective. “This promotion allows us to more fully realize Aimee’s capacity to strategically guide our business decisions as OCC’s first Chief Financial Officer.”

In her new position, Massie is responsible for the strategic management of accounting and financial functions at O’Connor Connective as well its social enterprise, The Connective: A Place for Women in Business, also located in downtown De Pere. Massie is overseeing the day-to-day accounting, finance, human resources (HR), information technology (IT), and operations for both businesses and affiliated properties.

Massie has worked in the areas of accounting and/or financial management for 15 years, all in the Green Bay, Wisconsin, area. Before joining O’Connor Connective in 2016, Massie was the CFO at C&C Kegs+ LLC, a North American keg supplier she owned with her husband Cory for three years in De Pere. Aimee, a native of Michigan’s Upper Peninsula who has college degrees in accounting and industrial chemistry technology, also was an accountant at KerberRose and, before that, worked at Humana and Associated Bank.

About O’Connor Connective
O’Connor Connective advises CEOs, presidents and senior leaders to communicate their vision to engage, retain and recruit customers, employees and supporters. The company does that by integrating strategy, marketing, public relations, and creative to achieve organizational goals.

Based in De Pere, Wisconsin, O’Connor Connective, founded in 2013 by Bridget Krage O’Connor, is a certified Woman-Owned Business Enterprise (WBE). Clients include privately held and service-based companies and nonprofits. The firm’s social enterprise, The Connective: A Place for Women in Business, offers a unique blend of co-working, networking and professional development for women business leaders and their organizations. For more information on the consultative services of O’Connor Connective, visit oconnorconnective.com.
Take care,

**Todd McMahon**
Project and Media Relations Manager