



355 Main Avenue • De Pere, WI 54115 • 920.288.2980

www.oconnorconnective.com

For Immediate Release: May 7, 2020

Contact: Todd McMahon, todd@oconnorconnective.com, 920-288-2980

O'CONNOR CONNECTIVE WELCOMES JOHANEK AS MEMBERSHIP & MARKETING SPECIALIST

DE PERE, Wis. — After a successful first year with its social enterprise, O'Connor Connective has hired proven marketing and business development professional Angel JohaneK to further enhance the visibility and growth of The Connective: A Place for Women in Business.

From a safe distance during the COVID-19 pandemic, JohaneK joined the O'Connor Connective team this week as Membership & Marketing Specialist to further expand offerings, including the development of virtual workshops and training for women in business, small and family-owned businesses and nonprofit leaders.

She will split her time between advancing The Connective and serving O'Connor Connective clients.

“When I first envisioned The Connective, I knew it would require a dedicated professional to drive the daily needs of the operation. Our growth now allows us to do just that. Angel will connect with, engage and support members and preferred providers as well as grow our offerings,” says Bridget O'Connor, owner and principal of O'Connor Connective, a strategic marketing communications and business consultancy. “We are fortunate and thrilled to have Angel’s membership and marketing experience as we expand what The Connective offers New North professionals—certainly women in business as well as all family business owners, nonprofit executive directors and company leaders—to further meet the emerging needs of our clients and community in the midst of COVID-19 and as we move forward to build up our economy, together.”

JohaneK comes to O'Connor Connective with nearly 20 years of experience in marketing communications and business management. Her versatility has spanned two states (Illinois and her native Wisconsin) and in industries such as tourism, education, food service, printing, business networking, direct sales, and e-commerce.

She most recently was the Director of Marketing & Development for the Farm Wisconsin Discovery Center in Manitowoc, Wisconsin. She created a highly successful membership program in the center’s first year of operation and also specialized in public relations, fundraising, graphic design, and social media and website management, and advertising placement. JohaneK previously held leadership positions with The Chamber of Manitowoc County as a coordinator of business engagement and communications and with the Two Rivers Main Street Program as an events coordinator.



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“Until we are all good and safe to get back to interacting and collaborating together, Angel will work remotely to drive our monthly communication and virtual programming for members and preferred providers at The Connective,” O’Connor says. “We look forward to having her on site soon to be a constant presence for the networking events, professional development workshops and daily business center services.”

Johanek graduated from University of Wisconsin-Platteville, where she earned a Bachelor of Science degree in communication technologies with an emphasis in public relations. She subsequently earned a Master of Arts degree in management and leadership from Webster University in Crystal Lake, Ill.

About O’Connor Connective

O’Connor Connective advises CEOs, presidents and senior leaders to define and communicate their vision to engage, retain and recruit customers, employees and supporters. The company does that by integrating strategy, marketing, creative, public relations, and training 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 networking and professional development for women business leaders and their organizations in a business center that also provides co-working and professional office suites. For more information on the consultative services of O’Connor Connective, visit oconnorconnective.com. For more information on membership and sponsorship opportunities at The Connective, visit theconnectivewi.com.

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