



Libby Hager

Libby is an assistant account executive at LaBreche.

Libby's communication skills stem from her passion for people. Libby enjoys figuring out what makes people tick and harnessing that insight to strategically, creatively and effectively convey information, express ideas and influence trends through contemporary media.

Before joining LaBreche, Libby worked at the *Minneapolis/St. Paul Business Journal* where she executed marketing projects and promoted the publication's special events. The *Minneapolis/St. Paul Business Journal* exposed Libby to hard-nosed journalism and provided inroads to the Twin Cities' premier business reporters.

Libby excels in building relationships with the media and earning exposure for numerous clients across industries with local, regional or global reach. Her client roster includes law firm Faegre & Benson, specialty contracting and waste management company Veit, Aexcept Media, CSM Property Management, and myriad divisions at 3M, including automotive aftermarket and abrasive systems. Libby drives LaBreche's marketing, PR and new media branding efforts as a member of the firm's marketing committee and the brand team. Libby's strategic communication skills come from a variety of experiences, including internships at Rippe Keane Marketing in Madison, Wisconsin, the Madison Trust for Historic Preservation, The Girl Scouts Black Hawk Council, and the Democratic Party of Wisconsin.

Libby is a member of the Minnesota chapter of the Advertising Federation and enjoys connecting with peers through Ad2, the association's group geared toward young professionals. Libby earned a BA in journalism with an emphasis in strategic communication from the University of Wisconsin, Madison.

Hometown:

Bloomington, Minn.

Birthday: April 22

Fascinating family fact:

My cousin is a WWE Superstar. Professional wrestling fans know him as Jack Swagger, the "All-American American."

Favorite color: Red

My daily media fix:

The Wall Street Journal – What's News column every morning, and news alert e-mails throughout the day.

Person I admire and why:

A dreamer who delivers on their promises.

Farthest place I've traveled:

Rome, Italy

Something you might not know about me otherwise:

I have two vices: Patent leather shoes, and the Minnesota Twins.

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