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Business Leaders for Michigan announces new Vice President of Marketing and Communications

DETROIT, Mich. –Anna Heaton, currently Governor Rick Snyder’s Press Secretary, will join Business Leaders for Michigan in early October, the organization announced today.

Heaton will serve as Vice President of Marketing and Communications, helping to increase awareness and build support for BLM’s *Plan for a Stronger Michigan* and key priorities such as education reform, infrastructure and workforce development and economic development.

“Anna is passionate about Michigan and has a wealth of experience in strategically communicating complex policy issues,” Rothwell said. “Having served in Lansing for the last eight years, Anna’s knowledge and perspective on our areas of focus will be a great asset to our organization.”

Heaton joined the Snyder Administration in early 2015. She previously worked in communications for the House Republican Caucus under Speaker Jase Bolger, and on Capitol Hill as an assistant to then-Congresswoman Candice Miller. Heaton is a graduate of Western Michigan University.

About Business Leaders for Michigan:

Business Leaders for Michigan, the state’s business roundtable, is dedicated to making Michigan a “Top Ten” state for jobs, personal income and a healthy economy. The organization is composed exclusively of the chairpersons, chief executive officers, or most senior executives of Michigan’s largest companies and universities. Our members drive nearly one-third of the state’s economy, provide 390,000 direct jobs in Michigan, generate over \$1 trillion in annual revenue and serve nearly half of all Michigan public university students. Find out more at: www.businessleadersformichigan.com.

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