



STATE OF MICHIGAN

DEPARTMENT OF MANAGEMENT & BUDGET

LANSING

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GOVERNOR

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DIRECTOR

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DMB welcomes new director of communications

Kassie Kretzschmar brings diverse experience to her new role

LANSING – The Michigan Department of Management and Budget welcomes a new director of communications. Kassie Kretzschmar comes to the department from the Detroit area, where she directed marketing, promotions and press relations for major radio stations and for publications such as Crain's Detroit Business.

"Kassie's marketing and promotional experience will add a new dimension to DMB's communication efforts," said Director Lisa Webb Sharpe. "She will be a very strong addition to our team."

Kretzschmar will be responsible for leading overall communication strategy, establishing policies and procedures, responding to media inquiries, and coordinating the director's outreach efforts.

Most recently, Kretzschmar held several communication positions with CBS Radio-Detroit and WJR-AM. In these roles, she designed targeted media campaigns, directed media relations, served as liaison between the broadcasting network and community, produced regional radio broadcasts and directed the creation, management and oversight of marketing and promotions. Kretzschmar also has worked as a sales consultant, magazine promotion and production manager, public relations account executive and marketing coordinator.

Kretzschmar is a graduate of Michigan State University, where she earned a bachelor of arts degree in communications with a major in advertising.

She replaces Edward Woods III, who is the communication director for the Michigan Department of Human Services. She will join the department Sept. 15.

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