

Application Form

Profile

Alyssa _____ Feuerer _____
 First Name Middle Initial Last Name

_____ _____
 Email Address

_____ _____ Suite or Apt

_____ _____ State Postal Code

What district do you live in? *

District 4

Home: (_____) Home: (_____)
 Primary Phone Alternate Phone

Twilio _____ Brand Strategist _____
 Employer Job Title

Please look at the vacancy page before applying. Some Boards, Committees and Commissions have requirements that they are looking for in an applicant, such as specific skills or member types such as Adult or Student.

The Vacancy page can be found here:

[VACANCIES](#)

Which Boards would you like to apply for?

Bicycle and Pedestrian Facilities Committee: Submitted

Why are interested in joining this Board, Committee or Commission?

[Alyssa_Feuerer_Resume_Feb_2026.pdf](#)
 Upload a Resume

If you have issues uploading your resume, email it to Misty Richey at mrichey@wauwatosa.net

If you need to send your resume separately, complete the remainder of the application, save it, and we will submit both the application and resume for you.

Please tell us about yourself and why you want to serve.

I am a Wauwatosa resident, avid runner, and active community member who cares deeply about how our built environment shapes daily life. Over the past several years, I have run nearly every street in Wauwatosa, which has given me a uniquely ground-level view of where our pedestrian and bicycle infrastructure works well and where there are opportunities to improve safety, access, and connectivity. I also bike recreationally, utilize the MCTS, and value multimodal transportation as an important contributor to community health and vibrancy. Professionally, I work in brand and strategic planning, where I focus on understanding complex systems, identifying patterns, and helping organizations turn insights into practical action. I would bring this same thoughtful, collaborative approach to the Bicycle and Pedestrian Facilities Committee — listening to residents, partnering across stakeholders, and helping prioritize improvements that make the biggest impact for our community. I am particularly motivated to serve because I believe walkable and bike-friendly cities are healthier, safer, more connected, and more economically resilient. I also believe that the people most likely to notice what needs fixing are the ones moving through a city on foot — and I want to make sure those voices, including my own, have a seat at the table. Wauwatosa has real strengths to build on, and I would welcome the opportunity to help close the gaps that make it harder for residents — especially those who are older, younger, or without access to a car — to move through our city safely and confidently. I am excited about what this committee can accomplish, and I would be proud to contribute both my lived experience and professional skills toward making Wauwatosa a place where choosing to walk or bike feels like the obvious, easy, and safe choice.

Demographics

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Date of Birth

Once you submit your application, check [here](#) for the Common Council agenda that has your appointment or reappointment. It may be possible that it will be on future agendas and not on the next upcoming meeting date agenda. This will be how you know if you have been appointed or reappointed.

ALYSSA FEUERER

HELLO

I am a strategic brand builder with 15+ years of experience in corporate, creative agency and non-profit leadership roles. I find insights and design strategies to build enduring brands that solve problems, drive growth, and enrich culture.

WORK EXPERIENCE

TWILIO Wauwatosa, WI/Remote

Principal Brand Strategist, Feb 2025 – Present

- Lead brand and cultural strategy initiatives at Twilio, shaping long-term positioning and growth pathways to strengthen market differentiation and relevance with technical and executive audiences.
- Develop and operationalize strategic frameworks that connect customer insight, market dynamics, and business priorities to inform integrated marketing and brand investment decisions.
- Partner cross-functionally with Product Marketing, Communications, and GTM teams to align messaging, prioritize initiatives, and drive more cohesive customer experiences across channels.
- Developed a cross-functional measurement model to evaluate brand health & performance, which is used by the CMO to inform resource allocation and track progress against enterprise growth objectives.
- Facilitate executive and cross-functional workshops to surface opportunities, align stakeholders, and translate complex inputs into clear strategic direction and actionable roadmaps.

ZEUS JONES Minneapolis, MN/Remote

Strategist & Brand Innovation Lead, Oct 2021 – Feb 2025

- Lead strategist across brand innovation, market development, long range planning, experience design and membership initiatives. I work closely with teams to set ambition, identify cultural opportunities, establish quantitative and qualitative research plans, facilitate collaborative workshops, and write compelling brand narratives to sell-in strategic initiatives.
- Co-created new iconic brand building process & tools for General Mills in spring 2024, and designed a 2-day Learning Experience to educate the global marketing team. Began implementing with Cheerios, Betty Crocker, Nature Valley, Gushers.
- Designed “Growth Lab”, a sprint model to get to rapid 1-3 year growth strategies and ideas, measured by opportunity and market sizing, currently implemented by General Mills/Cheerios.
- Lead internal AI Curriculum—monthly updates on what’s new, emerging tools, use cases, how to navigate gray areas
- Led agency B-Corp Certification in 2023, driving all reporting and validation on agency performance and responsibility
- Other Notable Projects & Clients: Nike Swoosh 1 brand identity and strategy, Lululemon Membership evolution, Sweetgreen Capability Building, Target Essential & Beauty Experience Design

INDEPENDENT STRATEGIST Louisville, KY/Remote

Brand Director & Strategist, Feb 2019 – Present

- Established the foundational research, brand positioning and strategic vision for Amazon Flex, designed reports, recommendations, and presentations to C-Suite brand leadership
- Partnered with the VP of Innovation at Consumer Reports to develop and launch the Digital Standard, a public tool for developers and product designers to create consensus and guidelines for evaluating, testing, and securing connected devices
- Developed the brand for Lit, an evolved web components product for Google’s developer community (formerly Polymer). Established brand vision, name, positioning, and messaging strategy.
- Other Notable Projects & Clients: FIRST Robotics/LEGO Partnership, Google, Mapbox, International Rescue

Committee

RADIO MILWAUKEE/NPR Milwaukee, WI

Marketing Director, Dec 2016 – Feb 2019

- Developed brand building campaign & influencer strategy to help grow brand awareness by 40% in 18 months and grow listenership from 33% in 18 months.
- Designed, named, branded and co-managed a 12-week business accelerator program for local musicians in partnership with gener8tor and Capitol Records.

MANIFESTO Portland, OR/Milwaukee, WI

Account Director, Sept 2015 – Dec 2016

- Led all accounts in MKE office, managed inbound new business and established agency team structure and organization
- Developed and implemented practices for agency planning and production, employee reviews and agency revenue forecasting
- Grew accounts, doubled budgets, and developed productive partnerships with C-Level clients
- Led new business wins with Amazon, Verizon, Delta and UW-Wisconsin

EDUCATION

UNIVERSITY OF WISCONSIN-MILWAUKEE Milwaukee, WI Bachelor of Journalism & Mass Communication 2003-2006
Major in Advertising & Public Relations; Minor in Film Studies

LA TROBE UNIVERSITY-MELBOURNE, AUSTRALIA Melbourne, Aus Study Abroad Program in Global Mass Communication 2004

PERSONAL PROJECTS & VOLUNTEERING

LADIES WHO STRATEGIZE Remote Volunteer Facilitator 2020-present • Facilitate weekly gatherings for the community to connect, bond, and solve problems together

WINE & SPIRITS EDUCATION TRUST Chicago, IL Level 2 Award in Wines 2023 • Graduated with Distinction

ARTIST RESCUE TRUST USA Co-creator & Volunteer Strategist 2020 • Helped to design and launch the [Artist Rescue Trust](#), a philanthropic program to provide financial relief to musicians and artists who were out of work due to COVID-19