



**RightNOW invites you to our 2nd Annual  
*Speed Mentoring Series***

Join us as we pair young professionals and those interested in a mid-career change with some of DC's most accomplished women.

**Speed Mentorship Series Kickoff Event: Careers in Lobbying**  
*Including two breakout sessions with featured mentors*  
*Lindsay Austin (on Education)*  
*and Susan Hirschmann (on Healthcare)*

**Sponsored by:**



**Thursday, April 8<sup>th</sup>**

**12:00 PM: Discussion on lobbying as a career (via Zoom)**

Feat. Lindsay Austin and Susan Hirschmann moderated by  
Marlene Colucci (all participants)

**12:20 PM: One-on-one Breakout Sessions** begin with mentors  
in both healthcare and education

**Sign up for your Healthcare Breakout Session [HERE](#)  
or your Education Breakout Session [HERE](#)**

Once your RSVP is confirmed you will receive a zoom link and your one-on-one time slot for your session.  
Space is very limited.

RightNOW is a women's empowerment nonprofit focused on connecting, engaging and promoting female leaders and mobilizing the next generation of trailblazers and influencers. RightNOW is an organization formed under Section 501(c)(4) of the Internal Revenue Code and accepts unlimited contributions from individuals, corporations, unions, or trade associations, but does not accept contributions from foreign persons or entities. Contributions to RightNOW are not deductible as charitable contributions for federal income tax purposes.

**MENTOR BIOGRAPHIES:**

**Education Mentor: Lindsay Austin**



Lindsay Austin is a Principal in the Washington, D.C. office of Troutman Pepper Strategies. She joined the firm in 2011. Lindsay brings to the firm nearly 15 years of congressional and legislative experience coupled with her work as a Washington government relations representative to corporations, industry associations, non-profits, and universities. Lindsay works with clients across numerous sectors, with an emphasis on healthcare, health information technology, public health, food safety, agriculture, education, and a variety of other policy areas. Combining her political and policy know-how with her Washington and Georgia network, Lindsay excels at developing and executing strategy for clients at the federal level. Prior to joining the firm, Lindsay was the Director of Health Affairs at American Defense International, where she managed a large client portfolio and advised on federal healthcare program opportunities and legislative issues impacting clients. Lindsay also worked on Capitol Hill for six years for U.S. Representative Lynn Westmoreland (GA-03). As a congressional staffer, she maintained a diverse portfolio of policy issues, including healthcare, agriculture, energy, education, environment, natural resources, and small business. Since arriving in D.C. in 2004, Lindsay has worked closely with both Republican and Democratic congressional offices, House and Senate committees, and various government agencies throughout the federal government and the State of Georgia. She's formed strong working relationships with a multitude of trade associations, business leaders, coalitions, and organizations. Through these connections and affiliations, Lindsay has built an extensive network as well as maintained a robust knowledge of the complicated legislative and political process that guides federal policymaking.

A Georgia native, Lindsay has volunteered and advised on several Georgia congressional races and has been an active board member of the Georgia State Society over the course of her career. Lindsay received her B.A in Advertising from the University of Georgia's Grady College of Journalism. She and her husband are both avid Dawg fans and currently enjoy living in the heart of Capitol Hill.



### Healthcare Mentor: Susan Hirschmann



Susan B. Hirschmann is Chairman of the Board and CEO of the Firm, after having served as a Principal in the firm since 2002. Williams & Jensen is consistently ranked as one of the top lobby firms and is proud to be one of Washington, D.C.'s oldest independent lobbying firms.

Hailed as one of D.C.'s premier lobbyists, Susan has a reputation for effective advocacy and creative strategies. She has helped clients achieve success on issues ranging from health care and taxation to financial services, transportation, education, and appropriations. Whether it was working with a client to secure tax permanency for 529 education savings accounts, which was the first Bush Era tax cut to be made permanent; running the coalition to pass Medicare Part D; securing a rare Jones Act Waiver; or securing funding for the National Bio and Agro-Defense Facility (NBAF) after it had been removed from the President's budget; Susan's ability to win on tough issues is why her clients believe that there is no one better at "snatching victory out of the jaws of defeat." Additionally, Susan brings a breadth of expertise in third-party coalition building and grassroots organizing. Her experience in state, local, and national youth politics and her years spent working for a national activist women's organization gave her the background to found Integrated Legislative Strategies – an organization which pairs grassroots programs with legislative strategy, and where she oversees dozens of field staff across the country and works to build successful coalitions. Prior to joining Williams & Jensen, Susan was Chief of Staff to the Majority Whip of the House of Representatives. During her time working for House Leadership, she worked with Congress and the White House to develop and execute strategy on major trade, health care, and tax issues. This experience gave her an intimate understanding of and ability to advise clients on the intricacy of the inner workings of the Hill. Susan has been recognized for her achievements in D.C. She has been named one of D.C.'s top lobbyists, one of the most powerful women in Washington, and one of the top 100 most highly regarded staffers on Capitol Hill. She is also a strong voice on behalf of women, having served as one of three U.S. delegates to the U.N. Commission on the Status of Women in 2005, and having written an essay for Harvard University's John F. Kennedy Institute of Politics' book: *Skirting Tradition: Women in Politics Speak to the Next Generation*, while serving as a visiting fellow. She frequently speaks and serves on panels promoting women.



**Education Mentor: Lauren Maddox**



Lauren M. Maddox is a senior policy advisor in Holland & Knight's Washington, D.C., office and a member of the firm's Public Policy & Regulation Group. Ms. Maddox provides legislative, regulatory and public relations counsel for a broad range of clients, including Fortune 100 companies, foundations, major universities and nonprofits. She helps craft and implement legislative strategies as well as develops and executes crisis communication and advocacy campaigns.

Ms. Maddox has nearly 30 years of experience working in D.C., representing clients before members in the U.S. House of Representatives and U.S. Senate, including leadership, and in the administration at the White House and key federal agencies, including the U.S. Department of Education.

Prior to joining Holland & Knight, Ms. Maddox was a principal for a Washington, D.C., government relations and public affairs firm, where she directed its Education Sector Group. Ms. Maddox has extensive experience on Capitol Hill having previously served in senior roles for former House Speaker Newt Gingrich (R-Ga.), former House Republican Conference Chairman J.C. Watts Jr. (R-Okla.), former Rep. Joel Hefley (R-Colo.) and the Department of Education. She also served on a presidential transition team.

At the Education Department, Ms. Maddox was assistant secretary for communications and outreach. As a member of the department's senior executive team, she led the strategic development and execution of all internal and external communications for the department and for former Secretary of Education Margaret Spellings. Her work included targeting outreach efforts to outside advocates, stakeholders, state and local elected officials, national and regional media, and the general public. In addition to her work on Capitol Hill and in the administration, Ms. Maddox was a senior communications strategist for two national healthcare trade associations, the Federation of American Hospitals (FAH) and the National Association for Home Care & Hospice (NAHC) in Washington, D.C. She also founded a Public Policy Scholarship Fund for women at her alma mater, Divine Savior Holy Angels High School.

**EDUCATION:**

- Northwestern University Medill School of Journalism, M.S., Broadcast Journalism
- Creighton University, B.A., Psychology, Minor in Journalism