



THE **W** CONSULTING GROUP, LLC

Building Bridges, Connecting Resources, Developing Opportunity

ABOUT THE W

The W Consulting Group specializes in providing Governmental Relations, Public Affairs and Community Outreach/Engagement consulting services for major business, industry, foundations, governmental agencies, small business, and municipalities across the United States and abroad. Our team of trained, educated and skilled professionals has over 45 years of combined experience in related fields including, Local and State Government, Law Enforcement, Community Development, Organizing and Revitalization, Political Campaign Strategy, Project Development and Management, and Event Planning.

WHAT WE DO

The W Consulting Group specializes in providing Governmental Relations, Public Affairs and Community Outreach/Engagement consulting services for major business, industry, foundations, governmental agencies, small business, and municipalities across the United States and abroad.

WHO WE ARE

Our team of trained, educated, skilled professionals has over 45 years of combined experience in related fields including, Local and State Government, Law Enforcement, Community Development, Organizing and Revitalization, Political Campaign Strategy, Project Development and Management, and Event Planning. This team of talent allows for The W Consulting Group to enhance and solidify our client's engagement and presence in the communities they desire to serve.

OUR SERVICES

Our unique and multilayered community engagement approach allows for an array of services and options for our clients to select in developing a well-known and recognized brand. We assist our clients in uniquely maintaining their reputation as a premier and widely regarded community partner in each city we work in.

In addition, The W Consulting Group offers an array of proven and specialized services that will identify and maximize the full potential of each client we serve. Additional service options, including strategic planning, marketing, tailored communications, small business development, and active community engagement, are the premier highlight and heart of The W Consulting Group.

OUR GOAL

We strive to ensure that our client's name and brand are interwoven into the culture of the communities they serve and their company's brand is widely known and respected throughout.

The W Consulting Group is eager and excited to work with your business or organization. Our priority is excellence, efficient, and effective delivery of services to each client we serve.

Building Bridges

Connecting Resources

Developing Opportunity

MEET THE CEO

TARA WICKER



Tara Wicker was born and raised in the city of Baton Rouge, LA. She is the First Lady of Lighthouse Christian Fellowship Church, which she and her husband, Pastor Michael Wicker, founded in January of 2014. She also served for 12 years as City Councilwoman for the City of Baton Rouge, serving the constituents of District 10. She was the Chairman of the Finance and Executive Committee and chaired the Metropolitan Council Budget Hearings.

MEET THE CEO

TARA WICKER - EDUCATION & EXPERIENCE



Tara has a Master's Degree in Public Administration with an emphasis in Public Policy Analysis. She also holds a Bachelor of Arts Degree in Political Science. Tara served in the Office of the Mayor-President for the City of Baton Rouge as Assistant Chief Administrative Officer during Mayor Bobby Simpson's administration. For several years she worked as a Program Officer and Community Organizer for the Local Initiatives Support Corporation. Here, she established five local Community Development Corporations (CDCs) and championed other community revitalization efforts throughout the City Baton Rouge.

Also, Tara served as Executive Assistant for the Arts Council of Greater Baton Rouge and was the Chairman for the East Baton Rouge Council on Aging. She served for several years as Chairman of the East Baton Rouge Parish Planning Commission and was an active member of the Capital Region Planning Commission (CRPC). Tara served as a United Way Board Member and was the Chairman for the Community Investment Cabinet and Co-Chaired the Women's Leadership Council.



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