

## SPEAKER INFORMATION

*Date: Tuesday, October 27, 2015*  
*Event: Outreach/Communication Track*  
*Panel Discussion “Social Media and Digital Communication Strategies”*  
*Time: 2:45 pm – 5:00 pm*

**Martha Sprague**  
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Martha Sprague serves as social media manager at the National Association of Manufacturers (NAM), the nation’s largest industrial trade association. In this role, Ms. Sprague is the association’s primary point of contact on everything social, bringing light to manufacturers’ high-tech, modern and innovative workforce and the products that make America. She is part of the NAM’s growing digital and strategic communications team.

Prior to joining the NAM, Ms. Sprague was a part of Mitt Romney’s Presidential Campaign in 2012. Before that, she served as a senior legislative aide at a boutique lobbying firm representing a variety of well-known Fortune 500 clients in Washington, DC.

Ms. Sprague received a bachelor’s degree in history from Wake Forest University and is originally from Milwaukee, Wisconsin.