

MONUMENT ADVOCACY

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Monument Advocacy Names Allison Wils Chief Growth Officer

WASHINGTON - Monument Advocacy today announced that Allison Wils will assume the role of Chief Growth Officer. In this newly created role, Wils will be responsible for identifying emerging opportunities and strengthening Monument's brand presence to enhance the firm's market position. She will also maintain her role as a principal in the government relations practice and continue to represent her current portfolio of health care clients.

"Throughout her career, Allie has shown an extraordinary ability to help clients navigate Washington's most complex challenges," said John Murray, CEO of Monument Advocacy.

"Her promotion to Chief Growth Officer underscores our commitment to scale strategically while maintaining the high-touch, tailored support our clients have come to expect."

"I'm thrilled to take on this new role at a time when our work is needed more than ever," said Wils. "As Chief Growth Officer, my focus will be on positioning Monument for the future – broadening our reach and amplifying the brand in a way that drives growth while increasing the value we deliver to clients."

Wils, who previously served as Vice President of Strategy at Horizon Government Affairs, acquired by Monument in July 2025, has a proven record of blending innovation and strategic counsel with brand development to drive business growth. Her knack for spotting trends and forging connections fueled Horizon Government Affairs' rise as a leading health care lobbying firm in DC.

At Monument, Wils will leverage that expertise to build new alliances, scale client relationships, and extend the firm's influence nationwide.

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About Allison:

Wils brings extensive strategic and health policy expertise to the role of Chief Growth Officer, most recently serving as Vice President of Strategy at Horizon Government Affairs (now a part of Monument Advocacy). She previously launched The ERISA Industry Committee's State Mandate Action Program, led health policy initiatives at ERIC and Cozen O'Connor Public Strategies, and built her foundation in state health policy and law at Willamette University, where she pioneered the school's first health policy concentration.

About Monument:

Monument Advocacy is a bipartisan firm that offers government relations, public affairs, strategic and crisis communications, and digital services. We focus on providing our clients with the best advice on how to engage effectively in today's challenging and crowded public policy marketplace. Read more about Monument Advocacy [here](#).