

MONUMENT ADVOCACY

For Immediate Release

June 16, 2025

Contact: Ben Tugendstein

ben@monumentadvocacy.com

Monument Advocacy Adds Maddie Heyman to its Public Affairs Team

WASHINGTON - Monument Advocacy announced today the addition of Maddie Heyman as a Vice President of Public Affairs. Based in Monument's Seattle office, Heyman brings over 10 years of experience in strategic communications, external relations, and public affairs.

Known for her expertise in corporate communication and external engagements, Maddie is well-equipped to help clients navigate complex communications challenges and elevate their reputations.

"We're delighted to welcome Maddie to our public affairs team," said Tim Punke, West Coast Managing Partner of Monument Advocacy. "From her in-house experience at Microsoft, Maddie brings a wealth of experience in strategic communications and a sharp understanding of today's media landscape. Her expertise, particularly in the tech communications space, will be an incredible resource for clients invested in growing their brands and deepening their engagement with key audiences."

"I'm thrilled to join Monument and be part of a team that is known for delivering smart, strategic communications," said Maddie Heyman. "I look forward to helping clients both navigate complex public policy challenges and tell their stories in ways that drive real impact."

Before joining Monument, Maddie served as Group Manager of External Relations for the Vice Chair and President at Microsoft. She orchestrated Microsoft's external presence across 100+ countries and managed government affairs and customer briefings on critical policy issues. She also developed and executed the strategy to develop and grow Microsoft President Brad Smith's social media presence and content and served as program lead for his book "Tools and Weapons: The Promise and Peril of the Digital Age," which became a New York Times bestseller.

Prior to her external relations role, Maddie worked in Microsoft's U.S. Government Affairs team in Washington, DC, where she worked on the company's policy positions to the White House, Congress, and federal agencies.

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About Maddie:

Maddie Orser Heyman serves as a Vice President at Monument Advocacy, where she specializes in executive communications, government affairs, and advocacy.

Before joining Monument, Maddie served as Group Manager of External Relations for the Vice Chair and President at Microsoft. She orchestrated Microsoft's external presence across 100+ countries and managed government affairs and customer briefings on critical policy issues. She also developed and executed the strategy to develop and grow Microsoft President Brad Smith's social media presence and content and served as program lead for his book "Tools and Weapons: The Promise and Peril of the Digital Age," which became a New York Times bestseller. Prior to her external relations role, Maddie worked in Microsoft's U.S. Government Affairs team in Washington, DC, where she worked on the company's policy positions to the White House, Congress, and federal agencies.

In addition to her decade of corporate experience, Maddie is a Seattle native and actively engaged in the community. She currently serves as Development Board Chair for Lake Washington Girls Middle School and is a graduate of Leadership Tomorrow's Class of 2017. She also served as field organizer for Congresswoman Suzan DelBene's successful 2012 campaign.

Maddie holds a Master of Arts in European History from American University and a Bachelor of Arts in History and Political Science from the University of Vermont.

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](#).