

Jody Lowe

President/Founder of Lowe Group
Member Since 2021

When Jody Lowe moved downtown in 2020 after living in Wauwatosa for 30 years, she knew it was time to change more than just her address.

“I had been deeply involved in the Wauwatosa community, and I knew it was time for me to find another focus.”

The conduit for her was the Rotary Club of Milwaukee.

“Rotary ended up being the best way for me to get connected to the Milwaukee community and a great way for my husband Chris and I to find ways to advance the city that is now our home,” Jody said.

She was quickly tapped for the Connecting to the Community Grants Committee, which turned out to be exactly the right assignment at exactly the right time.

“It was the perfect fit. It provides me with an awareness of the needs as well as all the great work that’s going on in our city and Rotary’s role in supporting the broader community through these community grants. I’m much more tuned into the community by serving on the committee—and by being a Rotary member in general,” said Jody, who is now also serving as a Rotary board member and is an avid participant in the scholarship golf outing.

Jody works downtown, too, and her financial public relations, investment communications and digital marketing firm, Lowe Group, is thriving. In fact, it was ranked in the top 20 financial PR firms last year by “O’Dwyer’s PR,” a news outlet that covers PR and marketing.

“We broke into the top 20 for the first time with our small firm here in Milwaukee ranking among huge PR firms in New York and around the globe. I’m really proud of the fact that I started this firm and that we’ve crossed the 20-year mark, which is a major accomplishment for any company,” she said.

Jody has been immersed in the financial industry for most of her life. As a high school and college student, Jody worked at the Waukesha State Bank as a part-time teller, among other jobs (and has been one of the bank’s independent directors since 2014). Her dad worked at the bank for 37 years, retiring as vice president and manager of commercial lending, while her mom was a substitute teacher. Her parents lived in Waukesha all their lives and raised Jody and her three siblings there.



After graduating from Waukesha North High School, Jody studied political science at the University of Wisconsin–Madison with her sights set on law school.

“But about halfway through college, I took an economics course and discovered how much I loved economics.”

Jody served as a senate page and worked for a state senator while in college and after graduating with a degree in economics and political science, Jody did receive job offers in the political realm.

But she had also been interviewing with financial services firms, and when a friend tipped her off that Strong Financial Corporation was hiring, she submitted her resume, was hired and never looked back.

Being Strong's director of media relations and corporate communications for 16 years was a formative experience, Jody said. Lessons she learned from Dick Strong and her experience at the firm made a lasting impression.

"Along with having an amazing corporate culture, Strong had an amazing speakers program with people from all over the world coming to speak—economic leaders like Art Laffer (of Laffer Cruve fame), authors including Ron Chernow and Bob Woodward and major international figures like Margaret Thatcher and Jane Goodall. This exposure was a powerful message that you need to be aware of changes in the world and that you have to constantly learn and read to advance your skills."



As a financial PR specialist, Jody had found her niche.

"No one goes to college thinking, 'I'm going to be a financial PR professional,' but I'm so glad I landed there because it perfectly suits my interests and my skills. I love being so tied to the economy and how everything that's going on in the news affects the markets. Every day is different and exciting, and I find it endlessly interesting



When she's not working with clients and managing her agency, Jody is deeply committed to the community. She serves on the advisory board of Secure Futures, a youth financial literacy advocate, is a longtime board member of the Wauwatosa Public Library Foundation and serves on the campaign cabinet for the United Way and Milwaukee's new Nature and Culture Museum of Wisconsin.

Jody and Chris have three children, Ben, 30, Rachel, 28, and Luke, 19. All three were hockey players so the sport was a major part of the Lowe's life. Much to her kids' chagrin, Jody suited up for every single parents vs kids hockey game—despite the fact that she never played hockey—or learned how to stop on skates.

At her home in Kane Commons, Jody loves pitching in to care for the community garden and tending her own little plot, too. She's also an avid reader. Recent reads she recommends include "The Correspondent," Ron Chernow's biography of Mark Twain and her favorite book this year, "The Mysterious Case of Rudolf Diesel."

Editor's Note: *Rotary People of Action* is a bi-monthly series written by a group of Rotarians. This feature was written by Mary Bolich.