



Michelle Smira: Founder + CEO

Michelle Smira, the dynamic Founder and CEO of MMS Strategies, stands as a prominent figure in the world of political strategy, renowned for her innovative approaches and the ability to mobilize broad support for client objectives. Under her leadership, MMS Strategies has consistently been at the forefront of major initiatives across diverse sectors, including hospitality, health care, real estate, solid waste, and transportation.

Michelle's remarkable achievements have not gone unnoticed. Her strategic acumen and dedication to excellence earned her a place among the Business Journal's "40 under 40." In 2013, she was recognized as the Metro Chamber Small Business of the Year, and in 2014, she received the prestigious California State Small Business of the Year award.

Michelle specializes in public relations, coalition building, and government affairs. Her extensive experience includes serving as District Director to a United States Congressman and acting as the spokesperson and communications officer for the City of Elk Grove during its rapid growth, making it the fastest-growing city in the nation at the time.

Michelle's professional journey extends beyond her roles in government and public relations. With over 20 years of experience, she has actively engaged in large-scale, controversial development efforts and managed contracts for Fortune 500 companies. Her client roster boasts industry leaders such as the City of Sacramento, Comcast, the Regional Water Authority, Sutter Health, Shorenstein, Paradies Lagadere, Omni Financial Services, Republic Services, and Hitachi Zosen Inova, among others.

In addition to her professional commitments, Michelle is deeply involved in the community. She serves on the Board of Directors for the Sacramento Tree Foundation, the Sacramento Children's Museum, and the Rancho Cordova Chamber of Commerce. Michelle is an active member of various influential organizations, including the North State Building Industry Association, Lambda Alpha, Sacramento Metropolitan Chamber of Commerce, the Sutter Club, and the Urban Land Institute.

Michelle's commitment to community engagement is further exemplified by her role as a Senior Fellow of the American Leadership Forum, Class XIV, and her past appointment on the Sacramento City Planning Commission. These roles underscore her dedication to fostering collaboration, leadership, and positive change within the community.

An alumna of Arizona State University, Michelle resides in historic Land Park, Sacramento, with her husband and their two children. Her multifaceted career, combining strategic leadership, community involvement, and a commitment to excellence, solidifies Michelle as a trailblazer in political strategy and a dedicated advocate for the betterment of her community.