

Jeff Bentoff Biography

Jeff Bentoff is a communications professional with nearly 35 years' experience working with businesses, governments and non-profits.

He started the Bentoff Communications consulting firm in 2003, specializing in public affairs and media relations. Clients have included AT&T, Bublr Bikes, Guardian Fine Art Services, Pabst Theater Group, Menomonee Valley Partners, Lake Park Friends, HGA, Stone Creek Coffee, Wisconsin Veterans Network, United Performing Arts Fund, Urban & Taylor S.C., Present Music, DeMichele Co., SafeNet Consulting, 1000 Friends of Wisconsin, The Concord Group, Wisconsin Child Care Administrators Association and the American Council of Engineering Companies of Wisconsin.

Jeff has held top positions in the administrations of Milwaukee Mayor John O. Norquist and Milwaukee County Executive Chris Abele. He helped found 88Nine Radio Milwaukee (WYMS-FM) and led its media relations for 15 years. He has twice served as president of Historic Water Tower Neighborhood (HWTN) organization and of the Public Relations Society of America (PRSA) Southeast Wisconsin Chapter. He has been a board member of the Historic Downer Avenue Historic BID #41 since August 2021.

A former Milwaukee Sentinel reporter who covered government, courts and development, Jeff is author of the book "Just The Facts: The 100-Year History of Milwaukee's Public Policy Forum" and of a report on federal historic tax credits in Wisconsin for the Milwaukee Preservation Alliance and the National Trust for Historic Preservation. He has also written for The New York Times, Delta Sky Magazine, Milwaukee Business Journal, Marquette University alumni publications, Northpoint magazine and M Magazine. He was a contributor to the Encyclopedia of Milwaukee and has written about Milwaukee history for HWTN's website.

Jeff is a passionate and knowledgeable music fan and plays guitar and piano. He has been booking the music for and producing Lake Park Friends' free Musical Mondays summer series since 2019.

Jeff holds a bachelor's degree in political science and mass communications from the University of Wisconsin – Milwaukee and the PRSA Accreditation in Public Relations (APR).