



ERIN BROWER, Senior Director, Government Affairs



Erin Brower serves as the senior director of government affairs at Hallmark Cards, Inc. and is based at the company's headquarters in Kansas City, Mo. In her role, she is responsible for developing and executing Hallmark's federal, state and local legislative strategies and serves as a strategic advisor on government relations and public policy issues to the Hallmark enterprise. Erin monitors the national political landscape and informs business partners of legislative trends, public policy opportunities and challenges, and advises and coordinates political strategies for Hallmark's portfolio of businesses, including Hallmark Global, Crown Center, Hallmark Media and Crayola. She joined Hallmark in 2015.

Prior to her career at Hallmark, Erin served as vice president of AlignED (formerly the Alliance for Childhood Education), a nonprofit group of business leaders in Kansas and Missouri focused on advocating for quality education. Erin was instrumental in the passage of the 2014 education bill adding pre-kindergarten to the state's school funding formula for the first time in Missouri's history. Additionally, she coordinated the passage of the 2014 Missouri quality indicator bill that enabled a system for evaluating the quality of child care settings.

Erin began her career in public policy as an investigator for the Employee Benefits Security Administration in the U.S. Department of Labor, and later ran a constitutional early childhood/tobacco tax ballot initiative in Missouri. Erin holds a bachelor's degree from the University of Kansas and a law degree from the University of Missouri - Kansas City (UMKC).