

# EXPERTS DIRECTORY

Need a quick quote on a national, state or regional economic trend? Looking for someone who can provide perspective on the key economic issues facing Wisconsin businesses? These experts from the Wisconsin Economic Development Corporation (WEDC) are available for interviews on WEDC programs and policies as well as ongoing developments and trends in their areas of expertise.

To arrange an interview, contact Lauren Foley, public relations manager, at 608.210.6834 or [lauren.foley@wedc.org](mailto:lauren.foley@wedc.org).



## MARK HOGAN SECRETARY AND CEO

**QUICK BIO:** Appointed secretary and CEO in October 2015. Previous work experience includes almost four decades at M&I Marshall & Ilsley Bank and BMO Harris Bank, as well as extensive civic activity on various boards.

### Areas of expertise:

- WEDC helping to move Wisconsin forward
- Current issues at WEDC



## TRICIA BRAUN DEPUTY SECRETARY AND CHIEF OPERATING OFFICER

**QUICK BIO:** Joined WEDC in November 2013. Previously served as vice president of community and economic development, and as regional development and attraction director. More than 15 years of economic development leadership experience in Wisconsin, Minnesota and California.

### Areas of expertise:

- Wisconsin's business climate
- Forward-looking economic development strategies
- Business attraction
- Business retention and expansion
- Talent retention and recruitment
- WEDC programs and operations



## BRIAN NOWICKI CHIEF FINANCIAL OFFICER

**QUICK BIO:** Joined WEDC in December 2015. Previously served as controller at Madison College, and worked for the Wisconsin Housing and Economic Development Authority from 1999 until 2014 in positions including financial officer, controller and senior manager of economic development.

### Areas of expertise:

- Financial compliance with WEDC award contracts
- Accounting and financial reporting for governments
- Establishing financial internal controls
- Long-range financial planning and budgeting





## AARON HAGAR

### VICE PRESIDENT – ENTREPRENEURSHIP AND INNOVATION

**QUICK BIO:** Joined the Department of Commerce in 2010, prior to the transition to WEDC. Previously served as technology investment manager, helping technology-based Wisconsin companies achieve their growth potential. Prior work experience as an economic development consultant in Minneapolis.

**Areas of expertise:**

- Government and community networks' roles in supporting the startup community
- WEDC entrepreneurship and innovation strategy
- Wisconsin investor tax credit program (QNBV)
- WEDC programs: Capital Catalyst, Seed Accelerator and Technology Development Loans
- R&D to commercialization; analysis and summary of Wisconsin activities
- Raising financing and requirements at the different stages of company development



## KATY SINNOTT

### VICE PRESIDENT - INTERNATIONAL BUSINESS DEVELOPMENT

**QUICK BIO:** Joined WEDC in October 2014. Two decades of business management and financial services experience, working in more than 40 countries, with an emphasis on China.

**Areas of expertise:**

- Global trade
- Wisconsin export data and trends
- Country-specific export trends and opportunities
- Cross-cultural communication
- Barriers/opportunities facing companies that export
- Foreign direct investment
- Doing business in China
- Export financing
- Eximbank



## LEE SWINDALL

### VICE PRESIDENT – BUSINESS AND INDUSTRY DEVELOPMENT

**QUICK BIO:** Joined WEDC in September 2011. Former director of marketing, director of consulting services and acting executive director for the Wisconsin Manufacturing Extension Partnership (WMEP). Former vice president of marketing and client relations with Argea Inc. in Princeton, NJ.

**Areas of expertise:**

- Manufacturing
- The Global Water Center/water technology
- Energy power and control
- Wisconsin industry sectors
- Targeted industry development
- Manufacturing workforce and education
- Labor shortage/skills gap
- Role of consortia and alliance building in economic development
- Public-private partnerships
- Identifying and leveraging strategic resources



## BARB LAMUE

### VICE PRESIDENT - ECONOMIC AND COMMUNITY DEVELOPMENT

**QUICK BIO:** Joined WEDC in January 2012. Worked as regional account manager and sector development manager before becoming VP. More than 18 years of economic development experience in Wisconsin.

**Areas of expertise:**

- Regional economic development
- Public-private partnerships
- Industry sector development
- Business retention and expansion
- Economic and community development strategic plan development and deployment





---

## JOSHUA ROBBINS

### VICE PRESIDENT – TECHNOLOGY AND INFORMATION SYSTEMS

**QUICK BIO:** Joined WEDC in December 2011. Previously served as IT systems analyst, responsible for testing, building, maintaining and implementing WEDC's IT systems.

**Areas of expertise:**

- Implementation of SaaS systems, risks vs. rewards
- Customer service as an IT professional
- BYOD implementation

