

For Immediate Release
February 14, 2025

CEO of Nsight, Brighid Riordan, to Receive the Nancy Armbrust Impact Award

GREEN BAY, Wis. – The Women’s Fund of the Greater Green Bay Community Foundation is excited to announce this year’s Nancy Armbrust Impact Award recipient, Brighid Riordan, CEO of Nsight and its subsidiaries, including Cellcom. Riordan will be recognized at “Impactful, an event by the Women’s Fund” on Thursday, March 6, 2025.

Over her 25 years with the company, Brighid’s passion for the people, brands, technology and stories embodied by the family of companies she works for has grown exponentially as she is motivated by the good they infuse into local communities. She leads a majority-women executive team that prides itself on true collaborative teamwork and pairs industry strength with heart – characteristics sometimes found lacking in the technology sector.



Brighid is deeply committed to mentoring and developing future leaders as she actively builds upon relationships with UW-Green Bay, serving as a trustee on the Chancellor’s Council of Trustees and St. Norbert College, where she earned her MBA. Brighid serves on boards including CTIA (the national wireless association), Associated Bank, HSHS and Camp Tekakwitha, highlighting her influence and dedication to empowering the next generation.

The Nancy Armbrust Impact Award, given in partnership with Schreiber Foods and the Greater Green Bay Community Foundation, includes a grant of \$5,000 to be awarded to the recipient’s nonprofit organization of choice through the Women’s Fund biannual grant cycle.

What to Expect at Impactful

Date: Thursday, March 6, 2025

Time: 5:00 p.m. – 7:30 p.m.

Location: The Terrace at Marina Circle (2465 Marina Circle, Green Bay, WI 54304)

Tickets: \$20 purchased through <https://womensfundgb.org/events/impactful/>

The Women’s Fund of Greater Green Bay would like to express sincere thanks to our two event sponsors – Summit Credit Union and the Greater Green Bay Community Foundation. We would also like to thank our four Sustaining Legacy Partners – Associated Bank, Breakthrough, Green Bay Packers Give Back, and Prevea Health for their continued support.



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About the Women's Fund of Greater Green Bay

The Women's Fund of Greater Green Bay invests in women for a stronger community. A fund of the Greater Green Bay Community Foundation led by community volunteers, the Women's Fund provides funding to local nonprofit programs to improve the lives of women and girls. These investments strengthen families, our community, and society. For more information, visit www.womensfundgb.org.

About the Greater Green Bay Community Foundation

Established in 1991, the Greater Green Bay Community Foundation inspires and encourages charitable giving in Northeast Wisconsin by providing simple and smart giving tools for donors, impactful grants for nonprofit organizations, and collaborative leadership around critical community initiatives. Since inception, the Community Foundation has awarded more than \$190 million in grants to strengthen our community. In the past year, almost \$20 million was distributed to support a broad range of community needs. As a 501(c)3 nonprofit organization, the Community Foundation manages 769 charitable funds with assets exceeding \$161 million. www.ggbcf.org