

## FOR IMMEDIATE RELEASE ##

## Mary Goggans named as a new Co-Chair of New North Inc.

*Retired president of Encapsys brings three-plus decades of high-level leadership experience*

NEW NORTH, June 6, 2024 – Mary Goggans, a corporate leader well known in the region for establishing and leading a world-recognized innovation company, has been named as a new Co-Chair of New North Inc., the economic development corporation for the 18 counties of Northeast Wisconsin, joining Sachin Shivaram of Wisconsin Aluminum Foundry. She replaces Michelle Schuler of Microsoft, who will remain as a member of the board of directors and executive committee.



Mary Goggans

The Co-Chairs of New North Inc. serve as primary representatives of the organization and share its top leadership roles and responsibilities, leading the board of directors and executive committee in fulfillment of the organizational mission, vision and work programs.

“Mary brings more than three decades of high-level leadership experience in our region to the Co-Chair role. We are fortunate to have her as a steward of our organization,” says Barb LaMue, president and CEO of New North Inc. “She successfully built an international leader in microencapsulation innovation, along with having a strong background in multiple industries within the New North: consumer goods, paper and specialty chemical.

“We are incredibly grateful to Michelle Schuler for her leadership as Co-Chair over the last three years. She and Microsoft have driven innovation in the New North to digitally transform the region. We have seen measurable improvements in economic and workforce development thanks to their collaboration with local partners, and we look forward to her continued involvement with our board and executive committee.”

**Mary Goggans** is the retired president of Encapsys, LLC, a division of Milliken & Company and a world-recognized microencapsulation company headquartered in Appleton that specializes in innovation. Following the sale of Encapsys from specialty-papermaker Appvion to Cypress Capital Group in August 2015, she led more than 100 percent growth in revenue and EBITDA. In the process, the company’s patent filings nearly doubled, a new innovation center was built, a second manufacturing facility was completed in early 2023, and a third international manufacturing site is on track for an early-2025 startup.

Under the leadership of Goggans, critical patents were filed on degradable microencapsulation technology that enabled Encapsys to enter the agriculture market and to finalize development agreements with a key customer to secure future growth in the fragrance market. In October 2021, she partnered with Cypress Capital Group board members and led the management team to sell Encapsys to Milliken & Company; the sale resulted in a significant increase in shareholder value.

Prior to Encapsys, Goggans spent more than 25 years at Kimberly-Clark, holding roles in marketing, sales, research and development, and operations, before moving to Appvion to become vice president of Encapsys & innovation.

“As Sachin has said many times, this is an exciting time of growth and innovation in our New North region. I am honored to have the opportunity to co-chair New North Inc. with him and to work alongside Barb and her outstanding team,” says Goggans. “I know I have big shoes to fill as Michelle brought game-changing  
—more—

## PAGE TWO ##

experience, programs and passion for technology development, and I will do my best to keep the momentum she started.

“As many know I have a passion for innovation, and feel honored and lucky to have the Co-Chair opportunity during this dynamic time of technology development and economic growth in our region. I look forward to collaborating to continue to bring new growth opportunities to our stakeholders and the community.”

A member of the New North board of directors since July 2017, Goggans holds a bachelor’s of science degree in chemical engineering from the University of Virginia.

###

New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. [www.thenewnorth.com](http://www.thenewnorth.com)

**Media Contact:** Jeff Blumb, [media@blumbcc.com](mailto:media@blumbcc.com) or 920.328.5454