

FOR IMMEDIATE RELEASE

New North President & CEO Barb LaMue announces her retirement

Led 18-county regional economic development corporation for six years, spurring new programs, community partners and industry certifications; Search has begun for successor

NEW NORTH, May 6, 2025 – Barb LaMue has formally informed the New North Board of Directors of her plans to retire from the role of President and CEO of the organization, which serves as the regional economic development corporation for the 18 counties of Northeast Wisconsin. She will remain in the position into September 2025 – or until a successor is in place – to ensure a smooth leadership transition.

“It has been an incredible honor to serve the people and communities of Northeast Wisconsin,” said LaMue. “I remain passionate about business and community development and look forward to continuing to contribute through volunteer efforts and business connections in this region that I deeply love. I am immensely proud of our New North team, our committed board members, volunteers and community partners. Together, we have built impactful initiatives that would not have been possible without the steadfast support of our investors.”

Recognizing Transformative Leadership

LaMue has led New North through a period of strategic growth and regional and statewide impact. Board Co-Chairs Sachin Shivaram and Mary Goggans praised her vision and leadership:



Barb LaMue

“Barb has positioned New North as a financially strong and forward-focused organization. Under her guidance, private investor support has grown by 95 percent, enabling the launch of new initiatives centered on business growth and talent attraction. She has built a talented team and dynamic network of volunteers and led New North to become the only current International Economic Development Council-accredited organization in Wisconsin – and one of just 86 nationally.”

LaMue’s team-centric leadership style has been key to New North’s success. Notable team achievements include:

- The start of the NEW Launch Alliance, a regional ecosystem supporting innovation and entrepreneurship
- Enhanced efforts to attract diverse talent and businesses through cultural engagement and sustainability initiatives
- Strengthening the regional workforce pipeline through strategic industry partnerships: the NEW Construction Alliance, NEW Digital Alliance and NEW Healthcare Alliance, along with administrative support for the NEW Educational Resource Alliance
- Formation of the New North Economic Development Advisory Council to enhance collaboration with local economic development partners
- Launch of five regional marketing campaigns, contributing to the relocation of more than 19,000 new residents to Northeast Wisconsin over the past four years
- Strategic business development efforts that grew the region’s gross domestic product to over \$86 billion annually
- Securing more than \$29 million in grants and \$65 million in private investment to expand broadband internet access via the NEW Broadband Alliance

Search for Successor Underway

LaMue will continue to lead New North until a successor is in place. The Board has engaged Sharon Hulse of Employment Resource Group to oversee the executive search. The link to learn more about the position can be —more—

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found at <https://recruitment.ergsearch.com/new-north-president-ceo-green-bay-sh/>. Interested candidates are encouraged to submit resumes and inquiries to Sharon@ergsearch.com prior to June 20, 2025.

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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

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