

PRESS RELEASE



FOR IMMEDIATE RELEASE

NEW Digital Alliance announces Steeno as new Executive Committee Chair

Thrivent IT VP will guide strategic direction in continuing work to bridge region's digital gap

NEW NORTH, June 19, 2025 – Shari Steeno, a Thrivent vice president of technology with more than a quarter-century of professional experience in information technology, has been chosen as the new chair of the NEW Digital Alliance (NEWDA) Executive Committee. In that role, she will help guide the strategic direction of NEWDA as it continues its work to bridge the digital gap within the New North region and to support regional tech ecosystem growth. Her appointment will take effect on July 1.

Steeno is the vice president of enterprise technology solutions for Thrivent, a Fortune 500 financial services company that serves more than 2.4 million clients across the country. She has a 19-year tenure with Thrivent and has held a variety of positions within the technology organization. In all, Steeno has more than 25 years of IT experience, having spent the first seven years of her professional career within the technology division at Kimberly-Clark before taking on an information technology position with Thrivent Financial.

She holds a bachelor's degree in computer science/business administration from the University of Wisconsin-Stevens Point, along with an MBA degree from the University of Wisconsin Oshkosh.

"I look forward to continuing the mission of the NEW Digital Alliance – enhancing the pool of quality tech talent in the New North region, while also growing our technology industry community," says Steeno. "It's an exciting time in Northeast Wisconsin with multiple technology initiatives taking off across the education, industry and innovation sectors in the name of driving digital success."

Outgoing co-chairs Mike Bertello of Faith Technologies Incorporated and Scott Steinfort of Community First Credit Union will conclude their NEWDA leadership at the end of this month. Under their guidance, the Digital Alliance launched several major initiatives, including expanded mentorship opportunities, tech roundtables and cross-sector collaboration efforts that continue to make meaningful impact in the region.

"We are excited to have Shari and her rich experience in enterprise technology in leadership," says Jason Mathwig, director of the NEW Digital Alliance. "She has a strong commitment to developing digital talent, along with fostering innovation across Northeast Wisconsin."

"The Digital Alliance also extends its sincere appreciation to Mike and Scott, who have been incredible champions of our efforts. Their leadership helped to shape the momentum we're seeing today, which we're grateful for."

The [NEW Digital Alliance](#) (NEWDA), under the leadership of New North Inc., was created by Wisconsin-based tech leaders to collaborate on increasing the tech talent within Northeast Wisconsin.

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New North, Inc.

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

NEW Digital Alliance

The NEW Digital Alliance aims to advance collaboration efforts that promote tech health in the New North region. It connects companies, academic institutions and other organizations dedicated to inspiring people of all ages to pursue IT and digital careers in Northeast Wisconsin.

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