New North launches Digital Transformation Marketplace within SCM tool

Collaboration with Advancing AI Wisconsin provides powerful resource for state companies

NEW NORTH, March 27, 2019 – New North Inc., in collaboration with Advancing AI Wisconsin, has launched the Digital Transformation Marketplace.

Wisconsin companies who are looking to get ready for the impact of AI and other disruptive technologies now have a powerful resource to locate providers for technology and consulting services in Wisconsin. The first providers already have started to create their profiles and the marketplace should begin to populate in the coming weeks.

The Digital Transformation Marketplace was built on the same platform developed by New North for the state’s Wisconsin Supply Chain Marketplace, which organizes other verticals such as Wisconsin Defense Suppliers or interested Wisconsin Foxconn Suppliers, designed to make sourcing of Wisconsin companies easier.

Connie Loden, Senior Project Manager at New North Inc., currently oversees the entire supply chain directory and notes, "We have seen a significant uptick in activity since we have launched the Foxconn Supply Chain marketplace on our platform. We believe this will be another big push as the question, ‘How can I get ready for AI,’ is on many business leaders’ minds. With this addition to the Wisconsin Supply Chain Marketplace, we continue to expand the platform as the ‘go-to’ sourcing tool for our robust supplier network in the state."

The Wisconsin Supply Chain Marketplace offers dynamically searchable, industry-specific, integrated directories, along with an outreaching Request for Proposal tool that automatically notifies suppliers when there is an RFP that fits their type of business – helping to facilitate business-to-business connections for Wisconsin businesses.

Oliver Buechse, Co-Founder and Executive Director of Advancing AI Wisconsin adds, "To succeed in this era of digital disruption we need to create avenues of collaboration in Wisconsin. Connecting local buyers and local suppliers is a powerful way of doing just that and we appreciate the great teamwork with New North in creating this directory in record time. The Digital Transformation Marketplace fits perfectly in the Wisconsin Supply Chain Marketplace."


To keep up on Digital Transformation programming and opportunities, as well as other supply chain information, also sign up to receive the New North Supply Chain Newsletter at http://www.wisupplychainmarketplace.com/newsletter.
About New North, Inc.
New North, Inc., is a 501(c)3 non-profit, regional marketing and economic development organization 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 Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.

About Advancing AI Wisconsin
Advancing AI Wisconsin is a nonprofit organization focused on building a community of change agents and providing educational resources for businesses who are looking to learn more about disruptive technologies. For more information go to www.advancingaiwisconsin.com.

About the Wisconsin Supply Chain Marketplace
The Wisconsin Supply Chain Marketplace is designed to organize and promote Wisconsin suppliers while introducing them to new customers and markets. It was developed by New North, Inc., with funding assistance from the Wisconsin Economic Development Corporation (WEDC) and the following Regional Economic Development Organizations: Centergy, Madison Regional Economic Partnership, Milwaukee 7, New North and Prosperity Southwest. The initial Supply Chain Marketplace was developed via contract w/ East Central Wisconsin Regional Planning Commission, and financial support from the Office of Economic Adjustment, Department of Defense to diversify Defense suppliers in the state. To find out more information or to enter your company profile, go to www.wisupplychainmarketplace.com.