

PRESS RELEASE



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Microsoft's Michelle Schuler named as new Co-Chair of New North Inc.

Community leader brings two-plus decades of economic development, entrepreneurial experience

NEW NORTH, March 12, 2021 – Microsoft's Michelle Schuler, who holds more than two decades of strategic economic development and entrepreneurial experience, today was announced as the incoming Co-Chair of New North Inc. She will take over for Vicki Updike, Co-Chair since 2016, who will remain a member of the organization's board of directors and executive committee.

Schuler joined the New North board of directors in August 2018 and was named as Secretary on the organization's executive committee in August 2020. She becomes only the sixth Co-Chair in the 16-year history of the regional marketing and economic development corporation which serves the 18 counties of Northeast Wisconsin. She joins past Co-Chairs Kathi Seifert (2005-16), Bob DeKoch (2005-17), Updike (2016-21) and Bill Bohn (2017-19), along with current Co-Chair Tim Schneider (2019-present).

"I'm excited to have Michelle succeed me as Co-Chair of New North," says Updike. "She is a core member of the community leaders who are creating innovative solutions to digitally transform the region. Michelle is committed to economic and workforce development, and her ability to collaborate with partners, particularly in the implementation of technology, will be a beneficial asset for New North. We have valued her recent involvement with our board of directors and executive committee."

Schuler has served as manager of TechSpark Wisconsin at Microsoft since July 2017. In that role, she spearheads technology-related initiatives focused on job creation and skills development within the New North region. Among those are gener8tor Upskilling, which is a free accelerator curriculum for individuals to learn digital skills needed for in-demand jobs; Microsoft TEALS (Technology Education and Literacy in Schools), which connects high school classroom teachers with tech-industry volunteers to create sustainable computer science programs; CS Talent Ecosystem Youth (CSTEY); and TitledTownTech, a partnership between the Green Bay Packers and Microsoft which builds and funds early-stage, high-growth businesses.

She also has been immersed in regional efforts to expand broadband access, particularly in rural areas. Schuler also collaborates with the NEW Digital Alliance, a New North-associated organization whose mission is to help develop the next-generation digital workforce in Northeast Wisconsin. Similarly, she in 2014 co-founded Women in Technology (WIT) Wisconsin, a nascent non-profit group with the goal to attract, grow and retain women and girls in technology, and today serves as its state president.

"It is an honor to be selected as Co-Chair of New North, Inc., and I have no doubt that Vicki, Tim and Barb will ensure a smooth transition," says Schuler. "I have seen first-hand the real impact that New North can have across the region and am excited to play a greater role in its work. Northeast Wisconsin faces many challenges as we emerge from the pandemic. Through collaboration with area businesses and our partners on essential initiatives, we can become an even stronger region."

Schuler previously spent a decade working professionally in business development and client relations roles, primarily for technology-focused companies within the New North.

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She received a bachelor's degree in finance from the University of Wisconsin-Whitewater.

The two 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 its mission, vision and work programs.

Dr. Paul Carlsen, president of Lakeshore Technical College, has assumed Schuler's prior position as Secretary on the New North executive committee.

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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 Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara.

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