

# PRESS RELEASE



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## **Koldos announced as New North Vice President of Business Development**

*Regional leader in planning and real estate will oversee organization's site-selection process*

NEW NORTH, April 19, 2021 – Barbara Koldos, a recognized regional leader in planning and real estate, will join New North Inc. as Vice President of Business Development, President and CEO Barb LaMue announced. The appointment becomes effective on April 26, 2021.

In the role, Koldos will lead the organization's regional site-selection process, develop and market Opportunity Zones, direct the Gold Shovel site-certification initiative, guide Global New North efforts around Foreign Direct Investment (FDI) and export activity, represent the region at trade shows and site selector events, and engage with real estate professionals to proactively identify and market sites/buildings in the New North region.

**Koldos** has extensive experience within architecture, engineering and construction firms, in addition to a history of developing client relationships. Most recently, she was the market development leader for Hoffman Planning, Design & Construction in Appleton, strengthening relationships with targeted clients and industry partners, with a specific focus on Opportunity Zones. She had served in similar roles while residing in the state of Arizona.

Koldos previously worked at Somerville Architects and Engineers of Green Bay as the director of business development. In that position, she successfully implemented the firm's Customer Relationship Management (CRM) process, created a company-wide business-development program and represented Somerville in the community.

"Barbara is well suited to lead the business-development and site-selection efforts of New North Inc.," says LaMue. "She brings extensive experience in the architecture, engineering and construction industry within the region, along with strong relationships in the business and non-profit communities through professional and volunteer work. We are excited to have her work proactively on behalf of the New North region and join our New North team."

Koldos also has held community-based positions with Big Brothers Big Sisters of Northeast Wisconsin and as a business relations specialist for the Howard-Suamico School District.

"I am honored and thrilled to join the New North team and to lead the region's site-selection process," says Koldos. "The 18-county New North region has a special story to tell, and I look forward to working collaboratively with New North partners to leverage, enhance, showcase and share what our region has to offer."

Koldos has served the community through a wide range of volunteer efforts, including participation on the Women's Fund of Greater Green Bay Advisory Board since 2016. She also is a member of the economic development committees of the Greater Green Bay Chamber and the De Pere Area Chamber. Koldos additionally is a frequent presenter in the region on real-estate market trends.

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Koldos holds a bachelor's degree in business and marketing from the University of Phoenix. She also was a member of the Leadership Green Bay Class of 2020 of the Greater Green Bay Chamber and a prior Current Young Professionals Future 15 recipient.

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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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