



ExporTech; an export expansion strategy development program, delivered in partnership with Wisconsin Economic Development Corporation (WEDC); helps Wisconsin C-suite executives develop their customized export expansion strategy for strategic, proactive global market targeting; vets the plan with real-world exporting experts; and provides action planning for execution. With ExporTech, regardless of where the company is today; it will take them to the next strategic level. It works in seamless alignment with WEDC, the US Commercial Service Milwaukee, Trade Finance Banks, and more to provide valued support in Grants (over 25K), Trade Ventures, Market Research, and plan execution. Partners, presenters, coaches, and expert panelists have real-world export manufacturing experience. Implementation is key, as WMEP’s customers are surveyed confidentially and independently for business results, revenue increases, and jobs added. ExporTech – an intense, 3-month boot camp to solid export growth revenues.

Results Summary:

- 10th Anniversary - A national program of the NIST MEP system, ExporTech started in Wisconsin in 2010.
- 910 companies graduated nationally; over 200 Wisconsin companies graduated.
- Average national new export sales in first year 500K; average Wisconsin results \$ 1 million
- Stellar results: Gamber Johnson went from 200K in 2012; to \$9 million in 2019
- ExporTech companies average 5.5 new jobs in 3 years.
- Wisconsin’s program has multiple success stories, testimonials, and high evaluations.
- Wisconsin’s ExporTech program leads the nation in business results and has been named the “Best in the Nation” by the US Dept of Commerce.
- Only program in the nation to graduate Governor’s Award winners and US Dept of Commerce President’s “E” Award and “E STAR” award winners for measured year-over-year revenue increases:

| WI Governor’s Export Award Winners: | US Dept of Commerce President’s “E” Award winners | President’s “E STAR” winners (only 8 given nationally) |
|--|--|---|
| Prolitec 2013 | Gamber-Johnson 2014 | Gamber-Johnson 2018 |
| Gamber-Johnson 2015 | Hydro Thermal 2014 | Hydro Thermal 2018 |
| Hydro Thermal 2016 | S3 International 2016 | |
| Lucigen 2017 | Lucigen 2017 | |
| Gehl Foods 2018 | | |
| Gamber Johnson 2019 PIC Wire & Cable 2019 | | |

How it works: Participating companies receive access to experts, individualized coaching and consulting, customized support, and guided development of an international growth plan. ExporTech provides a unique focus on CEO/top management success best practices and aims to provide companies with early export success with minimized risk. Each ExporTech round consists of three intense full-day events, scheduled one month apart, with participation of the top three C-suite executives. Personalized coaching is provided between events.

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Roxanne Baumann Director Global

Engagement, WMEP is an accomplished, high energy, global business strategist with a solid track record of more than 25 years manufacturing business results. After a life-long export career with Wisconsin's manufacturers, in 2009 she launched Wisconsin's award-winning **Expotech™** program. Expotech is a C-suite export expansion fast-track strategy process; resulting in manufacturers averaging \$1 million in new revenues in the first year; and adding countless jobs. One graduate went from 200K to \$15 million in 5 years, adding 56 employees. Wisconsin has graduated 20% of all companies nationally in the only program with President's Award winners. It is nationally accredited by the US Dept of Commerce and the Brookings Global Cities Initiative as the **Best in The Nation**. Wisconsin has 7 **Governor's Export Achievement Award** winners for solid year-over-year revenue growth; 4 **US Dept of Commerce President's "E" Export Excellence Award** winners, and 2 **President's "E STAR" Award** winners in 2018 (only 8 in the nation). The seamless collaboration with Wisconsin Economic Development Corp (WEDC) won Expotech the national **Excellence Award in Responding to Globalization**. She inspires confidence in business executives, moving them from reactive, accidental exporters to proactive strategic exporters; by simplifying, and demystifying strategy development through focus on process, innovation and business growth outcomes.

Roxanne has done global sales management in Canada, Europe, Latin & South America, Australia, and Asia Pacific with small manufacturer Artos Engineering; and later managing the International Parts & Accessories and Licensed Products division of Harley-Davidson Motor Company. She received the US Dept of Commerce's NIST MEP **Innovator of the Year** award in 2006; the **Career Achievement** award from the Milwaukee World Trade Association for her distinguished career promotion of international trade in 2009; the national award for **Advancing International Trade** from NASBITE educators in 2018; was named **Woman of Influence** by the Milwaukee Business Journal in 2019 and received **Special Senatorial Recognition** from US Senator Ron Johnson. She is a Key Strategic Partner for Wisconsin Economic Development Corp (WEDC), International Forum Chair for FaB Wisconsin (food & beverage) cluster, Board member Waukesha County Business Alliance's Economic Policy Board where she is "highly respected for her knowledge of manufacturing, international business, and supply chain" said Suzanne Kelley, CEO. Roxanne is a member of the Brookings Institute/Milwaukee7 Global Cities team, the national NIST MEP Expotech working group; serves on the UWSP Chancellor's Global Expansion consortium, UW-Milwaukee Lubar School Global Advisory Council, and is a member of Professional Dimensions. A lifelong Wisconsin resident, she is a sought-after moderator, panelist, and keynote speaker on global trade expansion for manufacturing.

"By sharing her own experience and knowledge with others, Roxanne has built a reputation as an effective expert on international trade and an evangelist for some of Wisconsin's most important issues. Roxanne Baumann is a leader in mentoring leaders."

Rebecca Kleefisch, Wisconsin's Lt Governor 2011-19

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