

PRESS RELEASE



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New North, Inc.
2740 W. Mason St. | Green Bay, WI 54303
920.336.3860 | www.thenewnorth.com
Located on the NWTC Campus | Ste. BT344

Torzala joins New North as Vice President, Marketing & Investor Relations

To lead organization's marketing initiatives and investor relations

NEW NORTH, March 18, 2020 – Renee Torzala, a community-focused marketing and business professional in Northeast Wisconsin, will join New North Inc. as Vice President of Marketing & Investor Relations, according to President and CEO Barb LaMue. She will begin the position on April 1, 2021.

In this role, Torzala will lead marketing and branding initiatives, manage investor relations and coordinate events, including the New North Summit and the investor appreciation event.

Torzala has a long history in economic development and community involvement on both a professional and personal level. Through her private-sector employment, she has held positions encompassing marketing, public relations, communications, fundraising, and community partnerships/relations. Torzala also has volunteered extensively away from work.

Her experience in marketing, branding and corporate social responsibility in the New North region includes leadership roles at Community First Credit Union, Faith Technologies and Stadtmueller & Associates.

Torzala's community-based efforts also have included time as director of community partnerships for Appleton Downtown Inc., director of public relations and fundraising for Future Neenah Inc., and marketing director for the Capitol Civic Centre in Manitowoc, Wis.

"Renee has been immersed in the New North business and non-profit community, and through that has developed relationships with many leaders throughout the region while positively impacting others. We are excited to add her as our vice president of marketing & investor relations," says LaMue. "She already has a strong sense of New North's mission through involvement with our marketing & branding committee."

Torzala has been a volunteer member of the New North Marketing & Branding Committee since January 2018. She also is part of the Environmental Education Committee for the Bubolz Nature Preserve located in Appleton, Wis., a member of the Workplace Volunteer Council and Make a Difference Day committee for Volunteer Fox Cities, and has served as a career mentor for high school students through the Fox Cities Boys & Girls Club.

"I'm so fortunate to have had the opportunity to work with some of the most driven, innovative and collaborative placemakers who help make this region such a great place to live and work," says Torzala. "I'm looking forward to continuing this journey at New North, bringing to life the stories and strengths of Northeast Wisconsin."

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Torzala graduated from the University of Wisconsin Oshkosh with honors in 1992, holding a degree in journalism with an advertising/public relations emphasis and an English minor.

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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.
www.thenewnorth.com

Media Contact: Jeff Blumb, 920.328.5454 or media@blumbcc.com