

# PRESS RELEASE



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## Jason Mathwig joins New North Inc. as Industry Alliance Director

*Will lead organization's industry alliance engagement efforts through strategic partnerships*

NEW NORTH, November 21, 2022 – Jason Mathwig, a regional professional with extensive experience in developing community partnerships, will join New North Inc. as Industry Alliance Director, President and CEO Barb LaMue announced. The appointment becomes effective on Dec. 5, 2022.

In the role, Mathwig will lead industry alliance outreach and engagement efforts through strategic partnerships with regional employers, as well as workforce development, educational and community-based organizations. He also will provide operational support for the NEW Digital Alliance and NEW Construction Alliance, including project-management oversight for alliance-based activities.

“We are excited to have someone of Jason’s caliber join our team to advance regional support for key industry sectors,” says LaMue. “His knowledge and expertise in post-secondary engagement and other life-long learning options will help to drive innovative solutions as we address regional talent pipeline needs.

“He will increase our capacity to lead initiatives, expanding collaborative efforts, and to identify solutions to pressing challenges. We also anticipate that Jason will be able to facilitate greater alignment between regional talent-development opportunities and industry partners.”

Mathwig comes to New North from the University of Wisconsin-Green Bay, where he has served as executive manager of education outreach. In this position, he was the liaison with university departments and community organizations to create partnerships and outreach opportunities for K-12 students.

“I am honored and thrilled for this opportunity to be a part of the New North team,” says Mathwig. “It is an exciting time to be in the New North region, and I look forward to helping with the continued growth and innovation that serves our communities and targeted populations. I am ready to dive in and get started.”

Mathwig graduated cum laude from the University of Wisconsin-Eau Claire with a bachelor’s degree in mass communication-public relations, with a minor in sports administration. He later received a master’s degree in sports management from Concordia University in St. Paul, Minn. Mathwig additionally is a graduate of the Leadership Green Bay program of the Greater Green Bay Chamber.

His initial post-graduation position was as an admissions counselor at his alma mater, UW-Eau Claire.

The [NEW Digital Alliance](#) aims to advance collaboration efforts that promote tech health in the New North region. It connects companies, academic institutions and other organizations dedicated to inspiring people of all ages to pursue IT and digital careers in Northeast Wisconsin.

The [NEW Construction Alliance](#) is an association of employers in the construction trades, collaborating to work with educators, workforce development, economic development and government organizations to promote careers in the building and construction trades in Northeast Wisconsin.

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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](http://www.thenewnorth.com)

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