

PRESS RELEASE



FOR IMMEDIATE RELEASE

Thought leader, futurist Alida Al-Saadi added to New North Summit agenda *Registration remains available for June 8 economic-development event at Lambeau Field*

NEW NORTH, May 17, 2023 – Mere weeks remain until the largest regional economic-development event in Northeast Wisconsin – the New North Summit – takes place. With that, the gathering’s vibrant agenda continues to firm up with the addition of a keynote speaker and a local national-anthem singer.

Registration for the 2023 New North Summit, set for Thursday, June 8, at the Lambeau Field Atrium in Green Bay, remains available at www.newnorthsummit.com.

Alida Al-Saadi, a senior partner and HumanX business leader at Korn Ferry, has been added as a keynote presenter. Korn Ferry is a global organizational consulting firm that assists clients in the design of optimal organization structures, roles and responsibilities. She is currently collaborating with technology partners to establish a new business in a cutting-edge market category that aims to evolve consulting capabilities at the intersection of business strategy, people strategy and artificial intelligence.

Al-Saadi has extensive experience driving business outcomes for Fortune 100 to 500 companies globally, developing a reputation as a thought leader through past work with Accenture and Great Place to Work Institute. An emerging futurist, she promotes innovative perspectives that expand the boundaries and mindsets of today for the companies and leaders of tomorrow.

Raised in Green Bay, she holds a bachelor’s degree in organizational communications from the University of Wisconsin-Green Bay, along with a master’s degree in organization development from Bowling Green State University. Al-Saadi also is a graduate of the University of California-Berkeley Haas School of Business Chief Executive Officer program and holds International Coaching Federation PCC certification. A Dallas resident, she currently works remotely in Green Bay.

Kaara McHugh, a member of the voice faculty at UW Oshkosh who also is active in the Green Bay theatre and music scene, will sing the national anthem at the top of the day’s program.

Al-Saadi will be joined by Corey Behnke of LiveX and Ben Kvalo, most recently of Netflix, in giving keynote addresses. Attendees also are scheduled to hear from Wisconsin Economic Development Corporation CEO Missy Hughes, learn about initiatives of New North Inc. and receive an update on the TechSpark by Microsoft program. In the afternoon, breakout sessions on entrepreneurship in the region and a meeting of Northeast Wisconsin Manufacturing Alliance (NEWMA) members will take place.

Event agenda updates will be provided at www.newnorthsummit.com right up to the event.

WHERE: Lambeau Field Atrium; 1265 Lombardi Ave.; Green Bay, Wis.

WHEN: Thursday, June 8, 2023, from 7:30 a.m. – 4:30 p.m.

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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

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