

Kelly Armstrong is vice president of economic development for the Greater Green Bay Chamber, the state's second-largest chamber of commerce. Since joining the Chamber's economic development arm in fall 2018, she has driven the efforts of the seven task forces and 11 initiatives executing the Greater Green Bay Economic Development Plan. In addition, she has steered the repositioning and rebranding of the Startup Hub, the front door to Greater Green Bay's entrepreneurial resources. Armstrong has more than 15 years' experience in economic development, building collaboration with local government and spearheading corporate partnerships. She focuses her efforts on building regional economic vitality and bettering communities. Prior to joining the Chamber, Armstrong spent several years as the director of sector strategy development for the Wisconsin Economic Development Corporation (WEDC) with responsibility for sectors including manufacturing, energy, power and control; supply chain management; IOT and productivity initiatives. She also served as economic development director for Greater Louisville Inc., where she successfully launched a new health care cluster strategy, resulting in \$20 million of investment in the first 18 months. While heading business attraction efforts, she also designed and implemented a new cluster strategy and strategic plan for the craft distilling industry resulting in three new craft distilleries located downtown. Armstrong earned her bachelor of arts degree in public administration from the University of Northern Iowa and obtained Leadership Development Certification from the Executive Development Center. She is also a member of International Economic Development Council (IEDC).