



Barb LaMue, CEcD, EDFP
Executive Director, New North, Inc.

Barb LaMue is the new Executive Director of the New North, Inc., an economic development organization charged with coordination and implementation of an eighteen county regional development strategy including talent/workforce initiatives, business development and attraction initiatives and a unique branding and marketing initiative for northeast Wisconsin.

Prior to this role, Barb served as the Vice President of Business and Community Development for the Wisconsin Economic Development Corporation. Barb brings more than 20 years of economic development experience in Wisconsin to her role at the New North, Inc.

Barb holds a master's degree in public administration from the University of Wisconsin-Oshkosh and a bachelor's degree in business administration and economics from Lakeland College. She is a Certified Economic Developer (CEcD), a designation granted by the International Economic Development Council that is the industry gold standard for excellence in the profession. She also received her Economic Development Finance Professional certification through the National Development Council. She is a recent past president of the Mid-America Economic Development Council (representing 12 Midwestern states). Barb currently serves on Boards of Directors for the Wisconsin Economic Development Association, UW-Madison Grainger Institute of Engineering, UW-Stevens Point Wisconsin Sustainable Technology (WIST) Institute, the Transportation Development Association, and Wisconsin Procurement Institute, and has been appointed by governors of both parties to serve on various state commissions.