



Jela Trask - Key Business Liaison

Business & Investment Attraction Director

Jela Trask is the Key Business Liaison and Business & Investment Attraction Director with the Wisconsin Economic Development Corporation (WEDC).

In this role, Jela serves as WEDC's liaison for Foxconn, Haribo and other significant commercial or industrial projects in Wisconsin and assists those companies in identifying and connecting to the Wisconsin resources they need to be successful, particularly in areas such as supply chain. With more than 25 years of business development and integrated marketing experience, Jela brings a broad range of skills to the position as she has worked with companies at different life stages - from startups to Fortune 100 companies.

Jela spent her career in San Francisco and Chicago before moving to Madison. For several years, Jela served as director of account management and planning with Nelson Schmidt, where she managed the promotion of Wisconsin as a premier destination for business and personal success.

With a degree in political science and economics from Indiana University, Jela started her career with the U.S. Department of Commerce and the Japanese External Trade Organization, where she focused on helping companies navigate global market expansion.

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