



Barb Fleisner LaMue, Vice President, Business & Community Development

Wisconsin Economic Development Corporation

Barb LaMue is vice president of business and community development for the Wisconsin Economic Development Corporation (WEDC). She assumed this role in August 2015, after serving with WEDC since 2012. Barb brings more than 18 years of economic development experience in Wisconsin to her new role.

Prior to her vice president role, Barb was sector development manager for manufacturing, defense, advanced materials and bioscience in WEDC's Division of Business and Industry Development. Previously, from January 2012 to November 2013, Barb was a regional account manager, providing assistance, training and guidance to economic development organizations in eight counties in northeast Wisconsin, facilitating the coordination of WEDC regional resources and working with local economic development organizations (EDOs) to package incentives and support for business expansion and attraction projects.

Before joining WEDC in January 2012, she was executive director of Centergy Inc., a regional EDO serving five counties in central Wisconsin. Barb has also served as vice president of economic development of the Greater Green Bay Area Chamber of Commerce and executive director of the Marshfield Area Chamber of Commerce and Industry.

A native of central Wisconsin, Barb holds a master's degree in public administration from the University of Wisconsin-Oshkosh and a bachelor's degree in business administration from Lakeland College in Sheboygan. 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 president-elect of

the Mid-American Economic Development Council and past president of the Wisconsin Economic Development Association, and has been appointed by governors of both parties to serve on various state commissions.