



Tricia Braun, Chief Operating Officer

Wisconsin Economic Development Corporation (WEDC)

Tricia brings over 20 years of economic development leadership experience to this role, and was recently recognized as a North American Top 50 Economic Developer. As chief operating officer, she manages the programmatic divisions of the state's lead economic development organization, including business and community development; business and investment attraction; international business development; entrepreneurship and innovation; sector strategy development; and marketing and brand management.

Significant projects she has led for WEDC include siting HARIBO's first North American manufacturing facility in Wisconsin, as well as the launch of the state's first-ever talent attraction marketing and outreach campaign. Tricia has been in her current role since February 2015, and previously served as WEDC's vice president of economic and community development.

Before joining WEDC in November 2013, Tricia was the director of economic development for the City of Riverside, California. In that role, she led the attraction of numerous major commercial and industrial projects that brought thousands of new jobs and several hundred million dollars in new capital investment to the city, earning her a spot in Southern California Real Estate's 2007 Top 40 Under 40 in Commercial Real Estate. She was also a key leader in efforts to develop Riverside's economic development strategy, "Seizing Our Destiny," a collaboration-based movement centered on improving the overall quality of life in the region.

A graduate of the University of Wisconsin-River Falls, Tricia has also served as community development director in Zumbrota, Minnesota, and as executive director of the River Falls (Wisconsin) Area Chamber of Commerce.