



Barb LaMue, CEcD, EDFP

President & CEO - New North, Inc., an 18-county regional economic development corporation in northeast Wisconsin whose mission is to be a catalyst for regional prosperity for all through collaborative action. This is done primarily through the creation and implementation of regional strategies for business and talent development.

Prior to this role Barb served as Vice President of business and community development for the Wisconsin Economic Development Corporation (WEDC). In addition to working with companies and communities on growth strategies and investments, she directed Downtown and Minority Business Development and has over 23 years of senior leadership experience in economic development.

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-American Economic Development Council (representing 12 Midwestern states) and recent board members with the Wisconsin Economic Development Association, UW Madison Grainger Institute, and the UW-Stevens Point Wisconsin Sustainable Technology Institute (WIST). Barb currently serves on the boards of the Transportation Development Association, the Wisconsin Business Development Finance Corporation, Wisconsin Procurement Institute, and the International Economic Development Council (IEDC). She has been appointed by governors of both parties to serve on various state commissions.

Barb resides in Green Bay with her husband, Julian LaMue.