

# Wendy Katherine Baumann

717 West Shady Lane  
Mequon, Wisconsin 53097  
414.331.4663  
wendy.baumann@wwbic.com

## Career Summary

A qualified and creative leader in economic, business and microfinance development. With education and experience in organizational fund development, strategic planning, corporate partnerships, philanthropy, quality management, and social enterprise.

## Special Skills

Business planning, human resource development, and institutional marketing and promotion. Knowledgeable and sensitive to all issues relating to hearing impairments. Traveled extensively—South America, Europe, Africa and Middle East. Languages: some Spanish and French.

## Work Experience

1994-  
Current

### **President, CVO The Wisconsin Women's Business Initiative Corporation (WWBIC)**

Leads and directs all activities of the statewide economic development corporation. Creating opportunities, systematic change and identifying new paradigms for business development. WWBIC recognizes the need for access to information, technology, business education and financial opportunities. WWBIC's philosophy in business development encompasses: Access to traditional and non-traditional sources of capital, quality business and financial education.

### **Director – Small Business Development Milwaukee Area Technical College (MATC) The Milwaukee Enterprise Center Projects**

Developed and directed the Small Business Resource Centers, located in two large urban business incubators in Milwaukee, Wisconsin.

### **Marketing Agent Tex Par Energy, Inc.**

Developed and coordinated the marketing and sales efforts of petroleum products throughout Wisconsin and the Midwest to large industrial commercial corporations.

### **Executive Director The Hispanic Chamber of Commerce of Wisconsin**

Created a strategic and promotional marketing plan for the Chamber, resulting in its national recognition as 1988 United States Hispanic Chamber of the Year (Awarded in Washington, D.C. 1988).

### **Coordinator of Development and Research The Council for the Spanish Speaking, Inc.**

Organized, established and directed a competitive development and fund raising marketing plan with the Executive Director and the Board of Directors.

### **Program Coordinator Goodwill Industries of Greater Milwaukee**

Developed and marketed a new program for the recruitment, referral and placement of disadvantaged individuals into competitive employment.

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## Education

**University of Wisconsin–Milwaukee**  
Masters in Exceptional Education

**University of Wisconsin–Milwaukee**  
George Washington University, Washington D.C.  
Bachelors of Arts in Psychology and Sociology

## Civic and Community Service

### Current

Associated Bank Advisory Board  
Association of Women Business Centers–  
Founding Member and Past President  
Cardinal Dery Foundation–Board Member  
Co Creando la Innovación y la Sustentabilidad  
Social Board, A.C. (Mexico)  
Consumer Federation of America–  
AmericaSaves Campaign  
Friends of SBA Microloan Program  
Governor’s Council on Financial Literacy–  
Chairperson  
Greater Milwaukee Committee Member  
Greater Wisconsin Opportunities Fund,  
WHEDA–Board Member  
Green Bay Packers Mentor Protege Board  
Herzing University Board Member  
Kiva US Advisory Board  
League of Women Voters  
Milwaukee Center for Independence  
Advisory Committee  
Milwaukee Choice Neighborhood  
Steering Committee  
Milwaukee Metropolitan Association of Commerce  
(MMAC), Hispanic Collaborative Board  
Milwaukee North Shore Rotary Club  
(Past Assistant District Governor, President)  
MilwaukeeSaves Campaign–Group Leader  
Milwaukee Women, Inc. Steering Committee  
Mission Lenders Working Group  
Mount Mary School of Business Advisory Board  
Professional Dimensions  
Scale Up Milwaukee Steering Council  
Self-Help Federal Credit Union–  
Milwaukee Advisory Board  
Social Enterprise Alliance–Founding Member  
Social Performance Task Force Member  
TEMPO  
University of Wisconsin Milwaukee,  
Women Leaders Conference–  
Advisory Committee

## Major Initiatives

Hank Aaron State Trail Run/Walk  
Milwaukee Enterprise Center–South  
Milwaukee Public Market – Co-Founder  
MilwaukeeSaves Campaign – Founder  
Kiva (Greater Milwaukee, West Allis, Greater Madison  
and Main Street Communities)

## Awards

Professional Dimensions–  
Sacagawea Award, 2014  
Rotarian of the Year, 1989, 1990  
Kiwanis Club Secretary of the Year, 1990  
Small Business Administration–  
Women’s Business Advocate of the Year, 1996  
Urban Economic Development Association (UEDA)–  
Leadership Award  
Small Business Administration–  
Business Advocate of the Year, 1997  
U.W. Milwaukee–  
Graduate of the Last Decade, 1998  
Marian Center Award, 2000  
Ernst and Young–  
Distinguished Judge of the Year, 2000–2005  
The Milwaukee Business Journal–  
Women of Influence Award, 2001  
Metropolitan Milwaukee Civic Alliance–  
Salute to Volunteer Award, 2002  
Future Milwaukee–  
Charles McNeer Civic Leadership Award, 2002  
Association of Enterprise Opportunity (AEO)–  
Innovator of the Year, 2003  
BizTimes Women Executive of the Year, 2017  
Small Business Administration–  
Microlender of the Year 2002–Current  
Small Business Administration–  
Community Advantage Lender of the Year,  
2013–Current  
U.S. Postal Honor–  
Women Putting Your Stamp on Milwaukee, 2003  
The Wisconsin Manufacturer of the Year Judge (2006, 2007)  
Milwaukee Area Neighborhood Development Initiative  
(MANDI)– Cornerstone Award, 2007  
Regional Small Business Administration–  
Women’s Business Center of the Year, 2010  
Public Policy Form Award, 2010  
National Small Business Administration–  
Women’s Business Center of Excellence, 2012  
Small Business Administration–  
Jody C. Raskind Mission Lender Award, 2017

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## Civic and Community Service

### Past

Association of Enterprise Opportunity – Executive Board Member  
Bank One, Milwaukee, NA – Community Advisory Council  
BizStarts Board Member  
Boy Scouts of Greater Milwaukee – Chair, Committee Council  
Centro Legal Por Derechos Humanos – Board Member  
Community Development Corporation of Wisconsin – Board Member  
Council for the Spanish Speaking– Community Affairs  
County Task Force on South Side Incubator  
Federal Home Loan Bank of Chicago – Advisory Board  
Governor’s Council on Hispanic Affairs (Since 1987)  
Greater Milwaukee Nonprofit Institute  
The Hispanic Chamber of Commerce of Wisconsin  
Institute of World Affairs – Board Member  
Johnson Bank NMTC Advisory Board  
Kenosha Harbor Market Advisory Board  
Make A Difference Advisory Committee  
Miller Park Advisory Board  
Milwaukee Metropolitan Civic Alliance (Past President)  
Milwaukee Public Market Board – Co-Founder  
Minority Economic Development Advisory Committee  
National Association of Female Executives (NAFE)  
National Association of Women Business Owners  
National Organization of Women (NOW)  
National U.S. Small Business Administration Advisory Board  
Northern Trust NMTC Advisory Board  
Office Depot National Woman’s Business Council  
Rotary District 6270 – Assistant District Governor  
Small Business Development Center Advisory Board  
Spanish Club of Milwaukee  
St. Francis Children’s Center Board  
The Alexander Graham Bell Association for the Deaf – Board Member, Secretary, Charter Member  
The Business Forum  
The International Institute of Milwaukee  
The Milwaukee Area Technical College – International Advisory Committee  
The National Business Incubation Association  
The Wisconsin Business Incubator Association  
UW–Milwaukee Alumni Association Board Member  
Visiting Nurses Association Foundation – Board Member  
Walker’s Point Lion’s Club – Secretary  
Waukesha County Economic Development County Executive Advisory Board  
Wild Space Dance Theatre – Board Member  
Wisconsin Center Advisory Board  
Wisconsin U.S. Small Business Administration Advisory Board  
World Community Service – Rotary District Board