

Employment Opportunity

**President / Chief Visionary Officer
at Wisconsin Women's Business
Initiative Corporation**

Milwaukee, WI



Please apply on our website: <https://www.qtigroup.com/job-posting/president-chief-visionary-officer/NM18677023>

ABOUT THE ORGANIZATION

“Putting Dreams to Work since 1987”



[Wisconsin Women’s Business Initiative Corporation \(WWBIC\)](#) has exclusively retained [The QTI Group](#) to lead the search for a **President / Chief Visionary Officer**. WWBIC is a leading innovative statewide economic development corporation whose mission is “Putting Dreams to Work.”

Founded in 1987, WWBIC hosts seven regional offices across Wisconsin, a Veterans Business outreach Center (VBOC) serving Wisconsin, Illinois and Minnesota, plus a childcare-focused Women’s Business Center based out of their statewide headquarters in Milwaukee. WWBIC has a [staff](#) of over 50 employees.

What WWBIC Does

WWBIC opens the doors of opportunity by providing any individual who is interested in starting, strengthening, or expanding businesses with access to resources such as financial products and quality business and personal financial training.

The services WWBIC provides to the thousands of clients they serve each year revolve around the “**Four Cs**”:

- [Credit/Financial Wellness](#) – WWBIC encourages financial wellness for small business owners and all Wisconsinites through training sessions that provide credit recovery assistance and tips on how to save money.
- [Classes/Trainings](#) – WWBIC offers entrepreneurship training sessions statewide including its popular 9-week course on building a business plan. Trainings are available in person or online, offered year-round, many at no fee.
- [Capital/Lending](#) – WWBIC is a CDFI lender. They are the state’s largest microlender – providing access to fair and responsible capital for business start-ups and expansions.
- [Connections/Coaching](#) – WWBIC provides valuable individualized feedback to its clients through technical assistance, sustaining relationships with its clients to ensure they have access to the tools and skills they need to grow profitable, sustainable businesses.

WWBIC’s Impact

Since 1987, WWBIC has served over 77,000 individuals and loaned \$135 million to small business owners. Their technical and capital support has created or retained over 18,000 jobs with over 9,000 businesses started, strengthened, or expanded. Read some of our clients’ [success stories](#).



WWBIC is an Aeris-rated CDFI



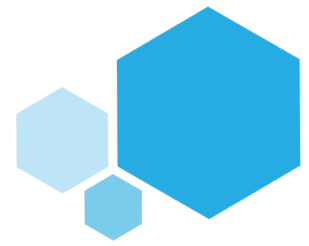
Since 2012, WWBIC has been rated by [Aeris](#), the nationally-recognized information service for community investors. Aeris provides a comprehensive, third-party assessment of community development financial institution (CDFI) loan fund fiscal strength, performance, and impact. WWBIC is pleased with its rating of A-***.

Funding

WWBIC is funded by the [U.S. Small Business Administration](#), [U.S. Department of the Treasury](#), [U.S. Department of Agriculture](#), and [U.S. Department of Housing & Urban Development](#) as well as many other state and local entities, financial institutions, private foundations, investors and individual donors.



ABOUT THE OPPORTUNITY



The **President / Chief Visionary Officer** serves as primary leader of WWBIC's dynamic state-wide economic development mission, that is recognized at the local, state, and national levels for its innovative and impactful small business lending and business training programs. Provides overall leadership, strategic direction, sustainability and growth of organization. Serves as primary spokesperson for the organization.

ESSENTIAL JOB FUNCTIONS:

Lead key strategy areas: policy work, board development, global program and operations strategy and oversight, organization budget and forecast, investor/donor relations, annual planning, and communications.

- Ensure the agency's future and its financial sustainability and growth, balancing long-term investments with immediate community capital needs and organization stability. Responsible for investor relations, encouraging organizational support from varied public and private sources and earned revenue streams.
- Oversee and lead agency operations including major facility/capital expenditures decisions, budgeting, strategic planning, ongoing evaluation and process improvement of organization programs/operations, staff coaching and professional development. Ensure team meets or exceeds all financial targets and funder requirements.
- Lead, mentor, and inspire WWBIC team and support three direct reports. Establish strategy, vision, and direction by setting priorities, goals and direction; support, guide, direct, encourage, and develop team members.
- Develop and implement comprehensive marketing/communications plan and awareness initiatives to promote WWBIC and its clients. Provide vision for marketing and outreach efforts, stakeholder relations, community partnerships, industry alliances, public sector advocacy (locally, statewide, regionally, nationally, and internationally), and promotion of media and related relationships.
- Act as primary agency liaison with the Board of Directors.
- Explore and develop new program areas for WWBIC. Key liaison for new program partnerships and stakeholder relationships.
- Lead policy work at local, state, regional, national, and international levels to positively impact small and microeconomic business development activities and policies.
- Maintain industry expertise and knowledge. Act as agency's national liaison with industry, trade associations, government, etc.
- Represent and/or speak on behalf of WWBIC, micro-enterprise and applicable economic development strategies at community and/or professional functions, expos, collaborations, conferences, and meetings. Attend community activities and events whenever possible.
- Miscellaneous duties as requested by Board of Directors.

SUPERVISORY RESPONSIBILITY:

- Vice President Business Services and Finance
- Vice President Development and Communications
- Vice President Programs & Operations
- Administrative Assistant to the President/Event Assistant

Required Qualifications & Demonstrated Experience

- Minimum 10 years' experience in economic development or private sector business leadership role.
- Bachelor's degree required; Advanced Degree preferred.
- Must possess strong organizational, presentation, management, and communication skills.
- Experience with the Board of Directors and stakeholder relations, supervision of managerial staff, fund development, and financial accountability experience required.
- Capacity to function in a fast-paced, growing organization is vital.
- Ability to communicate effectively and work collaboratively with diverse audiences is necessary.
- Working knowledge of micro-enterprise development and small business needs is required.
- Understanding social entrepreneurship, social business ventures and financial literacy education is desirable.
- Valid driver's license and proof of liability and property damage insurance on vehicle used is required as position requires local travel as well as some national travel.
- The ideal person is flexible, positive, and has a sense of humor.
- Must present a positive, professional appearance always.

APPLICATION & SELECTION PROCESS



Wisconsin Women's Business Initiative Corporation has exclusively retained **The QTI Group** to lead the search for a **President / Chief Visionary Officer**. The QTI group is a comprehensive human resources advisory services firm founded in 1957. QTI is headquartered in Madison, WI.

Target Start Date: June 1, 2025

Compensation Range: \$185,000 – \$195,000 base salary, plus a comprehensive benefits package, including generous employer match on 403(b) plan.

For more information, please contact:

Brooke Hintze, MSE, CDR
Executive Search Consultant
brooke.hintze@qtigroup.com
608.257.1057

Nicki McCurdy, PHR, SHRM-C
Sr. Recruiting Director
nicki.mccurdy@qtigroup.com
608.257.1057

Apply Online: <https://www.qtigroup.com/job-posting/president-chief-visionary-officer/NM18677023>

Application Deadline: March 25, 2025

ABOUT MILWAUKEE, WI



Milwaukee, located in southeastern Wisconsin, is the largest city in the state of Wisconsin with more than 600,000 residents. Known for its lakeside and ethnic festivals and huge breweries, Milwaukee is rich in historical and cultural attractions. It is the main social and economic center of the Milwaukee-Racine-Waukesha metropolitan area, which has a total population of around 2,000,000.



The Milwaukee metropolitan area ranks fifth in the United States in terms of the number of Fortune 500 company headquarters as a share of the population including Johnson Controls, Northwestern Mutual, and Harley-Davidson. Located along the shores and bluffs of Lake Michigan, Milwaukee offers countless opportunities to enjoy a prosperous career, operate a successful business, and enjoy favorite pastimes. Boating and water sports on Lake Michigan and Milwaukee's surrounding lakes; taking in a Brewers game at Miller Park; and camping in the many state parks around the region offer a range of recreational opportunities in a breathtaking natural environment

For more information about Milwaukee's advantages as a place to live, please visit:

- [Milwaukee, WI Website](#)
- [Visit Milwaukee](#)
- [On Milwaukee](#)