

# PRESS RELEASE



## FOR IMMEDIATE RELEASE ##

## Kate Burgess of Elevate97 joins New North board of directors

*Possesses more than two decades of knowledge, leadership within the region’s creative space*

NEW NORTH, February 13, 2023 – Kate Burgess, a dynamic leader within the creative space for more than two decades, has joined the board of directors of New North Inc., the regional economic development corporation for the 18 counties of Northeast Wisconsin. She was advanced by New North’s board development committee and approved by the Board.

“Kate is an inspirational leader who has a passion for bringing out diverse perspectives, leading to bold ideas and innovative concepts,” says Barb LaMue, president and CEO of New North Inc. “At the start of the pandemic, Kate’s team launched *Keep on Wisconsin* to cultivate connections in new ways, inspire communities to help their neighbors and to navigate through the unprecedented times. We are excited to add her deep community involvement, along with her business and inspirational leadership, to our Board.”



Kate Burgess

**Burgess** is CEO of Elevate97, a Green Bay-based brand house that creates, produces and distributes marketing solutions for worldwide brands. She co-founded the company as FulfillNet in 1997 and became its full-time CEO in 2004. The company transitioned to its current brand in 2014 and is 100-percent women-owned.

She began her professional career by working for more than a decade in sales & marketing and human resources positions, primarily in the food-production industry.

Burgess holds a bachelor’s degree in communication from Marquette University.

She is active in the Northeast Wisconsin community, serving on the board of directors of the Fox Cities Performing Arts Center and the Green Bay Packers.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. [www.thenewnorth.com](http://www.thenewnorth.com)

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