

Rebecca M. Gries

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Experience

Executive Director | Milwaukee 7 Regional Partnership | Milwaukee, WI *November 2024 – Present*

- Provide executive leadership for Milwaukee 7, representing a diverse region of 2 million people across seven counties, to attract new businesses, facilitate expansions, increase capital investment, and drive sustainable job growth that strengthens the regional economy.
- Spearhead strategic marketing campaigns positioning the 7-county Milwaukee region as a premier business destination through data-driven presentations, comprehensive analytics, and targeted outreach to decision-makers.
- Direct high-profile regional showcase programs for domestic and international companies, orchestrating executive-level site tours, stakeholder meetings, and business networking events that highlight regional competitive advantages.
- Cultivate and strengthen vital partnerships with state officials, county executives, municipal leaders, and economic development organizations to create a cohesive regional approach to business attraction and retention.

Vice President, Corporate Attraction & Expansion | Milwaukee 7 | Milwaukee, WI *December 2018 – November 2024*

- Work to bring 2,600+ jobs to the Milwaukee region by partnering with companies such as Generac, Formlabs, and Microbial Discovery Group (MDG) to relocate or expand their businesses.
- Market the southeast region of Wisconsin as the best place for companies to expand or relocate through researched tailored presentations and analytics
- Find creative solutions to a company's information needs during the site selection process— such as data, partner connections, tax analysis, identification of financial assistance, unique incentive packages, etc.

Communications Team Member | Milwaukee 7 and MMAC | COVID-19 Crisis *March 2020 – October 2020*

- Managed and assisted with digital communications and new COVID-19 resource website, working with community partners and local businesses to ensure all resources were up-to-date and easily accessible
- Led and co-developed MMAC's Health and Safety Toolkit, working closely with the Medical College of Wisconsin to simplify reopening and operating procedures for businesses throughout the region

Account Executive | z2 Marketing | Waukesha, WI *September 2016 – November 2018*

- Promoted after 11 months of showing dedication and high levels of responsibility, gaining trust to manage client accounts independently
- Led the execution of multiple complex projects from start to finish, ensuring communication was smooth and deadlines were met
- Coordinated meetings, video/photo schedules, and communications with clients to efficiently use time and demonstrate professionalism
- Showed a positive and uplifting attitude through stressful periods, recognized by management, keeping a level head and the team working efficiently

Community Work

Board Member | Literacy Services of Wisconsin | Milwaukee, WI *January 2024 – Present*
Literacy Services of Wisconsin partners with motivated adults to provide access to quality basic education and skills training so they can improve their lives, enrich their families, and strengthen our community.

Board Member | Northwest Side Community Development Corporation | Milwaukee, WI *July 2020 – Present*
Northwest Side Community Development Corporation (NWS CDC) collaborates with businesses and neighbors to build stronger neighborhoods, create economic growth, and encourage urban environmental improvements on Milwaukee's Northwest Side.

Education

Loyola University of Chicago, Chicago, IL | **Masters of International Relations & Global Politics**

St. Norbert College, De Pere, WI | **Bachelor of Arts** | Major: Political Science