

“Gig economy” looking up in Wisconsin

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With the explosive growth of ride-sharing apps in recent years, and some predicting a steady trend toward more contractor jobs, the “gig economy” appears on the rise in Wisconsin.

This phenomenon was the topic of the Tech Council’s latest Innovation Network luncheon in Madison, which featured a panel discussion with experts.

Wisconsin Technology Council President Tom Still broadly defines the gig economy as “a climate in which temporary positions are common, and organizations contract with independent workers for short-term engagements.”

“Intuit predicted by 2020 — which is not that far away — 40 percent of American workers will be independent contractors or working a second gig job,” Still said.

Still points to several factors contributing to the growth of this more flexible system, like a more mobile workforce and an increased ability to work remotely.

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