

# Gov. Evers: Appoints Jack Salzwedel to the WEDC Board of Directors

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MADISON — Gov. Tony Evers today appointed Jack Salzwedel to the Wisconsin Economic Development Corporation (WEDC) Board of Directors. This appointment fills a vacancy created by the resignation of Rebecca Cooke from the Board.

Salzwedel is the chairman and CEO of American Family Mutual Insurance Company, a position he has held since 2011. Prior to becoming chairman and CEO, Salzwedel was the president and COO of American Family, and has served in many different roles and leadership positions at the company since his start there in 1985. Salzwedel announced earlier this year his plans to step down as CEO in January 2022.

“Under Jack’s leadership as chairman and CEO, American Family has seen exceptional growth and development, and I have no doubt he will bring that same vision and expertise to the WEDC Board,” said Gov. Evers. “As we continue working together to make sure our state and local communities bounce back from the ongoing coronavirus pandemic and ensure our continued economic recovery, Jack will be a great addition at the WEDC.”

“I am humbled and grateful for the governor’s appointment to the Wisconsin Economic Development Corporation,” said Salzwedel. “The WEDC serves an important role in supporting innovation, business development, and job creation in our state. I believe in public-private collaboration and I look forward to partnering with the WEDC administration, fellow board members, and ultimately the companies and communities it serves to ensure a strong Wisconsin business climate that benefits all.”

Salzwedel earned his Bachelor of Arts in Business Administration, as well as a

Bachelor of Science in Biology from Wartburg College in Waverly, IA. He serves on several boards, including the American Family Children's Hospital Development Advisory Board, the Aldo Leopold Foundation, Greater Madison Chamber of Commerce, United Way of Dane County, and the UW Chancellor's Advisory Board, among many others.

"With his wealth of experience, leadership, and knowledge, Jack will be a valuable addition to the WEDC Board," said WEDC Board Chairman Hank Newell. "We look forward to working with him as we work together to build a more sustainable, inclusive, and prosperous economy for all of Wisconsin."

[WEDC's Board of Directors](#) is composed of state legislators, departmental secretaries, and individuals from the private sector with relevant business-related experience. The Board of Directors provides WEDC with strategic leadership and operational oversight, representing statewide public and private economic development interests.

A photo of Salzwedel is available [here](#).