

SCEDC: Hires new marketing and communications manager, community relations and executive administration

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SHEBOYGAN COUNTY, WI – The Sheboygan County Economic Development Corporation is excited to announce the hiring of Brenda Bintzler as Marketing and Communications Manager, and Brittney Wagner in the Community Relations and Executive Administration role. Bintzler and Wagner bring years of experience and practice to the SCEDC team.

Bintzler will handle SomeplaceBetter initiatives, branding efforts across the board, and talent recruitment efforts. Wagner will coordinate corporate events and talent recruitment events, as well as oversee committees, cohorts, and SCEDC operations.

Bintzler graduated from the Art Institute of Fort Lauderdale with a Bachelors in fashion merchandising. She formerly worked as the Creative Marketing Manager at the John Michael Kohler Art Center. Bintzler was involved in various JMKAC initiatives, including the JMKAC Levitt Concert Series, Midsummer Festival of the Arts, the Annual Gala, and rebranding.

Bintzler said, “I am genuinely excited to be in a position that can make such a

positive impact on the community. There are so many amazing things Sheboygan County has to offer, and to be able to utilize my marketing background to help our community succeed; it's inspiring."

Wagner attended Lakeshore Technical College for accounting. Her previous position was in finance with Kohler Co., but she has spent the majority of her career in hospitality. While at Riverbend in Kohler she was overseeing front-of-house workers and planning social events and weddings for seven years. Wagner is looking forward to getting back into event organizing and planning with the SCEDC.

Wagner said, "I am ready to get out and make a difference in the community I love. I am excited to engage with our business leaders and use my interpersonal skills to leave a lasting impression."