

UW-Green Bay: Schreiber Institute for Women's Leadership names Regional Leader Barb LaMue as new Executive in Residence

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Green Bay, Wis.— At the [Schreiber Institute for Women's Leadership Celebrate 2026](#) event this afternoon, Barb LaMue was announced as the Institute's next Executive in Residence (EIR.) LaMue will succeed Karen Lancelle, executive vice president and chief commercial officer, Schreiber Foods, who has served as the EIR since June of 2024.

With more than three decades of impact at New North, LaMue brings powerhouse economic development experience to the Schreiber Institute for Women's Leadership. She will ignite new opportunities for Institute staff, board members and committees by sharing her proven leadership insights and strategic perspective—fueling the Institute's efforts to strengthen and expand the women's leadership pipeline across Northeast Wisconsin. In her role, LaMue will also serve as a trusted advisor on the Institute's long-term direction and champion outreach to the region's business community, amplifying its presence and influence.

"I'm truly honored to be the next Executive in Residence for the Schreiber Institute for Women's Leadership," said LaMue. "It's humbling, and I'm excited to help the Institute strengthen its presence in the region as THE place for women's leadership development and build upon the foundational leadership that Karen established as the most recent Executive in Residence. I'm eager to deepen connections with businesses across our region and inspire them to engage fully with the Institute as a catalyst for strengthening both their workforce and their bottom line. I'm committed to championing the training women need to rise and thrive, and ensuring our

programs are powered by data, solid research and the ever-evolving needs of today's leaders."

Pa Lee Moua, executive director of the Schreiber Institute for Women's Leadership had this to add, "I am excited to collaborate with Barb LaMue as she steps into the role of Executive in Residence. As a dedicated board member, Barb has provided thoughtful and creative insights to help us shape our long-term vision, strengthen engagement and expand community efforts. She has been instrumental in advancing conversations around access to ensure more women across Northeast Wisconsin can connect to the resources, networks and opportunities they need to lead. In this new role, Barb will champion strategic growth initiatives, deepen corporate and community partnerships and expand access to leadership development opportunities for women at every stage of their careers. Her visionary leadership and commitment to building inclusive pathways to advancement will help us broaden our reach and amplify our impact across the region."

High energy was a vibe for Celebrate 2026, hosting more than 500 people at The Weidner. Keynote speaker Erin King ignited the crowd with her message on sharing personal energy and its place and purpose in people's personal and professional lives. Celebrate is an annual event hosted by the Schreiber Institute for Women's Leadership. A date for the 2027 event will be announced in summer.

The Schreiber Institute for Women's Leadership at UW-Green Bay is dedicated to engaging, inspiring and empowering women leaders to ensure a strong and equitable leadership pipeline. The University established the Institute in 2021, recognizing the region's growing need for leaders and the distinct challenges faced by professional women in the workplace. The Institute is a comprehensive leadership resource committed to providing ongoing, forward-thinking networking, education, research and inspiration to support women and their organizations as they rise.

If you have any questions about Schreiber Institute for Women's Leadership or the new Executive in Residence, visit the [Institute website](#) or contact Pa Lee Moua, Executive Director, at mouap@uwgb.edu.

About UW-Green Bay

The University of Wisconsin-Green Bay is a school of resilient problem solvers who dare to reach higher with the power of education that ignites growth and

answers the biggest challenges. Serving 11,519 undergraduate, graduate, and doctoral students as well as 101,000 continuing education learners annually, UW-Green Bay offers 200 academic degrees, programs, and certificates. With campus locations in Green Bay, Manitowoc, Sheboygan and a theater in Marinette, the University's access mission welcomes all students who want to learn, from every corner of the world. Championing bold thinking since opening its doors in 1965, it is a university on the rise - Wisconsin's fastest growing UW. For more information, visit www.uwgb.edu.