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Tony Evers, Governor
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On the Web: <http://dwd.wisconsin.gov/dwd/news.htm>

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Secretary-designee Frostman names additional DWD leaders

MADISON – Department of Workforce Development (DWD) Secretary-designee Caleb Frostman today announced the appointment of Bridget Esser, Ben Jedd and Mark Reihl to the agency's leadership team.

Esser will serve as legislative liaison for DWD. She is originally from Middleton and graduated from UW-Milwaukee with a degree in political science and history. Most recently she served as communications director for State Senator Mark Miller.

"Esser will provide a valuable connection from our agency to the state legislature. Her deep knowledge of policy and budget and ability to build strong relationships will be an incredible asset to DWD," Secretary-designee Frostman said.

Jedd will serve as communications director for the agency. He is an Illinois native and now calls Verona home with his wife and four children. He is a graduate of Bradley University with a degree in speech communications and has a master's in organizational and professional communication development from Ball State. He most recently served as department chair for Blackhawk Technical College in the Communication & Social Science department.

"I look forward to supporting the mission of DWD as part of this administration," Jedd said. "Governor Evers made it clear during his campaign that Wisconsin should work for all its citizens from Bayfield to Beloit."

Reihl will serve as unemployment insurance administrator for DWD. He is a native of La Crosse and graduated from UW-La Crosse with a degree in political science. He is a member of the Unemployment Insurance Advisory Council and has served on the Council on Workforce Investment for the past 16 years.

"Mark will be an excellent leader in our unemployment insurance division," Secretary-designee Frostman said. "His work in policy, communications and government relations will be an asset to the mission of the agency."

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