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Brian Doudna Resigns as WEDA Executive Director

Madison, WI – The Wisconsin Economic Development Association (WEDA) Board of Directors today announced Brian Doudna has resigned as the organization's executive director, effective Oct. 2, 2020. He will remain in the economic development field and will begin his new role as Sheboygan County Economic Development Corporation Executive Director beginning on Oct. 7, 2020. The WEDA Board also announced the creation of a search process to identify and hire the next executive director.

Mr. Doudna has served as WEDA executive director since Sept. 2014. Under his leadership, WEDA has experienced exceptional growth, the implementation of exciting new member programs and services, and an increasing impact on economic development in Wisconsin.

"I am incredibly grateful for the chance to have worked for WEDA, as well as the opportunity to help design a business model that advanced the organization and brought additional value-added services to members," said Doudna. "However, after careful consideration, I am excited to pursue new professional opportunities and lead the Sheboygan County Economic Development Corporation into the future."

WEDA leadership made the following comments on Mr. Doudna's resignation:

Bob Dennik, WEDA President

"I would like to thank Brian for his extraordinary vision and leadership, which has guided WEDA to its current position as the leading economic development organization in Wisconsin. His dedication to WEDA, creative abilities and management style has left WEDA in a tremendous position and will lead to further success."

Pam Christenson, Past WEDA President

"Brian was the right leader at the right time to move WEDA forward and expand the organization's presence and role as the voice of economic development professionals from across the state," said Pam Christenson, a past WEDA president. "WEDA was extremely fortunate to have him as its first full time in-house Executive Director."

Christian Tscheschlok, Past WEDA President

"Brian's vision, talents and experience were integral to successful navigation of vital organizational change...first full-time executive director, bringing WEDA's lobbying in house, and transformation of the business model. To say this was a vulnerable time for WEDA is an understatement. Brian forged it, however, into a turning point for a stronger, more relevant WEDA serving practitioners statewide in ways never previously imagined."

As executive director, Doudna spearheaded the creation of the WEDA Academy to provide members and other stakeholders with leading-edge training programs on critical economic development topics, and the establishment of the CRA Network that offers a unique match making tool to help financial institutions collaborate locally and statewide on Community Reinvestment Act eligible projects that create economic opportunities. Doudna also managed WEDA's transition to an in-house legislative advocacy program to enhance the development of statewide policies that promote economic growth.

The Wisconsin Economic Development Association, founded in 1975, is a statewide non-profit organization dedicated to growing Wisconsin's economy. Driven by the needs of our 450-plus members, we represent the economic development interests of both the private and public sectors through leadership on statewide initiatives.

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