



Office of the Mayor

Satya Rhodes-Conway, Mayor
City-County Building, Room 403
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703
Phone: (608) 266-4611 | Fax: (608) 267-8671
mayor@cityofmadison.com
cityofmadison.com

For Immediate Release
February 17, 2021

Contact: Katie Crawley
608-335-7071

Saran Ouk Named City's Office of Business Resources Manager

Saran Ouk has been named the City's next Office of Business Resources Manager. A UW-Madison graduate, Saran has over a decade of experience working in the local credit union industry, with numerous years in a management role. With a drive to help individuals and entrepreneurs, Ms. Ouk launched her own business, conNEXTions, in 2015. After previously serving as an AASPIRE intern with the City of Madison, Saran joined the City full-time as a Contract Compliance Specialist in 2019, where she improved the management process for development contract satisfaction of Department of Civil Rights requirements.

The Office of Business Resources (OBR) is one of two offices that form the City's Economic Development Division. The seven staff members that form OBR serve as a primary point of contact for business owners interested in opening or expanding in the City of Madison. OBR also manages several City initiatives, such as Façade Grants, the Cooperative Enterprise Development Program, and Street Vending. "With a combination of private sector management experience, the launching of her own business, and deep ties throughout the Madison community, Ms. Ouk is well positioned to lead the Office of Business Resources," noted Matthew Mikolajewski, Economic Development Director.

Over the next several years, Ms. Ouk will help guide the City's post-COVID recovery efforts. This includes continued work on the City's Small Business Equity and Recovery (SBER) Program, which looks to support businesses during the immediate COVID crisis, while also considering the future re-building of our most negatively impacted business sectors.

"The City has an opportunity to build back to a better, more equitable and inclusive economy," said Mayor Rhodes-Conway. "Saran will play a key role in guiding this very important work."

Ms. Ouk will start with the Office of Business Resources on Monday, March 8.

#####