Wisconsin Grocers Association Names Mike Semmann as New President & CEO

Madison, Wis. – The Board of Directors of the Wisconsin Grocers Association (WGA) is pleased to announce Mike Semmann as the new President and Chief Executive Officer. Semmann takes over on April 2 for former WGA leader Brandon Scholz, who recently retired from his position.

Semmann brings over 25 years of trade association experience and joined WGA as the Vice President of Government Affairs. As Vice President of Government Affairs, Semmann has been instrumental in shaping the association's advocacy efforts, specializing in lobbying, policy analysis, and trade association management. His commitment to building trusted relationships and crafting meaningful policy solutions has been pivotal in advancing the interests of Wisconsin's grocery industry.

"The Board is impressed with Mike's strategic insight, his track record of innovation and operational excellence, and advocacy leadership," said Bob Jaskolski, WGA's Chairman. "We are confident that Mike is the best person to help advance the interests of Wisconsin's competitive grocery industry now and into the future."

Semmann expressed appreciation for his new role, stating, "I am honored and humbled to be given the opportunity to lead the Wisconsin Grocers Association and advocate on behalf of its members. Wisconsin's grocers are focused on serving their communities and I look forward to working collaboratively to address the challenges and opportunities facing the grocery industry."

Prior to joining WGA, Semmann held key positions in both the private and non-profit sectors. He most recently served as the Senior Account Executive at SAS, the nation's leading data analytics firm as well as the Executive Vice President/COO for the Wisconsin Bankers Association (WBA), where he oversaw advocacy, legal, and communications initiatives. He co-founded Advancing AI Wisconsin, a grassroots organization that was focused on increasing awareness of machine learning's impact on the state's economy.

The Wisconsin Grocers Association (WGA) is a non-profit trade association established in 1900 to represent independent grocers and grocery chains, warehouses & brokers, vendors, suppliers, and manufacturers before all levels of government. The WGA provides educational and networking opportunities, leadership training, public affairs, and compliance information for its membership.

WGA and its membership have a significant Economic Impact in the state of Wisconsin. The WGA represents nearly 350 independent grocers with multiple locations across the state, more than 200 retail grocery chain stores, warehouses and distributors, convenience stores, food brokers and suppliers. Wisconsin grocers employ over 30,000 people with over $1 billion in payroll and generate more than $12 billion in annual sales in Wisconsin resulting in approximately $800 million in state sales tax revenue. (Data provided by The Food Institute).

Michael Semmann – Bio

Michael Semmann is a trade association professional who brings experience specializing in lobbying, policy analysis, campaign finance, and message development. He was most recently the Vice President of Government Affairs for the Wisconsin Grocers Association (WGA). Semmann continues to build his career by establishing trusted relationships to create meaningful policy solutions.

Prior to joining WGA, Semmann worked for the North-Carolina based technology company SAS providing analytics and software solutions to state and local governments in Wisconsin and Minnesota. Non-profit management is where he spent the bulk of his career, holding the position of Executive Vice President/COO for the Wisconsin Bankers Association (WBA) where he was responsible for the oversight and implementation of the association's advocacy, legal, and public relations objectives. Working directly with the WBA Board of Directors, he developed strategic initiatives, served as a liaison to bank CEOs throughout Wisconsin, and acted as an industry representative before all levels of Wisconsin government. He was a co-founder of and Executive Director for the Wisconsin Bankers Foundation, a public charity dedicated to promoting financial literacy by empowering consumers.

His additional association experience includes advocating before state and local governments on housing, development, and growth initiatives for Wisconsin home-builders associations.

Semmann's educational background and interest in innovative technologies led him to co-found Advancing AI Wisconsin in 2017, a grassroots organization designed to increase awareness about machine learning and its impact on the Wisconsin economy.

He is the past Chair of the Association of Wisconsin Lobbyists and currently sits on the board of the Hessen Wisconsin Society to develop and strengthen partnerships between the State of Hessen, Germany, and the State of Wisconsin.

He holds a degree in economics from the University of Wisconsin – Madison.

Mike lives with his wife Joleen in Verona, Wisconsin.