

FOR IMMEDIATE RELEASE

Wisconsin Biohealth Tech Hub Unveils Statewide Technology, Entrepreneurship, and Workforce Initiatives Backed by Federal and State Investment

MADISON, WI (May 23, 2025) — The Wisconsin Biohealth Tech Hub—a nationally designated regional innovation hub by the U.S. Economic Development Administration (EDA)—is moving from vision to action with a series of coordinated projects aimed at strengthening biohealth innovation, talent pipelines, and data-driven solutions across the state. With \$49 million in federal funding and [\\$7.5 million in matching support from the state of Wisconsin](#), these initiatives mark a significant milestone in positioning Wisconsin as a global leader in biohealth with a focus on personalized medicine.

Three of the five Wisconsin Biohealth Tech Hub initiatives—the ones focused on workforce development in Madison and Milwaukee, advanced manufacturing and oncology innovation in Waukesha, and entrepreneurship ecosystem support—are advancing swiftly thanks to vital matching funds from the state of Wisconsin. This targeted state investment highlights the pivotal role of public-private collaboration in driving the growth of Wisconsin’s biohealth economy.

“The Wisconsin Biohealth Tech Hub is more than a designation—it’s a launchpad for advancing national and economic security for the United States through statewide collaboration, job creation, and industry leadership,” said Lisa Johnson, CEO of BioForward Wisconsin, the lead consortium member. “This progress would not be possible without the support of our state legislators, industry partners, and educational institutions working together. That collaboration is what sets the Wisconsin Tech Hub apart.”

Workforce Development Projects Launch Statewide

At the heart of the Tech Hub’s mission is an ambitious workforce strategy designed to equip Wisconsinites with the skills needed for high-demand careers in biohealth and personalized medicine. Programs led by local Workforce Development Boards, technical colleges, and the Universities of Wisconsin are actively preparing to launch, backed by both EDA funds and state matching support.

In Madison, Madison Area Technical College is spearheading a regional workforce development program to expand bioscience credentialing and hands-on training.

“This project meets a critical need—preparing students and transitioning professionals for high-quality jobs in one of Wisconsin’s fastest-growing sectors,” said Mark Thomas, Chief Strategy Officer, Madison College. “The Wisconsin Biohealth Tech Hub isn’t just about technology—it’s about the people that implement it.”

In Milwaukee, Milwaukee Area Technical College is also advancing the ABC Pathways project, establishing a new training facility that will serve as a cornerstone of the Tech Hub's infrastructure and workforce initiatives. Meanwhile, Employ Milwaukee and the Workforce Development Board of South-Central Wisconsin are partnering with regional organizations like Operation Fresh Start to provide youth and historically excluded populations with career pathways, professional development, and wraparound support services.

"This work is essential to ensuring that Wisconsin's innovation economy is sustainable," said Angela Y. Fitzgerald, Workforce Strategy Lead for the Tech Hub.

Applying Advanced Technology to Advance Cancer Care Innovation in Waukesha

Further accelerating Wisconsin's biohealth capacity, GE HealthCare is scaling next-generation oncology care innovation at its Waukesha facility—an effort supported by state funds as part of Wisconsin's match for the EDA grant. This includes expanding GE HealthCare's engineering and product development footprint in the state, including increasing the company's data science and cloud expertise.

The investment through the Wisconsin Tech Hub also supports the continued collaboration between GE HealthCare and some of Wisconsin's leading care providers: The UW Madison and Froedtert & the Medical College of Wisconsin. This collaboration focuses on the most pressing medical problems in the field of oncology, with the aim of enhancing and personalizing cancer care by deploying new oncology and theranostics tools in clinical settings.

"GE HealthCare aims to improve outcomes for patients with cancer by providing clinicians with the right data at the right time to enable more precise care," said Ashutosh Banerjee, Vice President of Digital Operations at GE HealthCare. "The Tech Hub is investing in the strong foundation of talent and technology in Wisconsin that will enable us to deliver future innovation for patients and providers."

"By individualizing patient care and using advanced diagnostics and therapies, healthcare providers can be better equipped to place patients on the optimal treatment path earlier, which can potentially improve outcomes and lower costs," added Shannon Beach, Senior Director, Global AI & Clinical Collaborations at GE HealthCare. "It's an exciting step toward measurable patient impact."

Building a Statewide Ecosystem for Advancing Biohealth Companies

These projects join a growing portfolio of WI Biohealth Tech Hub-backed initiatives, including the [Innovation to Commercialization Pipeline \(ICP\) program](#) and [Forward](#)

BIOLABS' expansion, designed to help startups bridge the gap between discovery and commercialization. Together, they represent a unified, statewide effort to build an integrated, high impact biohealth ecosystem.

“Whether it’s building the future workforce in Madison and Milwaukee or scaling production and care innovation in Waukesha, the Wisconsin Biohealth Tech Hub is delivering tangible results,” said Wendy Harris, Regional Innovation Officer for the WI Biohealth Tech Hub. “These investments prove that we are not only ready for the future of biohealth—we’re leading it.”

For updates and more information, visit <https://www.bioforward.org/wisconsin-biohealth-tech-hub/tech-hub-overview>.

About [BioForward Wisconsin](#)

BioForward Wisconsin is the voice of the state’s biohealth industry and the lead organization for the Wisconsin Biohealth Tech Hub. Representing more than 250 organizations—including biopharma, medtech, diagnostics, digital health, research institutions, and healthcare systems—BioForward drives initiatives that deliver measurable impact. In 2025, BioForward is expanding its focus on entrepreneurship and statewide innovation to elevate Wisconsin as a global biohealth leader.

About the [Wisconsin Biohealth Tech Hub](#)

The Wisconsin Biohealth Tech Hub is a federally designated initiative to transform the state’s globally competitive biohealth assets into a fully integrated innovation ecosystem focused on personalized medicine. Led by BioForward Wisconsin and supported by consortium partners, the Tech Hub focuses on workforce development, commercialization, and infrastructure to accelerate innovation and economic opportunity statewide.

About [GE HealthCare Technologies Inc.](#)

GE HealthCare is a trusted partner and leading global healthcare solutions provider, innovating medical technology, pharmaceutical diagnostics, and integrated, cloud-first AI-enabled solutions, services and data analytics. We aim to make hospitals and health systems more efficient, clinicians more effective, therapies more precise, and patients healthier and happier. Serving patients and providers for more than 125 years, GE HealthCare is advancing personalized, connected and compassionate care, while simplifying the patient’s journey across care pathways. Together, our Imaging, Advanced Visualization Solutions, Patient Care Solutions and Pharmaceutical Diagnostics

businesses help improve patient care from screening and diagnosis to therapy and monitoring. We are a \$19.7 billion business with approximately 53,000 colleagues working to create a world where healthcare has no limits.

About [Madison College](#) and [Milwaukee Area Technical College](#)

Madison College and Milwaukee Area Technical College (MATC) are two of Wisconsin's premier technical and community colleges, each committed to empowering students through career-ready education. Madison College serves the greater Madison area with more than 180 programs, providing students with the skills and credentials needed to succeed in today's workforce. Milwaukee Area Technical College is a key educational and economic driver in southeastern Wisconsin, offering hands-on training in high-demand fields. Both institutions are applying their deep expertise and industry partnerships to strengthen Wisconsin's biohealth workforce. As leaders of the ABC Pathways project—an initiative of the Wisconsin Biohealth Tech Hub—Madison College and MATC, with additional support from the [Universities of Wisconsin](#), are expanding their role in developing the talent that will fuel the state's growing biohealth sector.

About [Forward BIOLABS](#):

Forward BIOLABS is a premier coworking life science innovation hub that empowers early-stage biotech startups to launch and scale quickly. Headquartered in Madison, Wisconsin, Forward BIOLABS provides fully equipped, professionally maintained shared laboratories and office spaces, removing the barriers of time, cost, and complexity typically associated with starting a biotech company. As it expands its footprint in Madison and establishes a presence in Milwaukee, Forward BIOLABS continues to foster a collaborative, entrepreneurial ecosystem that accelerates scientific breakthroughs and drives innovation across Wisconsin.