

## **WMC Launches Wisconsin Executive Forum**

*Exclusive Executive Peer Advisory and Mentorship Program*

**MADISON** – Wisconsin Manufacturers & Commerce – the combined state chamber and manufacturers' association – unveiled the Wisconsin Executive Forum program, a long-term peer community for Wisconsin CEOs, Presidents, COOs, and senior business leaders.

Through high-impact monthly sessions, expert speaker content, and trusted peer connection, the Executive Forum equips Wisconsin's top executives to lead with confidence in a rapidly changing business landscape.

The Executive Forum is so much more than a leadership program -- it's a strategic community of Wisconsin's leading business minds," **said Wade Goodsell, WMC Vice President & COO.** "We're bringing together Wisconsin's most dynamic leaders to learn, challenge each other, and grow together."

Anchored on its guiding and foundational pillars, the Executive Forum will equip Wisconsin executives with an elite peer network, strategic insights, real-time relevance, and actionable takeaways. Benefits for Executive Forum members include monthly executive roundtables with other Wisconsin executives and first-rate access to an exclusive, on-demand speaker video library featuring lectures from industry experts.

"For any team to thrive, it needs bold and courageous leaders, **said Goodsell.** "Wisconsin is full of innovative business leaders, and for the first time, we are bringing them together. The Executive Forum is an investment in not only the members themselves, but also in the companies they lead."

To foster deeper relationships and regional relevance, the Executive Forum is organized into three geographically grouped cohorts. Each cohort includes 12–14 executives and is led by a seasoned facilitator who guides discussions around strategic planning, company growth, change management, and executive leadership.

- **Milwaukee** – Facilitated by Corey Chambas, CEO of First Business Bank
- **Madison** – Facilitated by Larry McManis, Former Global Strategist at Kraft Foods
- **Green Bay / Fox Cities** – Facilitated by Barb LaMue, Former CEO of New North

The Executive Forum is built on peer accountability and a confidential environment that encourages candid conversations — all designed to spark bold ideas, sharpen leadership, and drive lasting impact.

Learn more and apply to join the Executive Forum [here](#).

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