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BAILEY NAMED DIRECTOR OF MARKETING FOR THE BOLDT COMPANY

APPLETON, WIS. [April 22, 2026] — The Boldt Company promotes Michelle Bailey, CPSM, to Director of Marketing.

In this expanded role, Bailey oversees the company’s integrated marketing teams in operating groups across the U.S., fostering collaboration and consistency across the organization. She also directs key market research initiatives and develops internal processes and marketing tools that support Boldt’s pursuit and acquisition strategy. Her leadership ensures that Boldt’s marketing function is aligned, data-driven and positioned to strengthen the company’s growth.

Bailey has been with The Boldt Company since 2015, serving in a variety of marketing roles, including most recently as Marketing Strategist. She holds a Bachelor of Science in Communication Processes from the University of Wisconsin — Green Bay and is a Certified Professional Services Marketer (CPSM) of the Society for Marketing Professional Services (SMPS).

About The Boldt Company

The Boldt Company (Boldt) is a leading professional construction services firm with customers across the United States and is a subsidiary of The Boldt Group. Founded in 1889, Boldt is a 100% employee-owned firm headquartered in Appleton, Wisconsin. Boldt is recognized as a pioneer in Lean construction and in the industrialized construction space. Boldt operates 17 offices across the U.S. that serve customers in healthcare, power, industrial, education, automotive and commercial markets.

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