

FOR IMMEDIATE RELEASE

Koldos named Interim President & CEO of New North, replacing Habeck *Recognized economic development leader to guide organization's future growth*

NEW NORTH, October 5, 2026 – Barbara Koldos, CEcD, a recognized economic development leader who has served as Vice President of Business Development for New North since 2021, has been named Interim President & CEO of the organization, New North Co-Chairs Sachin Shivaram and Mary Goggans announced. She replaces Patti Habeck, who has resigned from the position, effective October 15, to return to a community focused opportunity in the non-profit sector.

“Barbara has built strong relationships with businesses, communities, investors and economic development partners throughout Northeast Wisconsin,” said Shivaram and Goggans. “The Board of Directors is confident in her leadership and ability to build upon New North’s strong foundation, while helping to accelerate the next chapter of growth across our region as we sharpen our focus on core economic development work.”

“We are grateful for Patti’s leadership, her commitment to New North and the passion she brought to advancing the region. We wish her continued success in the future.”

“It has been a privilege to serve New North and work alongside an incredible group of business leaders, investors and partners who are helping to shape the future of Northeast Wisconsin,” said Habeck. “The experience has been rewarding, energizing and deeply educational.”

Koldos brings extensive economic development experience and a deep understanding of the Northeast Wisconsin region to the role. She has led New North’s business attraction and expansion efforts, helping to secure some of the region’s most significant development projects. This work earned her recognition as one of North America’s Top 50 Economic Developers from Consultant Connect.

“I am honored by the confidence the Board of Directors has placed in me and excited for the opportunity ahead,” said Koldos. “New North has built a strong foundation through collaboration, and our commitment moving forward is to strengthen that collaborative spirit and translate it into meaningful results through business growth, investment attraction, talent development, innovation and regional competitiveness. Together with our investors, communities and partners across all 18 counties, we will continue to advance prosperity and ensure that Northeast Wisconsin remains a place where people and businesses thrive.”

Barb LaMue of Pebble Rock Partners, who retired as New North President & CEO in 2025, will assist in the transition.

Koldos earned the designation of Certified Economic Developer (CEcD) from the International Economic Development Council (IEDC) in 2025. She has served as a member of the Governor’s Task Force on Broadband Access since November 2022 and oversaw New North’s Regional Broadband Access Study, which produced strategic recommendations to help expand high-performance internet across the region’s 18 counties.

Named as one of Wisconsin’s Most Influential Asian American Leaders in 2021, Koldos has served as president of the Northeast Wisconsin chapter of ACEL (Asian Corporate + Entrepreneur Leaders). She also is a past recipient of the Greater Green Bay Chamber’s Current Young Professionals Future 15 award and a member of the Leadership Green Bay Class of 2020.

Koldos and her husband, Rob, a native of the Marinette area, live in Suamico with their two children.

The New North executive committee will determine its next steps in filling the President & CEO position on a permanent basis in the coming months.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. www.thenewnorth.com

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