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Wisconsin Economic Development Association Announces Melissa Hunt as New President and CEO

Madison, WI – The Wisconsin Economic Development Association (WEDA) is pleased to announce the appointment of Melissa Hunt as the organization's new President and Chief Executive Officer. Hunt brings years of economic development experience and WEDA leadership to the position. She will begin her new role on April 28, 2025.

Interim WEDA President and CEO Kathryn Berger, who has led the organization since Aug. 2024, and worked closely with the WEDA Board to bring Hunt onboard, is excited by the hire and believes Hunt will successfully lead WEDA into its next chapter. "Melissa is the right leader at the right time for WEDA. She brings deep experience, a collaborative spirit, and a true passion for serving WEDA's members. I've worked alongside Melissa for years and know she will lead the organization with integrity and vision."

Hunt currently serves as a Planning and Economic Development Professional at Ayres Associates where she assists communities with crafting and implementing effective economic development strategies. Prior to her work at Ayres, she served as Municipal Services Manager at Vierbicher, a community planning and engineering firm. Earlier in her career, Hunt worked at the Wisconsin Economic Development Corporation as a Regional Economic Development Director, as well as numerous economic development organizations in northeast Wisconsin.

"I'm honored by the Board's trust in me, and I am excited to build upon WEDA's legacy and 50 years of success," said Hunt. "I look forward to getting to work with a talented Board to drive member value and economic prosperity across Wisconsin."

Hunt is a past WEDA Board chair and has been a WEDA member since 2006. In 2022, she was honored with WEDA's Andy Lisak Young Professional Award. She holds both a certified economic developer (CEcD) and economic development finance professional (EDFP) credential.

Current WEDA Board Chair Jenny Kuderer-Radcliffe said, "WEDA is a special organization, and it was critical to find someone with the right experience, passion, and vision to lead us moving forward. Melissa possesses the necessary enthusiasm and professional traits to help WEDA grow as an organization."

About WEDA

The Wisconsin Economic Development Association, founded in 1975, is a statewide non-profit organization dedicated to growing Wisconsin's economy. Driven by the needs of our members, we represent the economic development interests of both the private and public sectors through advocacy, education, and leadership on statewide initiatives.

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