

# JEREMY FOJUT

CEO/Chief Idea Officer

NEWaukee

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Jeremy Fojut has 17 years of applying unique approaches to complex problems to increase engagement, economic development and awareness for businesses, neighborhoods and organizations. His proven philosophy to employee or community engagement is “Change everything and create solutions that spread and empower”. Utilizing Jeremy's change everything and empower everyone ideology, NEWaukee was able to grow from a couple hundred subscribers to over 200,000 in less than 7 years without the need for traditional advertising.

You might be familiar with some of Jeremy's programming ideas that have created a new vision for Milwaukee. The Night Market which brought millions of dollars of economic development to a revitalization effort along a commercial corridor.

Jeremy developed a program called Tournavation which is a tournament of innovated ideas to solve Milwaukee's challenges by crowd sourcing community input and allowing people to pitch on stage their solutions. The Tournavation has led to programs like the Night Market, Artery Project, the Mayor's Home/Grown Project health software piloting in Milwaukee Public Schools and millions in economic development.. Jeremy's programs have a wide range of users that address the arts, small business, culture, economic development and neighborhood identity.

Milwaukee's brain drain issues are well noted. Jeremy established a deeper platform for employee engagement within companies that tackles the issues of leadership development, connection to community and increased talent retention. Jeremy's engagement theory has led to a 200% increase in employee engagement at a larger Wisconsin based corporation. Jeremy also created an innovative program that has led to 100s of new people to move to Milwaukee, WI

A recent success was being recognized by Forbes Magazine as a company to watch in the social entrepreneur sector.

He also is expanding the country's first Young Professional Week created in 2011 to a state wide initiative to attract and retain talent in 2015. Young Professional Week recently won an Innovation Award from the International Economic Development Council. He is now leading the charge on the Wisconsin 72 initiative, an initiative to unite Wisconsin's 72 counties around a talent attraction and retention strategy.

Jeremy now speaks, consults and creates talent retention and attraction projects across the country for municipalities, chambers, organizations and companies looking for innovative solutions connect people to place.

Jeremy serves on the following non-profit boards and committees:

- The Commons
- Visit Milwaukee
- University Club Programming and Membership Council
- Inner Harbor District Public Space Committee
- Villa Terrace and Charles Allis Museum