



FOR IMMEDIATE RELEASE

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APEX Strengthens Economic Growth Strategies with New Business Developer

Duluth, Minnesota: The Area Partnership for Economic Expansion (APEX) is pleased to welcome Matthew Shermoen to the APEX team as a Business Developer. Shermoen is passionate about helping our region and its communities reach their fullest potential. Matt will draw from his 15 years of experience in business and economic development to grow the APEX region.

“We are delighted to have Matt join the APEX team,” said Brian Hanson, APEX President and CEO. “Matt’s deep familiarity with northern Minnesota and Wisconsin and his impressive sales, marketing and business development experience are exactly what APEX needs to grow our existing base and attract new businesses to the region.”

As Business Developer, Shermoen will be responsible for attracting, expanding and retaining key strategic employers within the region. Shermoen will leverage his sales expertise to build relationships with management personnel, demonstrating how expanding in or relocating to the APEX region leads to achieving business growth goals and objectives. Shermoen will lead and participate in meetings with strategic regional employers through the Grow Minnesota!® Partnership, and will also work directly with the Itasca Economic Development Corporation (IEDC) to strengthen business attraction, expansion and retention strategies specific to Itasca County.

Before joining APEX, Shermoen spent several years as a Business Development Manager for Golden Shovel Agency, a full-service economic development marketing and communications firm specializing in business and workforce attraction for economic and community development across the United States and Canada. Shermoen was responsible for developing new business opportunities, managing client relationships and driving sales. Shermoen is also co-owner of Border Country Outdoor Adventures, a fishing guide service provider on Rainy Lake. In addition to vast economic development experience, Shermoen has worked in several industries that are important to northern Minnesota’s economy, including technology, industrial and retail sales and outdoor recreation.

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About APEX

The Area Partnership for Economic Expansion (APEX) is the private-sector-led business development engine for northeast Minnesota and northwest Wisconsin. APEX investor-members represent some of the most influential companies in the region, with a collaborative approach to promoting sustainable economic growth. APEX attraction, expansion and retention efforts focus in areas including aviation, manufacturing, professional services and next-generation forest products. Since 2003, through attraction, expansion and retention efforts, APEX has impacted over 4,300 jobs in the region, resulting in a regional payroll of over \$174.9 million and contributing to over \$24 million annually in state and local taxes.

For more information, visit www.APEXgetsbusiness.com.