



**FOR IMMEDIATE RELEASE**

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### **APEX Announces Rachel Johnson as President and Chief Executive Officer**

**Duluth, MN:** The Area Partnership for Economic Expansion (APEX), the private sector-led business development engine for northeast Minnesota and northwest Wisconsin, announces today that Rachel Johnson has been appointed as the organization's new President and CEO. Johnson will lead the organization in executing its strategic mission to leverage private sector resources to drive investment throughout the APEX region.

"The APEX Executive Committee is thrilled to place Rachel at the helm of the organization," said Lisa Bodine, APEX Board Chair. "Rachel has been building relationships with key community stakeholders throughout the region for over 20 years. Her ability to bring people together to drive impactful change will be a powerful catalyst for economic growth."

Johnson comes to APEX with deep knowledge of the intricacies of economic development. She most recently served as Public Relations Manager at Precision Pipeline, LLC, where she strengthened the company's reputation by building strong relationships within the community, educating the general public on the importance of energy infrastructure and promoting workforce opportunities in the construction trades.

"I'm looking forward to promoting and positioning the APEX region for a prosperous future," said Johnson. "Northern Minnesota and northwest Wisconsin are ready for new business growth and development opportunities, and the APEX team is primed to attract new talent, companies and diversity of thought to the area."

As President and CEO, Johnson will lead the organization in growing investor-membership and building relationships that create new growth opportunities in talent attraction, site selection and business expansion. She brings a diverse background with experience in commercial real estate, property management and corporate development. She currently serves as a board member of the Duluth Area Chamber of Commerce, as a member of Duluth Area Family YMCA Heritage Foundation Board of Trustees and is a founding member and board chair of Better In Our Backyard, a citizen-led advocacy group that educates and informs the public on our industrial economy.

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#### **About APEX**

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. APEX has impacted over 4,340 jobs in the region, resulting in an annual regional payroll of over \$177.9 million and contributing to over \$24.5 million in state and local taxes annually. For more information on APEX, please visit [www.APEXgetsbusiness.com](http://www.APEXgetsbusiness.com).