

FOR IMMEDIATE RELEASE

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Experience Milwaukee announces partnerships with area firms to present a new content stream: Tech in MKE.

Milwaukee, WI - 2/28/2023 - Experience Milwaukee announced today that the media company will partner with some of the region's most tech-focused, innovative organizations to launch a new podcast series called Tech in MKE. These partners include: Harley-Davidson, Milwaukee Tech Hub Coalition, Milwaukee School of Engineering, and Expedient.

"We're excited to announce an important collaboration with organizations who play a key role in technology in Milwaukee," said Steve Glynn, Chief Milwaukee Officer and co-host of the Experience Milwaukee podcast. "Tech in MKE is an important initiative to contribute to elevating the tech scene in the city."

Using its familiar, friendly approach, Experience Milwaukee will publish these podcast episodes as conversations with tech leaders at some of the region's largest tech employers.

"Telling the stories about Milwaukee's tech ecosystem is an important part of our work. We have a diverse and thriving ecosystem and we're excited to sponsor Experience MKE as they explore these regional tech stories. We hope people will connect with these episodes, including individuals outside our area who will get a glimpse into what makes Milwaukee great," said Kathy Henrich, CEO, MKE Tech Hub Coalition.

Tech in MKE episodes will showcase the tech culture of participating companies and how that culture correlates to or depends on the tech landscape in Milwaukee.

Harley-Davidson's GM of Digital Growth, Tom Murray, said, "We are excited to expand our partnership with Experience MKE by being part of the newly launched Tech in MKE series. H-D has a strong tradition of innovation, and we look forward to sharing our digital transformation journey, collaborating with others that share our passion for technology inside and outside the workplace, and partnering with Experience MKE to broaden awareness to the great things happening within tech throughout Milwaukee."

These organizations see value in joining together with Experience Milwaukee to boost the tech message from the region.

“There is a huge demand from industries to implement new technology and utilize data analytics, machine learning and AI as well as a growing need for talent to meet this demand,” said Saj Thachenkary, Vice President of Marketing and Community Engagement at MSOE. “MSOE is the regional leader in tech talent and Tech in MKE will spur important conversations about Milwaukee as a center for innovation.”

“We are thrilled to be partnering with the Experience Milwaukee podcast on the launch of Tech in MKE” added Ian Christian, Area Vice President at Expedient. “We are bullish on the tech sector here, the innovators here, and stand ready to partner with the passionate tech community here to take Milwaukee to the next level with our technology, resources, and expertise.”

For businesses that are interested in learning more and being featured in Tech in MKE, they can visit ExperienceMilwaukee.com/tech for more information.

Listeners will be able to find these new episodes at ExperienceMilwaukee.com and anywhere that podcasts are available immediately.

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ABOUT EXPERIENCE MILWAUKEE

Experience Milwaukee tells the stories of the people, places, and events that make Milwaukee amazing. With listeners in 40 states and 30 countries around the world, the podcast reaches Milwaukee fans far and near. Follow along anywhere you get your podcasts or look for @EXPMKE on LinkedIn, TikTok, Instagram, Twitter, and Facebook.

ABOUT HARLEY-DAVIDSON

Harley-Davidson, Inc. is the parent company of Harley-Davidson Motor Company and Harley-Davidson Financial Services. Our vision: Building our legend and leading our industry through innovation, evolution and emotion. Our mission: More than building machines, we stand for the timeless pursuit of adventure. Freedom for the soul. Since 1903, Harley-Davidson has defined motorcycle culture with an expanding range of leading-edge, distinctive and customizable motorcycles in addition to riding experiences and exceptional motorcycle accessories, riding gear and apparel. Harley-Davidson Financial Services provides financing, insurance and other programs to help get Harley-Davidson riders on the road. Learn more at www.harley-davidson.com.

ABOUT THE MILWAUKEE TECH HUB COALITION

The MKE Tech Hub Coalition is a unifying voice for the Milwaukee tech ecosystem. We harness the power of companies, entrepreneurs, educators, community organizations and other area stakeholders to grow tech talent and innovation in the Milwaukee region.

ABOUT THE MILWAUKEE SCHOOL OF ENGINEERING

MSOE is the university of choice for those seeking an inclusive community of experiential learners driven to solve the complex challenges of today and tomorrow. The independent, non-profit university has about 2,800 students and was founded in 1903. MSOE offers bachelor's and master's degrees in engineering, business and nursing. Faculty are student-focused experts who bring real-world experience into the classroom. This approach to learning makes students ready now as well as prepared for the future. Longstanding partnerships with business and industry leaders enable students to learn alongside professional mentors and challenge them to go beyond what's possible. MSOE graduates are leaders of character, responsible professionals, passionate learners and value creators.

ABOUT EXPEDIENT

Expedient is a full stack cloud service provider, helping companies transform their IT operations through award-winning multi-cloud solutions and managed services including enterprise cloud, disaster recovery, virtual desktop infrastructure, edge computing, security and compliance, and more. Named VMware's Americas Cloud Partner of the Year and acknowledged in Gartner's Magic Quadrant for Disaster Recovery as a Service, Expedient provides best of breed solutions backed by white glove services and support.