

New Veterans Business Outreach Center Director



Ana Simpson has joined the Wisconsin Women's Business Initiative Corporation (WWBIC) as the director of the new Milwaukee-based SBA Veterans Business Outreach Center (VBOC), one of 22 funded nationally. The VBOC works with active duty military, veterans, and their family members to start and grow small businesses in Wisconsin, Illinois, and Minnesota.

As a military connected family member, Ana understands military life through the lens of a sister, daughter-in-law and mother-in-law. Her daughter and son-in-law are currently stationed at Fort Stewart, Ga. She has spent more than 20 years in the financial services industry, holding roles in retail management, business development and commercial banking. Ana is passionate about coaching businesses and connecting entrepreneurs to available resources, and had done so for many years as a WWBIC volunteer, subject matter expert, and class facilitator. She can be reached at Ana.Simpson@WWBIC.com

Welcome, Ana! For more on the VBOC, visit www.wwbic.com/veterans.