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For Immediate Release

YWCA IS ON A MISSION

Tracy Williams Joins YWCA Southeast Wisconsin as New President and CEO

Milwaukee, WI (December 15, 2021) – YWCA Southeast Wisconsin (YWCA SEW) announced today the selection of Tracy Williams as the organization's new President and CEO, beginning January 1, 2022. A Milwaukee native, Tracy brings more than 20 years of professional experience to the role, including leading, designing, and implementing innovative strategies to promote diversity, equity, and inclusion in systems of higher education, corporations and non-profit, philanthropic, and healthcare institutions. She has also served on numerous boards, commissions, and membership organizations to strengthen communities.

Tracy served most recently as Senior Director of External Relations, Partnerships, and Development, Director of Supplier Diversity and Interim Assistant Vice Provost of Strategic Diversity, Equity, and Inclusion Administration at the University of Wisconsin-Madison. Appointed by the Finance and Administration Division, she was responsible for developing a campus-wide strategy and program to increase the University's spend with diverse businesses. Serving as a senior member of the leadership team, she oversaw the multimillion-dollar high impact practice fund, donor relations, and stakeholder engagement. She served previously as the Diversity and Inclusion Advisor for American Family Insurance and the Director of Diversity and Inclusion at the Wisconsin Foundation and Alumni Association.

"We are thrilled to welcome Tracy Williams to the YWCA SEW family at an exciting and important time in our history," said Lindsey Davis, Chair of the Board of Directors. "She brings a wealth of experience leading and growing highly impactful organizations, combined with extensive knowledge of Southeast Wisconsin and a passion and for and success igniting positive change in her own community."

"At this time in history, our mission is an imperative. Now is the time to create sustainable change by eliminating racism and empowering women. It is truly an honor to lead a mission that I embrace as my own purpose," said Tracy Williams, incoming President and CEO, YWCA SEW. "From championing civil rights and affordable housing, to connecting local residents to healthcare services and promoting racial justice and economic empowerment, YWCA SEW's impact on Milwaukee, Racine, and residents of the surrounding area is immeasurable."

About YWCA Southeast Wisconsin

YWCA Southeast Wisconsin is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all. For more than 125 years the YWCA SEW has championed many of the social movements important to the region including civil rights, affordable housing, fair healthcare access, racial justice and pay equity. Today, YWCA SEW serves 10,000 regional residents annually providing crucial community programs and collaborating frequently with sister organizations to build greater collective impact.

Learn more: <https://www.ywcasew.org/>

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**eliminating racism
empowering women**
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