

The Future. Forward.



Deloitte.

The 20th anniversary **of the Wisconsin 75**

On behalf of Deloitte, I'd like to welcome you to the 20th year of the Wisconsin 75. This event is a special one—one where we recognize the people, hard work, and institutions that rise above the fray, that persevere in the face of obstacles, and lead our great state forward, into the future. And that's the theme for this year's event: The Future. Forward.

It is a theme inspired by resilience and adaptation—two qualities and characteristics that define our state's business leaders and guiding ethos. We are a state defined by abundance, of production, of hard work and exceptional output. To those we're celebrating today—you are a group of people who live up to those definitions.

This year is special for another reason, too—20 years of celebrating the Wisconsin 75. That's two decades of honorable work and reward. Over the years, our program has welcomed 197 companies to the list and celebrated 94 leaders and institutions that have received Distinguished Performer Awards. Today, the Wisconsin 75 employs more than 300,000 people.

Whether faced with a continuously evolving economy or shifting cultural needs and appetites, you have managed to stay ahead of the curve and part of the conversation. You've risen to the challenge and displayed character, grace, and exceptional work ethic. Thank you for helping to shape a better Wisconsin and a better future for us all.

Very truly,

P.J. DiStefano

Wisconsin Managing Partner
Deloitte LLP

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Keynote speaker



Patricia Buckley

Patricia Buckley started at Deloitte in September 2012 as the Managing Director for Economics with responsibility for contributing to Deloitte’s Eminence practice. She frequently partners with various practice areas to produce topical eminence and is a frequent speaker at Deloitte events discussing current economic policy and trends.

Previously, she served as the Senior Economic Policy Advisor to four Secretaries of Commerce where she provided regular briefings to the Secretary in preparation for Cabinet meetings, press interviews, and discussions with business and foreign leaders. Earlier in her career, she was an economist at the Manufacturers Alliance (MAPI), a policy research organization, and the Joint Economic Committee of Congress.

She has a PhD in economics from Georgetown University and a BS in economics from Clemson University.

Local business trends: **2022 Wisconsin 75**

In the following pages, please enjoy a snapshot of trends and responses from this year's survey results.

The WI75 employs more than

300,000
people

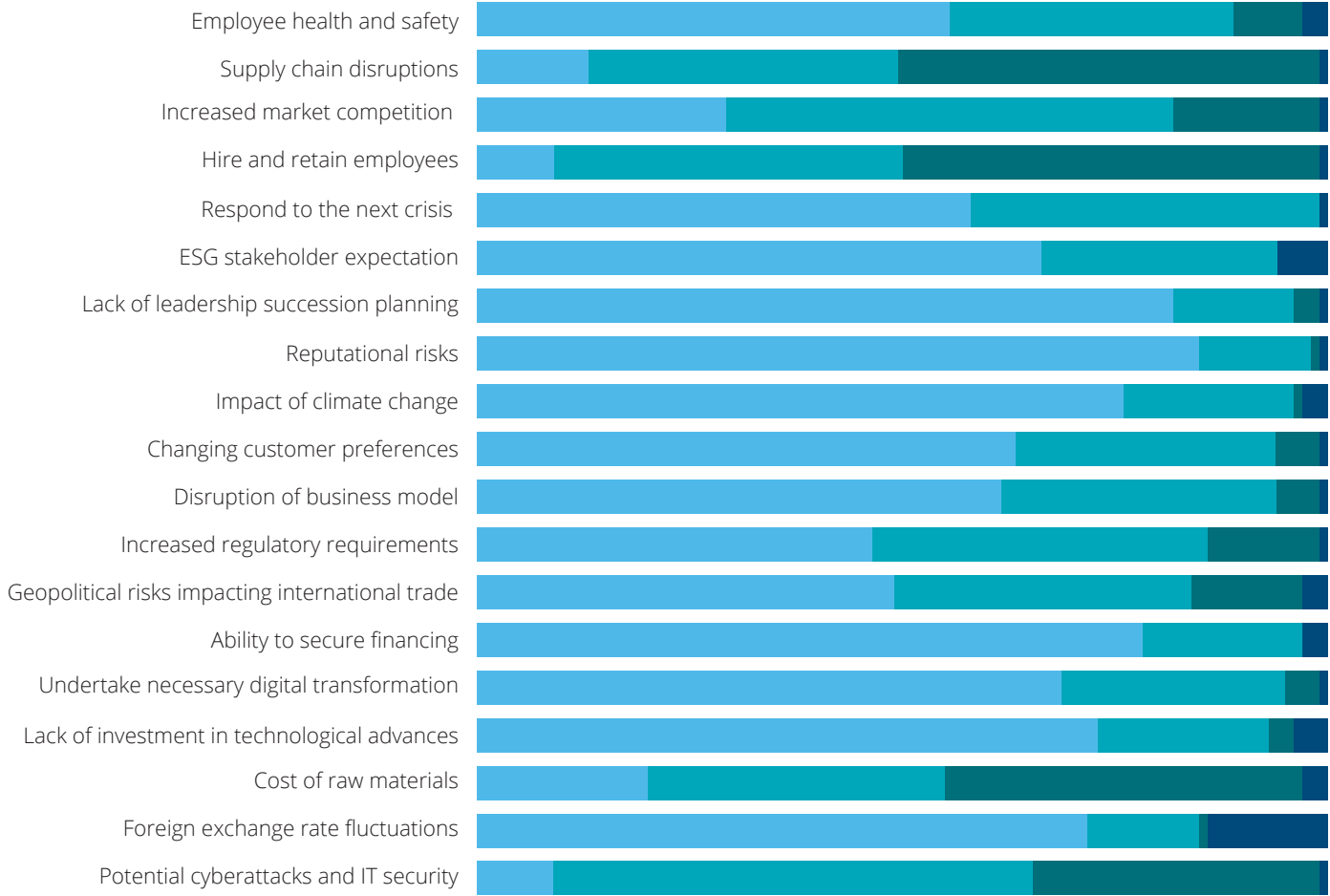
\$171B
2021 revenue

14%
growth from
2021

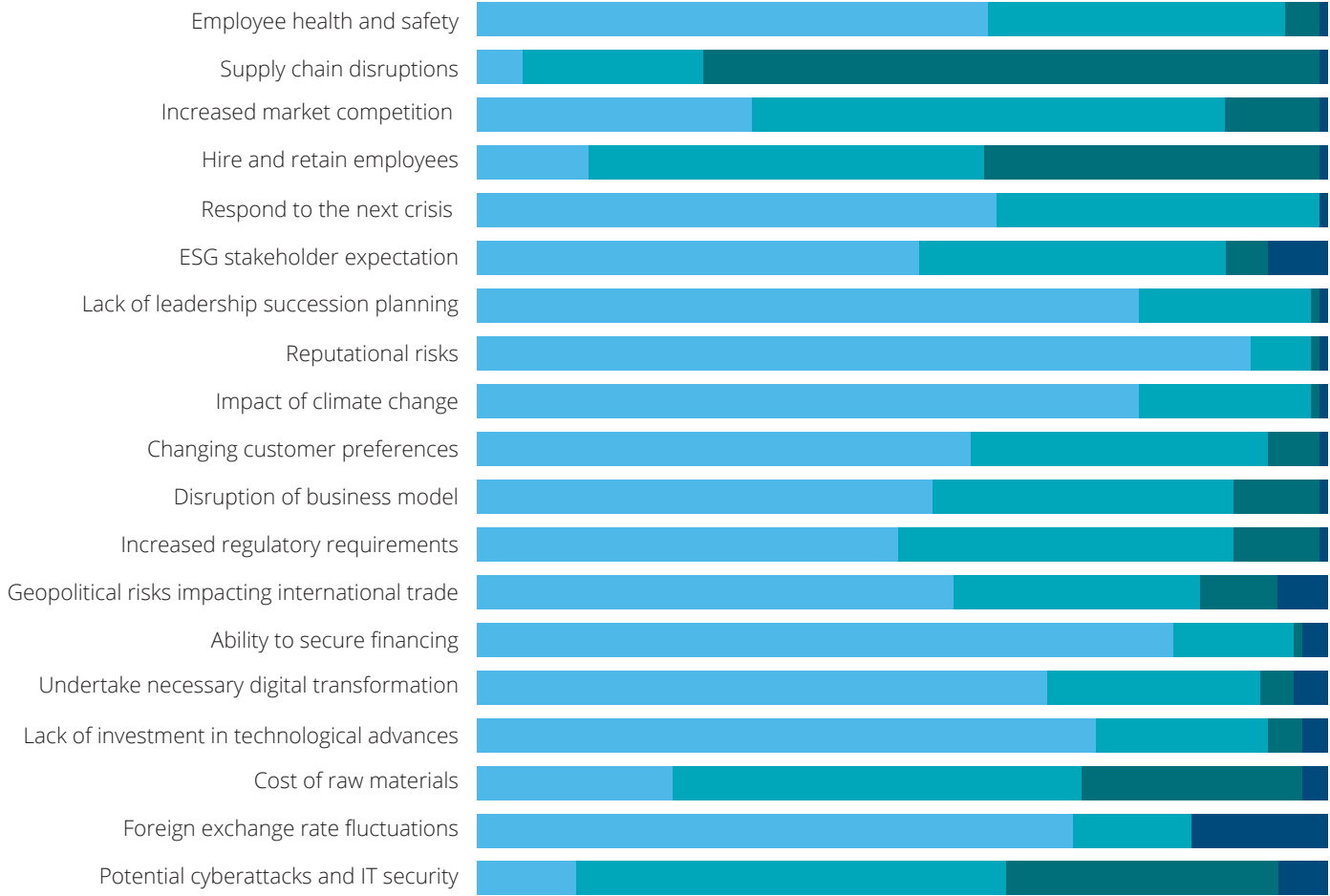
Risks

Risks can affect companies from a variety of sources—both internal and external. This year, most WI75 companies believe the highest risks to their growth over the next 12 and 36 months are cyber-attacks, supply chain disruptions, hiring and retaining employees, and costs of raw materials.

What level of risk do you believe these circumstances may present to your company's growth in the next 12 months?



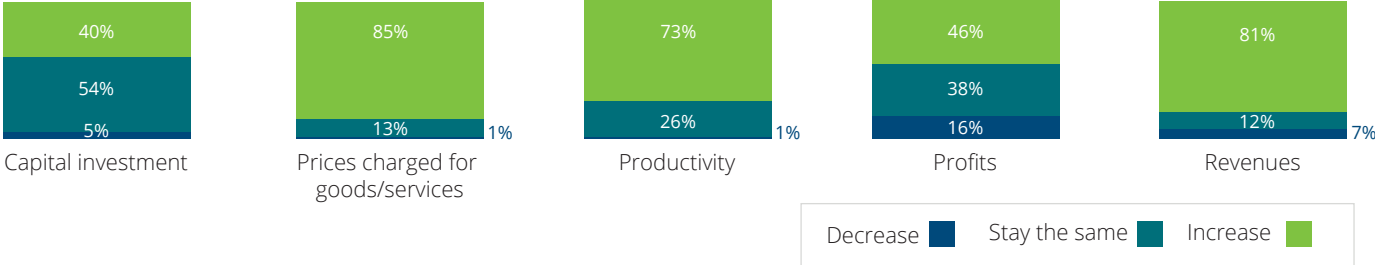
What level of risk do you believe these circumstances may present to your company's growth in the next 36 months?



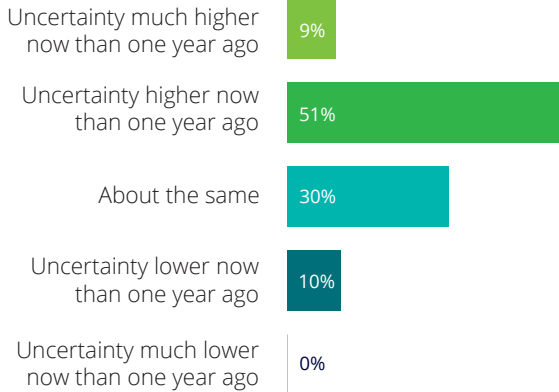
Changing key metrics

This year, over three-quarters of WI75 companies believe that revenues, prices charged for goods and services, and productivity will increase over the next 12 months. At the same time, while confidence in business success remains high, half of all companies are more uncertain than they were one year ago.

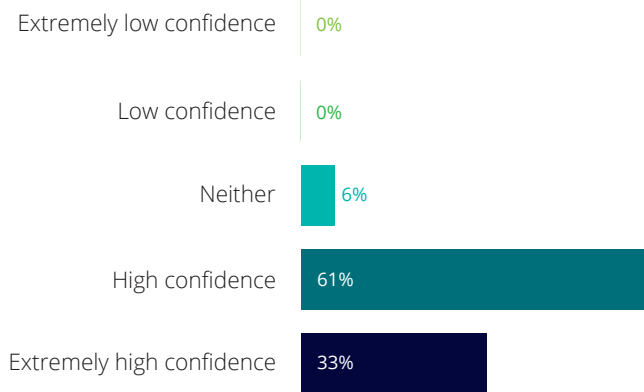
To what extent do you expect the following key metrics of your business will change over the next 12 months?



Compared to one year ago, which of the following best describes your level of uncertainty in the factors that drive future business prospects? These may include factors that are not within your control, such as taxes, regulations, credit availability, and economic outlook.



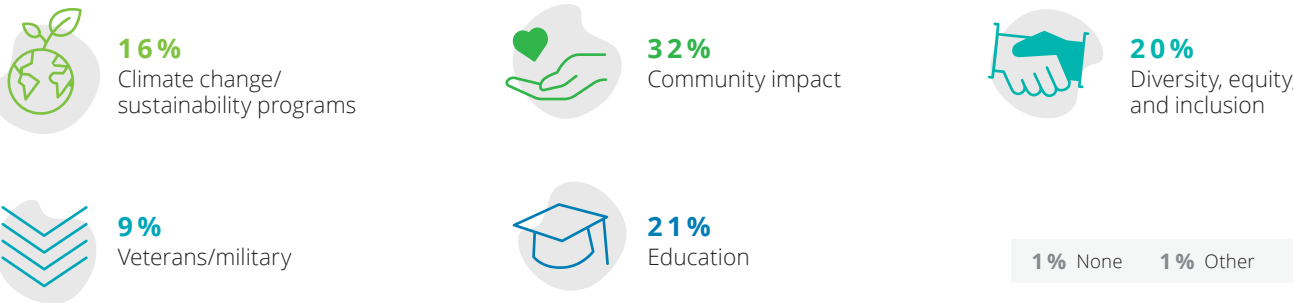
What is your level of confidence in the success of your company over the next 12 months based on revenue, profitability, and growth potential?



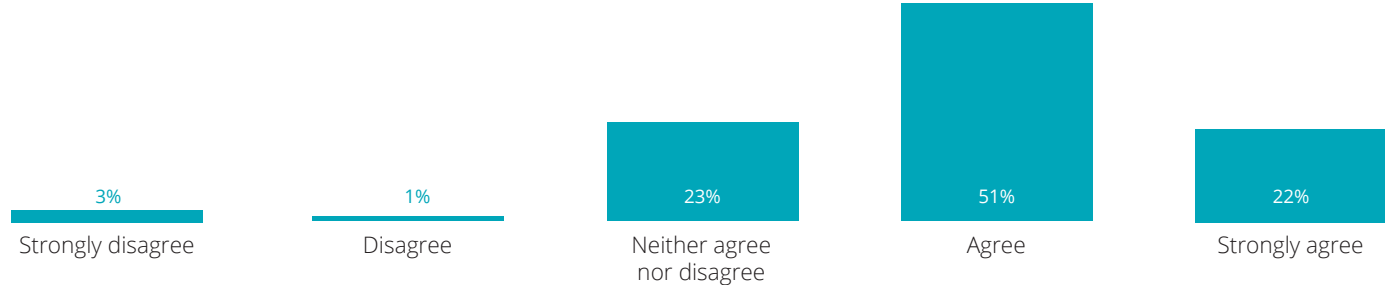
DEI & ESG

Diversity, equity, and inclusion (DEI) and environmental, social, and governance (ESG) have increasingly become important factors in a business's ability to be seen as a leader in its community and within its industry. This year almost all WI75 companies have implemented social responsibility programs with one-third of them focusing on community impact. Half of all companies will focus on sustainability and carbon reductions.

Please select the focus area of your company's social responsibility programs.



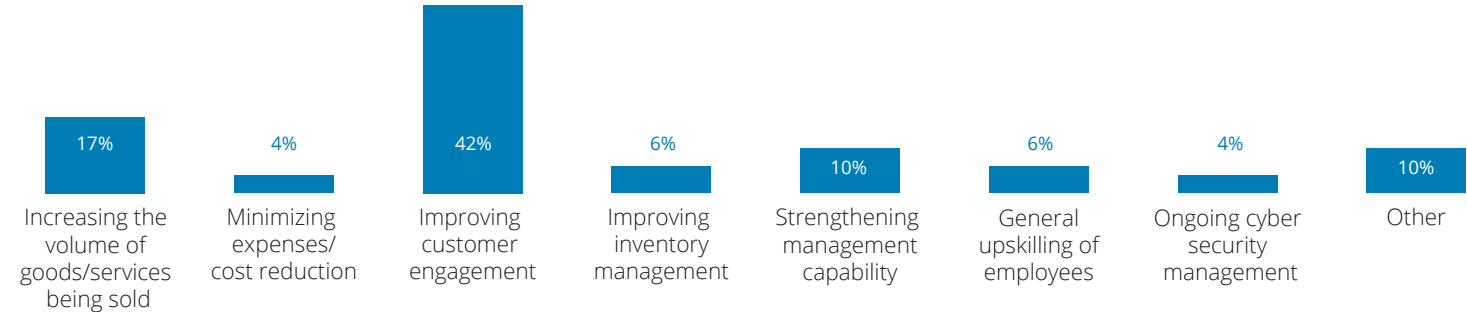
What is your level of agreement with the following statement: Our company will sustain focus on sustainability and carbon reductions.



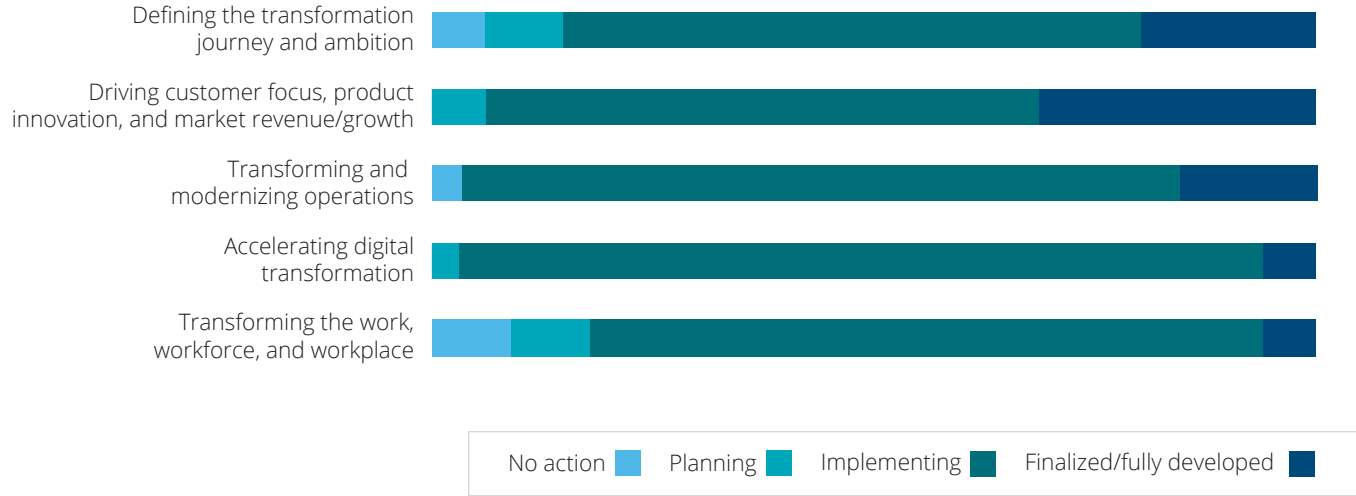
Key transformations

Companies must continually transform their processes, operations, and digital strategy. This year, a majority of the WI75 companies are undergoing meaningful transformation. The driving force behind nearly half of all the WI75 companies' digital transformation was improving customer engagement. Automation of business processes, data analytics/business intelligence, and cyber are the top technology investments that companies want to make over the next year.

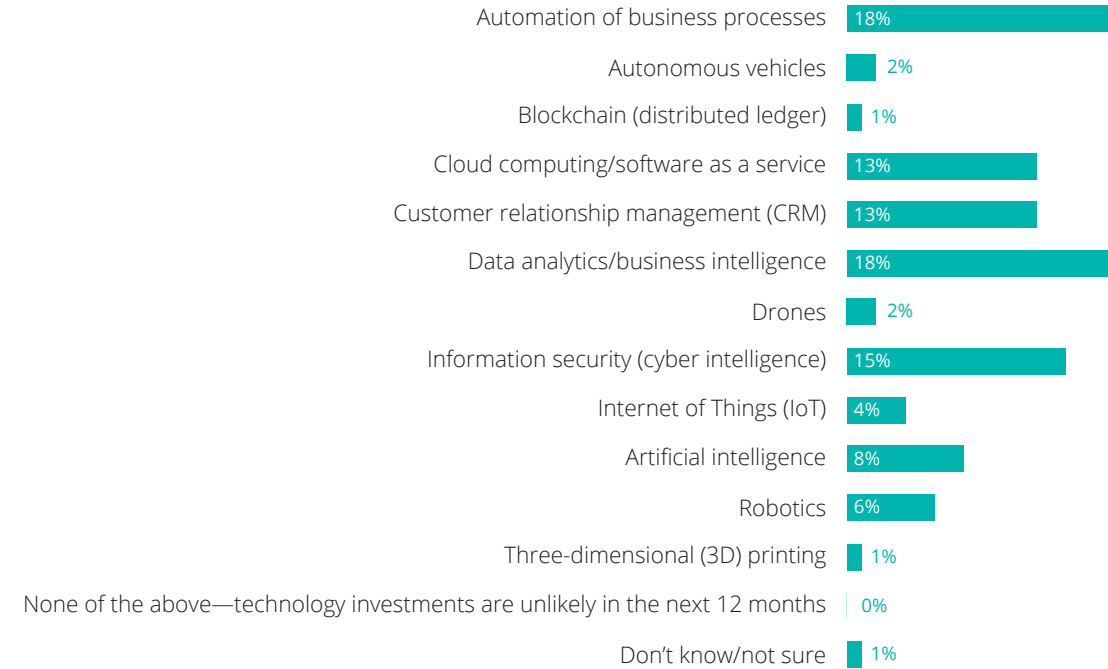
What was the key driver behind your company's digital transformation?



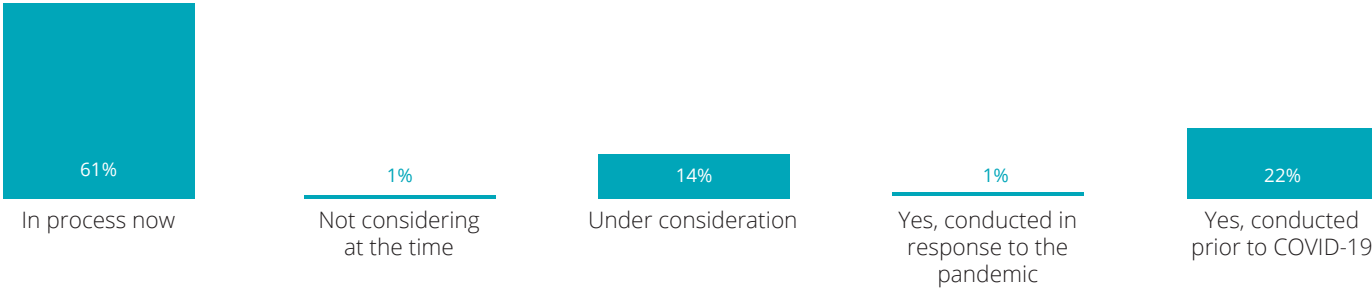
As you consider your goals of being a resilient organization, what is your company's status in regard to implementing each of these elements?



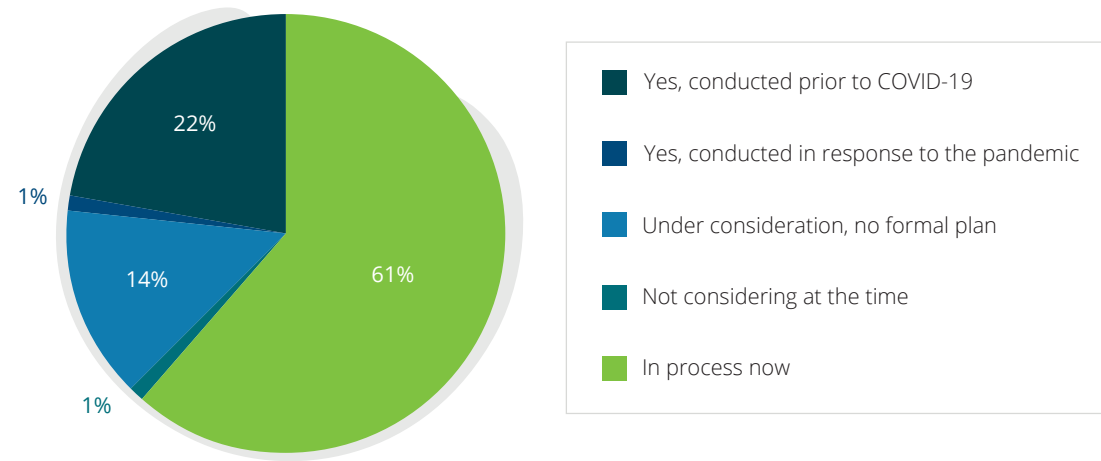
What investments in technology, if any, is your company most likely to make in the next 12 months?



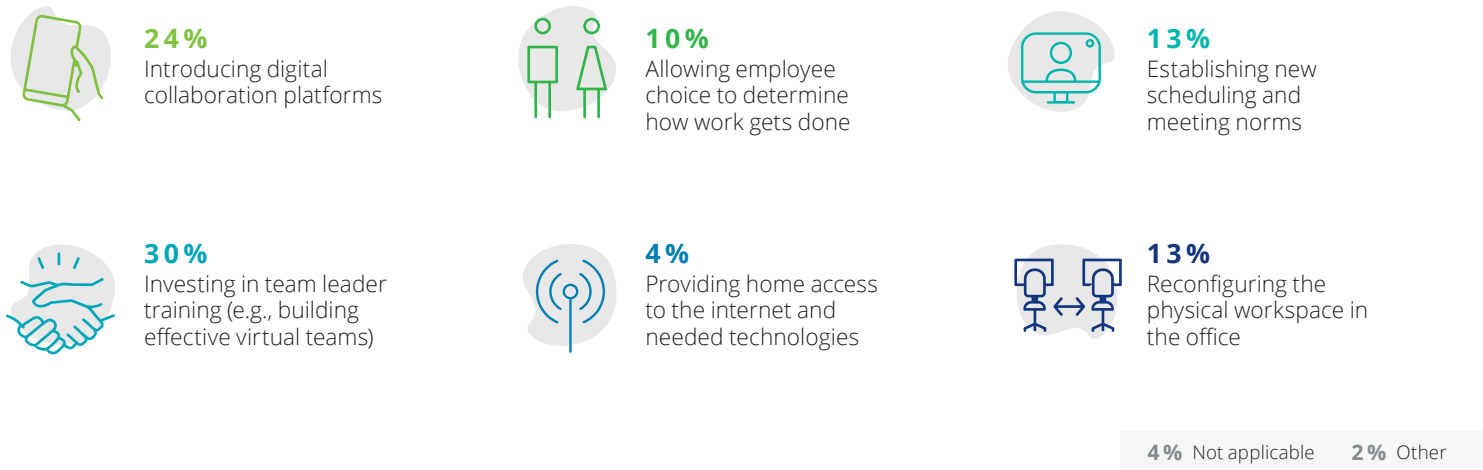
Have you undertaken or are you in the process of undertaking digital transformation (e.g., modernizing a core technology platform such as CRM, using digital technology to create new—or modify existing—business processes, advancing Smart Factory initiatives)?



Have you conducted or are you in the process of conducting digital transformation (e.g., modernizing a core technology platform such as CRM or using digital technology to create new or modify existing business processes)?



What is the most important factor in evolving your workplace?



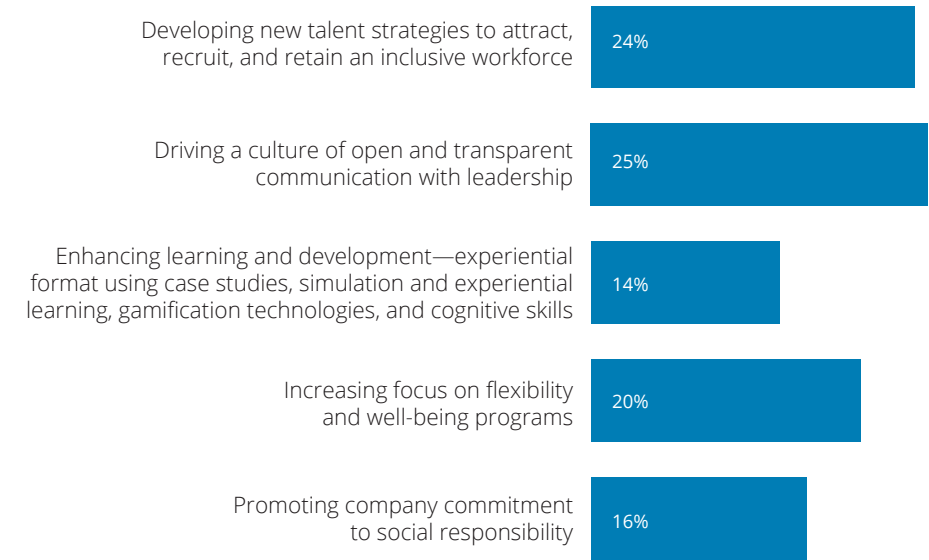
What are the most important factors to consider when undertaking digital transformation?



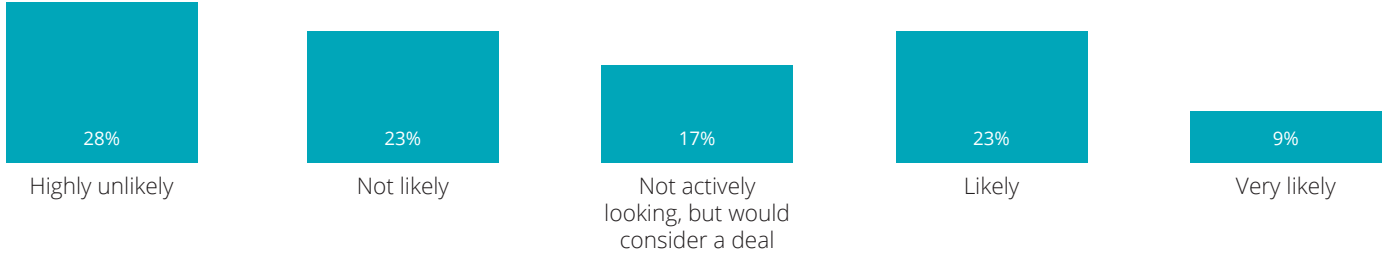
Growth strategies

Company growth requires thoughtful, strategic intent. The WI75 companies chose growing existing markets as the top response among growth strategies for the next year. A quarter of the companies believe driving a culture of open and transparent communication with leadership is vital to attracting and retaining workers.

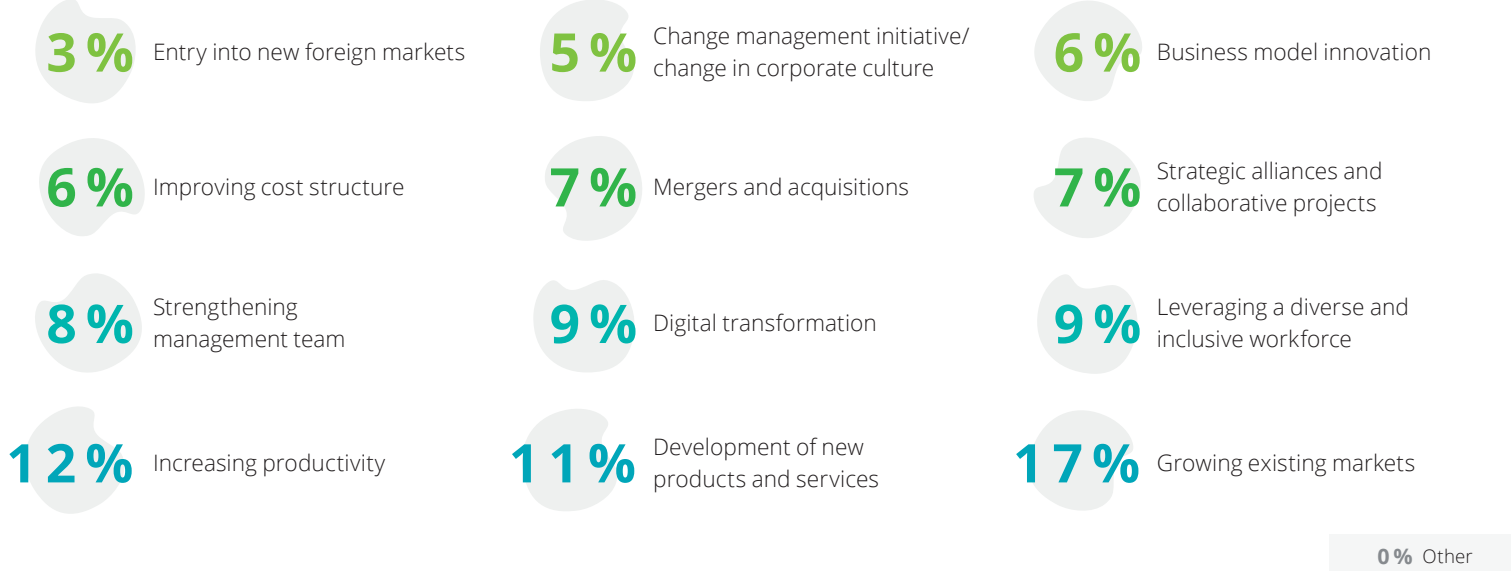
Which, if any, of the following strategies is your company adopting to attract and retain workers?



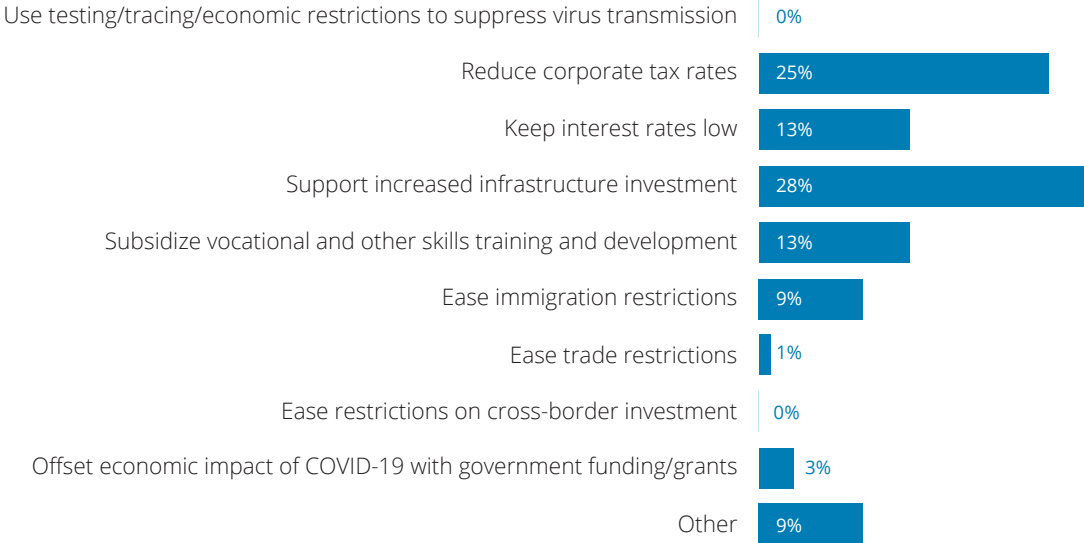
What is the likelihood that your company will participate in an acquisition or become a merger target in the next 12 months?



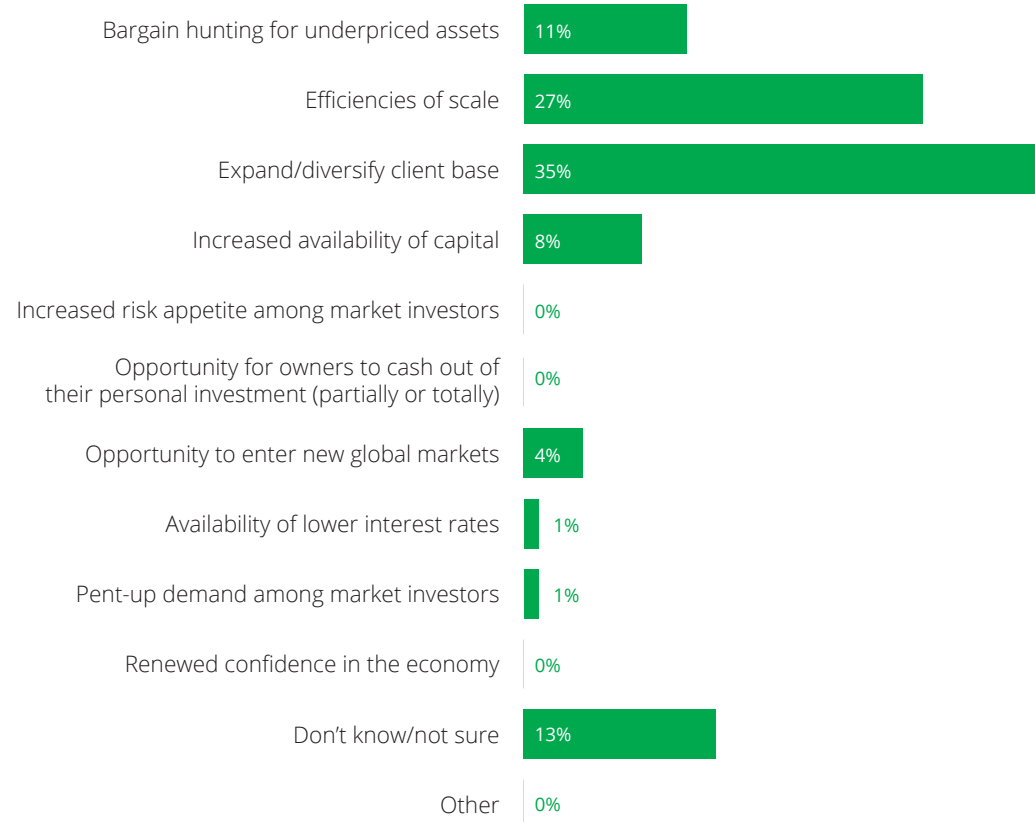
What are your company's main growth strategies over the next 12 months?



How can government most help private companies to grow in the next 12 months?



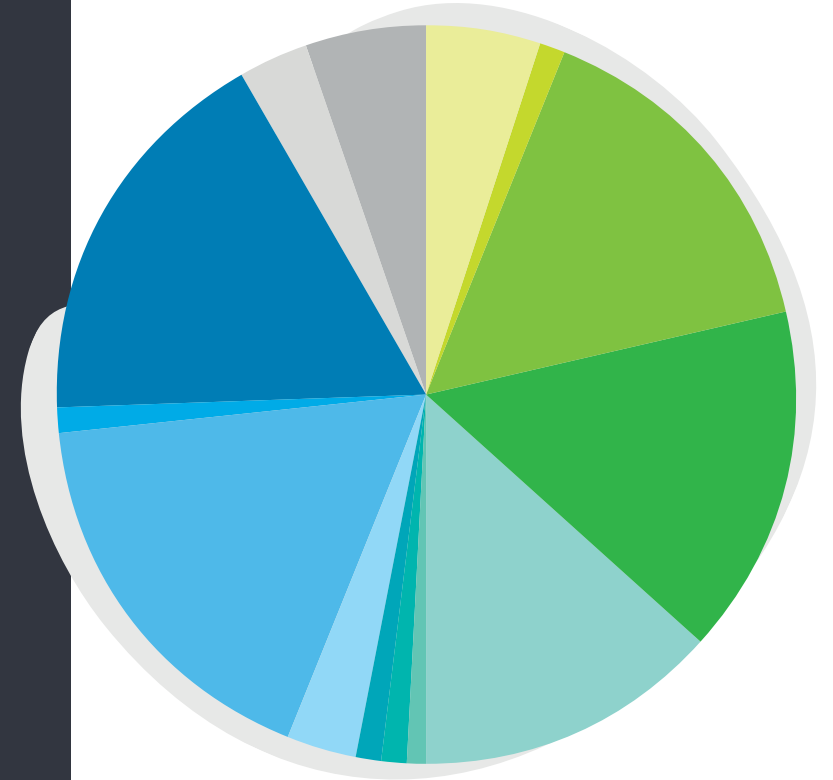
What would be the main drivers of merger and acquisition activity for your company in the next 12 months?



How likely is it that your company will go public?



Industries



2022 Distinguished Performer Award winners

Over the past 20 years...

94 companies have received Distinguished Performer Awards

23 companies have received multiple Distinguished Performer Awards:

- | | |
|------------------------------------|-----------------------------|
| American Family Insurance Co. | JP Cullen |
| Hunzinger Construction Co. | Johnson Financial Group |
| Sargento Foods, Inc. | Masters Gallery Foods, Inc. |
| ABC Supply Co. Inc. | Menasha Corporation |
| Cuna Mutual Group | Miron Construction Company |
| Kwik Trip, Inc. | Promega |
| West Bend Mutual Insurance Company | Quad |
| Ashley Furniture Industries, LLC | Rockline Industries, Inc. |
| Baird | Sentry Insurance Company |
| CG Schmidt, Inc. | Serigraph, Inc. |
| Creative Group, Inc. | Standard Process Inc. |
| | The Boldt Company |

Community



The Community award recognizes a company's efforts or business choices that focus on giving back to the community—especially during the pandemic and these uncertain times.

Sargento Foods Inc.

Diversity, Equity & Inclusion



The DEI award recognizes an individual or company that optimizes the opportunities found in the intersections among cultures, values, and perspectives—and that have positively impacted the company and/or employees.

Northwestern Mutual

Innovation



The Innovation award recognizes an individual or company whose new product and/or service, business processes, or technology has positively impacted how an organization is able to work, do business, or serve customers.

Foth

Succession



The Succession award recognizes a company that has successfully prepared for or moved to next-generation leadership.

JP Cullen

Sustainability



The Sustainability award recognizes a "green" corporation that balances economic growth, social equity, and environmental management.

Green Bay Packaging



2022 Distinguished Performer: **Community**

Sargento Foods Inc.

At Sargento, we believe in making a difference in people's lives. In 2021, our philanthropy focused on hunger relief, affordable housing, and education, and we see our ongoing investment in people as an investment in our collective future and our obligation to our suppliers, neighbors, employees, and customers. We know that by always giving back as citizens, we will continue to grow forward as a company.

As a real-food company, we can't stand by while our neighbors go hungry. That's why we've established long-standing partnerships with Wisconsin teams – including the Milwaukee Brewers and Green Bay Packers – and local food banks to bolster hunger relief. Together, we've made a difference by donating funds to those in need through our charitable partners at Hunger Task Force and Paul's Pantry who are Wisconsin's anti-hunger leaders.

As a family-owned business, we know just how important home is to our wellbeing. But not every family can afford a home. Since 1992, Sargento has partnered with Habitat for Humanity as Habitat Milwaukee's first corporate sponsor, and we support the charity with both money and manpower. Each year, our employees

participate in Habitat Volunteer Week, lending their muscle, carpentry skills, and can-do spirit to the collective home-building effort.

We're also committed to supporting young people in our community. In 2021, our leaders provided mentorship and funding to county chapters of Big Brothers Big Sisters, Boys & Girls Club, and Junior Achievement, helping young people acquire financial literacy and build career readiness. In August 2021, Sargento was honored as an employer positively impacting the state's economy through the Flowers Family Wisconsin Business Achievement Award. Knowing that Big Brothers Big Sisters Wisconsin Shoreline had lost critical funding due to the pandemic, CEO Louie Gentine directed the Flowers family to make them the beneficiary of the \$75,000 honorarium.

Caring for our community begins with the Sargento family of employees. The Sargento Healthy Living Program seeks to address our employees' needs. Our holistic approach to wellbeing is evident in the facilities and services we provide employees and their families on site. Sargento Health and Wellness Centers offer physical exams, nutrition counseling,

life mentorship, and fitness training. Healthy Living also offers free therapy, a commitment that has grown in response to the stress our people experienced during the pandemic. COVID prompted us to provide our people with mental health tools and resources, including training our staff in suicide awareness and prevention, and developing an emotional health and wellbeing strategy.

In fact, we were recognized in 2021 for our efforts by Mental Health America (MHA) of Sheboygan County. MHA declared Sargento as its 2020 Workplace Mental Health Champion for creating a mentally healthy workplace and taking a holistic approach to the health and wellbeing of its employees.

Our corporate value of Community Outreach stems from our Stakeholder Philosophy where we share our success with those who contribute to that success. We consider the neighbors in our communities, key stakeholders of our company and a vital part of the Sargento Family.



2022 Distinguished Performer: **DEI**

Northwestern Mutual

Northwestern Mutual is a company of people collectively driven to improve the lives of our clients, to create a world-class culture of inclusion, and to benefit the communities we serve. We have found several innovative and impactful ways to achieve these objectives.

Our Sustained Action for Racial Equity (SARE) task force, created in 2020 and led by our CEO, takes a holistic look at racism and inequality from every perspective to make a bold, real, and long-term impact. As part of this commitment, we are focused on helping to close the racial wealth gap. SARE efforts have included ongoing conversations around allyship; programs that connect diverse employees to senior leaders for purpose of visibility, exchange, and growth; a \$100 million Impact Investing Fund; the formation of the Black Founder Accelerator® program; investments that drive small business loans for Black entrepreneurs; and more.

Our \$100 million Impact Investing Fund was launched to deliver on our company's commitment to addressing inequality

and the racial wealth gap in the U.S. It is continuation of Northwestern Mutual's current \$15 billion Socially Responsible Investing portfolio, which focuses on green and socio-economic investments. The key areas of focus for the fund, which directs investments to Black and African American communities on a national and local basis, include physical and social infrastructure; access to capital for individuals and business; and healthy, sustainable neighborhoods and communities. The fund also actively seeks out investment opportunities in our hometown of Milwaukee, where there are significant economic racial disparities. From a local perspective, in 2021 we invested \$1 million in Gateway Capital, an investment partner to young start-ups in Milwaukee.

Additionally, Northwestern Mutual has dedicated \$20 million through a Future Ventures fund dedicated to supporting Black entrepreneurs, who typically receive only about 1% of venture capital funding. The fund also supports our Black Founder Accelerator®, powered by gener8tor. Each year, beginning in 2021, 10 Black

entrepreneurs have received \$100,000 in seed funding, inclusion in a 12-week program and a Northwestern Mutual mentor to help accelerate their success.

Lastly, Northwestern Mutual is partnering with two Milwaukee-based Community Development Financial Institutions (CDFIs) to invest a total of \$5 million to support Black and African American-owned small businesses seeking funding. CDFIs deliver responsible, affordable lending to help low-income, low-wealth and other disadvantaged people and communities join the economic mainstream. Toward this end, we are partnering with Legacy Redevelopment Corporation (LRC) and Northwest Side Community Development Corporation.

*Write-ups have been submitted by Distinguished Performer Award winners.



2022 Distinguished Performer: **Innovation**

Foth

For more than 80 years, Foth has tackled our clients' science and engineering challenges head-on. In fact, they bring out the best in us, and it shows in our work. As the largest engineering firm headquartered in Wisconsin, our 650 employee-members rise to meet those challenges every day. By combining science, engineering, and technology with a collaborative approach, we create infrastructure, environmental, and production solutions for our public and private clients, locally and around the globe. We consistently surpass expectations with our expertise, innovative thinking, and trusted advice.

During the pandemic, we faced even greater challenges when our geographically dispersed members were unable to travel to collaborate with each other and our clients. We were specifically challenged to find ways to accelerate decision-making and design reviews with our clients in a virtual environment.

Our innovative solutions involved multiple changes to our standard work and has, according to our clients, become a differentiator for Foth.

First, we used 3D digital design models and virtual reality headsets during client reviews on several projects so our teams

and clients could immerse themselves in the design and fully understand the solutions being proposed. We were also able to make quick decisions that kept us on schedule, answer questions in real-time, and quickly make changes to the design. This interactive decision-making ultimately reduced design iterations and rework which saved the clients' money and allowed us to complete the projects on schedule. We effectively employed this solution on several projects, including the largest project in Foth's history – a design-build, state-of-the-art, food plant built on a greenfield site in Minnesota.

To create better visibility of projects for our clients, we instituted digital project management checklists and dashboards, so project status was always available on the dashboard and update meetings were minimized. Digital supply chain procurement tracking dashboards were created to procure and deliver materials needed to construct projects on time. These tools were invaluable during global supply chain delays.

To further enhance project visibility for clients and enable quicker decision-making in the design and construction process, we piloted the Augmented Reality (AR) emerging technology system for

visualization of models in the field. The related tools allowed digital 3D designs to be projected into the real world via AR goggles to determine interferences, fit, and function.

Also last year, Foth conducted pilots at several client facilities and across multiple projects to determine use cases and ease of access to the technology, as well as practical limitations, which led to documented benefits in the areas of design and construction planning.

Finally, we actively designed and collaborated on working 3D models with our clients and design partners in a cloud environment. Open knowledge of design progress provided transparency and quicker decision-making, which reduced time to deliver.

These combined actions have led to repeat work and requests for these digital transformation tools to be used on future projects. We are proud that, even during the pandemic, we delivered results and created value our clients came to rely on, by consistently solving their toughest science and engineering challenges that ultimately help them win and grow.



2022 Distinguished Performer: **Succession**

JP Cullen

JP Cullen is a modern-day example of how a family-owned business can thrive when it has a clear vision supported by a dedicated team of employees, industry partners, and a desire for excellence. Successfully linking your family to your business can take a toll on a business, however, with JP Cullen that has not been the story. It is overcome by the pride and passion they have for the industry and an unmatched work ethic.

JP Cullen has been a family-owned business since 1892. It has been passing on not only their company, but also their most significant and shared values to their future generations—including those values that foster individual development, family integrity, and a sense of community health and well-being.

In 2009, Mark, David and Richard realized that the fifth generation would not yet be ready to take over the company when they "retired", so they spent three years creating a succession plan. They used consultants like Steve McClure of The Family Business Consulting Group, Dan Potter at Grant Thornton, and Jim Hartwig at Brennan Steil to assist them with their planning.

Between Mark, David, and Richard, fathers of the fifth generation, there are ten very talented young adults. Six of them proceeded with degrees related to the construction field. The other four took positions of responsibility in media, fashion design, restaurant ownership, and motherhood.

Dan, George, Jeannie, Laura, and Sean Cullen completed rigorous academic requirements in construction engineering, management, finance, and marketing. Each of them has fulfilled the three-year requirement to work outside of the family firm. They are the most talented group of young Cullens to come into the organization in responsible capacities. They also recognize that even with their talent and experience outside of JP Cullen, they will have to work very hard, like generations before them, to move the firm forward and earn the respect from their coworkers, clients, and trades contractors. Peyton Cullen is the youngest of the fifth generation and is currently completing his degree at UW-Platteville. There are currently discussions on how he will meet the succession requirements and join the family-run business.

The Cullens know that successful multigenerational family businesses like JP Cullen are rare. To make it all work, the company's leaders have always needed to find the time to resolve issues, remain dedicated, and be optimistic. To sustain and expand the business, the fifth generation has exhibited the same passion and desire to take care of all the people who serve the business. So many companies work from quarter to quarter, not taking a long-range look at their destiny. The younger Cullens demonstrate the long-haul perspective that has been in place since the company's founding.

For all of the fifth generation, the company is their passion. Each member of this generation agrees that they must be as pioneering as all the Cullens who preceded them, and at the same time they must care for their community and the people working for them. This ensures that JP Cullen will continue to produce a product superior to the competition. After all, this has always been the Cullen way.



2022 Distinguished Performer: **Sustainability**

Green Bay Packaging

Green Bay Packaging Inc. (GBP) has been operating for nearly 90 years. Continuous Improvement and Sustainability have been a focus at GBP long before these terms were popular or fashionable. The investments that we have made and the commitment to environmental sustainability will set the table for GBP to remain a leader of environmental stewardship for another 90 years.

Our new recycled paper mill in Green Bay, Wisconsin has been certified by UL as a “Net Zero Water” manufacturing site – the only one in the world with this designation – and our converting operations are on pace to achieve the goal of “net zero land fill” by the end of 2025. The GBP Wisconsin supply chain – with a paper mill located in Green Bay and six box plants located within the state – is efficient, cost effective and environmentally friendly.

Sustainable Product Innovation. The investment in the new Green Bay Mill included many energy-saving technologies, innovative heat reuse practices, the utilization of mixed paper as a material input, (one of the first in the USA) and a circular water system that has no direct discharge to the Fox River (zero water discharge).

The new Green Bay Mill, while increasing production by 64%, produces more with less, decreasing its environmental footprint with 8% less greenhouse gases, 6% less energy (MMBtu), 30% decrease in water use with reclaimed water and 36% waste reduction, per ton of product.

Net-Zero Water. In 2021, GBP’s Green Bay Mill achieved Net-Zero Water (NZW) use in its production of 100% recycled containerboard paper, the first-ever with third-party validation of UL environmental claim. NZW preserves natural water resources with minimizing impacts. The NZW system at the Green Bay Mill reduces water demand through use of reclaimed water and alternative water sources, offsetting the need for freshwater. The goal in achieving NZW is to transform the water-intensive papermaking process into a more efficient process, returning more water than has been removed. Water is a vital community resource and GBP is committed as an industry leader in water sustainable innovation.

Zero Landfill Initiative. GBP initiated a zero waste to landfill program to send less waste to landfills. In 2021, GBP achieved more than 95% landfill diversion across manufacturing operations. GBP completed a third-party assurance verification on

GBP’s self-declaration percentage which included onsite audits.

Recycling in Wisconsin. GBP promotes and extends the life cycle of materials with recovery and recycle of old corrugated containers (OCC) and mixed paper into new boxes. In 2021, GBP’s 100% recycled containerboard mill with recycling inputs provided benefits to the overall environment footprint with estimated environment savings of:

- 4,780,000 less MMBtus of energy;
- 239,500 less tons of greenhouse gases CO2e (equivalent to 436,000 less cars annually);
- 2,130,000,000 less gallons of water usage;
- 8,000,000 less tons of solid waste;
- 26,400 less cubic yards of landfill space; and
- 277,000 acres of forest land (a difference equal to the size of 210,000 football fields).

With each new endeavor, GBP is committed to providing environmentally friendly and sustainable solutions for the future.

Wisconsin 75

Distinguished Performer

Award judges

Wisconsin 75 Distinguished Performer **Award judges**



Kaushal Chari currently serves as the Sheldon B. Lubar Dean and as professor of information technology management at the Lubar School of Business and the interim executive director of the Connected Systems Institute at the University of Wisconsin-Milwaukee. He also serves on the boards of nonprofits such as Junior Achievement of Wisconsin, Rotary Club of Milwaukee, and FIA of Tampa Bay.

Dr. Chari has engaged with businesses as a board member, consultant, and advisor. He is the winner of numerous awards including the Community Champion for Entrepreneurship Award from the Global International Entrepreneurs Organization (TiE) and the Design Science Award given by the INFORMS Information Systems Society.

Dr. Chari earned his PhD and MBA from the University of Iowa and his bachelor's degree in mechanical engineering from the Indian Institute of Technology, Kanpur.

Kaushal Chari, PhD

Sheldon B. Lubar Dean,
Lubar School of Business

Interim executive director,
Connected Systems Institute

University of Wisconsin-Milwaukee



Caroline Krider is the SVP, relationship manager and Milwaukee market leader of Global Industrials & Services and has been with U.S. Bank and its (First Wisconsin and Firststar) predecessors for more than 35 years. She currently manages a portfolio of approximately 20 large corporate relationships in Southeastern Wisconsin.

Krider serves on the following nonprofit boards:

- IMPACT 211 (development co-chair and past vice-chair)
- REDgen (development co-chair)
- Wisconsin Humane Society (Investment Committee)
- Zoological Society of Milwaukee (Executive Committee, Nominating Committee chair, and past board chair)

Caroline V. Krider

SVP, relationship manager
and Milwaukee market leader,
U.S. Bank

She previously served on the boards of the American Lung Association of Wisconsin, the American Lung Association of the Upper Midwest, and the St. Francis Children's Center where she served in various leadership roles. Other affiliations include Professional Dimensions, TEMPO Milwaukee, and serving as an annual judge and presenter for Deloitte's Wisconsin 75 awards.

In addition to numerous U.S. Bank awards, Krider has received the Wisconsin Humane Society's Volunteer of the Year Award, the Milwaukee Business Journal Women of Influence Award, the Wauwatosa Public Library Foundation's Arthur B. Kohasky Leadership Award, and the Zoological Society of Milwaukee's *Pan paniscus* Conservation Award.



Derek L. Tyus






Vice president and chief investment officer,
West Bend Mutual Insurance Company
West Bend, Wisconsin






Derek Tyus is vice president and chief investment officer of West Bend Mutual Insurance Company. He has been with West Bend since 2016.






Before joining West Bend, Tyus was a director for Northwestern Mutual Wealth Management Company in Milwaukee, Wisconsin. He has been in the insurance industry for 23 years, holding investment positions in private debt and equity, real estate, and wealth management, as well as strategy and administration.






Tyus is a graduate of Marquette University and received his MBA from the Ross School of Business at the University of Michigan. He is currently a member of the CFA Institute and the CFA Society of Milwaukee. He serves on the board of directors for Waterstone Financial, Inc. He also serves as a director for several nonprofit organizations including the Greater Milwaukee Foundation, Zoological Society of Milwaukee, and Siebert Lutheran Foundation.






Presenting the 2022 **Wisconsin 75**






Rank	Company	Location
01	 Northwestern Mutual	Milwaukee
	For over 160 years, Northwestern Mutual has empowered clients to live their dreams today, as well as tomorrow, through its unique approach to financial planning. Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to give clients access to everything they need to successfully navigate their financial lives.	
02	 ABC Supply Co. Inc.	Beloit
	ABC Supply Co. Inc. is the largest wholesale distributor of roofing in the United States and one of the nation's largest wholesale distributors of select exterior and interior building products. Since its founding by Ken and Diane Hendricks in 1982, ABC Supply's sole focus has been serving professional contractors and builders.	
03	 S.C. Johnson & Son, Inc.	Racine
	SC Johnson is a family company dedicated to innovative, high-quality products, excellence in the workplace and a long-term commitment to the environment and the communities in which it operates. Based in the USA, the company is one of the world's leading manufacturers of household cleaning products and products for home storage, air care, pest control and shoe care, as well as professional products.	
04	 American Family Insurance	Madison
	The American Family Insurance group inspires, protects and restores dreams through our insurance products, exceptional service, community investment and creative partnerships to address societal challenges. We act on our belief in diversity and inclusion by constantly evolving to meet customer needs and preferences.	
05	 ULINE	Pleasant Prairie
	Uline, a family-owned business, is the leading distributor of shipping, industrial and packaging materials to businesses throughout North America. For over 40 years, we've stayed committed to providing the highest levels of service and quality products to our customers.	

Rank	Company	Location
06	 KOHLER.	Kohler
	Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and is an international host to award-winning hospitality and world-class golf destinations.	
07		Arcadia
	Ashley Furniture Industries, LLC (Ashley) feels that everyone deserves more value for their money. Established in 1945, Ashley is one of the largest manufacturers of home furnishings in the world. From design through fulfillment, Ashley is committed to delivering the world's best home furnishing values, selection and service, and earning the loyalty and trust of its customers every day.	
08		La Crosse
	Kwik Trip is a family-owned company that serves customers with more than 800 convenient, clean retail convenience stores and also produces more than 80% of the products featured in the stores supplied by its own commissary, bakery, dairy and distribution center located in La Crosse, Wisconsin.	
09		Appleton
	For over 70 years, U.S. Venture, Inc. has been recognized as an innovative leader in the distribution of traditional and renewable energy products, lubricants, tires, parts; and using data-driven insights to manage energy and information in the global movement of goods. U.S. Venture delivers creative, sustainable solutions that give their customers a competitive edge, and enable the company to support the communities in which they live, work, and play.	
10		Green Bay
	Based in North America, Schreiber Foods is a customer-brand leader in cream cheese, natural cheese, process cheese, beverages and yogurt—including plant-based options. Our more than 9,000 employees and presence on five continents enable us to be an essential ingredient in our customers' success. With annual sales of more than \$5 billion, we partner with the best retailers, restaurants, distributors and food manufacturers around the globe.	

Rank	Company	Location
11	 SCHNEIDER	Green Bay
	Schneider is a premier multimodal provider of transportation, intermodal and logistics services. Offering one of the broadest portfolios in the industry, Schneider's solutions include Regional and Long-Haul Truckload, Expedited, Dedicated, Bulk, Intermodal, Brokerage, Warehousing, Supply Chain Management, Port Logistics and Logistics Consulting.	
12	 CUNA MUTUAL GROUP	Madison
	Built on the principle of "people helping people," CUNA Mutual Group is a financially strong insurance, investment and financial services company that believes a brighter financial future should be accessible to everyone. Through our company culture, community engagement, and products and solutions, we are working to create a more equitable financial system that helps to improve the lives of those we serve and our society.	
13	 Epic	Verona
	Epic develops health care software to help people get well and stay well. Health systems in all 50 states and 14 countries use its software, and more than 250 million patients worldwide have a record in Epic.	
14	 MICHELS	Brownsville
	When you turn on the lights, think Michels. When you drive your car, think Michels. When you turn on your stove, think Michels. Michels is designing and constructing the energy, communications, and transportation infrastructure and bringing it to your doorstep. We do that and more. Michels is uniquely positioned to offer a range of diversified services to plan and construct tailored solutions for our customers.	
15	 Sentry	Stevens Point
	Sentry Insurance is part of one of the largest and financially strongest mutual insurance groups in the U.S. With a policyholder surplus of \$7.5 billion, Sentry is rated A+ (superior) by AM Best. Sentry offers commercial property and casualty insurance, workers' compensation, commercial auto, trucking, annuities, life, and 401(k) programs.	

Rank	Company	Location
16	 BAIRD	Milwaukee
	Baird is an employee-owned, international wealth management, asset management, investment banking/capital markets, and private equity firm with offices in the U.S., Europe and Asia. Baird has 4,800 associates serving the needs of individual, corporate, institutional and municipal clients and \$415 billion in client assets as of December 31, 2021.	
17	 Q4	Sussex
	Quad (NYSE: QUAD) is a global marketing experience company that helps brands reimagine their marketing to be more streamlined, impactful, flexible, and frictionless. Quad's strategic priorities are powered by three key competitive advantages that include integrated marketing platform excellence, innovation, and culture and social purpose. The company's integrated marketing platform is powered by a set of core specialties including business strategy, insights and analytics, technology solutions, managed services, agency and studio solutions, media, print, in-store, and packaging.	
18	 MENASHA CORPORATION	Neenah
	Menasha Corporation is a leading corrugated and plastic packaging manufacturer and supply chain solutions provider specializing in retail merchandising packaging and displays, plastic reusable containers and pallets, protective packaging interiors, and packaging supply chain and fulfillment services. Headquarters: Neenah, Wis. Comprised of two companies: Menasha Packaging Company and ORBIS Corporation.	
19	 GREEN BAY PACKAGING	Green Bay
	Green Bay Packaging Inc. (est. 1933) is a privately owned, vertically integrated company consisting of corrugated container plants, folding cartons, recycled and virgin linerboard mills, pressure-sensitive label roll stock, specialty converting operations, timberlands and a sawmill. Headquartered in Green Bay, WI, GBP manufactures in 14 states, including 12 facilities in Wisconsin.	
20	 TREK	Waterloo
	Trek Bicycle Corporation is a bicycle and cycling product manufacturer and distributor under brand names Trek, Electra Bicycle Company, Bontrager, and Diamant Bikes.	

Rank	Company	Location
21	 Acuity Insurance	Sheboygan
	Acuity Insurance, headquartered in Sheboygan, Wisconsin, insures over 125,000 businesses, including 300,000 commercial vehicles, and nearly a half million homes and private passenger autos across 30 states. Rated A+ by A.M. Best and S&P, Acuity employs over 1,500 people.	
22	 Quartz	Madison
	Quartz is a nationally recognized, provider-sponsored health insurance company owned by UW Health, Gundersen Health System, UnityPoint Health, and Advocate Aurora Health. Through an extensive provider network, Quartz focuses on local health insurance and services for more than 365,000 customers in Wisconsin, Illinois, Iowa, and Minnesota.	
23	 West Bend Mutual Insurance Company	West Bend
	For over 125 years, West Bend Mutual Insurance Company has been a top property/casualty insurance company in the country and a stabilizing force in our communities. Believing "The Worst Brings Out Our Best," we deliver our core values of Excellence, Integrity and Responsibility in our service, our relationship and community support.	
24	 Sargento Foods Inc.	Plymouth
	With over 2,000 employees and net sales of \$1.5 billion, Sargento Foods is a family-owned company that has been a leader in cheese for more than 65 years. Founded in 1953 in Plymouth, Wisconsin, Sargento is proud to be the company that successfully introduced America to pre-packaged sliced and shredded natural cheeses and cheese blends.	
25	 Charter Manufacturing	Mequon
	Charter Manufacturing is a family-owned metals manufacturing and metals-based engineered solutions business founded in 1936. Headquartered in Mequon, Wis., the company employees more than 1,000 employees in Wisconsin at its corporate office and across four businesses—Charter Arrowcast, Charter Automotive, Charter Steel and Charter Wire.	






Rank	Company	Location
26	 Masters Gallery Foods, Inc.	Plymouth
	Masters Gallery Foods is a family-owned cheese packaging company with two state-of-the-art production facilities located in Wisconsin. The company services private label, retail, and food service customers around the world and maintains one of the largest privately held cheese inventories in the United States.	
27	 The DeLong Co., Inc.	Clinton
	The DeLong Co., Inc. is a sixth generation, family-owned business, headquartered in Clinton, WI. The company operates 37 U.S. locations and comprises six divisions: grain, exports, agronomy, seed, transportation and wholesale feed. The DeLong Co. is the largest U.S. container exporter of agricultural products. In 2022 they were listed as the 3rd largest U.S. exporter of containers, according to the Journal of Commerce.	
28	 Miron Construction Co., Inc.	Neenah
	Miron Construction Co., Inc., the largest building contractor in the state of Wisconsin, provides innovative preconstruction, construction management, design-build, industrial, and general construction services nationwide. The forward-thinking, fast-growing, 104-year-old private company is headquartered in Neenah, Wisconsin with regional offices located throughout Wisconsin and in Cedar Rapids, Iowa.	
29	 Bergstrom Automotive	Neenah
	Bergstrom Automotive, headquartered in Neenah, Wisconsin, is one of the top 50 automotive retailers in the U.S. and the largest in Wisconsin. The company employs over 1,750 team members and sells and services 35 brands in 30 facilities located throughout Wisconsin.	
30	 Church Mutual Insurance Company	Merrill
	Church Mutual Insurance Company serves religious institutions of all denominations, public and private K-12 schools, colleges and universities, senior living facilities, camps and conference centers, and nonprofit and human services organizations throughout the United States. Church Mutual markets most lines of commercial property and liability insurance.	






Rank	Company	Location
31	BOLDT BUILD BOLDLY	The Boldt Company Appleton
	Headquartered in Appleton, Wisconsin, Boldt is a fourth-generation family and employee-owned firm serving healthcare, power, industrial, education, automotive and commercial customers nationwide. Hard work, an innovative spirit and a commitment to our values have helped us become one of the leading professional construction services firms in the United States.	
32	Findorff BUILDING & BEYOND	Findorff Madison
	We've earned our reputation as one of the Midwest's most trusted commercial contractors. From minor renovations to program management of the most sophisticated and complex facilities, Findorff is committed to bringing the highest level of service and craftsmanship to every project we build. We also bring expertise and value in general contracting and construction that extends far beyond building.	
33	WALBEC GROUP	Walbec Group Waukesha
	Together Payne and Dolan, Northeast Asphalt, Zenith Tech, Parisi, Premier Concrete, and Construction Resources Management produce high-quality construction materials and deliver unparalleled professional design, engineering, and construction services. Each day, the Walbec team is challenged to deliver cost-effective, expert solutions to meet our customers' infrastructure design, engineering, and construction needs. While often associated with state, municipal, and federal projects, many Walbec customers are commercial businesses.	
34	BOUCHER	Boucher Group Inc. Southeast Wisconsin
	The Boucher Group is Wisconsin's premier automotive dealership group, family-owned and operated, with 20 sales and service locations throughout southern Wisconsin.	
35	SECURA INSURANCE COMPANIES	SECURA Insurance Neenah
	SECURA Insurance operates through independent insurance agents to provide a broad range of commercial, personal, farm, agribusiness, nonprofit, and special events products in 13 states. Founded in 1900, SECURA is rated A (Excellent) by A.M. Best, and is a Ward's Top 50 company and a certified Great Place to Work®.	






Rank	Company	Location
36	Brakebush	Brakebush Brothers, Inc. Westfield
	Family-owned since its inception in 1925 and headquartered in Westfield, Wisconsin, Brakebush Brothers, Inc. is a value-added processor of over 200 varieties of great tasting chicken products. Constant process improvements and product innovation ensures Brakebush can provide the perfect products for an array of consumers and occasions.	
37	HYDRITE	Hydrite Brookfield
	Hydrite, a family-owned company established in 1929, is one of the largest independent providers of chemicals and related services in the United States. Hydrite offers expertise in chemical manufacturing and distribution, food and dairy sanitation, organic processing, liquid sulfites, foam control and water treatment chemistries.	
38	Promega	Promega Corporation Madison
	Promega is a global biotechnology company that develops and manufactures the reagents and instrumentation life scientists use to gain insight from the basic building blocks of life: DNA, RNA and proteins. These tools are used in a myriad of applications worldwide, including COVID-19 testing and research.	
39	FTI FAITH TECHNOLOGIES INCORPORATED	Faith Technologies Incorporated Menasha
	Faith Technologies Incorporated (FTI) is a dynamic organization comprised of construction, engineering, manufacturing and renewable energy experts. We create success for our partners and team members through innovation and expertise, rethinking how energy is designed, applied and consumed and providing solutions that go beyond the ideas of today.	
40	Great Northern	Great Northern Corporation Appleton
	Great Northern is a leading developer and manufacturer of packaging, shipping, merchandising (retail displays), and distribution creative solutions for industrial, commercial, and retail customers. With 1,500 employees, Great Northern serves customers in the U.S., Canada, Mexico, Europe, and parts of South America. Great Northern is one of the country's largest independent producers of corrugated packaging.	






Rank	Company	Location
41	ARIENS CO EST. 1933	Brillion
	Based in Brillion, Wisconsin, AriensCo is a privately owned manufacturer of outdoor power equipment for both consumer and commercial markets. Established in 1933, the company manufactures equipment under the Ariens® and Gravelly® brands in the U.S. and under the Countax®, Westwood®, and AS-Motor brands in the United Kingdom and Germany.	
42	LAKESIDE FOODS	Manitowoc
	Lakeside Foods is a premier supplier of high-quality foods to the retail, food service and industrial sectors. Since beginning in 1887 as a pea-canning plant, Lakeside Foods has expanded to 14 production facilities producing canned and frozen vegetables, canned dry beans, meats and sausages, appetizers, desserts and pet food. The company remains family owned and based in Manitowoc.	
43	JX Truck Center	Hartland
	JX operates heavy and medium duty truck dealerships in the Midwest. JX is committed to providing customers a complete trucking experience, offering full maintenance leasing and fleet management services, flexible financing, world-class parts and service, as well as new and pre-owned truck sales.	
44	American Packaging CORPORATION	Columbus
	At APC, we've built a reputation as the go-to source for effective solutions in flexible and specialty packaging serving the unique needs of many industries and even the most demanding applications. We're able to uphold this reputation by delivering more unmatched quality of materials, unparalleled customer service and the most innovation possible, delivering a high-quality product on time, every time.	
45	IEWC GLOBAL SOLUTIONS	New Berlin
	IEWC advances the way the world connects, stays powered, and drives forward through comprehensive supply chain and logistics solutions for wire, cable, and wire management products. Founded in 1962 and headquartered in New Berlin, WI, IEWC is an employee-owned company serving customers in over 90 countries.	

Rank	Company	Location
46	ROEHL TRANSPORT INC.	Marshfield
	Roehl Transport is one of the safest and most successful trucking companies in North America. The company and its affiliates provide transportation services for commodities and consumer goods using temperature-controlled, van, flatbed, curtainside, and specialized trailers. Roehl picks up and delivers in the 48 contiguous states and Canada.	
47	RJ Schinner REDISTRIBUTION SPECIALISTS	Menomonee Falls
	For over 70 years and three generations, RJ Schinner has been a family-owned and operated leader in the wholesale distribution industry servicing the food service, lodging, grocery, janitorial supply and office supply markets. RJ Schinner is the largest independent redistributor in the US. Our customers benefit from our enhanced flexibility and quick to market operation.	
48	MEC	Mayville
	MEC, headquartered in Mayville, is the nation's largest metal fabricator and is a publicly traded employee-owned company. With a total of 20 manufacturing facilities in seven states and over 2,000 employee shareholders, MEC is well positioned for further significant growth and is proud to call Wisconsin, "home!"	
49	EWALD WE MAKE IT Easy!	Delafield
	Ewald Automotive Group provides transportation solutions through the sale of new and used vehicles, service repair, parts and accessories sales and auto collision repair.	
50	STOUGHTON	Stoughton
	Stoughton Trailers is a top five manufacturer of semi-truck trailers in the North America. The family-owned company designs, manufactures and markets dependable semi-truck trailers, agricultural trailers and intermodal chassis used for over-the-road trucking. The Stoughton Wisconsin based company provides one-stop build, finance, rental, parts and fleet solutions. Our customers include the most recognizable names in the trucking, retail and logistics business.	

Rank	Company	Location
51	 Hy Cite Enterprises Hy Cite is a leading high-end direct selling kitchenware company. Under the Royal Prestige® brand, and with a 63-year history, it offers exceptional cookware utensils in nine countries, combined with an unparalleled business opportunity to entrepreneurs. We help people better nurture their families through our products and our business model.	Middleton
52	 Palermo Villa Inc. Palermo Villa, Inc. has been making quality pizza in Milwaukee for nearly 60 years. Products include Palermo's Primo Thin, Palermo's Neighborhood Pizzeria, Screamin' Sicilian, Urban Pie Pizza Co. and Connie's Pizza—all manufactured under the Palermo Family of Brands. Palermo's is also the nation's leading producer of private label retail brands.	Milwaukee
53	 JP Cullen In five generations, we have grown into a \$400+ million, full-service construction company with over 500 employees. Through decades of working in the education, healthcare, commercial, industrial, and historic restoration markets, we have refined our skillset allowing us to consistently deliver the high-quality results our clients expect.	Janesville
54	 J. F. Ahern Co. Ahern is a mechanical and fire protection contractor specializing in HVAC, plumbing, building controls, sprinkler, extinguisher and alarm and fabrication for construction and service projects. Founded in 1880, the company has over 1,400 employees servicing commercial and industrial customers across the United States. We partner on new construction or retrofit projects, service existing facilities, and provide prefabricated modular systems on projects of all size.	Fond du Lac
55	 HOOPER Hooper is a well-respected electric power and mechanical contractor headquartered in Wisconsin serving both commercial and residential clients. From constructing substations and high-voltage lines for utility partners, to fabricating and installing complex plumbing, process piping, fire protection and HVAC systems, Hooper helps connect people to the resources they need.	De Forest

Rank	Company	Location
56	 Werner Electric Werner Electric Supply is a provider of electrical products and services for diverse OEMs, contractors, industrial companies, and integrators. With 450 dedicated employees across 11 locations in Wisconsin and Michigan's Upper Peninsula, Werner Electric has continued to adapt its offerings through strategic partnerships, leading industry knowledge, and exceptional customer support.	Appleton
57	 First Supply Originally incorporated in 1897 as a family owned supplier of pumps and windmills, this growing company has evolved into the single source supplier that most Midwestern contractors rely on for plumbing, HVAC, municipal, waterworks, well and septic, builder, pipe valves and fittings, and industrial supplies. Recognized nationally as a leader in the industry, we're focused on maintaining the best support staff and most reliable products available to contractors today.	Madison
58	 Hunzinger Construction Company Hunzinger is a fourth generation, family/employee owned company continuously serving the construction industry since 1907. One of Wisconsin's premier construction management/general contracting firms, we are a leader in the field of sustainable building, responsible for over 50 LEED Building Certifications in Wisconsin. Our company motto is "Do the right thing".	Brookfield
59	 Jewelers Mutual Group Jewelers Mutual was founded in 1913 by a group of Wisconsin jewelers to meet their unique insurance needs. Today, the Group offers products and services nationwide and throughout Canada that enable jewelry businesses to run safe, secure and successful operations. Consumers also put their trust in Jewelers Mutual to protect their personal jewelry and the special moments it represents.	Neenah
60	 Gustave A. Larson Company The Gustave A. Larson Company is the midwest, plains and mountain states' leading wholesale distributor of heating, ventilation, air conditioning and refrigeration (HVACR) equipment, parts and supplies from over 450 different manufacturers. In addition to a full line of equipment, controls, supplies and replacement parts, each location offers customer educational opportunities, including technical and business training.	Pewaukee

Rank	Company	Location
61	 J. J. Keller & Associates, Inc.	Neenah
<p>At J. J. Keller & Associates, Inc., we protect people and the businesses they run. Companies across North America rely on our expert insights to safeguard workers and reduce risk. As a family-owned company since 1953, J. J. Keller is a most trusted name in safety and compliance.</p>		
62	 JOHNSON FINANCIAL GROUP	Milwaukee
<p>Johnson Financial Group is a privately held, family-owned, diversified, and comprehensive financial services company. Engaged family ownership, strong values, and committed associates are what clients can expect from Johnson Financial Group today and for generations to come. Our experienced advisors are ready to help individuals, families, and organizations meet a lifetime worth of evolving financial needs in banking, wealth, and insurance.</p>		
63	 ZILBER LTD.	Milwaukee
<p>Zilber Ltd. is a diversified real estate company which develops, owns and markets housing, commercial property, and multi-family products under its Homes by Towne, Towne Island Homes, Zilber Property Group and Zilber Residential Group brands. Zilber Ltd. is majority-owned by the Zilber Family Foundation, a private grant-making institution dedicated to enhancing the well-being of individuals, families and neighborhoods.</p>		
64	 Foth	De Pere
<p>Foth is a full-service firm serving communities and private industries. More than 650 employee-members deliver technical excellence in three main areas: infrastructure, environment, and manufacturing. Solving our clients' toughest science and engineering challenges, we combine science, engineering, and technology with ingenuity and passion to build enduring client partnerships and create bright futures.</p>		
65	 FOX World Travel	Oshkosh
<p>Fox World Travel is a leading global travel management company headquartered in the U.S. with over 60 years of success serving corporate, meeting and leisure travelers. Our focus on the traveler experience has led to sustained growth, industry recognition and long-term partnerships with national and multinational organizations around the globe.</p>		

Rank	Company	Location
66	 MGS	Germantown
<p>MGS is a world-class provider of engineered solutions for the plastics industry. We are a single-source supplier for tooling, molding and automation systems, and pride ourselves in combining excellence in integration across all three platforms. We are a global company that serves the healthcare, automotive, consumer and electronics industries.</p>		
67	 CG Schmidt	Milwaukee
<p>CG Schmidt is a family-owned company since 1920. CG Schmidt is a leader in quality construction management, general construction, and design-build services with offices in Madison and Milwaukee. The company serves the Midwest in the markets of education, healthcare, senior living, corporate, industrial, community and religious facilities.</p>		
68	 QPS EMPLOYMENT GROUP	Brookfield
<p>QPS Employment Group is a full service staffing firm that specializes in industrial, skilled trades, office/clerical and professional settings. We offer temporary, temp-to-hire and direct hire opportunities. QPS was founded in 1985 and has grown from a two-person operation to a company whose internal staff now numbers over 375 employees in 55 office locations throughout the Midwest and mid-Atlantic. QPS became 100% employee owned in 2020.</p>		
69	 THE DOUGLAS STEWART CO	Madison
<p>The Douglas Stewart Company is a leading distributor of products ranging from mobile learning solutions to technology products and office supplies, specializing in the education market. Our people go above and beyond, every day and are dedicated to strengthening our partners' success through exceptional service and winning solutions.</p>		
70	 Standard Process	Palmyra
<p>Standard Process has been a leader in whole food nutritional supplements for more than 90 years. We cultivate raw ingredients from seed to soil to supplement—the great majority of which are grown on our certified organic farm. We create high-quality products that advance health and change lives.</p>		

71	Astronautics Astronautics Corporation of America Astronautics is a leading designer and manufacturer of secure and reliable avionics systems for OEM and retrofit customers. Our products include primary flight, multifunction, and engine displays, cockpit and cabin connectivity solutions, EFBs, and servers for fixed and rotary-wing aircraft. Services include cybersecurity solutions, cockpit integration, and custom software.	Oak Creek
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72	Stella & Chewy's At Stella & Chewy's, we put pets first; and are here to help pets and pet parents thrive through the love of raw food. We are the innovators of raw frozen and freeze dried raw pet food. Today, we are a full line manufacturer of premium pet food, focused on best-in-class nutrition with high-quality ingredients, which are less processed and offer a range of products including frozen raw, freeze dried raw, kibble, wet food, and treats.	Oak Creek
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73	River States Truck and Trailer, Inc. For 50 years, River States Truck and Trailer has been committed to serving customers with quality products, services and solutions for their heavy-duty trucking needs. As we celebrate our 50th year in business, our company continues to grow while maintaining the foundation of excellence and principals on which the company was founded.	La Crosse
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74	Crystal Finishing Systems, Inc. Crystal Finishing Systems Inc., is committed to providing the highest quality products and services, on time and at a fair price. We are proud to offer a wide range of Aluminum and Plastics services, including extrusion, fabrication, architectural and industrial finishes, coatings and more.	Schofield
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75	Edward H. Wolf & Sons, Inc. Since 1941 Edward H. Wolf & Sons, Inc., a fourth-generation family company, continues to be a supplier of fuel, lubricants, and diesel exhaust fluid (DEF) to transportation, retail, construction, agricultural and manufacturing industries. We have a long-standing foundation built on trust and integrity, with supports our employees, customers, and the communities we live and work in.	Slinger
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Eligibility requirements

A company must meet the following criteria:



Location

Must be headquartered in Wisconsin.



Ownership

Must have a majority ownership (more than 5%) by an individual(s), family, employee stock ownership plan (ESOP), or private equity firm. Public companies (i.e., companies whose voting stock is listed on any exchange or actively traded over the counter) are eligible when more than 50% of the value or vote of the shares are owned by individuals, family, ESOP, or private equity.



Sales

Must have a minimum of \$50 million in annual sales revenue. The top 75 companies will be ranked by sales revenue. Parent companies must submit an aggregate figure that includes subsidiaries; do not submit separate forms for each subsidiary. Annual sales revenue should be the amount reported on the company's financial statements. The information provided is kept confidential by Deloitte LLP.



Type of business

Excludes cooperatives and accounting, tax, legal, and consulting services companies. Each company must designate a primary industry on the nomination form to be considered.

Wisconsin

Local focus, global reach

Our Wisconsin practice has a long-standing commitment and reputation for excellence that has been earned through the high-quality work and attention we offer to our clients. Our professionals have deep experience that matches the diverse and growing needs of both emerging and developed industries in the region that help make this community so vibrant. We serve leading companies across all industries representing the Wisconsin 75.

Our professionals represent many perspectives. Some of us have deep roots in the area. Some of us found our way here from afar. But all of us are proud of the central role we play; supporting Wisconsin companies of all sizes and maturity to reach their goals; and building Wisconsin's story of innovation, prosperity, and perseverance.



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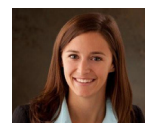
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Addressing core strategic challenges



Transformation

Business transformation initiatives (Digital, Operations, Finance, Tax, Sales & Marketing, Human Capital, Accounting, Governance, and Controllarship) require business leaders to rethink how the enterprise creates value today—and in the future. Incremental improvement is not enough to win in today's exponentially disrupted business environment. Enterprises must think big—and bold. Thinking big can help organizations unlock the value of transformation, unlock hidden opportunities, and generate new value.

Disruptions are happening constantly, changing the manner and competitive landscape in which businesses, like yours, are operating. Keeping up isn't easy, which means your business needs to be agile and responsive, with a culture that understands, accepts, and even embraces business transformation. Deloitte can develop strategies for owning disruptions. Through designing, implementing, and following a comprehensive business transformation strategy, Deloitte can help your organization remain agile and responsive in a highly competitive environment.

Our expertise enables organizations to weigh, make, and execute customer, business model, operating model, and ecosystem choices. We also help organizations design, test, and build new propositions borrowing lean and agile techniques from the startup world, and offer customized digital learning programs for C-suite executives and broader employee populations.



Cyber

Deloitte Cyber helps organizations create a cyber-minded culture and become stronger, faster, more innovative, and more resilient in the face of persistent and ever-changing cyberthreats. We believe cyber is about starting things—not stopping them—and moving beyond compliance to enable the freedom to create and drive innovation. Our strategy is to help clients design and implement transformational enterprise security programs, organizational constructs, and capabilities so they can better manage cyber risks aligned with business priorities:

- Cyber assessments, frameworks, and benchmarking
- Cyber strategy and program transformation
- Cyber metrics, reporting, and risk quantification
- Cyber awareness, board reporting, and training
- Integrated risk management/governance, risk management, and compliance
- Third-party cyber risk
- Insider threat programs

In this digital world, your reputation begins and ends with cyber. With cyber everywhere, it's a shared responsibility, right across your enterprise. Deloitte's deep experience with cyber enables us to build a culture of understanding, connection, and trust with you, your organization, and your customers, prospects, and the wider community.



Future of work

Accelerated by the pandemic, the future of work is here. As increasing connectivity, robotics, and cognitive tools change the nature of work, new talent models and the gig economy are reinventing jobs. Now is the time to reimagine why, where, and how work gets done—and unleash the energy and endless possibilities of human potential.

In the post-pandemic world, organizations look to the future of work with optimism, propelled by human resourcefulness and resilience. Deloitte is ready to help you humanize the future of work, elevate your workforce, and foster the environment needed to realize their full potential and the business's desired outcomes—rearchitecting work, unleashing your workforce, and adapting your workplace.



Supply chain

In an era of unprecedented disruption, supply chains need to do more than react. They must predict and adapt and maintain momentum. Deloitte can build a resilient and customer-centric supply chain that meets the needs of an ever-changing world. The COVID-19 pandemic laid bare many of the long-standing vulnerabilities and risks lurking in organizations' supply chains. In some cases, it has caused companies to take a hard look at their processes and their business models. In others, it has opened new opportunities for innovation, growth, and competitive advantage in the post-pandemic world. Overall, it has demonstrated the power of interconnected, digital supply networks (DSNs) to enable organizations to anticipate, sense, and respond to unexpected changes and minimize their impacts.

To be sure, the challenges during the COVID-19 pandemic didn't reveal the interdependent or global nature of supply chains; rather, they highlighted that most organizations aren't set up to manage this interconnectivity when adverse impacts occur. In short, the pandemic has shown that if companies want to move forward into a future where they can thrive, they likely need to change.

While the pandemic is still unfolding and its long-term effects are still unknown, what is clear is that the crisis seems to have helped accelerate fundamental shifts in what customers value, how customers buy, and how businesses need to operate differently to meet customer requirements and earn their trust and loyalty. Given these priorities, Deloitte can help by designing supply chains that are optimized for cost, service, and resilience while also enabling the future of work in supply chain management and operations.



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