

**FOR IMMEDIATE RELEASE****11/30/2021**

## East Side BID Announces New Executive Director

**Milwaukee, WI** – The East Side Business Improvement District “ESBID”, a partner in the City’s efforts to develop and support strong businesses and the community on the East Side of Milwaukee, has announced the selection of David Smulyan as its new executive director. David will fill the vacancy created by Elizabeth Brodek’s departure in July.

“The East Side BID is excited to announce the appointment of David Smulyan as Executive Director,” reports ESBID’s Board President Jonathan Jackson. “With the departure of Ms. Brodek, David enters the position at a very important time. Our Board recently completed a thorough strategic planning process where we identified our top strategic priorities. That process led directly to the hiring of a candidate of David’s caliber and experience. He is a creative problem-solver with a passion for driving innovation and growth. David has extensive strategic and operational experience as an executive and business consultant with profit and non-profit organizations that make him uniquely qualified to achieve the Board’s goal of building a strong coalition of business owners, property owners, and community organizations to enhance one of Milwaukee’s most vibrant neighborhoods.”

David brings a wealth of experience to this role. His resume includes nearly 30 years of strategic planning, marketing, business development, and operational experience. Most recently he served as a business consultant for a nonprofit Community Development Financial Institution (“CDFI”), advising small business owners on growth strategies and business fundamentals. Prior to that, David was the owner/president for 16 years of Optimal Solutions Squared LLC, a provider of consulting services to Fortune 1000 companies, including GE Healthcare, Sears, Bosch, Lands' End, and Shopko. David received his MBA from Northwestern University’s Kellogg School of Management. He also has previously held non-profit board leadership roles including president of the Fox Point-Bayside School Board and Treasurer of the Sarah Chudnow Senior Living Community in Mequon.

“I gained a great appreciation of The East Side working with a number of business owners such as Katie McHugh of the Sip & Purr Cat Cafe. The East Side has an incredible vibrancy and rich history. I am so excited to step into my new role,” says David. “The Board leadership is comprised of a dynamic and dedicated group of individuals. I look forward to working closely with them to serve all the BID’s stakeholders and ensure the BID’s continued growth and success.”