

Leadership Profile

Jim Rossmeissl
Senior Executive Vice President



In an industry as complex as Boldt's, there's simply no substitute for experience, which is why we're thankful Jim's on our team.

In a nutshell, Jim is the marketing expert responsible for Boldt's growth. He sets the course for all of our corporate-wide expansion strategies, including oversight of the development and implementation of sales and marketing initiatives, as well as directing business development efforts for each operating unit.

Jim has an important quality that we urge all our employees to emulate he listens extremely well. Listening well to our customers and potential customers and understanding what they need and want enables Jim to create lasting relationships.

Under Jim's leadership, growth has exploded, taking Boldt from \$50 million in annual sales when he joined us in 1977, to today's \$700 million in yearly sales.

Jim attended the University of Wisconsin, receiving degrees in both economics and psychology, and has held marketing positions for Fortune 500 companies, including design and construction firms.

Associations, Awards and Achievements:

- Dean's Advisory Council, University of Wisconsin School of Architecture and Urban Planning
- American Hospital Association
- American Society for Hospital Engineering
- Wisconsin Hospital Association
- Board of Directors, Welton Enterprises
- Past Director, Integrity Mutual Insurance Company
- Past Director, Junior Achievement
- Past Director, Fox Valley Chamber of Commerce
- Past Director, Fox Valley Arts Alliance