

## **The Waukesha County Center for Growth names Scott Alderton as Business Consultant**

**(Waukesha, WI)** – The Waukesha County Center for Growth, Inc., in partnership with the Waukesha County Business Alliance and the Wisconsin Small Business Development Center (SBDC), has added a second business consultant with the hire of Scott Alderton.

The Center for Growth is a 501(c)(3) nonprofit organization created to be the economic development organization for the county. The Center for Growth serves as the central point of contact for businesses looking to grow in Waukesha County.

Alderton joins Karen Taylor, brought on board in late 2016 through a new collaboration between the Center for Growth and the Wisconsin SBDC. Consultants facilitate improvement and growth for small and emerging mid-size companies and help launch successful enterprises. This includes working with companies to develop a business growth strategy, assist with financial or operations management, navigate access to targeted loans and support marketing and sales growth.

“The partnership between the Wisconsin Small Business Development Center network and the Waukesha County Center for Growth created a strong team focused on helping businesses successfully grow and obtain additional financing when needed,” said Neil Lerner, associate state director for the Wisconsin SBDC. “Scott will add value to companies that want to grow their sales by improving their internet marketing and digital presence. He also brings a wealth of experience in product and market development and overall management.”

Alderton is a highly accomplished entrepreneur and marketing professional with over 20 years of experience with both start-up and established organizations. He spent the majority of the last eight years utilizing his broad business management skill set to launch two successful start-up businesses. With his most recent business, Granular, being past the start-up phase, Scott serves on the company’s board of directors, providing consultation related to strategic planning, financial management, organizational development, brand strategy and compliance policy efforts. Prior to launching his own businesses, Scott had a very successful and rewarding 16-year career in corporate marketing at Briggs & Stratton where he worked his way up the ladder from an entry-level position to Vice President of Power Products Marketing.

“I am passionate about growing businesses and creating jobs in Wisconsin,” said Alderton. “The collaboration between the Waukesha County Business Alliance, the Center for Growth and the Wisconsin Small Business Development Center is the perfect platform for me to engage businesses and contribute to their sustained success.”

Alderton joins Taylor, business consultant, and Tim Casey, director of economic development for the Center for Growth. Together they will connect businesses seeking to grow with municipalities, organizations and resources that can assist them.

“We are thrilled to have Scott join the team at the Center for Growth,” said Casey. “Since we opened our doors in 2016 we have had dozens of companies come to us for help, and Scott has the experience necessary to hit the ground running in working with the business community in Waukesha County.”

“The partnership with Wisconsin Small Business Development Center has been a great asset to the Center for Growth,” Casey said. “We appreciate SBDC’s commitment to providing this enhanced level of service to the local business community.”

To connect with Scott Alderton, please call 262-409-2644 or [salderton@waukeshagrowth.org](mailto:salderton@waukeshagrowth.org). The Center for Growth is located at the Waukesha County Business Alliance office: 2717 North Grandview Blvd., Suite 300, Waukesha, WI, 53188.

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**Photo attached.**

**Photo caption:** Scott Alderton, the newly hired Business Consultant for the Waukesha County Center for Growth

**About the Waukesha County Center for Growth, Inc.**

The Waukesha County Center for Growth, Inc. is Waukesha County’s economic development organization. Created in 2016 by Waukesha County in partnership with the Waukesha County Business Alliance, the Wisconsin Small Business Development Center and local municipalities, the mission for the Center for Growth is to serve as the central point of contact for businesses looking to grow in Waukesha County. The Center for Growth works to ensure each organization doing business in Waukesha County will reach its fullest potential. For more information, please visit [www.waukesha.org/EDO](http://www.waukesha.org/EDO).

**About the Wisconsin Small Business Development Center**

The Wisconsin Small Business Development Center (SBDC) is a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and targeted educational programs. Regional SBDC experts facilitate improvement and growth for small and emerging mid-size companies and help launch successful new enterprises. The Wisconsin SBDC is hosted by the University of Wisconsin-Extension and is funded in part through a cooperative agreement with the U.S. Small Business Administration. Learn more: <http://www.wisconsinbdc.org>