

Ana Simpson is the Chief Executive Officer (CEO) of Girl Scouts of Wisconsin Southeast, the preeminent membership-based organization dedicated to helping all girls develop the confidence, determination, and skills needed to thrive in today's world.

Most recently, Ana Simpson served as the Director of Community and Economic Development at the Wisconsin Housing and Economic Development Authority (WHEDA) between 2019-2023. In her role, she led a multidisciplinary team that focused on community outreach, supplier diversity, and the growth of the authority's network and capacity. She oversaw community affairs, the annual conference and event management, and strategic initiatives.

Prior to joining WHEDA, Ana had a nearly 30-year career in retail, business and corporate banking, insurance, and non-profit management, with various Vice President roles within retail and corporate banking functions. At M3 Insurance, she served as a business development executive before making the transition to the non-profit sector, standing up a Small Business Administration program at WWBIC, the Wisconsin Women's Business Initiative Corporation (WWBIC) Veteran's Business Outreach Center (VBOC).

Throughout her career, Ana has served on numerous boards and community associations focused on business development expansion, entrepreneurship, and wealth building opportunities for marginalized and diverse communities, describing herself as a culture and equity warrior. Leadership roles include board positions for organizations like Family Services of Waukesha, La Casa de Esperanza, La Familia de Arte, and TEMPO (where she currently serves as the Vice Chair and sits on the membership committee). She was also appointed by Governor Tony Evers for the Governor's Council on Financial Literacy and Capability. In addition to board service, Ana has a robust background in community service. Most importantly, Ana was a former Girl Scout leader herself for over a decade and continues as an active mentor to young professional women.

Ana's work has been recognized with several awards and honors, including the TEMPO Mentor Award, Madison 365 WI Most Influential Latino Leaders, Emerging Leader of Waukesha award, and Non-Profit Partner of the Year by the Veterans Chamber of Commerce while leading VBOC at WWBIC.

Originally from New York City, Ana has called southeast Wisconsin home for the past 35 years. Ana and her family have resided in Waukesha for the past nine years.