

For Immediate Release
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Salaseini (Sala) Sander named Wisconsin Internet of Things (WIoT) Council's Coordinator *WIoT Launches New Website*

Sheboygan, Wisconsin – The Wisconsin Internet of Things Council (WIoT) has hired a new Coordinator, Salaseini (Sala) Sander. Sala brings a rich experience in sales, marketing and business development experience while holding an engaging personality.

Sala's experience in television, advertising and account management will be used to propel WIoT into a proactive, professional membership driven organization that advocates for Wisconsin and the Midwest as the epicenter for the Internet of Things (IoT.) The WIoT will do this by providing its members with a forum and environment conducive for purposeful networking, relationship building, talent attraction and development and mutual exchange of information relative to the Internet of Things.

WIoT Chair, Jeremy Udovich is ecstatic announcing Sala's hiring by stating, *"Although new to IoT, we are very excited to have Sala serve as our new coordinator. She is full of energy and optimism that is needed to assist and encourage Wisconsin manufacturers to build connected products demanded by today and tomorrow's consumer."*

Sala, a Fiji native, is a recent transplant to Sheboygan from the Chicagoland area as her family were part of a group that purchased a local business. *"When we moved our family from Chicagoland to Shebyogan we expected a small community without much going on,"* stated Sala *"and to our surprise the Sheboygan area and Wisconsin has more innovative and entrepreneurial thinkers than we initially thought. Wisconsin has all the intellectual capacity to become a true global leader in IoT. The expertise needs a forum to collaborate and communicate. I'm very excited to be a part of facilitating communication to develop cutting edge technology and processes in the Badger State."*

The WIoT will be holding the next in person quarterly meeting in August in Milwaukee. Until then virtual State-wide monthly Meet Ups are being scheduled with the first one to be held at the end of this month. Updated event information can be found on the revitalized WIoT website: www.WiscosniIoT.org.

The Wisconsin IoT is an autonomous entity incubated under the Sheboygan County Economic Development Corporation as a part of the Fresh Tech Innovation District initiative.

For more information:

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