

James A. Orheim (Jim) Executive Bio

Jim is a seasoned executive with more than 25 years of progressive leadership experience guiding day-to-day operations of nonprofit and for-profit organizations with a concentration in organizational visioning, strategic planning, implementation, innovation, and team building. Jim is particularly skilled at developing a deep understanding of the marketplace and enjoys working with membership and stakeholders to provide creative solutions to solving challenges and problems.

Jim joined LeadingAge Wisconsin as President/CEO in May 2023. In this role, he is responsible for the overall operation of the Association including maintaining membership, providing quality services to the members, administration of an efficient and professionally run office, maintenance of good employee and membership morale. He works closely with the Board of Directors and its Executive Committee to ensure that the needs of the Association members are met.

Prior to joining LeadingAge Wisconsin, Jim was an executive leader at the College of American Pathologists (CAP) from 2012-2023. In addition to his time at the CAP, he was a marketing leader at GE Healthcare and he has worked in market analysis for two different capital equipment companies and as a principal consultant in a global consulting firm in the industrial chemicals sector.

Jim holds Bachelor's and Master's degrees in Economics from Marquette University, adding academic rigor to his industry experience.

Jim lives in Pewaukee, WI with his wife, Gwen, and pug, Zeke. He enjoys reading, hiking, traveling, and spending time with Gwen and their two grown children, Lauren and Connor.

