



WISCONSIN HOUSING AND
ECONOMIC DEVELOPMENT AUTHORITY
MEDIA RELEASE

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WHEDA's Sherry Gerondale begins new role as Chief Financial Officer

MADISON – The Wisconsin Housing and Economic Development Authority (WHEDA) has promoted veteran staffer Sherry Gerondale to Chief Financial Officer. Gerondale will be responsible for helping WHEDA further its strategic planning initiatives by assisting with the acquisition of new sources of capital, driving revenue growth, and partnering with business units on new product opportunities.

“Sherry brings to the job 28 years of WHEDA experience in her various roles within our Finance Department,” said WHEDA Executive Director Wyman Winston. “Her vast industry expertise includes directing the issuance of tax-exempt and taxable bonds, the management and oversight of WHEDA’s credit rating, maintaining our investment portfolio, and new product development. Sherry’s comprehensive finance and treasury background will be a tremendous asset to WHEDA in her new position.”

“WHEDA’s mission and the opportunity to help the residents of Wisconsin drew me here 28 years ago,” said Gerondale. “The outstanding people and the chance for personal and professional growth have kept me with WHEDA. I look forward to my new role and its prospects.”

Gerondale’s appointment is effective immediately.

WHEDA is an independent state authority that works with lenders to provide low-cost financing for housing and small business development in Wisconsin. For more information on WHEDA programs, visit www.wheda.com or call 1-800-334-6873.

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