

Our Team



Our Mission

Build a strong community by driving strategic investment and job creation



Our Vision

Engage the community to meet the opportunities and challenges of the future



Commitment

By July 2023, BCU will generate a quarter of a billion dollars in capital investment and 750 new jobs paying an average wage of \$17 per hour with benefits.

BATTLE CREEK UNLIMITED PERSONNEL



Joe Sobieralski

President & CEO

Connect with Us

Our team is here to help you with every aspect of your business in and around Battle Creek. We look forward to working with you. Contact our staff directly by clicking on their phone icon or email.

Downloads

- [View our Strategic Plan](#)
- [View our Strategic Plan Dashboard](#)
- [View our Commitment to Equity & Inclusion](#)



Robert Corder



Vice President of Attraction

Bridgette Jones

Vice President of Operations



Aaron Gibson

Facilities Coordinator



John Hughes

Economic Development Specialist



Heather Ignash

Economic Development Specialist



Kris Martin

Urban Planner



Gabriela Perez Hernandez



Director of Food Reimagined

Brenda Whited



Business Development Manager

Paula Young

Marketing Coordinator



Wayne Coleman

FTZ Administrator How can we help you?