

Neil Lerner



**UW-Madison
Small Business
Development Center**

Start – Manage – Grow - Lead

Neil joined the UW-Madison Small Business Development Center (SBDC) in 1993 as a business counselor and became the director in 1996. He leads a team of dedicated professionals who provide business management education services for entrepreneurs and managers in Dane, Columbia and Sauk counties.

Neil has over 25 years of experience in business management and leadership. He has worked in sales and marketing in the computer and publishing industries and has experience in distribution channels as a retail computer buyer and marketing manager.

Neil currently teaches business planning three times per year to entrepreneurs at the SBDC and has 16 years experience mentoring owners and managers to start and successfully grow their businesses. He has a BA from Temple University and an MBA from UW-Madison.

The Madison SBDC provides a wealth of training and services to help start new companies, grow existing firms and create leaders. The Madison SBDC:

- Delivers a comprehensive curriculum of start-up, management education leadership courses;
- Provides training programs and technical assistance to technology companies;
- Provides free in-person business counseling to start-ups and existing businesses;
- Started and manages an innovative small business hotline called the Wisconsin Business AnswerLine that answers statewide calls for entrepreneurial assistance;
- Provides free business counseling in Spanish to people in our Latino community;
- Was an early area pioneer in providing specialized training services and assistance to technology start-ups and firms;
- Collaborates with many government, university, non-profit and business organizations to accomplish its mission and further economic development.