von Briesen
von Briesen & Roper, s.c. | Attorneys at Law



Jim Paetsch

Non-Lawyer Professional

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Jim Paetsch serves as the Economic Development Advisor for von Briesen. With a unique and credible background in economic development, Jim works with clients on all aspects of business recruitment and development. Jim is the retired Senior Vice President and Executive Director of Milwaukee 7 (M7), the economic development entity for southeastern Wisconsin. Jim was with M7 since its founding in 2005 and led the organization's corporate attraction and expansion efforts, which accounted for more than 30,000 jobs and leveraged $6 billion of capital investment. Jim and his team worked together with senior corporate leaders, and state, county and municipal officials on all aspects of the recruitment and development process, including site identification, due diligence, labor, tax and supply chain analysis, incentives and permitting.

Areas of Practice

- Real Estate Development
- Land Use, Development and Zoning
- New Markets Tax Credits
- TIF District Development Projects
- Real Estate
- Government Law
- Business and Corporate Law

Education

- Northwestern University, M.A., 2011
- University of Wisconsin-Milwaukee, Masters in Public Administration, 1994
- Northern Illinois University, B.S. Political Science, 1987

Bar Admissions

- Economic Development Advisor

Honors and Accomplishments

- "40 Under 40," *Milwaukee Business Journal* (2025), Hall of Fame inductee
- "Wisconsin 275: The State's Most Influential Business Leaders," *BizTimes* (2022)
- "North America's Top 50 Economic Developers," Consultant Connect (2017)
- "Alumni of the Year," UW-Milwaukee Master of Public Administration Program (2003)
- "40 Under 40," *Milwaukee Business Journal* (2003)

Community Involvement

- Literacy Services of Wisconsin (Board of Directors, 2017-2023) (Board Chair, 2020-2021)