

Announcing Héctor Colón as a 2023 Wisconsin Titan 100 CEO



Milwaukee, Wisconsin Jan 11, 2023 ([Issuewire.com](https://www.issuewire.com)) - [Lutheran Social Services of Wisconsin and Upper Michigan](#) (LSS) is pleased to announce Héctor Colón, President and CEO of Lutheran Social Services of Wisconsin and Upper Michigan (LSS), as a 2023 Wisconsin Titan 100. Titan CEO and headline sponsor Wipfli LLP recognizes Wisconsin's Top 100 CEOs & C-level executives as the area's most accomplished business leaders in their industry using criteria demonstrating exceptional leadership, vision, and passion. Colón will be honored at the annual Titan 100 awards celebration on January 12th, 2023, at Fiserv Forum and published in a limited-edition Titan 100 book and profiled exclusively online. Honorees also will have the opportunity to interact and connect multiple times throughout the year.

As President and CEO, Héctor Colón has utilized his visionary, Servant-Leadership approach to position LSS for greatness by adapting new models and business strategies to increase impact and viability for staff, clients, and the organization. Before the start of Colón's tenure in 2017, the organization had not met its budget for four consecutive years. During Colón's first three years, LSS grew from over \$4 million in losses to \$8 million in gains resulting in a \$12.4 million financial turnaround. Previously, as Executive Director of the Milwaukee County Department of Health and Human Services, Colón led several countywide initiatives, including efforts to reform the juvenile justice system, end chronic homelessness, transform mental health care, and end a 30-year waitlist for disabilities services.

"The Titan 100 are shaping the future of the Wisconsin business community by building a distinguished reputation that is unrivaled and preeminent in their field. The group recognizes the Titan 100 for its successes and contributions. The 2023 Wisconsin Titan 100 and their companies employ more than 100,000 individuals and generate \$36 billion in annual revenues. "We know that they [WI Honorees] will have a profound impact that makes an extraordinary difference for their customers and clients across the nation," says Jaime Zawmon, President of Titan CEO.

"What a remarkable honor to be named a Titan 100. Although the recognition falls on one person, I only succeed in serving others thanks to the wonderful people at LSS, who demonstrate compassion and courage through their God-given gifts," Colón said. "I feel such heartfelt gratitude and respect to be chosen for this distinction by an esteemed organization. It is my pleasure to use this as further motivation to lead LSS to empower the lives of everyone we touch throughout Wisconsin."



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