

Luisa Schumacher

Luisa Schumacher is the Executive Director of the West Michigan Center for Arts and Technology (WMCAT), an innovative not-for-profit that pairs art and technology to make a positive impact on individual's lives. Her energy and creativity have helped WMCAT to become a more efficient and effective while adapting to changing needs of the community and those in poverty.

Before joining WMCAT, Luisa served as Manager of Corporate and Community Relations for Metro Health. In this role, Luisa expanded Metro Health's community outreach initiatives, developed new programs, and established joint partnerships with community organizations and businesses.

From 2004-2007, Luisa served as Marketing and Communications Director for Goodwill Industries of Greater Grand Rapids. In this role, she increased Goodwill's brand identity in West Michigan and broadened the organizations communications. By making these lasting changes, Goodwill saw an increase in revenue and was able to serve a greater number of individuals with barriers to employment.

Active in West Michigan, Luisa serves on the J-Board for the Van Andel Institute and the Grand Rapids Boxing Foundation. Past board memberships include Arbor Circle, Local First, Michigan Works! Kent and Allegan Counties, Multicultural Association of Professionals Grand Rapids, Planned Parenthood Great Lakes, and the Progressive Women's Alliance of Western Michigan.

Luisa is the 2009 Grand Rapids Chamber of Commerce Athena Young Professional Award recipient, a 2008 MiBiz Regional Thought Leader and has been featured in the Grand Rapids Press, Rapid Growth and Grand Rapids Magazine.

Luisa holds a Bachelor of Arts from James Madison College at Michigan State University.