SAINT PAUL, Minn., February 15, 2019 – GREATER MSP, the economic development partnership for the greater Minneapolis and Saint Paul area, has named Peter Frosch as its new CEO. He will assume his new post on March 22 at GREATER MSP’s Investor Meeting.

Frosch has held leadership positions at GREATER MSP for 6 years, most recently serving as senior vice president of strategy and partnerships and chief of staff. He will succeed Michael Langley, the organization’s founding CEO. Langley announced his plans to retire in May 2018, after 8 years of service.

“Today, GREATER MSP is recognized internationally as one of the country’s leading regional economic development organizations, and Peter has played a key role in our success,” said Langley.

The GREATER MSP board of directors selected Frosch after conducting a broad nationwide executive search, according to Tim Welsh, board chair.

“Peter will lead GREATER MSP into a new era of bold innovation, growth and even greater partnership that will fuel our region’s continuing ascent,” said Welsh. “We are grateful to Michael for his years of foundational leadership which helped establish GREATER MSP as a collaborative growth catalyst for the region.”

Internationally recognized as a leader in economic development, Frosch has played a leadership role at GREATER MSP by creating and executing numerous ground-breaking strategic initiatives that have become national best practices.

For example, “Make It. MSP.™” – the talent and attraction initiative for the Minneapolis Saint Paul region – was recognized as the country’s best talent effort in 2018 by the International...
Economic Development Council. Frosch also developed the Regional Indicators Dashboard, a comprehensive assessment of the region’s economic performance, now widely emulated by other cities and regions across the country.

Frosch has been at the center of an effort that began in 2017 to accelerate GREATER MSP’s impact in the community. Working with the Board of Directors and dozens of other leaders throughout the region, Frosch helped shape “Partnership 2.0” a new vision, mission and structure for GREATER MSP that places it at the forefront of economic development groups nationwide.

“The GREATER MSP partnership is diverse, innovative and growing fast,” said Frosch. “Incredible leaders from across this region are working together through GREATER MSP to help our region compete and win the global competition for jobs and talent. The opportunity to lead this partnership is an honor, and I am excited about the big things we will accomplish together.”

Frosch comes to the role of CEO with 15 years of experience building cross-sector partnerships leading to transformative results. As a legislative director for Congresswoman Betty McCollum, Frosch helped secure federal funding for the Green Line Light Rail and restoration of Saint Paul’s Union Depot. Frosch also created bipartisan legislation with the Global Food Security Act to address the global hunger crisis, which was signed by President Obama in 2016.

In a previous position as director at Minneapolis-based Environmental Initiative, Frosch collaborated with former Minnesota Governor Tim Pawlenty to create Clean Water Legacy, a two-year, statewide initiative involving 60 organizations for a solution to the state’s water pollution challenge supported by both parties. This statewide effort resulted in passage of the nation’s first constitutional amendment to protect clean water, parks, habitat and the arts.

In 2018, Frosch was named to the Minneapolis-St. Paul Business Journal’s 40 under 40. He holds a bachelor’s degree from Northwestern University in Chicago and a master’s in international relations from Dublin City University, Dublin, Ireland, where he studied as a George Mitchell Scholar.

About GREATER MSP
GREATER MSP is the economic development partnership for the 16-county Minneapolis Saint Paul region. Over 200 leading businesses, universities, cities, counties, philanthropies and others are working together to accelerate the competitiveness of the 16-county regional economy and drive inclusive economic growth through job creation, capital investment and the execution of strategic initiatives.