



## NJSBDC WELCOMES NEW REGIONAL DIRECTOR OF NORTHWEST JERSEY

### *Matt Wells Takes the Reins for the NJSBDC Covering Morris, Sussex, and Warren Counties*

**January 15, 2021** (Newark, NJ) – [America's Small Business Development Centers – New Jersey](#) (NJSBDC) welcomes [Matt Wells](#) as the Regional Director of the NJSBDC of Northwest Jersey.

As regional Director, Wells will lead the NJSBDC of Northwest Jersey in small business and entrepreneurship development in Morris, Sussex, and Warren counties and provide managerial leadership for the Northwest Jersey team.

*"We're very excited to welcome Matt Wells to the NJSBDC. He brings a wealth of knowledge and a deep appreciation and passion for small businesses,"* said Kelly Brozyna, CEO and State Director of the NJSBDC network. *"Matt is a perfect addition to the NJSBDC statewide network, and we're looking forward to doing great things together."*



A seasoned SBDC veteran, Wells previously assisted small businesses as a Senior Consultant with the Central Region SBDC in his hometown of St. Cloud, Minnesota. In that role, he acted as the primary consultant and special project lead, guiding prospective entrepreneurs, start-ups, and established businesses on strategic growth and expansion development.

*"I'm thrilled to join the NJSBDC team and share my devotion to the small business community, especially at a time when our small businesses are in need,"* said Wells.

Before joining Minnesota's SBDC, Mr. Wells served as Director of the Microloan Program, a university-run microlending program offered through Saint Cloud State University. He was also the co-owner and operator of Bowling Innovations, LLC, a small family retail and service business. Matt Wells has an MBA from Herberger Business School, St. Cloud University.

The NJSBDC of Northwest Jersey provides aspiring and existing small businesses in Morris, Sussex, and Warren counties no to low-cost training and expert business development consulting, technical assistance, and specialized services to qualifying companies, including capital access, market growth, government contracting, import/ export, business continuity, cybersecurity, intellectual property protection and more.

Headquartered at Rutgers Business School in Newark, the NJSBDC Network partners with New Jersey's universities, colleges, other economic development organizations to assist small and mid-sized businesses through all stages of business development.

For more information about the NJSBDC at Northwest Jersey, or to schedule an appointment to meet with an expert business consultant, please visit <https://nw-njsbdc.com>.

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America's SBDC New Jersey, also known as New Jersey Small Business Development Centers (NJSBDC) network, is one of the nation's first pilot projects and has provided comprehensive services and programs for small businesses in New Jersey over 40 years. SBDC experts help businesses expand their operations, manage their growth, and start new ventures. Expert business consultants help small business owners and entrepreneurs develop business plans, find financing, perform accounting and financial analysis, develop and refine marketing strategies, find and take advantage of procurement and international trade opportunities, learn green sustainability practices, commercialize technology and develop an E-commerce presence. The NJSBDC is a non-profit network, a federal-state-educational partnership, leverages funding from the U.S. Small Business Administration (SBA), the N.J. Business Action Center, the educational institutions that host the 12 centers, as well as other private sponsorships and additional private/public grants. The NJSBDC Headquarters, located at the Rutgers Business School in Newark, NJ, oversees the network, which is an accredited member of America's SBDC. Approximately 1,000 centers and satellite offices serve small businesses across the country, generating jobs and economic development. Visit [www.njsbdc.com](http://www.njsbdc.com).

