

Behind the Scenes: Lori Astell, JA Regional Director for South Central Wisconsin



Lori joined Junior Achievement of Wisconsin in March of 2024 as Director of our South-Central Region. In this role, Lori provides leadership for JA's development work— focusing on securing revenue and strengthening our community presence, and programming work— creating partnerships with local schools and other youth organizations centered on education and volunteer opportunities. Lori and the rest of the South-Central staff are Wisconsin's "go-to team" for new and innovative ways to support schools and communities across the Dane, Dodge, Green, Iowa, Jefferson, Walworth, Sauk, Rock, Richland, and Lafayette counties.

With more than 15 years of experience in non-profit leadership, marketing, fundraising, and entrepreneurship, Lori most recently served as Chief Experience Officer of Girl Scouts of Wisconsin - Badgerland. Prior to her career in Girl Scouts, Lori worked as a fundraiser for a non-profit serving people with developmental disabilities. She earned her Master's Degree in Business Administration from Cardinal Stritch University and Bachelor's in Marketing and Graphic Design, from Bowling Green State University.

In her free time, Lori is sparked by all things outdoor adventure. Camping, hiking, biking, or fly fishing the Driftless are among her favorite pastimes with her husband and playful pups by her side. Always on the go, you may also find her out on the fairway, weeding her flower gardens, advocating for animals as a board member of a local shelter, or enthralled in a competitive card or game night with her family in Monona, WI.