



**FOR IMMEDIATE RELEASE**

**Contact:** Abbey Strachota - InitiativeOne

**Phone:** 920.600.8379

**Email:** astrachota@initiative-one.com

**Award-winning Wauwatosa Superintendent to Lead New  
Educational Division for InitiativeOne**

(Green Bay, WI – Mar 9, 2021) InitiativeOne, a national leadership transformation company headquartered in Green Bay, announced that Dr. Phil Ertl, outgoing superintendent of the Wauwatosa School District, has agreed to helm the organization’s new Educational Division.

Ertl, having served his district for 16 years, will assume his new role July 2021. Although retiring from public sector employment, Ertl will continue serving educators and students nationwide.

Under Dr. Ertl’s leadership, InitiativeOne is poised to accelerate its national presence in the education sector, adding to its expertise in nineteen other professional fields. The Education Division will focus on reinvigorating educational leaders facing burnout, reducing drama and staff turnover, increasing collaborative trust between administration and staff, and creating highly engaged administrative and teaching teams.

“Joining InitiativeOne gives me the opportunity to reach districts nationwide,” said Ertl. We engaged iOne five years ago. Based on witnessing their deep, sustained impact here in Wauwatosa, I know InitiativeOne has the right approach. I look forward to expanding their influence and making a real, transformative difference for administrators, educators, and, most importantly, students.

“Landing Dr. Ertl is a coup for InitiativeOne,” said Johnson. “He is one of the most highly regarded superintendents in the Midwest, leading a high performing and diverse school district in Wisconsin. He will be able to attract to our team the “best of the best” current educational leaders nationally to join this quest.

Colleagues have referred to Ertl as a “true, visionary leader.” During his tenure, the Wauwatosa district consistently exceeded academic standards. Several of the district's schools are among the highest achieving schools in Wisconsin.

He is recognized for effecting a financial turnaround in the district, for nationwide leading developments in equity and inclusion, for STEM initiatives, and for innovations in “whole child” education. In 2014, he was honored at the White House for the district’s implementation of technology in the classroom.

Ertl obtained his bachelor’s degree from the University of Wisconsin - LaCrosse, his Master’s Degree in Educational Administration from Winona State University, and his Doctorate in Education from Columbia University.

**About InitiativeOne**

Founded in 1999 by Dr. Fred Johnson, InitiativeOne ([www.initiativeone.com](http://www.initiativeone.com)) exists to transform leaders and their organizations, helping them foster high impact work cultures defined by heightened trust, innovation, collaboration, and sustained results.