

Tracey Griffith
Executive Director
Building and Construction Trades Council of South Central
Wisconsin
Madison, Wisconsin

Tracey Griffith is a dynamic leader with over 20 years of experience in workforce development, specializing in the union construction industry. As executive director of the Building and Construction Trades Council of South Central Wisconsin, she collaborates with 17 local trade unions representing over 6,000 workers to advocate for fair wages, workplace safety, and worker protections. Tracey champions union apprenticeship programs and diversity initiatives to expand and strengthen the workforce. She builds partnerships with regional stakeholders to advance policies that benefit workers and the industry. Previously, Tracey held leadership roles at Midwest Urban Strategies, Walbec Group, and WRTP | BIG STEP, where she developed strategies to meet workforce demands, spearheaded recruitment efforts, and built diverse talent pipelines to support project success. A founding member of EmpowHER, Tracey has earned recognition for her contributions, including the 2022 Champions in Action award and multiple Women in Construction awards. Her visionary leadership continues to empower workers, foster inclusion, and elevate the trades, shaping a stronger future for the construction industry.