



Marty Fittante, InvestUP CEO.

After working on many of the bigger issues facing the U.P. while on staff to the Michigan legislature, brought his passion for the region to InvestUP in January of 2019.

Since taking on its leadership, Marty has grown the investment base of the organization by over 140%. Marty was appointed by the State as the fiduciary of \$7.2 million in pandemic assistance grants. He has engaged in business development and retention work in every U.P. county and has advanced a data-driven focus for the organization.