



CASE STUDY

synapse
by mke tech

WMEP
MANUFACTURING
SOLUTIONS

MIXER SYSTEMS TURNS UNCERTAINTY INTO CLARITY WITH AI NAVIGATOR

COMPANY PROFILE

Mixer Systems, Inc., based in Pewaukee, Wisconsin, designs and manufactures industrial mixing and batching equipment for the concrete products, industrial, and environmental markets. Founded in 1979, the company is the largest manufacturer of pan mixers in North America and a single-source provider—engineering and building customized batch plant systems from the ground up for customers in over 52 countries.

SITUATION

Like many manufacturers, Mixer Systems felt growing pressure to explore AI—but without a clear sense of where it could deliver meaningful value. As a highly customized manufacturer with about 60 employees and no in-house IT team, the company needed a practical approach that fit its size, resources, and workflow.

The leadership team had already attended other AI conferences, online forums, and outside discussions. But nothing had really resonated. The ideas often felt too broad, too complex, or too disconnected from the day-to-day realities of the business. “We were trying to find something that was meaningful for us,” said Nicholas Passint, CEO. “We didn’t have the capacity to make major mistakes, invest heavily in the wrong direction, and then have to pivot.”

SOLUTIONS

Mixer Systems participated in the AI Navigator Workshop, delivered by MKE Tech Hub Coalition’s Synapse initiative, bringing a cross-functional team of leaders from engineering, customer service, finance, and executive leadership. The workshop gave the team a structured way to evaluate AI opportunities through the lens of real business needs rather than hype or outside pressure.

For Passint, one of the biggest takeaways was clarity. The workshop helped the team assess where AI could realistically add value—and where it wouldn’t—and build a plan to get started. “I went in unsure where to start and walked away much clearer about the vision for where we wanted to go.”

RESULTS

- **Established a practical framework** for evaluating where AI can deliver real business value
- **Aligned the leadership team** around a clear approach to AI and technology decisions
- **Clarified where AI makes sense**—and where it doesn't
- **Reduced pressure to make rushed AI investments** by focusing on the right opportunities
- **Built a stronger foundation for future AI adoption** tied to real operational needs

"If you're struggling to connect AI to your business, this workshop gives you a compass. It takes away the pressure and helps you find the places where AI can actually make a difference."

NICHOLAS PASSINT, CEO
MIXER SYSTEMS, INC

WHERE AI LEADERSHIP MEETS MANUFACTURING EXPERTISE

WMEP and MKE Tech Hub Coalition's Synapse initiative have joined forces to help mid-market Wisconsin manufacturers apply AI with confidence.



AI STRATEGY LEADERSHIP FOR WISCONSIN MANUFACTURERS

MKE Tech Hub Coalition is a nonprofit membership organization serving as a unifying voice for Milwaukee's tech ecosystem and a catalyst for innovation through meaningful connections.

Through its Synapse initiative, MKE Tech Hub provides AI strategy and transformation leadership for mid-market manufacturers across Wisconsin.

TRUSTED FOR 30 YEARS BY 4,000+ WISCONSIN MANUFACTURERS

WMEP is a nonprofit consulting organization, and our mission is simple: help Wisconsin manufacturers succeed. We partner with small and mid-sized manufacturers to improve productivity, strengthen performance, and grow.

Our advisors bring real-world industry experience and deliver practical solutions across three key focus areas: Growth, Operations, and People.



LET'S MOVE FROM AI
UNCERTAINTY TO ACTION—
TOGETHER

Contact Us to Get Started

