

Michelle Meeuwsen

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Department of Supply Chain Management, North Business Building
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Education

- ABD Interdisciplinary Evaluation
Western Michigan University
Areas of Focus: Business, Research, Evaluation Methods
- 1991 Masters of Business Administration
Michigan State University
Area of Concentration: Supply Chain Management
- 1987 Bachelor of Arts with Honors
Michigan State University
Major: General Business Administration - Prelaw

University Teaching Experience

2009 – 2023 **Western Michigan University**

- BUS1750 Business Enterprise
- MTKG4630 Manufacturing Logistics
- MGMT4650 Managing for Quality
- BUS3750 Business Process Productivity

2014 – 2020 **Kalamazoo Valley Community College**

- BUS105 Marketing Principles
- BUS101 Business Principles
- BUS 102 Math for Business & Industry
- BUS219 Electronic Commerce & Document Management

2015 – 2020 **Western Michigan University School of Medicine**

- Communication Skills Checklist

2015 - 2016 **Davenport University**

- MKTG211 Marketing Foundations

2012 – 2013 **Grand Valley State University**

- MKT355 International Logistics
- MKT457 Logistics and Transportation

Publications/Refereed Journal Articles

Veeck, A., **Calco, M.** (2015) The Markathon: Adapting the Hackathon Model for an Introductory Marketing Class Project. *Marketing Education Review*, 25:1, 33-38.

Awards

2016 Part-Time Teaching Award
Western Michigan University, Haworth College of Business

Industry Experience

Jan 2007-present

Independent Consultant

Consult with individuals and small businesses with online store setups including training on how to do product research as well as all the details involved in posting items for sale.

Jan 2007-2019

Certified eBay Instructor

Portage Public Schools Community Education Center, Portage, MI

Conduct evening classes: "How to sell on eBay"

Jan 2001-present

Owner

Online Home Furnishings

Design and maintain both a website and an eBay store; analyze market trends to determine products to stock; promote and market products; negotiate prices with suppliers; determine appropriate inventory levels; analyze alternate transportation carriers; ensure premium customer satisfaction.

Dec 1997-Aug 2000

Marketing Systems Administrator/eCommerce Specialist

Boise Cascade Office Products, Kalamazoo, MI

Converted and trained businesses in SW Michigan on the use of internet web site ordering and EDI; in a three year period increased electronic customer orders as a percentage of all orders from 3.5% to 14.57%; interacted with sales force, national account managers and EDI trading partners to determine company specific business rules and appropriate timelines for conversions; setup and provided testing, monitored communications and corrected transmission errors; developed presentations and training support materials; served as primary point of contact for all SW Michigan Electronic Commerce order issues; put together an administrative manual which was later used as a basis for the development of an Internet training guide for the Call Centers; served as keynote speaker on two National conference calls regarding specifics of electronic training at a national level; trained two ecommerce Specialists for the SE Michigan area; researched and analyzed competitor websites for navigational ease.

Oct 1995-Jan 1997

Sales Support Administrator

Richard-Allan Medical, Richland, MI

Directly supported the VP of Sales and the Sales department; maintained and updated the sales database; monitored performance of existing products, sales personnel, purchase agreements and contracts; analyzed market characteristics to determine present and potential markets for new and existing products and services resulting in the addition of new sales accounts; assisted in planning sales and contract strategies and objectives; performed market-share and sales analysis; streamlined operations within the department through enhancement and reformulation of spreadsheets to enable automatic monthly updating; performed competitive market analyses to aid in contract negotiations; aided in sales forecast projection planning.

Apr 1992-May 1995

Engineering Support Specialist

Ford Motor Company, Dearborn, MI

Directly supported the Body Engineering CAE Team Leader and the Body Engineering department; compiled, edited and maintained CAE data results and vehicle sign-off logs for the 1995 Ford Ranger & 1995 Ford Explorer; developed event timeline spreadsheets; prepared graphic presentations using various software packages; gathered information for team meetings; designed and conducted a motivational survey to gain insight into interdepartmental morale issues; evaluated results and made recommendations for courses of action in order to improve motivation; presented results to the CAE Supervisor.