WHO WE ARE

The Demmer Center for Business Transformation supports Michigan companies and organizations by providing thought leadership, education, and “hands-on” engagement to help top managers identify transformative solutions to critical business problems. We serve as a conduit for companies to collaborate with a research institution to which they would not otherwise have access. Our faculty expertise strengthens clients’ competitive performances in domestic and global markets.

OUR GOAL

We foster mutually beneficial relationships between Michigan businesses and the Broad College. This advances the college’s strategic research, education, outreach, and engagement initiatives while providing real-world, transformational solutions for the businesses and organizations supported.

OUR FOCUS

The Demmer Center’s research and engagement with Michigan companies and organizations focus on four core areas that foster competitive advantage:

- **BUSINESS TRANSFORMATION**
- **STRATEGIC INTEGRATION**
- **LEAN ENTERPRISE**
- **LEADING EDGE PRACTICES**

Our partnerships span manufacturing and service organizations and a variety of industries, such as: aerospace, apparel, automotive, call centers, banking and finance, defense, health care, pharmaceutical, and supply chain.

Our flagship research project, the Health Care Multi-Disciplinary Initiative, a collaborative effort with the College of Human Medicine (CHM), investigates strategies and practices that hospitals can use to improve quality of care, reduce costs, and boost population health.

To learn more, visit: demmer.broad.msu.edu
DEMMER CENTER FOR BUSINESS TRANSFORMATION

WHAT MAKES US DIFFERENT

1. We provide access to faculty resources across the Broad College and greater MSU community to Michigan companies and organizations.

2. The center is unmatched in the breadth and depth of the expertise it offers relating to business transformation, drawing on faculty members who are leaders in their fields to provide creative solutions and support to Michigan companies and organizations.

3. We facilitate collaboration between faculty and C-suite leaders to solve critical problems and exploit strategic opportunities for competitive advantage.

OUR LEADERSHIP

Shawnee K. Vickery
Faculty Director, Demmer Center for Business Transformation
Demmer Endowed Professor of Business Transformation
Professor of Operations and Supply Chain Management

James K. Franz
Managing Director, Demmer Center for Business Transformation

OUR REACH

- Capitol Area Manufacturing Council
- Michigan Lean Consortium
- Michigan Economic Development Corporation (MEDC)
- Michigan Health and Hospital Association (MHA)
- Michigan Manufacturing Association (MMA)
- Michigan Manufacturing Technology Center (MMTC)
- Small Business Association of Michigan (SBAM)

To learn more, visit: demmer.broad.msu.edu