

# DEMME CENTER FOR BUSINESS TRANSFORMATION

## WHO WE ARE

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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

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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.

**WE FOSTER MUTUALLY BENEFICIAL RELATIONSHIPS BETWEEN MICHIGAN BUSINESSES AND THE BROAD COLLEGE.**

## OUR FOCUS

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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



## 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)

