Your SWAT team of experts

The System for Integrated Growth (SIG) assembles a wide variety of experts to serve second-stage business leaders. In addition to being experts in their fields, SIG specialists have a deep understanding of second-stage growth issues. They provide you with education and information to address your challenges — whether you’re looking to shore up fundamental areas inside your company (HR, finance, supply chain management, sales and marketing infrastructure) or grow sales and achieve higher profits (marketing strategies, expanding globally, digital marketing, obtaining customer lists or mapping your potential market penetration).

TEAM LEADERS

Paul Bateson

As general manager of external relations for the Edward Lowe Foundation, Paul Bateson is responsible for strategic partnerships and serves as project lead for the System for Integrated Growth. He has more than 20 years of experience in business development, sales, industrial engineering and operations management. He has managed ISO accreditations, integrated enterprise resource planning systems, created new commercialization processes and helped companies achieve multiple years of double-digit growth growth. Paul’s educational background includes a bachelor’s degree in industrial technology from the University of Wisconsin-Stout and an MBA from the University of Phoenix.

Michelle Hoexum

CEO of Propeller LLC in Grand Rapids, Michigan, Michelle Hoexum brings more than 20 years of finance and advisory experience to her role as a SIG team leader. She has a diverse perspective and has worked with entrepreneurs, nonprofits and family foundations in a wide variety of industries. Michelle’s specialties include wealth management, estate planning, social impact investing, banking, sales cycle creation, marketing and public relations, philanthropy, sponsorships and crowdfunding. She has a bachelor’s degree in business administration from the University of Dayton along with Series 7 and Series 63 securities licenses and a certificate of fund raising from Indiana University.

MARKET RESEARCH

Wanda McDavid

Wanda is president and majority shareholder of Access/Information, a Denver-based business and legal research firm. With 30 years of experience, Wanda specializes in market and business product research as well as witness due diligence. She conducts training sessions on internet research and presents programs on legal and business research, competitive intelligence, and evaluation of search engines. Prior to Access/Information, Wanda worked as a consultant, law librarian, and information manager for international and regional law firms. She has a master’s degree in information management and librarianship from the University of Denver.
MARKET RESEARCH (continued)

Shelly Stobierski

Director of research services for the Michigan Manufacturing Technology Center (MMTC), Shelly Stobierski has more than 15 years of market research experience, with a primary focus on automotive-related manufacturing businesses. She has extensive skills in survey research (phone, internet and focus groups) and the use of proprietary industry databases. Prior to MMTC, Shelly was a research analyst for a turnaround firm, where she conducted secondary research with databases such as LexisNexis, Capital IQ and IHS Automotive forecasts. She has also worked at leading primary research firms in various levels of project management.

Patty Wellinger

Patty Wellinger is a research specialist with Access/Information Inc. in Denver, Colorado, where she provides legal and market research for a variety of clients. Patty has more than 25 years of experience in the library profession, including positions at an academic law library as well as a law firm library and public library. She has a master’s degree in library science from Indiana University, a juris doctorate degree from the University of Denver and a bachelor’s degree in psychology and sociology from Indiana University.

GEOGRAPHIC INFORMATION SYSTEMS

Clay Smithers

Principal consultant of Upriver GIS in Orange Park, Florida, Clay Smithers has been working in the geographic information systems (GIS) industry since 2006 and provides expertise in mapping creation and geospatial analysis to support sales and marketing efforts. He works with clients in a wide range of industries — including large grocery store chains, small retailers, engineering firms and economic development organizations — to gain new insights into customers and markets. Clay has also worked as a management consultant and technical trainer for IBM and PwC (PricewaterhouseCoopers). He holds a master’s degree in GIS from the University of South Florida and a bachelor’s degree in management information systems from Florida State University.

DIGITAL MARKETING

David Brim

David Brim is a marketing strategist, entrepreneur and founder of Brand Advance, an Orlando-based marketing agency. His primary focus includes online lead generation, business model development, SaaS products, e-commerce ventures and investment real estate. David has worked with more than a thousand second-stage businesses and such large brands as Sears, Armani Exchange and Tupperware. He is author of “Land More Customers Through Online Marketing,” which reached the No. 13 spot on Amazon’s bestseller list in the SEO category. In addition, David founded OrlandoEntrepreneurs.org, a network and resource center to connect, cultivate and celebrate Central Florida entrepreneurs.
HUMAN RESOURCES

Amy Cell

As “chief matchmaker” at Amy Cell Talent, a Ypsilanti, Michigan-based consulting and recruiting firm, Amy helps employers and communities solve talent challenges through innovative programs and approaches. Prior to launching her practice, Amy was senior vice president of talent enhancement for the Michigan Economic Development Corp. Additional career stops in the talent space include Ann Arbor SPARK, the University of Michigan, Ford Motor Co., Stanford Research Institute, Applied Biosystems and Plante & Moran. Amy holds a bachelor’s degree in accounting and an MBA from the University of Michigan, where she is also a member of the faculty.

FINANCE

Becky Moore

Becky Moore founded Accounting Consultants PC in 1992 and works with middle-market companies around the world from her home base in Dowagiac, Michigan. Becky specializes in remote accounting, tax and business advisory services for companies in dental, medical and veterinary fields. She obtained her CPA license in 1987 and worked at BDO Seidman prior to establishing her own firm. Becky is extremely involved in her local community. Among a long list of activities, she serves as treasurer of Southwestern Michigan College’s board of trustees and chairs Federal Credit Union’s supervisory committee in Dowagiac. She was the 2018 honoree of the Greater Dowagiac’s Chamber of Commerce’s Shining Star Award.

SUPPLY CHAIN MANAGEMENT

Adam Chiasson

Adam Chiasson brings more than 15 years of experience in operations and supply chain management. He is CEO of DMAX Consulting in the greater Detroit area, which focuses on scaling operations for growth companies. He is also vice president of operations and engineering at Biovigil, a medtech company that improves hand hygiene compliance in healthcare environments. He is an adjunct lecturer of supply chain at Eastern Michigan University. Adam has served in leadership roles at ZIVO Bioscience and Accuri Cytometers, which was acquired for $205 million in 2011 by Becton, Dickinson and Co. He has a bachelor’s degree from Michigan State University and an MBA from Eastern Michigan University.

SALES & MARKETING

Kelly Hill

Founder of Sales Advisors of Florida LLC, an Orlando-based sales consulting firm, Kelly Hill helps companies increase revenue by building effective sales teams and creating sales infrastructure for sustainable growth. She specializes in helping second-stage companies as they prepare to grow. Prior to launching Sales Advisors, Kelly held leadership positions in corporate sales and marketing. She is a trusted service provider for FloridaMakes, the state’s official Manufacturing Extension Partnership (MEP) of the MEP National Network and the National Institute of Standards and Technology MEP.
GLOBAL MARKETS

Laurel J. Delaney

Laurel J. Delaney is founder and president of Chicago-based GlobeTrade.com, a management consulting company that helps entrepreneurs and small businesses go global. Among other honors, Laurel has been a recipient of the U.S. Small Business Administration’s “Illinois Exporter of the Year” award. Laurel has authored several books and numerous articles in international and scholarly publications, including The Wall Street Journal and The Conference Board. In addition, she is the creator of The Global Small Business Blog, which ranks No. 1 among online publications for entrepreneurs and small businesses interested in international expansion. Laurel holds a bachelor’s degree in advertising from Columbia College in Chicago and an MBA from Lake Forest Graduate School of Management.

STRATEGY & MARKETING

Dave Haviland

Founder and CEO of Ann Arbor-based Phimation Strategy Group, Dave Haviland helps second-stage companies clarify goals and strategies, improve marketing efforts, boost internal productivity and leverage new opportunities. He focuses on “ROI with heart,” emphasizing good business decisions while honoring each company’s culture and relationships — particularly important for family businesses. Prior to founding Phimation in 2007, Dave served as an operations, corporate development and marketing leader at four telecom/media startups, including Startec Global Communications and Data TV Networks. He has helped raise $30 million of private and public capital, worked on product launches and developed organizational plans for dozens of companies.

SUCCESSION PLANNING

Michael K. Vann

Michael K. Vann is president of The Vann Group LLC in Springfield, Massachusetts, a family-owned firm that provides consulting and transactional advisory services to small and mid-market companies. Michael specializes in succession and transition planning, strategic facilitation, and mergers and acquisitions, and he is co-author of “Buying out the Boss: The Successors Guide to Succession Planning.” A member of the Forbes Coaches Council, Michael helps business owners maximize value by creating a framework for continuity and scalability, and clients value his ability to simplify complex business issues into actionable plans.