

LEN MIDDLETON

lenm@umich.edu

A global strategic thinker who develops distributive technologies, starts and scales companies, assesses and turnarounds organizations, and has extensive corporate, family, and non-profit board experience.

Len teaches all aspects of business and has an extensive international network.

ROSS SCHOOL OF BUSINESS at the UNIVERSITY OF MICHIGAN Ann Arbor, Michigan

Teaching Professor (2023-Present)

Faculty (Lecturer IV), Strategy and Entrepreneurial Studies (1999-2023)

- Developed and taught courses in entrepreneurship, social venturing, family business, and international projects to undergraduate, graduate, and executive-level business school students
- Since 2017, runner-up for the UM Apple Teaching award (7 years)
- Worked with over 120 tech companies in Ireland and 200 tech companies in Israel. Honored by the Prime Ministers of Ireland and Israel for this work
- Recruited Nobel Peace Prize Laureate Jerry White to the EMBA program and organized his 2004 graduation speech. The only business school to have an alum who is a Nobel Peace Prize laureate
- Helped the co-founders create Tamid (tamidgroup.org) which now operates 61 university chapters
- Created the Playbook course that was featured on CBS Sunday Morning (Sept 2015) for being the first course to help pro potential athletes not go broke. No student who has taken the course has had financial issues
- Started the Irish Women's CEO group in its 15th year
- Worked with Women for Women International Founder/CEO Zainab Salbi to refocus the organization from providing handicraft resources to helping the women in eleven war-torn countries learn middle-class job skills. Zainab was the recipient of the 2010 Michigan Women Business Award and the 2011 graduation speaker
- Created a partnership with the Parson School of Design to have the students create jewelry that would be built by the women in this countries. Every year the goods sells out in hours which creates real income for these women.
- Developed a relationship with the University of Exeter to build a Net Zero Financial Tool that every corporation, government, and non-profit will be using to establish and track these goals. Exeter has the best and most climate scientists
- Work with the UN Climate Champions who manage the annual COP meetings where the world comes together to work on climate initiatives
- Wrote Carbon Disclosure Project (CDP) first business plan that started the organization in London. Today, CDP has offices in 14 countries, employees 150 people, and has all Fortune 500 as clients. CDP is one of the top environmental organizations in the world
- In 2023, recipient of the Tauber Trailblazer Award for service to the Institute and outstanding teaching. A Tauber Institute for Global Operations faculty advisor for 20 years
- Recipient of the 2019 Global Entrepreneurship Symposium Teaching Award conference at The Hague
- MAP sponsor development and management of project relationships with Fortune 500 companies, world-class non-profit organizations, and incubators in China, Ireland, and Israel. Started the non-profit MAP sector and worked with high profile projects with King Abdullah of Jordan, President Carter, Rosalyn Carter, Sting, Bono, Meryl Davis, and Queen Noor

- Led a turnaround MAP project with Sting's Rainforest Foundation and reset Bono's DATA Foundation to the ONE Campaign focused on ending extreme poverty and disease
- Created the non-profit and entrepreneurial sectors in four different MAP courses
- Wrote a case study on Berkshire Hathaway and met with Warren Buffet to review
- Co-founding member of the University President's China Advisory Group and Subcommittee
- Founded the UM Private Equity Conference with Professor Dave Brophy that's celebrating its 20th year
- Member of the University President's International Committee and created the Global Engagement Team to provide international safety protocols. Experienced with moving MBA students and faculty out of global conflicts or dealing with health issues in international settings
- The faculty advisor and board member that created the Salokaya Nursing School in New Delhi, India. This was the first western nursing school in India. Also, setup the partnership and student exchange program between Salokaya and the UM Nursing School
- Co-director and faculty member of the MBA Essentials and Entrepreneurship program for 50 faculty members and doctoral students (2008)
- Co-Founder and former Board member of the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies (2018).
- Designed and executed the Honigman Family Business conference with the top 25 family businesses in Michigan. It's the first time these families have come together
- Helped start the Michigan Fashion Media Summit as faculty advisor. In five years, the event now attracts 3,000 students from 40 different universities and attracts the biggest names in fashion to help get students jobs
- Together with a Michigan Ross BBA student, co-founded and serve as a board member for the Spill the Honey Foundation, an organization that promotes human dignity and advances public knowledge of the Holocaust and Civil Rights Movement through educational and artistic expression
- An advisor to Hawke Ventures Scout program that helps minority students learn about a career in venture capital
- Organized President Colemans outreach program to help the State of Michigan by offering seminars and providing counsel to help improve the state's current economic situation
- Started the MBA Open Road program with an MBA team at UM and worked to setup initial funding
- Developed the VentureStart I- IV programs with MAP teams for Shannon Development/Enterprise Ireland, and worked with MAP teams to develop the Ryan Academy which focuses on second-stage companies in Dublin, Ireland
- Created and taught an International corporate MAP program for the Chinese company Shui On in Shanghai. This partnership includes executive education courses, an annual China CEO leadership conference, and the first China-wide business plan competition at a new entrepreneurship academy
- Built the Jordan Small Business Administration with a MAP team to help entrepreneurs create companies
- Co-organized the Grand Rapid Entrepreneurship event with the Grand Rapids Grand Angels and brought six university presidents together to facilitate the program for 12 years

Co-Director of Global MBA Projects Course (2000-2008)

- Responsible for co-directing 46 international MBA project teams (200+ students) per year
- Taught 17 FT MAP project teams and received a 5.0 rating (2004)
- Developed and directed 10 academic faculty members and support staff

- Provided the \$500,000 funding, created the course budgets, and fundraised with individuals and foundations to cover project expenses. Co-managed one of the largest donor's
- Created MAP program pedagogy and teaching sessions for faculty and students
- Established business communication faculty and librarians as cornerstones in the MAP courses

Co-Director of ExecMAP (2003-2015)

- The first-year ExecMAP student rating was 1.0 on a 5.0 scale, after we took over the course the second year, it went to 4.6 rating and regularly scores in the 4.7-4.9 range
- Highest rated teaching scores and project satisfaction rating for 21 years

Donor Management

- Manage high net-worth donors and foundations to secure MAP project funding
- Developed grant proposals for MAP funding from several foundations
- Secured a funding gift from the Apple President

MICHIGAN INSTITUTE FOR MEDICAL INNOVATION at the UNIVERSITY OF MICHIGAN Ann Arbor, Michigan

Executive Director and Professor (2014-2018)

- Created the Michigan Institute for Medical Innovation that reported to President Coleman and EVP Ora Pescovitz
- Raised donor funding for the program
- Developed a Medical School innovation and entrepreneurship program
- Taught the VentureStart program
- Developed and funded an ovarian cancer solution while working with MAP teams

NFL PLAYER ENGAGEMENT Ann Arbor, Michigan

Director and Professor of Learning (2013-present)

- Created the Business Academy, Franchise Seminar, and Real Estate Workshop for current players and Legends (former players), and spouses/significant others to help them prepare for their next career
- The May 2019 webinar on financial literacy had 1,200 attendees, and was covered by 145 newspapers around the world. This article had 6 million clicks in ten minutes.

COURSES TAUGHT

Undergraduate BBA

- **Entrepreneurial Management:** Team-based course in which students develop and research an idea, do a feasibility analysis, and write a complete business plan.
- **Introduction to Entrepreneurship:** Created this course to teach sophomores the basics of entrepreneurship and how to properly assess a business idea.
- **The Playbook:** The first of its kind course to help pro potential student athletes learn budgeting, personal finance, estate planning, brand management, and public relations
- **Personal Finance:** The course focused on all aspects of personal finance

Graduate MBA

- **Global Projects – Entrepreneurial Field Study Projects:** Second-year graduate course in which teams of students do projects for entrepreneurial start-up companies in China, Ireland, Israel, non-profit organizations, and Fortune 500 corporations. The projects include a variety of areas such as strategic plans, business plans, marketing plans, fundraising plans, market entry strategies, and acquisition evaluation
- **Continuing a Legacy - Leading a Family Business:** Explores the strategic, operating, financial, family and career issues found in family-owned and managed companies or privately held firms
- **Strategies for Management Consulting:** Students gain knowledge of the methodologies used in the consulting process and develop the skills that are essential to becoming a manager or partner in a consulting firm
- **Weekend and Day MAP – International Field Study Projects:** Students apply their knowledge and business skills to evaluate an international business issue facing the sponsor and provide potential solutions

Executive MBA

- **Entrepreneurial Ventures:** The course is the highest bid elective course in the EMBA program. The focus is on how to find and assess business ideas both in a startup and corporate settings
- **Executive MBA MAP – Field Study Projects:** This course provides an opportunity for teams of Executive MBA students to work with worldwide organizations to identify important organizational issues, engage in data collection and analysis, and recommend insightful solutions

Weekend MBA

- **Weekend MAP – Field Study Projects:** The weekend MAP program is similar in format to the Executive MBA MAP course

Masters of Entrepreneurship

- **MAP – Field Study Projects:** An entrepreneurial MAP program

Executive Education (Ann Arbor and Hong Kong)

- **International Corporate MAP Program:** Created an international MAP course for a large Chinese company
- **Entrepreneurial Edge: Innovation Process:** Explores the entrepreneurial mind-set to begin the process of identifying and assessing opportunities and building an environment where change and innovation is accepted
- **Entrepreneurial Edge: Business Planning for Managers and Entrepreneurs:** Participants learn how to develop a full business plan with financial models for either a new product or service within an existing business, or for an entirely new venture
- **Family Business Executive Program:** Explores the strategic, operating, financial, family and career issues found in family-owned and managed companies or privately held firms with an emphasis on executive and owner-level participants
- **MBA Essentials and Entrepreneurship:** This program provides participants with the frameworks, concepts and tools necessary to commercialize their ideas

AUTHORED WORKS

Articles:

- Linking Strategy and Performance Management in a Continuously Changing World
- How to Teach Entrepreneurship – A New Model
- Family Business Venture Office

- STRATEGY: Past, Present, & Future
- Revolutionizing the Biotech Incubation Model
- Action-Based Entrepreneurial Learning

Case Studies:

Entrepreneurship:

- The Tanaka Consulting Company
- Golden Motors
- Campus Reports
- The Great Catalog Company
- Ventura Beach Café
- Space
- How to Buy a Company
- VentureStart 3 – Growing the Entrepreneurial Organization

Family Business:

- Shafer Wines with video
- Asian Family Business Harmony

Corporate:

- Intel Corporation with Professor Tom Kinnear
- Hawaiian Guava & Coffee Company: Entering a Foreign Culture
- Berkshire Hathaway
- Overview of the Consulting Process

Non-Profit:

- Landmine Survivor Network - Economic Opportunity Model
- Women for Women International – Sustainable Enterprise
- US Olympic Committee - Non-Profit Scorecard
- Evaluating a Non-Profit Business
- Branding and Marketing Non-Profits
- A Call to Action: Selecting and Managing a Non-Profit Board

Books:

- Impacting the World: Teaching at the Edge of Business (in-progress)
- How to Teach Entrepreneurship – A New Model (in-progress)
- Linking Strategy and Performance Management in a Continuously Changing World
- The Wishbone Factor: A Strategy for Achieving Short-Term Success and Long-Term Dominance
- Creating Entrepreneurs, “Teaching Global Entrepreneurship Through Action-Based Learning” (chapter)

SELECTED SPEAKING ENGAGEMENT

- NFL Webinars – May 2015-2021
- ASEAN Conference – Bangkok, Thailand – August 2020
- Global Entrepreneurial Symposium – The Hague, Netherlands - Speaker – June 2020
- CEO Connect – February 2011 and 2017
- China Entrepreneurship Innovation Conference – Keynote Speaker – November 2010
- Hong Kong Young Presidents’ Organization – 2009, 2015
- Hong Kong Entrepreneurship Organization – 2008, 2019

- Grand Rapids Angels – Celebrating Entrepreneurship – May 2008
- Industry Association Conference – Family Business – May 2008
- European Business Incubation Centers – Entrepreneurship – June 2007
- US Association for Small Business Educators Conference – 2005, 2006
- New York Stock Exchange - 2002

SPECIALTIES

- Entrepreneurship – Business Planning and Second Stage Growth Development
- Family Business Strategy and Management
- Venture Capital and Private Equity
- Corporate and Non-Profit Governance
- Strategic Business Planning and Execution
- International Market Entry Strategies

ASSOCIATIONS

- US Association of Small Business Educators
- Small Business Institute
- US Family Business Institute

EDUCATION

ADDITIONAL EXPERIENCE

International Child Care / Grace Children’s Hospital

Board Member – Co-Chair and Treasurer (2013-present)

Led the turnaround of a children’s hospital in Port-au-Prince, Haiti that treats 161,000 children a year, and is a leader in the diagnosis and treatment of TB and HIV. The organization needed a completely overhaul of the board, finances, staff, marketing, and processes.

Spill the Honey Foundation

Board Member (2020-2022)

The foundation promotes human dignity and advances public knowledge of the Holocaust and Civil Rights Movement through educational and artistic medium to move people to act for social change. Worked with Clarence Jones who authored the famous, *I Have a Dream Speech*

Big Ideas for the 21st Century

Founder/Executive Director (2014-present)

Developed to teach students how to create and build their own future, multi-disciplinary teams approach learning how to solve today’s most critical humankind challenges

iHeed

Board Chair (2012-2021)

A leading online medical education company that helps (helping) healthcare professionals deliver better care, improve their careers, and enhance their global mobility.

United Bank & Trust

Board Member – Audit Committee (2010-2015)

River Rock Group

Founder and Chair (2000-present)

A private equity and venture fund with a foundation.

M Farms

Gentleman Farmer (1999-present)

BOARD/ADVISORY POSITIONS

- United Bank & Trust; Ann Arbor, Michigan
 - Caster Concepts; Albion, Michigan
 - CGO; Pittsburgh, Pennsylvania
 - RKA: Detroit, Michigan
 - American Medical Products – Ann Arbor, MI
 - Arcadia Hedge Fund; Singapore
 - Ann Arbor Hands-On Museum; Ann Arbor, Michigan
 - Regional Development Partners, Limerick, Ireland
 - Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies; Ann Arbor, Michigan
 - Women for Women International, Washington, DC
 - The Carter Center, Atlanta, Georgia
 - Salokaya Nursing School; Delhi, India
 - Habitat for Humanity, Atlanta, Georgia
-
-