

Amy H. Angell

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Curriculum Vitae

Education

MBA, Xavier University, 1991.
Major: Marketing

BBA, University of Kentucky, 1990.
Major: Management

Professional Positions

Academic - Post-Secondary

University of Michigan Ross School of Business. (September 2014 – Present).

Associate Department Chair, Marketing, Davenport University. (May 2012 – August 2014).

Adjunct Business Instructor, Oakland Community College. (January 2007 - April 2012).

Licensures and Certifications

Business Coaching Training, Ureeka. (December 2020 – May 2021).

Online Instructor Certification, Davenport University. (December 2013).

Professional Membership

American Marketing Association. (December 2007 - Present).

Development Activities Attended

AI workshop training, Ross School of Business (2025/2026)

Coaching training sessions, Ureeka. (September 2020 – March 2021).

Co-developed the marketing capstone. (2020 – 2021)

Conference Attendance, "Top Hat Engage," Chicago, IL. (October, 2018).

Conference Attendance, "Digital Summit," Detroit, MI. (September, 2018).

Conference Attendance, "Leo Burnett Professor Summit," Chicago, IL. (August, 2018).

Training of two course websites: CTools and Canvas, Ross Business School, Ann Arbor, Michigan. (September 2014 – December 2015).

Student Task Force Development, Marketing Curriculum, Ross Business School, Ann Arbor, Michigan. (September 2014 – December 2015).

Faculty Fellowship, "Faculty Fellow," Davenport University, Livonia and Warren, Michigan. (April 2013 – August 2014).

University of Detroit Mercy Presentation, "Super Bowl Ad Nauseum by Dr. Michael Bernachi," UDM, Detroit, Michigan. (January 2014).

Workshop, "Online training," Davenport University, online. (November 2013 - December 2013).

Faculty Fellowship, "Faculty Fellow," Livonia, Michigan. (September 2013 - December 2013).

Faculty Fellowship, "Faculty Fellow," Livonia, Michigan. (September 2013 - December 2013).

Faculty Fellowship, "Co-Facilitator," Davenport University, Livonia and Warren, Michigan. (November 2013).

Workshop, "Diversity, Equity and Inclusion I and II," Davenport University, Livonia and Warren, Michigan. (October 2012 - October 2013).

Faculty Fellowship, "Facilitator for Blackboard Basics Training," Livonia, Michigan. (September 2013).

Conference Attendance, "TLI," Davenport University, Grand Rapids, Michigan. (August 2013).

Conference Attendance, "TLI," Davenport University, Grand Rapids, Michigan. (August 2012 - August 2013).

Faculty Fellowship, "Facilitator for Blackboard Basics Training," Warren, Michigan. (June 2013).

Workshop, "Blackboard Basics Training," Davenport University, online. (May 2013 - June 2013).

Conference Attendance, "Stephen M.R. Covey Speed of Trust Tour," Dearborn, Michigan. (May 2013).

"Smart board and short throw projector training," Davenport University, Livonia, Michigan. (February 2013).

Workshop, "Accountability Training," Davenport University, Livonia, Michigan. (October 2012).

Workshop, "Working Collaboratively DISC I and II," Davenport University, Lansing, Michigan. (September 2012 - October 2012).

Workshop, "VISL Training," Davenport University, Livonia, Michigan. (August 2012 - September 2012).

Workshop, "Blended Training," Davenport University, online. (June 2012).

TEACHING

Credit Instruction

Ross School of Business:

MAP (action based learning) for full time MBA students
Consumer Behavior

Business & Leadership
Power of Persuasion: Developing Creative Content & Campaign Strategy
Marketing Capstone
Advertising Management
Marketing Management

Davenport University & Oakland Community College:

Marketing Foundations
Advertising and Retailing
Professional Selling
New Product Development
Marketing Strategies (MBA)
Competitive Marketing Advantage (Executive MBA)
Introduction to Business

TEACHING

Non-Credit Instruction

Google Hangout and Documents Workshop, 15 participants, Davenport University. (September 2013 – August 2014).

Google Hangout and Documents Workshop, 22 participants, Davenport University. (November 18, 2013).

SERVICE

Department Service

Major Review Committee, Marketing Area, University of Michigan Ross School of Business. (February 2020).

Co-developer, marketing capstone for BBA program, Ross School of Business. (2019 – 2020)

Created a student focus group for insight into co-developing the marketing capstone, Ross School of Business. (November 2019)

Faculty Advisor to marketing student's capstone thesis, University of Michigan Ross School of Business. (Jan 2019 – April 2019).

Faculty Advisor to marketing student's capstone, University of Michigan Ross School of Business. (April 2017 – December 2017).

Additional lecturing and tutoring sessions for student athletes, University of Michigan Ross School of Business. (September 2015 – December 2015).

Co-developer, marketing course for MM program, Davenport University. (2013 – 2014).

Committee Member, Program Review, Davenport University. (May 2013 – August 2014).
Faculty Mentor, Davenport University. (March 2013 – August 2014).

Committee Member, Excellence System, Davenport University. (February 2013 – August 2014).

Developer, Marketing Roundtable and Speaker Series, Davenport University. (2013).

Attendee, Meeting, Employer Advisory Board, Davenport University. (October 2012 and 2013).
2012 – 2014).

College Service

Faculty Advisor Doner Advertising pitch competition, University of Michigan Ross School of Business. (Fall 2025).

Faculty Advisor CVC Committee, University of Michigan Ross School of Business. (2026).

Advised and mentored 300+ client-facing course projects. (2014 to present).

Faculty Advisor Super Bowl Case Competition, University of Michigan Ross School of Business. (Feb 2020).

Faculty Advisor, Detroit Neighborhood Entrepreneurs Project at University of Michigan Ross School of Business. (2019 – present)

Attended Detroit Neighborhood Entrepreneurs Project client event. (October 2019)

Attended Ross BBA Night at the Museum, University of Michigan Ross School of Business. (November, 2018).

Faculty Advisor to BBA student's thesis, University of Michigan Ross School of Business. (September 2018).

Faculty Advisor to L'Oreal student team competition, University of Michigan Ross School of Business. (April 2017).

Committee Chair, BA 200 Common Read Fall 2016 & 17, University of Michigan Ross School of Business. (February 2016 & June 2017).

Committee Member, Business Administration (new BBA core course co-developer), University of Michigan Ross School of Business. (Fall 2014, Fall 2015, Fall 2016, Fall 2017).

Committee Member, Undergraduate Advisory Committee, Davenport University. (October 2013 – August 2014).

Committee Member, Convocation Committee, Davenport University. (May 2013 – August 2014).

Attendee, Meeting, Admissions Event, Davenport University. (June 2013).

Committee Member, Vision Statement for COB, Davenport University. (May 2013).

Faculty Mentor, Davenport University. (January 2013).

Faculty Mentor, Freaky Sneakers, Davenport University. (October 2012 - November 2012).

Faculty Mentor, Freaky Sneakers, Davenport University. (October 2012).

University Service

Committee Member, Detroit Neighborhood Entrepreneurs Project, University of Michigan. (September, 2018 – Present).

Mentored and trained 40 teaching assistants and graders, University of Michigan. (2015 – present).

Mentor, National Student Advertising Competition, University of Michigan. (January 2015 – April 2015).

Committee Member, Faculty Fellow, Davenport University. (July 2013 – August 2014).

Committee Member, Livonia Fun Committee, Davenport University. (June 2012 – August 2014).

Committee Member, Livonia Optimist Club, Davenport University. (June 2012 – August 2014).

Committee Member, Excellence System, Davenport University. (February 2013 - May 2013).

Attendee, Orientation, Career Services, Davenport University. (April 2013).

Volunteer, Project Healthy Living, Davenport University. (April 2013).

Attendee, Automation Alley Event, Davenport University. (September 2012).

Public Service

RCIA Sponsor, St. John Neumann Catholic Parish. (September 2021 – June 2022).

Produced Podcast, Building Better Brands. (March 2021 to present).

Lector and Eucharistic Minister, Our Lady of Good Counsel Catholic Parish. (2019 – present).

Volunteer, Marriage Preparation, Our Lady of Good Counsel Catholic Parish, Plymouth, Michigan. (2018 - 2020).

Volunteer, Spiritus Sanctus Academy, Plymouth, Michigan. (2017 – 2020).

Junior Achievement Volunteer for 2nd grade class at Our Lady of Good Counsel Catholic School, Plymouth, Michigan. (April 2016 – June 2016).

Volunteer, Father Gabriel Richard High School, Ann Arbor, Michigan. (2013 – 2020).

Volunteer, Our Lady of Good Counsel Catholic School, Plymouth, Michigan. (September 2011 - 2017).

Volunteer, Bird Elementary School, Plymouth, Michigan. (2002 - 2013).

Volunteer, Our Lady of Good Counsel Catholic Parish, Plymouth, Michigan. (2000 - Present).

Volunteer, Habitat for Humanity, Detroit, Michigan. (November 2013).

Board Service

Board Member, iXperience, education center in Cape Town, South Africa. (September 2022 – present).

Consulting

Academic, Roar Brewing Company, Detroit, Michigan. (January 2026 – April 2026).

Academic, Jencil, LLC, Detroit, Michigan. (January 2026 – April 2026).

Academic, Halie & Co., Detroit, Michigan. (January 2025 – April 2025).

Academic, The Damage Zone, Detroit, Michigan (January 2025 – April 2025).

Academic, Eseda, Detroit, Michigan. (September 2025 – December 2025).

Academic, DNEP, Detroit, Michigan. (September 2025 – December 2025).

Professional, Shedneck Foundation, Detroit, Michigan. (June 2025 - October 2025).

Academic, The Culinary Studio, Detroit, Michigan. (January 2024 – April 2024).

Academic, Janna Kay Charcuterie, Detroit, Michigan. (January 2024 – April 2024).

Academic, Supernatural Hair Care, Detroit, Michigan. (August 2023 – December 2023).

Academic, Thumbprint Artifacts, Detroit, Michigan. (August 2023 – December 2023).

Academic, Rove Soapsheets, Detroit, Michigan. (January 2023 – April 2023).

Academic, Stephens Southern Delights, Detroit, Michigan. (January 2023 – April 2023).

Professional, Diamond Fresh, Warren, Michigan. (June 2022 – September 2022).

Professional, Virtual Educator Network, Detroit, Michigan. (June 2022 – September 2022).

Academic, Transitions Care, Chicago, Illinois. (January 2022 – April 2022).

Academic, GODNII, Detroit, Michigan. (January 2022 – April 2022).

Professional, Bags to Butterflies, Detroit, Michigan. (January 2022 – March 2022).

Professional, Paradise Natural Foods, Detroit, Michigan. (July 2021 – September 2021).

Professional, Sweet Water Dance & Yoga, Bronx, NY. (May 2021 – August 2021).

Academic, ForHerCosmetics, Detroit, Michigan. (Jan 2021 – April 2021).

Academic, KidneyforKarlo, West Bloomfield, Michigan. (Jan 2021 – April 2021).

Professional, Podcast, Building Better Brands. (March 2021).

Professional, Website, Amy Angell Marketing. (August 2020).

Academic, Fahrenheit313, Detroit, Michigan. (Jan 2020 – April 2020).

Academic, EUMELANIN, Detroit, Michigan. (Jan 2020 – April 2020).

Academic, Sweet Dreamz Creamery, Detroit, Michigan. (Jan 2019 – April 2019).

Academic, Serious Sober Living, Ypsilanti, Michigan. (Jan 2018 – April 2018).

Academic, Detroit Boxed Socks, Detroit, Michigan. (Jan 2018 – April 2018).

Academic, Big Brothers Big Sisters of Washtenaw County, Ypsilanti, Michigan. (January 2017 – April 2017).

Academic, Hope Carried, Ann Arbor, Michigan. (January 2017 – April 2017).

Academic, Plymouth Puzzles, LLC, Plymouth, Michigan. (January 2015 – April 2015).

School, Our Lady of Good Counsel Catholic School, Plymouth, Michigan. (2014 – Present).

Church, Our Lady of Good Counsel Catholic Parish, Plymouth, Michigan. (2010 - Present).

Academic, Autism Compass Consulting, Plymouth, Michigan. (December 2013 - April 2015).

Academic, Department of Technology, Management and Budget, Lansing, Michigan. (October 2013 - December 2013).

Academic, Michigan Commercial Business Association, Lansing, Michigan. (October 2012 - December 2012).

Professional, Hands Across the Water Adoption Agency, Ann Arbor, Michigan. (June 2007 – June 2008).

Coaching

Professional, Sweet Water Dance & Yoga, Bronx, NY. (Sept 201 – May 2021).

Professional, Del Sol Group, Los Angeles, CA. (Sept 2021 – May 2021).

Professional, Rook Agency, Los Angeles, CA. (Sept 2021 – May 2021).

Professional, Chica Oakland, Oakland, CA. (Sept 2021 – May 2021).

Professional, Mi Casa Es Tu Casa, Austin, TX (Sept 2021 – May 2021).

Other

Received \$500 grant from the University of Michigan Lecturers Professional Development Fund. (August 2021).

Kidney donation process, University of Michigan Transplant Team. (March 2021 – June 2021).