

# Michele Burch, PhD

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Operations management lecturer with 24 years of teaching experience, having developed and delivered over 150 undergraduate and graduate classes to more than 13,000 students. Currently serving as the associate chair of the operations & information management department and chair of the departmental curriculum committee. An engineering background with 10 years of relevant industry experience consulting with start-ups in operations excellence. Awarded the 2019 Isenberg Dean's Faculty Fellowship and recipient of the 2016-2017 Isenberg School of Management Teaching Excellence Award.

## Education

**University of Massachusetts, Amherst, MA**      Ph.D., Management Science, September 2008  
 Minor: Organizational Studies

Dissertation Title: Lean Longevity: Kaizen Events and Determinants of Sustainable Improvement  
 Doctoral Committee Chair: Dr. Alan Robinson

**University of Massachusetts, Amherst, MA**      M.B.A., May 1996

**University of Notre Dame, South Bend, IN**      B.S., Mechanical Engineering, May 1992

## Teaching Experience

- Operations Management
- High Performance Organizations
- Service Operations
- Supply Chain
- Human Resource Management
- Quality Management
- Management Science
- Lean & Continuous Improvement
- Work Systems & Facilities Planning

## University of Massachusetts, Amherst, MA - Operations & Information Management Department

- *Associate Chair of Operations & Information Management Department ~ Spring 2022 to Present*
  - Work with faculty to schedule and coordinate undergraduate courses
  - Support the Department Chair with departmental strategic planning
  - Serve as the external relations liaison to manage industry relationships and to engage with alumni and recruiters

➤ **Senior Lecturer II ~ Fall 2022 – Present**

- Participated in the Course Design Institute ~ Summer 2024  
Training dedicated to online teaching using the Learning Management System Canvas, through workshops and course building meetings with instructional designers

➤ **Senior Lecturer ~ Fall 2017 – Summer 2022**

➤ **Lecturer ~ Fall 2007 – Summer 2017**

- Teach undergraduate, graduate, on campus, remote, and on-line courses  
Manage teaching assistants to provide office hours and support to students

**Undergraduate Courses On-campus & Online**

OIM301 *Introduction to Operations Management* ~ Large lecture (100 to 200 students) ~ 47 Sections

Fall 2000 to present: On-campus

Summer 2021, 2024: Online

OIM325 *Service Operations* ~ 2 Sections

Fall 2022 to Spring 2023: On-campus

OIM420 *High Performance Organizations* ~ 22 Sections

Fall 2012 to present: On-campus

Spring 2015 to present: Online

OIM320 *Quality Management* ~ 4 Sections

Spring 2014: On-campus

Summer 2014 to Fall 2018: Online

MGMT301 *Principles of Management* ~ (Co-taught) Large lecture (300 to 500 students) ~ 9 Sections

Operations Management Module ~ Fall 2007 to Spring 2013

Human Resource Management Module ~ Fall 2013 to Spring 2014

*Honors Section* ~ Fall 2007 to Fall 2013 ~ 4 Sections

**Graduate Courses On-campus & Online**

MG670 *Operations Management* ~ 20 Sections

Spring 2011, Spring 2021(Remote): On-campus, Spring 2022, 2023

Summer 2017 to present: Online

MG697LT *Introduction to Lean Thinking & Practice* ~ Collaboration with the Lean Enterprise Institute.

Course co-developed with Alan Robinson.

Spring 2018 to present: Online

MG97LM *Lean Management* ~ Collaboration with the Lean Enterprise Institute.

Course co-developed with Alan Robinson.

Spring 2019 to present: Online

**Simplilearn Americas, Inc., California**

➤ ***Faculty Liaison, Masterclass Instructor ~ January 2021 to April 2023***

- Develop and deliver bi-monthly masterclasses in two Post Graduate Programs including Lean Six Sigma and Design Thinking, jointly designed by Isenberg and Simplilearn
- Review program content and projects and offer advice

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**Worcester Polytechnic Institute, Worcester, MA - Industrial Engineering Department**

➤ ***Adjunct Professor ~ Fall 2000 – Spring 2015***

➤ ***Visiting Instructor ~ Fall 2003 to Spring 2004***

- Teach undergraduate, graduate, on-campus, and online courses

**Undergraduate Courses On-campus & Online**

MG 2500 *Management Science I* ~ 2 Sections

Spring 2003, Fall 2003: On-campus

MG 3405 *Work Systems and Facilities Planning*

Fall 2003: On-campus

**Graduate Courses On-Campus, Corporate, Online**

OIE 544 *Supply Chain Analysis and Design*

Spring 2013: Corporate, on-site, continuing education course

OIE 504 *Operations Management* ~ 14 Sections

Fall 2012, Spring 2004: Corporate, on-site

Fall 2000, Spring 2002, Summer 2003 to 2008: On-campus

Summers 2003 to 2010: Online

OIE 500 *Analyzing and Designing Operations to Create Value* ~ 3 Sections

Fall 2012, Spring 2015: Corporate, on-site

OIE 555 *Lean Process Design* ~ 13 Sections

Fall 2008 to 2013: Corporate, on-site

Spring 2005 through 2010: Online

MG513 *Creating Processes in Technological Organizations* ~ 2 Sections

Fall 2003: On-campus

Spring 2004: Online

➤ ***Faculty Associate ~ Fall 2001, 2002, 2006***

MG 513 *Creating Processes in Technological Organizations*

- Assisted with assessment, delivery and organization of the graduate level course

## Professional Experience

### FloDesign Sonics, Wilbraham, MA

- ***Director of Strategic Operations/Operations Excellence - Consultant ~ April 2012 to May 2018***
  - Champion change initiatives and process design
  - Develop strategies for process improvement with a focus on employee involvement
  - Ensure good communication processes
  - Implement programs and policies focused on strategic operations

### FloDesign Wind Turbine Corporation, Wilbraham, MA

- ***Organizational Development Consultant ~ January 2010 to March 2013***
  - Developed lean systems to attract, develop, engage, and inspire leaders and team members
  - Instilled core values focused on respect for others, trust, and continuous improvement by teaching, demonstrating, and coaching
  - Challenged team members to create lean processes to support continuous improvement

### FloDesign Wind Turbine Corporation, Wilbraham, MA

- ***Interim Chief Operating Officer ~ September 2008 to January 2010***
  - Responsible for manufacturing and operating decisions including process design, location, layout, and supply chain management

### FloDesign Inc, Wilbraham, MA

- ***Human Resource/Organizational Development Consultant ~ January 2008 to 2014***
    - Administered benefits, including 401k, and assisted in hiring
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### Springfield Wire, Inc., Springfield, MA

- ***Consultant ~ March 1999 to October 2001***
  - Integrated an ERP system; involved in strategic decisions and development of processes
- ***Sales Engineer ~ January 1996 to June 1998***

Managed and developed several key accounts, totaling 9 million dollars in sales, including Whirlpool and Frigidaire Home Products

  - Researched new business opportunities; promoted product expansion in more profitable markets; conducted extensive marketing research identifying over fifty potential customers in designated territory
  - Offered engineering design alternatives to reduce costs and maximize performance

- Investigated product failures; recommended viable, robust redesigns; provided necessary documentation
- Developed Windows driven system to track quotation requests, sample progress, and new product development; streamlining customer requirements

➤ ***Product Engineer ~ June 1992 to January 1996***

- Designed electric heating elements to defrost and prevent condensation in refrigeration systems, to provide heat in dishwasher units, to remove ice in bus and truck mirror assemblies, and to increase temperatures in other domestic and commercial applications
- Served as primary engineering contact to all major customers; worked in conjunction with OEM's to test prototypes and resolve problems during pilot runs
- Appointed technical liaison to engineering department in Mexican division; prioritized pending projects; furnished required design specifications and necessary materials
- Created significant interest in corporate Spanish lessons leading to after work sessions intended to improve communications between the U.S. site and Mexican division
- Assisted in the research, selection, and development of a new computerized manufacturing information system

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### **Awards/Recognition**

***Recipient of 2019 Isenberg Dean's Faculty Fellowship***

- Awarded by the dean to two faculty members dedicated to Isenberg's success and committed to the student experience.

***Recipient of the 2016-2017 Isenberg School of Management Teaching Excellence Award***

- Student/faculty nomination with selection by committee for distinguished teaching

***Finalist the University of Massachusetts Distinguished Teaching Award***

- Years nominated ~ 2016-2017, 2017-2018 (finalist), 2018-2019, 2020-2021 (finalist)

***Awarded a Flex Grant for Teaching/Faculty Development***

- Awarded by the Institute for Teaching Excellence and Faculty Development at the University of Massachusetts

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### **Academic Service**

**University of Massachusetts, Amherst**

***Chair, Operations and Information Management Department Curriculum Committee ~ 2018 to Present***

- Responsible for leading and organizing meetings and matters related to curriculum

***Isenberg Operations & Information Management Club Advisor ~ Fall 2015 to Present***

- Student run club committed to connecting industry with students

***Workload Equity Project Committee ~ Spring 2024***

- Tasked with proposing equitable workload guidelines at the school-level

***Member, Business Minor Working Group ~ Fall 2019***

- Group tasked with developing a Business Minor curriculum for non-Isenberg students

***MBA Practicum Advisor ~ Fall 2015, 2016, 2017, 2018***

- Practicums with Peter-Pan, Lego, Springfield Housing Court, SimpliPet, Five Colleges, Inc., Cooley Dickinson, and Berkshire Brewing Company

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**Academic Assistantships**

**University of Massachusetts, Amherst**

***Graduate Research Assistant ~ Fall 1998 to Spring 2002***

- Assisted advisor with research study of idea systems
- Conducted field research at Malcolm Baldrige award winning organizations

***Teaching Assistant ~ Fall 1998 to Spring 2002***

- Deterministic Models – graduate level course ~ Fall 2002
- Corporate Creativity – graduate level seminar ~ Winter 2000
- Advanced Topics in Operations Management – undergraduate level course ~ Spring 2000
- Intro to Operations Management – undergraduate level course ~ Fall 1998, 1999, Spring 1999

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**Conference/Meeting Presentations**

**Women of Isenberg Conference, University of Massachusetts, Amherst**

***Panelist ~ February 26, 2022***

- Participated in the Women of Isenberg Conference as a Panelist in the session called “Invest in Yourself”

**Northeast Shingo Prize Conference, Springfield, MA**

***Presenter ~ October 2011***

- Presented “Lean Longevity” at the Northeast Shingo Prize Conference

**Association for Operations Management (APICS), Holyoke, MA**

***Presenter ~ April 2008***

- Presented “Lean Longevity” to the local chapter of APICS, the Association for Operations Management

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**Community Outreach**

- Developed a Lemonade Supply Chain Learning Module for Elementary School-Aged Children and presented to 5<sup>th</sup> graders in the community, 2015  
A hands-on activity intended to introduce children to the concepts of supply chain and operations management.