



Kim Schatzel

Dean
College of Business
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Kim Schatzel is a Professor of Marketing and Dean of the University of Michigan-Dearborn's College of Business. Under Kim's leadership, the College of Business is committed to act as a driving force of change for our region's economy in the critical areas of innovation, entrepreneurship, and corporate social responsibility. The College of Business is currently the largest graduate school on the Dearborn campus and produces more business graduates, at the undergraduate and graduate level, who are citizens of Michigan, than any other campus of the University of Michigan system including Ann Arbor.

Kim has extensive experience working as a researcher, consultant, and teacher in the areas of new product success, marketing of high technology products, and reputation management. Additionally, she is the founder of iLabs, the College of Business's Center for Innovation Research. Kim brings with her some unique perspectives as less than 5% of the world's business school deans are women and only 7% have significant business experience.

Kim's business experience includes over 20 years of corporate and new venture experience including tenure as the co-founder and CEO of a multinational automotive components firm employing over 1500 with locations in the U.S., Canada, Asia, and Europe, as well as, three start-up technology-based businesses.

