

Michigan Economic Development Corporation

Lisa A. Dancsok

Senior Vice President

Marketing and Communications



Current Focus:

Lisa Dancsok is Senior Vice President of Marketing and Communications of the Michigan Economic Development Corporation (MEDC). In her current role, she is responsible for the corporate marketing and communications functions, including advertising, events, protocol, business marketing and web development/graphics. Dancsok also is responsible for Travel Michigan. The MEDC is engaged in promoting the overall message for economic development and travel and tourism for the State of Michigan. Within this responsibility, advertising campaigns and media placements are being developed and implemented. Overall internal and external communications improvement is the priority of the departments within the scope of responsibility for this division.

Professional Background:

Prior to joining the MEDC, Dancsok spent her career at Blue Cross and Blue Shield of Michigan. Most recently as the Vice President for Ford, Visteon and Severstal accounts where she directed all facets of divisional management for these key accounts. She managed a staff of thirty who developed, implemented, and produced results for the business segment representing \$75 million in revenues and a direct budget of \$2.6 million. Prior to this position, she was Chief of Staff, Corporate Administration where she reported directly to the Chief Operating Officer. In this capacity, she managed the internal management consulting group and developed and implemented the annual operating plan for four years. Prior to that position, Dancsok worked in the finance and subsidiary operations in various capacities.

Dancsok is a member of the MSU Executive Management Business Administration Alumni Club, MSU Alumni Club, National Management Association, American Management Association, Women's Economic Club and the NAACP.

Education:

Dancsok received her Executive MBA from the Eli Broad Graduate Program at Michigan State University and holds a Bachelor of Arts in Advertising from Michigan State University.

Dean R. Johnson

Global economic and business development has been the core focus of Dean Johnson's 20 year professional career. During this period, he has developed a global strategic vision that effectively integrates resources from the public, private for-profit and not-for-profit sectors.

Following his advanced studies, Mr. Johnson embarked on a career that led to positions in all three sectors. He began working as an International Trade Specialist in the Michigan Export Development Authority in Lansing. There he helped Michigan businesses develop their markets in Europe and Africa. He then transferred to the State's Europe/Middle East/Africa Operations in Brussels, Belgium, where he served for five years, initially as Export Director and then Managing Director. There, he expanded the State's global footprint by establishing offices in London and Germany as well as offices and representations in Nigeria, Kenya, Zimbabwe and South Africa. His responsibilities also included attracting European investments into Michigan. In that capacity, he was part of the State's global management team that won the coveted Site Selection Magazine's Governor's Cup, three consecutive years. In 1999, Mr. Johnson returned to Michigan and joined TransNav, a middle market automotive plastics manufacturer, as Partner and General Manager. There he expanded the company's product portfolio by establishing strategic alliances with several European auto suppliers. Mr. Johnson then left TransNav to join the Detroit Regional Economic Partnership, a private not-for-profit business development organization representing the 10-county southeast Michigan region and its businesses. Mr. Johnson is currently Senior Director of the Global Business Development Group, which helps businesses worldwide establish a presence in southeast Michigan and connect to businesses in the region. Under his leadership, the group has generated over \$4 billion in investment and business for the region. Recently, Mr. Johnson was the architect of the North American Navigation System™, a holistic and integrated service that helps businesses worldwide to develop and implement their North American strategy. It has served as a critical competitive differentiator for the Partnership, positioning it as a key resource for these businesses.

Mr. Johnson's personal history and background ideally feed his global vision and knowledge. The son of a U.S military officer and a Spanish mother, he was born in France and grew up in France and Germany. There he was educated in the European School, a school system established by the then European Economic Community, now the European Union, and EURATOM, the European Atomic Energy Research Center. At 19, Mr. Johnson moved to the United States to pursue his university studies. He earned a Bachelor's Degree in Political Science and Pre-Law from Michigan State University and a Juris Doctor Degree from Wayne State University Law School. He continued his education by earning an International Trade Specialist Certificate from the Thunderbird Graduate

School for International Management in Glendale, Arizona, and an International Finance Certificate from the U.S. Export Import Bank (EXIMBANK) in Washington, D.C. He recently completed the Executive Program at the MIT Sloan School of Management in Cambridge, Massachusetts, earning an Executive Certificate on Strategy & Innovation.



Douglas J. Smith
Director, Economic Development
and Community Affairs



About Douglas J. Smith: Doug Smith serves as the current Director for the Economic Development and Community Affairs Division. Doug Oversees five divisions: **Planning & Economic Development Services** offers planning assistance for communities including watershed, master plan and land conservancy, administers the Main Street Oakland County historic preservation program; economic development includes business attraction and retention, small business counseling, research and financing; **Workforce Development** which uses state grants to help train and place unemployed workers; **Community & Home Improvement** administers federal housing grants to refurbish homes for low and moderate income homeowners and emergency shelters; **Solid Waste Resource Management** helps monitor landfills and coordinates community recycling and household hazardous waste removal programs and houses

the county Brownfield Authority, and **Marketing & Communication** provides promotional support and materials for the entire division.

Doug Smith served for nine years as the director of real estate and development for the city of Troy, prior to that was vice-president and chief administrative officer for Walsh College from 1991-1998; and, in the past, was an aide to Gov. William Milliken on education, finance and taxation, on the State Board of Education for five years, director of policy and legislation for the Michigan Department of Commerce and Michigan Business Ombudsman; he established the Office of Economic Expansion at Grand Valley State University and directed a number of economic development initiatives in the greater Grand Rapids area. He has been a member of the Michigan Economic Developers Association (MEDA) since 1979.

Doug is a board member for MSU's University Center Research Park (UCRP), the Boys & Girls Club of Troy and chaired the club's successful \$3.5 million capital campaign and; the Michigan Schools & Government Credit Union.

He is a licensed real estate broker. Holds a bachelor's degree in economics and government from Lawrence University, master's degree from the University of Michigan in public policy, specializing in international economics. His wife, Carol, is an attorney. They have one son, Kevin, a junior in the Eli Broad Business School at MSU.