

Michelle M. Lantz, MA, APR

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KEY QUALIFICATIONS

- 10 years teaching higher education courses in public relations, marketing and related field
- 30+ years of strategic public relations experience
- 12 years owning boutique public relations firm
- 30+ years of community involvement and leadership: Lansing Regional Chamber of Commerce, Lansing Rotary, Public Relations Society of America and the Association of Fundraising Professionals
- 20+ years strategic planning experience plus creation and implementation of operational goals
- 20+ years nonprofit management experience
- Nonprofit budgeting, analysis of financials and usage of data for decision making, implementation of financial controls
- Advanced Leadership Program graduate from United Way Worldwide

TEACHING EXPERIENCE

Michigan State University, Adjunct Professor

Jan. 2010 to Jun. 2010

- Instructor of undergraduate course on special events in the College of Communication Arts and Sciences at Michigan State University
- Proficient in Associated Press Standards
- Proficient using AI technologies to enhance, not replace, writing samples and curriculum

Lansing Community College, Adjunct Professor

Jan. 1997 to Jan. 2004

- Instructor of undergraduate courses
- Taught public relations strategy and campaigns, events, advertising and marketing, consumer behavior and other related disciplines

PROFESSIONAL EXPERIENCE

Chief Executive Officer (CEO)

Greater Lansing Food Bank, Sept 2019 – Present

- Executive leadership of \$24 million, mission-based nonprofit organization with 50 employees covering seven counties in mid-Michigan
- Strategic planning and execution of organizational goals
- Vision setting and organizational growth
- Change management and culture advancement
- Organizational and leadership development
- Liaison to board of directors for effective corporate governance
- Performance and risk management
- Budget and key performance metrics oversight
- Financial stewardship and philanthropic partnership development
- Forecasting and planning

Sr. Vice President, Donor and Public Relations

Capital Area United Way, Apr. 2014 – 2019

- Advisor to the president on organizational strategy, board relations and staff management; serve as the lead at board meetings in absence of the president
- Manager of three board committees and multiple staff departments
- Engagement with local business and community leaders and community organizations
- Strategic plan development and implementation to operationalize goals
- Budget development, oversight and financial analysis of multiple departments, usage of data for decision making
- Chief strategist directing public relations initiatives to drive organizational growth and brand awareness, including research and annual plans, crisis communications, corporate materials, event management, social media, advertising and vendor contract management
- Management of fund development initiatives to raise \$3.5 million annually; successfully turned around eight-year revenue decline
- Lead staff teams using performance management system and performance coaching

Vice President, Marketing & Public Relations

CareFree Medical & Dental Inc., Aug. 2012 – Apr. 2014

- Officer on the board of directors and lead vice president responsible for strategy/implementation of public/media relations and fund development initiatives
- Budget development and adherence to financial principles
- Responsible for organizational financial growth through fund development and marketing innovations
- Spokesperson, media training of board leaders, and crisis communication plan development
- Event strategy and planning, marketing, logistics, media relations and vendor contracts
- Development of print and electronic promotional materials, including writing, research, and agency relations with graphic designers and printers

President/Founder

Lantz Communications Inc., 2002 – 2014

- Founder of public relations consultancy, developing strategic communications plans for clients from multiple states
- Managed crisis communications and planning for multiple clients
- Directed national, statewide and local public and media relations activities, serving as spokesperson
- Coordinated print and electronic marketing campaigns and materials, events and vendor contracts
- Conducted training for boards, staff and volunteers on topics related to marketing, public and media relations and fundraising
- Organized and led strategic planning sessions for nonprofit clients
- Managed company budgeting process, finances, invoicing, payables and receivables and financial growth strategies

Marketing Manager

Maner PC, CPAs, Jan. 2000 to Dec. 2002

- Led strategy for marketing redesign of the brand and materials, including new website and print materials, coordinated with external graphic design agency and printers
- Planned internal monthly marketing seminars for staff
- Developed media relations pitches, offering the firm's partners as expert resources and created routine press releases for announcements
- Planned seminars, events and other engagement activities for clients and external audiences
- Assisted during crisis communications

Associate Director of Public Relations

Capital Area United Way, Feb. 1997 – Dec. 2000

- Managed public and media relations strategy and implementation
- Spokesperson for the organization and trained board/leaders in media relations
- Worked directly with vice presidents to create marketing and fundraising campaign strategy, including managing external vendors, graphic design agency and printer contracts
- Served as staff lead to public relations committee and board officer
- Marketed all events and fundraisers
- Developed plans for crisis communications

Communications Director

Lansing Regional Chamber of Commerce, Mar. 1993 – Feb. 1997

- Managed all media relations and press conferences for announcements of economic development initiatives
- Developed all print and electronic communications tools; coordinated graphic design and advertising firms
- Created marketing strategy for events and initiatives
- Supervised public relations staff and interns
- Spokesperson for the organization and trained other board/leaders in media relations
- Developed plans for crisis communications and implemented when necessary

EDUCATION & ACCREDITATION

Master of Arts Degree, Public Relations from Michigan State University, Dec. 1992

Activities: Public Relations Student Society of America - Executive Board Member, Graduate Assistant in Public Relations - College of Nursing

Bachelor of Arts Degree, Communications from Michigan State University, June 1991

Activities: Research Assistant, Student Teaching Assistant, Work Study

Accreditation in Public Relations, Public Relations Society of America, June 2000

COMMUNITY ENGAGEMENT & RECOGNITION

- Rotary Club of Lansing, Foundation Board Member, Membership Committee, Editorian, Golf Outing Committee
- 2012 PACE Maker of the Year, Central Michigan Chapter, Public Relations Society of America
- Chair, National District Council, PRSA
- Chair, East Central District (Seven-State Region), PRSA
- President, Central Michigan PRSA Chapter (Also Secretary, Treasurer, Officer)
- Chair, Dancing with the Local Stars, CareFree Medical & Dental
- Education Commission & Marketing Committee, St. Michael Parish Church & School
- Mentor, Big Brothers/Big Sisters of Greater Lansing
- Events Planning Committee, Diocese of Lansing Foundation
- Pianist, St. Michael School Masses