

# Michele Burch, PhD

**Associate Chair & Senior Lecturer II, Operations & Information Management**

**Isenberg School of Management, University of Massachusetts Amherst**

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Senior Lecturer II and Associate Chair in Operations & Information Management at the Isenberg School of Management, University of Massachusetts Amherst. Experienced educator and academic leader with more than 25 years of undergraduate and graduate teaching in operations management, operational excellence, supply chain management, continuous improvement, quality management, and service operations. She has taught more than 175 undergraduate and graduate classes to more than 16,000 students across on-campus, online, and remote formats. Current leadership responsibilities span curriculum development, faculty and student engagement, departmental strategy, and industry and alumni relations. Professional background includes mechanical engineering, manufacturing, operations leadership, organizational development, ERP implementation, consulting, and operational excellence. Recipient of the Isenberg School of Management Teaching Excellence Award in 2016–2017 and 2025–2026 and the 2019 Isenberg Dean's Faculty Fellowship.

## Education

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

## Academic Appointments

**University of Massachusetts Amherst, Amherst, MA**  
**Isenberg School of Management, Operations & Information Management Department**  
 ➤ **Senior Lecturer II** ~ Fall 2022–Present  
 ➤ **Senior Lecturer** ~ Fall 2017–Summer 2022  
 ➤ **Lecturer** ~ Fall 2014–Summer 2017  
 ➤ **Adjunct Lecturer** ~ Various semesters, 2007–2014

**Worcester Polytechnic Institute, Worcester, MA**  
**Industrial Engineering Department**  
 ➤ **Adjunct Professor** ~ Fall 2000–Spring 2015  
 ➤ **Visiting Instructor** ~ Fall 2003–Spring 2004  
 ➤ **Faculty Associate** ~ 2001, 2002, 2006

## Academic Leadership and Administration

### University of Massachusetts Amherst

#### Isenberg School of Management, Operations & Information Management Department

➤ ***Departmental Associate Chair*** ~ Spring 2022 to Present

- Support departmental strategic planning and coordinate undergraduate course scheduling and related faculty needs.
- Serve as a departmental liaison for industry, alumni, employers, and recruiters.
- Help develop and strengthen external relationships that support recruiting, experiential learning, student opportunities, and industry engagement.
- Contributed to the establishment of the OIM Executive Advisory Council to strengthen industry engagement and external partnerships.
- Established the OIM Executive in Residence Program in Supply Chain to strengthen engagement between the department and senior industry leaders.
- Developed the OIM Huddle faculty portal and OIM Bridge student portal to improve faculty communication, streamline advising and departmental processes, and centralize key academic and student information.

➤ ***Chair, OIM Departmental Curriculum Committee*** ~ 2018 to Present

- Lead departmental curriculum planning, review, and curricular change initiatives.
- Support review of academic policies, course requirements, prerequisites, certificates, credentials, and student opportunities
- Support the integration of AI, analytics, emerging technologies, and contemporary operations and supply chain topics into the curriculum.
- Led a major redesign of the OIM undergraduate curriculum to strengthen alignment with evolving industry needs and provide clearer academic pathways for students.
- Helped establish concentration pathways in Information Systems & Analytics, Supply Chain Management, and Operations & Business Transformation.
- Introduced three OIM student awards recognizing achievement in key areas of the curriculum: the OIM AI Achievement Award, OIM Supply Chain Excellence Award, and OIM Operations Leadership Award.

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## Teaching and Course Development

### Teaching Areas

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

Develop and teach undergraduate and graduate courses across large lecture, experiential, MBA, online, remote and in-person formats.

## University of Massachusetts Amherst

### ➤ Undergraduate Courses

#### **OIM301 Introduction to Operations Management**

- Large lecture and online formats; 67+ sections taught since 2000

#### **OIM420 High Performance Organizations**

- In-person and online formats; 27+ sections taught since 2012

#### **OIM320 Quality Management**

- In-person and online formats

#### **OIM325 Service Operations**

- In-person format

#### **MGMT301 Principles of Management**

- Co-taught Operations Management and Human Resource Management modules

### ➤ Graduate Courses

#### **SCH-MGMT 629 Operations & Information Management**

- Co-developed integrated MBA core course

#### **SCH-MGMT 690PE Operational Excellence**

- Developed graduate course focused on operational excellence and continuous improvement

#### **SCH-MGMT670 Operations Management**

- In-person and online formats; 24+ sections taught since 2012

#### **SCH-MGMT697LT Introduction to Lean Thinking & Practice**

- Co-developed with Alan Robinson in collaboration with the Lean Enterprise Institute

#### **SCH-MGMT697LM Lean Management**

- Co-developed with Alan Robinson in collaboration with the Lean Enterprise Institute

## Worcester Polytechnic Institute

### ➤ Undergraduate Courses

#### **MG2500 Management Science I**

#### **MG3405 Work Systems & Facilities Planning**

### ➤ Graduate Courses

#### **OIE504 Operations Management**

#### **OIE500 Analyzing and Designing Operations to Create Value**

#### **OIE555 Lean Process Design**

#### **MG513 Creating Processes in Technological Organizations**

### ➤ Faculty Associate

#### **MG513 Creating Processes in Technological Organizations**

- Assisted with the assessment, delivery, and organization

## Simplilearn Americas, Inc., California

### ➤ *Faculty Liaison and Masterclass Instructor* ~ January 2021-April 2023

- Developed and delivered recurring masterclasses in Lean Six Sigma and Design Thinking for postgraduate programs jointly developed by Isenberg and Simplilearn.
- Reviewed program content and applied projects and provided recommendations for improvement

## Faculty Development

- **Video Design Institute, University of Massachusetts Amherst** ~ Summer 2026
  - Completed faculty development focused on instructional video design for online courses, including recording, editing, presentation, and publishing.
- **Course Design Institute, University of Massachusetts Amherst** ~ Summer 2024
  - Completed faculty development focused on online course design and Canvas through workshops and course-building sessions with instructional designers.

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## Awards and Recognition

- **Isenberg School of Management Teaching Excellence Award**
  - Two-Time Recipient, 2016-2017 and 2025-2026
  - Recognized for distinguished teaching through student and faculty nomination and committee selection.
- **Isenberg Dean's Faculty Fellowship** ~ 2019
  - Awarded by the dean to faculty demonstrating a strong commitment to Isenberg and the student experience.
- **University of Massachusetts Distinguished Teaching Award**
  - Finalist, 2017-2018, 2020-2021, and 2024-2025
  - Additional nominations in 2016-2017, 2018-2019, and 2023-2024.
- **Delphi Leadership Award** ~ Nominee, 2025
  - Nominated for exceptional leadership and innovative contributions in support of non-tenure-track faculty at the University of Massachusetts Amherst.
- **Flex Grant for Teaching and Faculty Development**
  - Institute for Teaching Excellence and Faculty Development, University of Massachusetts Amherst

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## Academic and University Service

### University of Massachusetts, Amherst

- **Faculty Advisor, Isenberg Operations & Information Management Club** ~ Fall 2015-Present
  - Student-run club committed to connecting industry with students
- **Member, Isenberg AI Undergraduate Curriculum Task Force** ~ 2024
  - Contributed to school-level discussions and recommendations regarding the integration of artificial intelligence into the undergraduate business curriculum.
- **Member, Workload Equity Project Committee** ~ Spring 2024
  - Contributed to the development of school-level recommendations for equitable faculty workload guidelines.

- **Member, Business Minor Working Group** ~ Fall 2019
  - Participated in the development of the Business Minor curriculum for students outside Isenberg.
- **MBA Practicum Advisor** ~ Fall 2015, 2016, 2017, 2018
  - Advised applied MBA practicum projects involving Peter Pan Bus Lines, LEGO, Springfield Housing Court, SimpliPet, Five Colleges, Inc., Cooley Dickinson Hospital, and Berkshire Brewing Company.
- **Community Outreach** ~ 2015
  - Developed and delivered a hands-on supply chain learning module for fifth-grade students in the local community.

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## Selected Presentations and Workshops

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

- **Workshop Presenter** ~ February 10, 2024
  - Co-developed and presented “Cultivating Efficiency: Mastering Lean Six Sigma Process Improvement” with Shirley Shmerling. The interactive workshop focused on managing complexity, team-based problem solving, and process improvement.
- **Panelist** ~ February 26, 2022
  - Participated in the “Invest in Yourself” panel.

### Northeast Shingo Prize Conference, Springfield, MA

- **Presenter** ~ October 2011
  - Presented “Lean Longevity.”

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

- **Presenter** ~ April 2008
  - Presented “Lean Longevity” to the local APICS chapter.

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## Academic Assistantships

### University of Massachusetts, Amherst

- **Graduate Research Assistant** ~ Fall 1998-Spring 2002
  - Supported research on employee idea systems.
  - Conducted field research at Malcolm Baldrige National Quality Award–winning organizations.
- **Teaching Assistant** ~ Fall 1998-Fall 2002
  - Deterministic Models, graduate level course ~ Fall 2002
  - Corporate Creativity, graduate seminar ~ Winter 2000
  - Advanced Topics in Operations Management, undergraduate course ~ Spring 2000
  - Introduction to Operations Management – undergraduate course ~ Fall 1998, 1999

## Industry Experience

### **FloDesign Sonics, Wilbraham, MA**

- **Director of Strategic Operations & Operational Excellence, Consultant** ~ April 2012-May 2018
  - Led change initiatives, process design, and continuous improvement efforts.
  - Developed improvement strategies emphasizing employee involvement and communication.
  - Designed and implemented programs and policies supporting strategic operations.

### **FloDesign Wind Turbine Corporation, Wilbraham, MA**

- **Organizational Development Consultant** ~ January 2010-March 2013
  - Developed lean systems to attract, develop, and engage leaders and team members.
  - Reinforced organizational values centered on respect, trust, and continuous improvement through training, coaching, and direct involvement.
  - Guided teams in developing processes and work systems that supported continuous improvement.
- **Interim Chief Operating Officer** ~ September 2008-January 2010
  - Led operational planning and decision-making related to process design, facility location and layout, and supply chain strategy.

### **FloDesign Inc, Wilbraham, MA**

- **Human Resource/Organizational Development Consultant** ~ January 2008-2014
  - Supported recruitment, employee benefits administration, and organizational development activities.

### **Springfield Wire, Inc., Springfield, MA**

- **Consultant** ~ March 1999-October 2001
  - Supported the implementation of an enterprise resource planning system and contributed to strategic and process-design decisions.
- **Sales Engineer** ~ January 1996-June 1998
  - Managed and developed major customer accounts totaling approximately \$9 million in annual sales, including Whirlpool and Frigidaire Home Products.
  - Identified new business opportunities and conducted market research to support expansion into higher-value markets.
  - Developed engineering alternatives to reduce cost, improve performance, and resolve product failures.
  - Created a Windows-based system to track quotation requests, product samples, and new-product development.
- **Product Engineer** ~ June 1992-January 1996
  - Designed electric heating elements for refrigeration, dishwasher, transportation, and other commercial applications.
  - Served as the primary engineering contact for major customers and supported prototype testing, pilot production, and product troubleshooting.
  - Served as technical liaison to the company's Mexican division, coordinating project priorities, design specifications, and materials.
  - Contributed to the selection and development of a computerized information system.
  - Initiated corporate Spanish-language training to improve communication between the U.S. and Mexican operations.