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William Davidson Institute
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EDUCATION

- MA Stephen M. Ross School of Business, University of Michigan – Ann Arbor, 2003
Graduated with High Distinction
Research Topic: Non-Profit Financial Reporting
- BBA Stephen M. Ross School of Business, University of Michigan – Ann Arbor, 2002
Graduated with High Distinction
Concentration: Finance and Computer Information Systems

EXPERIENCE

- 2009-present Lecturer
Center for Entrepreneurship, University of Michigan – Ann Arbor, Michigan
- 2007-present Manager of Educational Outreach
William Davidson Institute, University of Michigan – Ann Arbor, Michigan
- 2007-present Staff Writer
NextBillion.net – Washington, D.C.
- 2006-2007 Senior Financial Analyst
General Motors Corporation – Detroit, Michigan
- 2003-2006 Senior Associate
Ernst & Young – Detroit, Michigan
- 2002 Graduate Student Instructor, Introduction to Accounting
Ross School of Business, University of Michigan – Ann Arbor, Michigan
- 2001 Investment Banking Analyst
Salomon Smith Barney – New York, New York
- 2001 Editor-in-Chief
The Monroe Street Journal, Ross School of Business – Ann Arbor, Michigan

CERTIFICATIONS

Certified Public Accountant. State of Michigan, 2004.

RESEARCH INTERESTS

Base of the Pyramid
Social Venture Financing
Social Entrepreneurship
Organizational Talent Management

TEACHING EXPERIENCE

College of Engineering	Social Venture Creation, Winter 2010 Lecturer
College of Engineering	Intro to Social Entrepreneurship, Fall 2009 Curriculum Design Consultant & Guest Lecturer
BBA	Intro to Accounting, Fall 2003 Graduate Student Instructor

PUBLICATIONS

Articles Under Development

Karnani, A. & Lee, M. "Vision Correction at the Base of the Pyramid."

Teaching Cases and Conceptual Notes

Lee, M. & Anupindi, R. "Boeing: Fastener Supply Chain Management." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Case# GL1428787. 2009 (*forthcoming*).

Lee, M. & Karnani, A. "Vision Correction at the Base of the Pyramid." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Case# GL 1428820. 2009

Lee, M. & Kaul, G. "Acumen Fund: Valuing a Social Venture." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Case# GL1428788. 2009.

Lee, M. & Kennedy, R. "Balance of Payments." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Note# GL1428789. 2009.

Lee, M. & London, T. "The Role of Subsidies in a Market Economy." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Note# GL1428648. 2009.

Lee, M. & London, T. "Subsidies in Base of the Pyramid Venture Development." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Case# GL1428767. 2009

Lee, M. & Sanchez-Burkes, J. "Acumen Fund: Talent Management at the Base of the Pyramid." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Case# GL1428768. 2009.

London, T. & Lee, M. "CARE: Making Markets Work for the Poor?" Ann Arbor, MI: William Davidson Institute/Ross School of Business. Case# GL1428645. 2009.

London, T. & Lee, M. "CARE: Making Markets Work for the Poor?" (Teaching Note). Ann Arbor, MI: William Davidson Institute/Ross School of Business. Teaching Note# GL1428645T. 2009.

Lee, M. & Kennedy, R. "Cross-Border Project Valuation." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Note# GL1428649. 2008.

Lee, M. & Kennedy, R. "Cross-Border Project Valuation Exercises (A)." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Exercise# GL1428663. 2008.

Lee, M. & Kennedy, R. "Understanding Exchange Rates." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Note# GL1428646. 2008.

Lee, M. & Kennedy, R. "Understanding Exchange Rates Quiz (A)." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Exercise# GL1428662. 2008.

Lee, M. & Kennedy, R. "Understanding Exchange Rates Quiz (B)." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Exercise# GL1428700. 2008.

Lee, M. & Kennedy, R. "Understanding Exchange Rates Quiz (C)." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Exercise# GL1428701. 2008.

Lee, M. & Kennedy, R. "Understanding Exchange Rates Quiz (D)." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Exercise# GL1428702. 2008.

London, T., Augustine, G., & Lee, M. "Targeting Malaria: Comparing Charity- and Social Marketing-Based Approaches." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Simulation# GL1428642. 2008.

London, T., Augustine, G., & Lee, M. Targeting Malaria: Comparing Charity- and Social Marketing-Based Approaches (Teaching Note). Ann Arbor, MI: William Davidson Institute/Ross School of Business. Teaching Note# GL1428642T. 2008.

London, T. & Lee M. "CEMEX's Patrimonio Hoy: At the Tipping Point?" (Teaching Note). Ann Arbor, MI: William Davidson Institute/Ross School of Business. Teaching Note# GL1428606T. 2008.

Lee, M. "Giving Tree International: ESL Training in Vietnam." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Case# GL1428596. 2007.

Lee, M. "Profile: IFC's Grass Roots Business Initiative." Washington, DC: USAID. 2007.

Lee, M. "Profile: Acumen Fund." Washington, DC: USAID. 2007.

Lee, M. & Janiga, K. "Taproot Foundation: Growing its Impact." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Case# GL1428598. 2007.

Lee, M. & Janiga, K. "Taproot Foundation: Growing its Impact" (Teaching Note). Ann Arbor, MI: William Davidson Institute/Ross School of Business. Teaching Note# GL1428598T. 2007.

Lee, M. & Jensen, M. "Blu-Ray versus HD DVD: The Battle Over the Next Generation High Definition DVD Format." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Case# GL1428594. 2007.

Lee, M. & Kennedy, R. "Airbus and Boeing: The Fight for Hegemony." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Case# GL1428593. 2007.

Lee, M. & London, T. "Acumen Fund: How to Make the Greatest Impact." Ann Arbor, MI: William Davidson Institute/Ross School of Business. Case# GL1428592. 2007.

London, T. & Lee, M. "Acumen Fund: How to Make the Greatest Impact" (Teaching Note). Ann Arbor, MI: William Davidson Institute/Ross School of Business. Teaching Note# GL1428592T. 2007.

Online Articles

"Social Investing Part 1: Risks, Returns, and Me." Nextbillion.net. June 4, 2009.

"Entrepreneurship for Survival at the Base of the Pyramid." Nextbillion.net. March 25, 2009.

"The Need to Fund Social Entrepreneurs." Nextbillion.net. March 4, 2009.

"Are the Poor Really Entrepreneurial?" Nextbillion.net. February 11, 2009.

"CARE: Making Markets Work for the Poor." Nextbillion.net. January 26, 2009.

"Talent Management at the Base of the Pyramid: More than Just the Social." Nextbillion.net. October 28, 2008.

"Talent Management at the Base of the Pyramid: The Role of the Expat." Nextbillion.net. October 13, 2008.

"Talent Challenges for Social Ventures: Skill vs. Will." Nextbillion.net. September 11, 2008.

"Business Students Can Change the World." Nextbillion.net. August 19, 2008.

"Getting Involved in the Base of the Pyramid Movement." Nextbillion.net. July 21, 2008.

"A Dialogue on Philanthrocapitalism: To Add, But Not to Be." Nextbillion.net. July 8, 2008.

"Taking a Base of the Pyramid Venture to Scale, Pt 2." Nextbillion.net. April 15, 2008.

"Taking a Base of the Pyramid Venture to Scale, Pt 1." Nextbillion.net. March 13, 2008.

"The Often Missing Component of a Base of the Pyramid Venture: Humility." Nextbillion.net. February 27, 2008.

“From the ToP to the BoP.” Nextbillion.net. February 12, 2008.

“Bringing Talent to the Base of the Pyramid Sector.” Nextbillion.net. January 30, 2008.

INVITED PRESENTATIONS

“Social Entrepreneurship.” 2009. The University of Michigan – Ann Arbor, MI.

“Corporations in Society.” 2009. Ross School of Business, University of Michigan – Ann Arbor, MI.

“Sustainable Capitalism in Emerging Economies: Can Private Enterprise Fight Poverty?” 2008. Haas School of Business, University of California – Berkeley, CA.

“Talent Management at the Base of the Pyramid.” 2008. Acumen Fund – New York, NY.

SERVICE

Reviewer: *International Journal of Technology and Globalisation*; Special Issue on Emerging Markets

Business Plan Competition Judge. Stanford Social Entrepreneurship Challenge. Stanford University, Palo Alto, CA. 2009.

Mentor. Business Association of Stanford Entrepreneurial Students. Stanford University, Palo Alto, CA. 2009.