



WILLIAM DAVIDSON INSTITUTE
AT THE UNIVERSITY OF MICHIGAN

ADVANCING COMMERCIAL SUCCESS

IN EMERGING
ECONOMIES

SINCE 1992





— William Davidson,
1922–2009

WHO WE ARE

Our Mission

“To equip economic decision-makers in...emerging countries with the tools of commercial success.”

—William Davidson

Our Founder

William Davidson, an innovative business leader and distinguished philanthropist, founded the non-profit **William Davidson Institute** at the **University of Michigan (U-M)** in **1992**. Davidson led Guardian Industries Corporation, an international manufacturer of glass products, as Chairman, President and CEO. After the fall of the Berlin Wall and the collapse of Soviet-era communism, Davidson, a U-M alumnus, made a major financial commitment to establish the Institute at a time of incredible global economic transformation.

William Davidson understood the value of profit-seeking firms. However, he also understood that business principles could be applied to organizations that were socially beneficial, but unlikely to be profitable. Indeed, at the ceremony announcing the creation of WDI, Davidson said: “*We are not just educators, administrators, or businessmen. We are co-workers for the cause of economic and social freedom.*”

More than 25 years later, WDI continues to embrace and advance this view by working with **for-profit** and **non-profit** firms operating in **low- and middle-income countries**. As an independent research and educational organization, WDI brings a unique blend of field-based experience and academic rigor as we partner to create stronger economies and healthier societies.





WHAT WE DO

Our Approach

WDI was founded on the belief that a strong **private sector** is essential to the development of a **healthy economy**. The Institute serves both profit-seeking and non-profit firms in low- and middle-income countries (LMICs) by conducting research and collaborating with local partners to develop business models that are profitable, and by transferring business insights to decision-makers operating in LMICs. Our consulting group brings **real-world expertise** guided by **sound research** across

multiple sectors. We harness the latest innovations in **education** to provide world-class management **training** opportunities for the global leaders of today and tomorrow.

Our engagement model **connects** our clients with **WDI staff, research fellows, faculty** from **U-M** and other leading business schools, and/or teams of **U-M graduate students** to **develop solutions**.

We also strive to enrich the broader U-M community by hosting thought

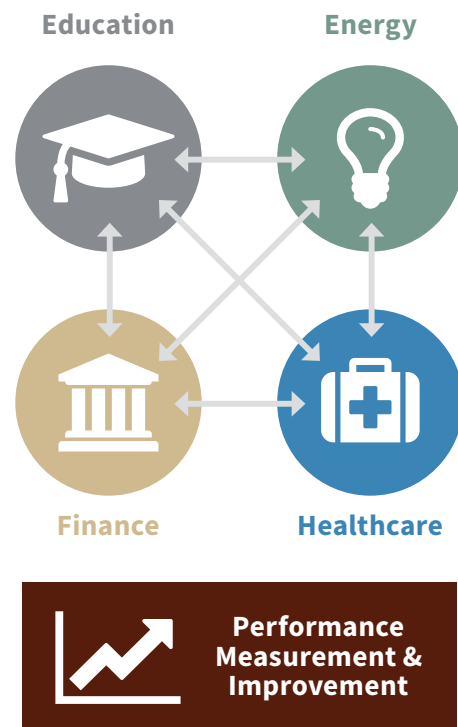
leading speakers as well as sponsoring student internships and projects. We expand hands-on learning through **WDI Publishing**, which has published more than 425 cases, with over 600 institutions of higher learning adopting cases from its collection. WDI also is the parent organization of **NextBillion.net**, a global platform for entrepreneurs, investors and NGO leaders focused on enterprise paths to development, that averages more than 50,000 unique visits each month.



CONSULTING

Our Sectors & Services

Our partners operate in low- and middle-income countries—and so do we. Since 2008 WDI has worked in at least **35 countries** involving more than **225 projects**. WDI's consulting work focuses on developing, adapting and applying sound business principles in four interrelated sectors necessary for a thriving economy. We focus on professional **education**, **energy**, **finance** and **healthcare**, in addition to offering **performance measurement and improvement** services that span these sectors. Our teams understand the dynamic challenges facing global industries and design creative business approaches for organizations working in markets that are not served by for-profit enterprises.



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"WDI's value is that it helps emerging market businesses think through issues such as capital investment, revenue, governance, financial analysis and logistics—and how it all connects to build a profitable business within the local context. In the end, it is about building a profitable business."

—Mel Negussie, CEO of Ethio-American Doctors Group, a for-profit company developing a world-class tertiary hospital set to open in Addis Ababa in 2021.

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TRAINING

Professional Education

We've trained over **17,000 practitioners** and students from more than **8,000 organizations** and countless countries. With deep expertise and a global network of educators, we partner with **universities, corporations, governments, non-profits** and **non-governmental organizations** to strengthen business acumen, develop robust management curricula, and coach faculty, instructors and students. Our close relationship with the **University of Michigan** helps us harness the latest thinking in both education and business. Whether it's equipping seasoned managers with new skills, guiding a new generation of entrepreneurs or breaking down barriers through global virtual learning experiences—we tailor cutting-edge training programs to suit a dynamic business landscape.

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"U.S. and Middle East and North African students participating in WDI's virtual exchange programming are now better prepared to be responsible and engaged global citizens who are able to develop solutions to both local and global challenges."

—Mohamed Abdel-Kader, Executive Director of the Stevens Initiative

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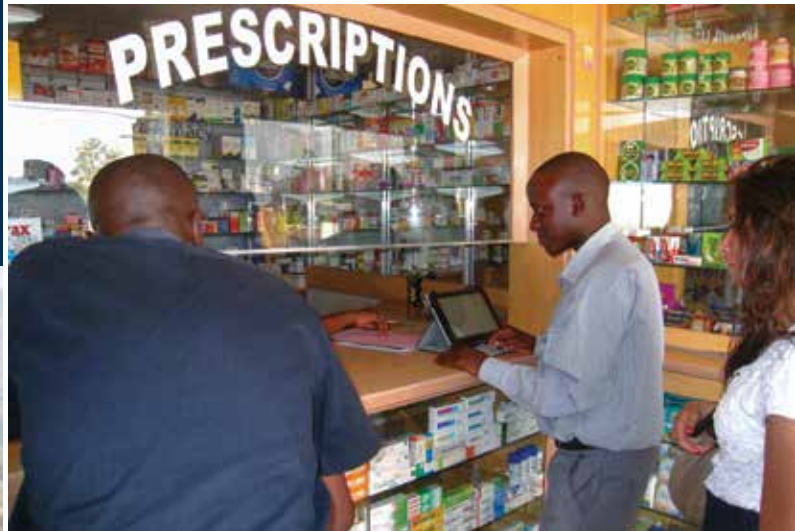


For more than 25 years, **WDI** has engaged world-renowned **University of Michigan** faculty and enterprising graduate students in a wide range of **research-based** and **real-world experiences** that strengthen businesses, universities and non-profits in low- and middle-income countries (LMICs). We advance learning opportunities for students through our **Global Impact Internship Program** as well as our sponsorship of **Multidisciplinary Action Projects (MAPs)** in conjunction with **U-M's Ross School of Business**. We also work to enrich the university community through our **Global Impact Speaker Series**, which features insightful discussions with thought leaders, practitioners and innovators working in LMICs.



ENGAGE WITH US

There are a variety of ways to **engage with WDI**. Whether you are an **enterprise, multinational corporation, non-profit, governmental or non-governmental organization, academic institution, foundation, or University of Michigan student or alumni**, we encourage you to learn more about how to **work with us**.





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