

# MICHIGAN STATE UNIVERSITY

## Donald L. Buchalski Named MRIVCC Business Development Director

**Midland, Michigan – March 1, 2017** – The Midland Research Institute for Value Chain Creation (MRIVCC) is pleased to announce that Donald L. Buchalski has been named Business Development Director. In this role, Don will be responsible to work with industry partners identify major value chain problems requiring high impact solutions to improve business performance. He also will champion the Institute’s research project portfolio and processes.

Buchalski joins MRIVCC after 30 years of global leadership in marketing, business development, supply chain, and engineering roles at Dow Corning Corporation. He has a proven track record of creating value through understanding the voice of the customer, business model innovation, and data analytics. He holds a master's degree in business administration from the University of Michigan - Flint and a Bachelor of Science degree in Chemical Engineering from Michigan Technological University.

“As MRIVCC continues to develop into a global and renowned Supply Chain center of excellence, Don will act as an important bridge between the Institute, MSU and our industry partners to expand our reach into geographies and markets with critical value chain needs,” said Katherine A. Franz, MRIVCC Executive Director. “His extensive qualifications and experience are a perfect fit for the role and we look forward to unleashing the shared value that will come from his relationships with Institute partners.”



### Midland Research Institute for Value Chain Creation

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### About MRIVCC

The Midland Research Institute for Value Chain Creation is a premier research and education facility dedicated to developing effective and sustainable solutions to improve all types of public and private value chains. Established by Michigan State University in 2013, MRIVCC conducts cross-disciplinary research, with input from our corporate partners, in areas such as value chain optimization, data analytics, engineering, smart packaging, anti-counterfeiting, and water and food safety. The Institute was founded by leaders in value chain creation and development at MSU, including the Eli Broad College of Business, College of Agriculture and Natural Resources, College of Engineering, College of Social Science, and School of Packaging. Founding donors include The Dow Chemical Company, Dow Corning Corporation, Herbert H. & Grace A. Dow Foundation, Rollin M. Gerstacker Foundation, The Dow Chemical Company Foundation, and the Charles J. Strosacker Foundation. Visit MRIVCC’s website at [mrivcc.com](http://mrivcc.com) for more information about the Institute, its programs and services.

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