

# LOREN D. TOWNES JR.

Email: Ltownes516@gmail.com / Lotownes@umich.edu

---

## STRENGTHS AND EXPERTISE

Entrepreneurship & Innovation	Cross-channel Marketing	Public Speaking
Operations Management	Program Development	Strategic Leadership
Cross-functional Collaboration	Design Thinking	Ecosystem Building

---

## EXPERIENCE

**University of Michigan - Ross School of Business, Ann Arbor, MI**  
**Adjunct Lecturer** - Businesses and Leaders: The Positive Differences

**August 2023 – Present**

I teach students to analyze the complex tensions between business practices and leaders and their impact on organizational performance and social outcomes across the private, public, and nonprofit sectors. We explore social issues that arise from business operations that threaten public goods and market failures, how societal issues create space for business opportunities, and the leveraging of corporate resources to solve societal problems that create values for stakeholders and shareholders. The course also encourages students to examine the connections between personal values, career goals, ethical decision-making, and moral courage. The course objectives are to:

- Analyze real-world companies to understand their market presence and their value-creation structures.
- Enhance critical thinking skills and learn to navigate ambiguity by analyzing problems through frameworks, evaluating underlying assumptions, and making informed decisions based on potential outcomes.
- Develop the ability to structure problems effectively to evaluate trade-offs and make reasoned decisions.
- Using the lens of a Customer Value Proposition, learn to communicate evidence-based analysis and reasoning by developing evidence-based arguments and assessing the quality of evidence.
- Examine how functional areas within a business work together to form a cohesive whole.
- Integrate diverse skills, roles, and inputs from team members.
- Provide constructive feedback and work to resolve team conflicts.

**University of Michigan - Ross School of Business, Ann Arbor, MI**  
**Associate Director of Entrepreneurship & Social Innovation**

**June 2023 – May 2024**

- Promotion: *Advanced from Program Manager to Associate Director.*
- Led the Business+Impact collaborative design studio incubator for impact innovators and social entrepreneurs, overseeing space operations and programming.
- Assisted in developing strategic plans and objectives, including collaborating with the Managing Director to define goals, identify growth opportunities, and align strategies with overall department objectives.
- Coached students from various degree programs campus-wide on developing early-stage, impact-driven ventures by curating and delivering design thinking and entrepreneurial programs and resources.
- Cultivated an action-based, collaborative learning environment conducive to the success of social entrepreneurs.
- Evaluated programs and events against defined KPIs and objectives to ensure students were developing the essential skills required in social entrepreneurship and design thinking.
- Designed and facilitated design-thinking workshops to help students explore ways to apply design thinking as a tool to generate solutions to address social impact issues.
- Managed the studio's physical and staffing resources, including recruiting and overseeing both full-time and student employees and maintaining equipment and materials.
- Built partnerships for studio programming by collaborating with students, faculty, staff, alumni, experts-in-residence, donors, and external partners, to advance strategic objectives.
- Supported donor engagement, including ensuring appropriate donor correspondence, researching and preparing donor steward information, and spearheading donor events.

- Increased alumni and community engagement to support social entrepreneurs in advancing their ventures through specialized programming.
- Oversaw all aspects of events, workshops, and programs, including campaign development and communication design, stakeholder engagement, and logistics management.
- Helped develop and implement the studio's marketing strategy, which included conducting market research, identifying target audiences, and defining positioning to align with the studio's goals and development.
- Contributed to and managed the Medium Journal column, highlighting venture activities and partnerships.
- Managed the studio budget, monitoring the program's fiscal health.
- Developed processes to integrate existing programs with new initiatives.

#### Institution Service

- Judge, +Tech Innovation Jam – Pitch Competition **December 2023**
- Judge, Ross Summer Connections Pitch Competition **August 2023**

#### **University of Michigan - Ross School of Business, Ann Arbor, MI** **+Impact Studio Program Manager**

**January 2022 – June 2023**

- Led the Business+Impact collaborative design studio incubator, overseeing space operations and the studio's program offerings for impact innovators and social entrepreneurs.
- Coached students from various degree programs campus-wide on developing early-stage, impact-driven ventures through curating and delivering design thinking and entrepreneurial programs and resources.
- Acted as the primary contact for studio programming, events, and experiences, serving as a liaison for students, faculty, staff, alumni, experts-in-residence, and external stakeholders.
- Managed the physical and staffing requirements of the studio space, which involved recruiting and overseeing both full-time and student employees, as well as maintaining resources, equipment, and materials.
- Cultivated a positive, equitable, and inspiring culture within the +Impact Studio, creating a robust ecosystem for social entrepreneurs and innovators and an environment conducive to innovation.
- Contributed to diversifying the student body and venture portfolio, aligning with our growth objectives.
- Implemented key policy modifications to enhance inclusivity and operational efficiency in the studio, ensuring alignment with the studio ethos and equitable distribution of resources, growth opportunities, and benefits.
- Managed the budget, assuming responsibility for daily management of the program's financial status.
- Collaborated with local experts to implement impact-focused programming and activities to shape and advance social impact initiatives.
- Led feedback collection and evaluation of studio programs, working collaboratively to maintain consensus on strategic direction and achieving program objectives.
- Collaborated and developed partnerships with other departments, units within Ross and the University, and student clubs to advance strategic objectives.
- Developed strategies and content to grow the studio's social media community, enhance its presence, and increase engagement across platforms including Instagram, LinkedIn, Twitter, Facebook, and Medium Journal.

#### Institution Service

- Panelist, Board Forum **March 2023**
- Committee member, Ross Furniture Committee **January 2023 - Present**
- Judge, +Tech Innovation Jam – Pitch Competition **November 2022**

#### **Washtenaw Community College, Ann Arbor, MI** **Director of Ironworkers Education**

**October 2020 – January 2022**

- Appointed to be the Director of Ironworkers Education, a part-time administrative role, overseeing the operation and execution of the Ironworkers Annual Training Conference with 850+ participants.
- Managed relationship-building activities, focused on delivering an enhanced client experience for the Instructor Training Conference and other educational programs provided.
- Oversaw an economic impact of \$3 Million to the local community, determined a budget (\$430,000) with the Ironworkers Association and monitored funds to ensure compliance with both external and internal guidelines.
- Worked with Financial Services to ensure proper accounting for the Ironworkers/WCC partnership.
- Collaborated with the internal faculty and staff to coordinate the use of facilities, materials, equipment, and food for the Annual Instructor Training Conference.
- Recruited and led staff to support the delivery of the Ironworkers Annual Training Conference.
- Served as the primary liaison for Ironworkers personnel on campus, ensuring seamless coordination of work

and services between the Ironworkers and the College's support systems.

- Participated in meetings with Ironworker leaders to discuss contractual updates and modifications to the training programs.

**Washtenaw Community College, Ann Arbor, MI**  
**Manager of Corporate & Community Engagement**

**October 2019 – January 2022**

- Promotion: Advanced from College Relations Coordinator to Manager.
- Developed the initial operational and strategic plan for the WCC Speakers Bureau, engaging faculty and staff in sharing content expertise with the local community on topics and areas of interest.
- Developed, implemented, and oversaw an engagement strategy with community-based organizations and businesses in Washtenaw County to position the college as a learning and/or training institution of choice.
- Provided hands-on leadership to the Washtenaw Economic Club, including membership cultivation, growth and management, revenue generation (\$65,000), budget oversight, program development and management, and ensuring overall club satisfaction.
- Facilitated the distribution of valuable information and resources to subject matter experts, business and community leaders, faculty, students, and staff in both in-person and virtual formats.
- In concert with the Dept. of Marketing, wrote copy for print and web publications, including but not limited to advertisements, brochures, and newsletters for the Washtenaw Economic Club.
- Devised communication and campaign plans for the Washtenaw Economic Club.
- Developed and maintained a status report for all ongoing and upcoming marketing projects for the Washtenaw Economic Club and performed market research on a project basis, as needed.
- Engaged with the business community to develop and promote tailored solutions, addressing talent requirements within the manufacturing sector and at the University of Michigan.
- Represented the college and division at community and professional organizations to help develop workforce development programs.
- Maintained a working knowledge of industry trends and recommended enhancements for continuous improvement through active participation in relevant professional organizations and groups.

**Institution Service**

- Member, Graduate Speaker Committee
- Mentor, Professionals in the Classroom
- Member, Manager of College & Career Readiness Search Committee

**February 2018 – May 2020**

**March 2017 – May 2020**

**November 2019 – February 2020**

**Washtenaw Community College, Ann Arbor, MI**  
**College Relations Coordinator**

**July 2017 – September 2019**

- Promotion: Advanced from College Relations Specialist to Coordinator.
- Provided significant contribution to increased enrollment in technical programs of approximately 10 percent (100+ new students) for consecutive semesters.
- Expanded market share for Career & Technical Education (CTE) programs across Michigan by 47% through the high school and prospective student outreach program. Led the division-wide marketing rebranding process to include compliance with college standards and replacement/repositioning of every piece for all departments.
- Provided direct leadership for the operation of the high school and prospective student outreach program. Responsibilities included but were not limited to all program staff's supervision, scheduling, resource allocation, visit confirmation, and follow-up.
- Worked with the Department of Marketing to conceptualize and develop marketing materials for the division.
- Provided budget oversight (\$25,000) for the prospective student outreach program and special events.
- Assisted with implementing college grants and partnered with key community-based organizations to deliver signature programming to current or prospective students' target groups.
- Worked with the Dean and divisional Leadership to ensure divisional enrollment targets were met, timely reporting, and tracking prospective student data.
- Developed and coordinated select divisional recruitment and retention activities.
- Assisted divisional staff/faculty with coordinating special events and administrative tours, which aided departments and the overall division with meeting operational and strategic goals.
- Served as a resource for students across the division and college for the student's lifecycle, from application to graduation.

## Institution Service

- Member, Professional Faculty – Advanced Manufacturing Search Committee **June 2019 – July 2019**
- Member, Graduate Speaker Committee **February 2018 – May 2020**
- Member, Senior Director of Public Service Training Search Committee **February 2019 – March 2019**
- Mentor, Professionals in the Classroom **March 2017 – May 2020**
- Member and Donor, United Way of Washtenaw County – WCC Campaign **October 2018 – December 2018**
- Chairperson, College Relations Specialist Search Committee **July 2018 – August 2018**
- Member, Professional Faculty – Early Childhood Education and Development Search Committee **April 2018 – June 2018**
- Special Events Chair and Donor, United Way of Washtenaw County – WCC Campaign **October 2017 – December 2017**

## **Washtenaw Community College, Ann Arbor, MI College Relations Specialist**

**May 2015 – June 2017**

- Promotion: Advanced from part-time College Relations Specialist to full-time.
- Effectively increased awareness of academic programs within the division via expanding the number of high school visits by 53 percent.
- Served as the primary point of contact (POC) for high schools, vocational centers, and other community partners for academic programs and certificates within the Advanced Technologies & Public Service Careers' division.
- Coordinated the High School Initiative to include but not limited to scheduling visits, allocation of resources, planning events, conducting administrative divisional tours, building, and fostering relationships.
- Managed High School Initiative budget (\$10,000).
- Collaborated with Enrollment Services to ensure timely reporting and tracking of prospective student data and provide regular status updates to the Dean.
- Assisted divisional staff with coordinating special events that aid departments and the overall division with meeting operational and strategic goals.

## Institution Service

- Member, Support Services Secretary Search Committee **June 2016 – July 2016**

## **Wayne State University, Detroit, MI Marketing Street Squad Member**

**January 2016 – August 2017**

- Worked alongside the Marketing and Communications Department as a highly trained student leader and advocate. Welcomed prospective students and community members to Wayne State University while providing guidance and campus resources access.
- Networked with prospective students and community members at events such as America's Thanksgiving Day Parade, Winter Blast, Metro Detroit Youth Day, and the Rochester Fire and Ice Festival. Actively engaged in Marketing and Communications student focus groups and meetings.

## **Lady Foot Locker, Westland, MI Assistant Manager**

**March 2012 – August 2015**

- Promotion: Advanced from Stock Associate to Assistant Manager.
- Applied sales forecasting techniques to drive key performance indicators to maximize profitability above \$140,000.
- Provided leadership to six part-time Sales Associates
- Led sales team to exceed the store's operational standards, including driving sales, ensuring high levels of customer satisfaction by being knowledgeable of all product offerings, recruiting, hiring, training, customer service, visual merchandising, scheduling, processing payroll, and auditing.
- Managed registers and safe; cash handling up to \$5,000 per day, including cash deposit and documentation.
- Integrated visual merchandising concepts to increase traffic and conversion percentages.
- Processed inventory of products, including shipping in/out of the store, and returns to vendors.

## **Washtenaw Community College, Ann Arbor, MI Student Ambassador**

**April 2014 – May 2015**

- Strategically marketed and promoted WCC academics, pathways, and services to recruit and increase enrollment.

- Facilitated student and parent orientations, campus tours, engagement activities, etc.
- Created marketing strategies to increase student engagement in student orientations and increase survey response rates.
- Served as Content Manager for the WCC Ambassadors Facebook page.

**Dick's Sporting Goods, Westland, MI**  
**Sales Associate**

**February 2013 – April 2014**

- Promoted company programs, including warranty sales, Sportsman's Advantage Card (loyalty program), private-label credit cards, and other seasonal promotions.
- Effectively presented sale proposals to consumers to meet their needs and complete purchases.
- Coordinated team meetings to develop strategies to drive credit card applications within the store's operational departments.

**EDUCATION**

**Wayne State University, Mike Ilitch School of Business – Detroit, MI** **August 2021**  
 Master of Business Administration (MBA)  
 Concentration: Marketing  
 GPA: 3.64

**Wayne State University, Mike Ilitch School of Business – Detroit, MI** **August 2017**  
 Bachelor of Science in Business Administration  
 Major: Marketing / Minor: Communication Studies  
 GPA: 3.60 (Cum Laude Distinction)

**Washtenaw Community College – Ann Arbor, MI** **May 2015**  
 Associate in Arts in Business Administration  
 Major: Business Management  
 GPA: 3.53 (Honors)

**ACADEMIC ACHIEVEMENTS**

**Wayne State University, Mike Ilitch School of Business – Detroit, MI**

- Student Emcee, U.S. Conference of Mayors Private Event **October 2019**
- Mike Ilitch School of Business 25 under 25 Honoree **March 2017**
- Mike Ilitch School of Business Scholarship Recipient **July 2016**
- Two Ten Footwear Foundation Scholarship **July 2015**

**Washtenaw Community College – Ann Arbor, MI**

- Student Graduate Commencement Speaker **May 2015**
- Phi Theta Kappa Honors Society Inductee **December 2014**
- Washtenaw Community College Foundation Scholarship **November 2014**

**TRAININGS AND CERTIFICATIONS**

UX & UI Design Fundamentals in Figma Workshop **April 2024**  
*General Assembly*

Design Thinking Training – Teaching & Learning Studio **July 2023**  
*Hasso Plattner Institute of Design at Stanford University, Stanford, CA*

---

### PROFESSIONAL HONORS AND AWARDS

<u>Ross Staff DEI Impact Award Nominee</u> , University of Michigan – Ross School of Business	April 2023
<u>Ross Staff Bonus Recipient</u> , University of Michigan – Ross School of Business	September 2023
<u>Emerging Leader</u> , Ann Arbor/Ypsilanti Regional Chamber – A2Y Leadership	June 2021
<u>Scholar</u> , National Council of Black American Affairs (NCBAA) Leadership Development Institute	October 2019
<u>Outstanding Post-Secondary Professional State Award Recipient</u> , Michigan Occupational State Populations Association (MOSPA)	May 2019
<u>30 under 30 Honoree</u> , SME Manufacturing Engineering Magazine	July 2018

---

### SELECTED PRESENTATIONS

- Townes, L., & Tucker, B., *Developing the Pipeline: From K-12 to College CTE*.  
Presented at the American Association of Community Colleges 99th Annual Convention in Orlando, FL, April 2019.
- Townes, L., & Tucker, B., *Developing the Pipeline: From K-12 to College CTE*.  
Presented at the Michigan Career Education Conference in Grand Rapids, MI, January 2019.
- Townes, L., *Secondary and Post-Secondary Partnerships: Driving Student Engagement and Awareness of Skilled Trades Pathways*. Presented at the Michigan Occupational Special Populations Association Conference in Boyne, MI, May 2018.
- 

### CIVIC ENGAGEMENT

<i>Committee Chair</i> , Ann Arbor / Ypsilanti Regional Chamber, Marketing & Membership Committee	January 2024 – Present
<i>Committee Member</i> , Ann Arbor / Ypsilanti Regional Chamber, Executive Committee	January 2024 – Present
<i>Board of Director</i> , Growing Hope	May 2022 – August 2023
<i>Board of Director</i> , Ann Arbor / Ypsilanti Regional Chamber	January 2022 – Present
<i>Mentor</i> : Warrior Alumni Inspiring Mentees – Wayne State University	August 2020 – August 2021
<i>Young Leader Member</i> – Detroit Economic Club	April 2017 – Present
<i>Community Mentor</i> : MPREP Scholars – Wayne State University	August 2018 – September 2020
<i>2<sup>nd</sup> Vice President</i> : Black Male Educators Alliance of Michigan	April 2018 – October 2019
<i>Co-Chair</i> : Organization of Black Alumni – Wayne State University	December 2017 – October 2019
<i>Young Leader Mentor</i> – Detroit Economic Career Readiness Academy	October 2017 – May 2018
<i>Advisory Board Member</i> – Breithaupt Career & Technical Center Advisory Board	April 2016 – April 2018

---

### REFERENCES

Available upon request.