THIS JUST IN: Walsh program to seek "tipping points" for growth

Walsh College is developing a program to help accelerate business growth in Michigan.

Called the Panthera Project, the group will consist of Walsh faculty members and local business leaders working to find the “tipping points” where new resources and opportunities will have the greatest impact in growing Michigan businesses, said Michelle Lange, the recently appointed director of the project.

Details are still being developed, Lange said, but the group will build on Walsh's student and business community resources to target new curricular offerings and ways to engage businesses.

“The real question is how do we accelerate and broaden our impact? And, how do we grow Michigan business and jobs in second-stage companies?” Lange said.

The Panthera Project will seek best practices that support such growth areas as entrepreneurship and second-stage companies from universities and other groups throughout the country to see if they can be implemented here.

Prior to joining Walsh, Lange was president of Silvertree Marketing L.L.C., specializing in services for growth companies, nonprofits, and education. Lange also has held positions at General Motors and was managing consultant at consulting firm The Zyman Group.

—Ryan Beene