Flushing Township native Wendy Robinson makes *Crain’s* ‘40 under 40’ list

By David Harris | Flint Journal  
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**Wendy (Mossman) Robinson**

**FLUSHING TOWNSHIP, Michigan** — When Wendy (Mossman) Robinson walks into an executive meeting at Valassis Communications, she's often the one of the youngest people in the room.

But Robinson, 37, the vice president of strategic sourcing at the Livonia-based company, is comfortable with that.

“I don’t look at a task and get intimidated,” said Robinson, who grew up in Flushing Township.

After being promoted three times in 11 years and instituting an electronic payment system that pays clients quickly, Robinson, now of New Hudson, was named to *Crain’s* Detroit Business “40 under 40” list last fall.

The article said Robinson “led the charge with Valassis’ early adoption of an electronic payment system that improves company cash flow.”

The under 40 list honors those who are making a significant impact on Southeastern Michigan businesses.

A 1990 graduate of Flushing High School, Robinson said growing up in the small town instilled important values such as ethics and morals.

“What’s right for the company is what leads me to every decision I make,” Robinson said. “I think that small town mentality allowed me to do what’s right.”

Robinson credits her mother, Mary Mossman, for emphasizing a hard work ethic. Robinson said her mother taught her that it’s not about how smart you are, but how badly you want something.

“She’s my biggest influence,” Robinson said.” Mossman is active in township politics, recently participating in the effort to recall four board members.

“I see myself in my children,” said Mossman. “They are passionate about their work.”

Some of that same passion has rubbed off on Robinson.

“That really came from her,” she said of her mother.

Mossman said she was proud of her daughter, and called Robinson “self-disciplined” and “compassionate.”

To be selected for the list, Robinson had to go through an extensive process. She was nominated, filled out a nomination form and was interviewed by someone for the magazine.

When she was first named to the list, she really didn’t think it was a big deal.

“When I was named to the list I got all these phone calls and got all these letters,” she said “I didn’t fully understand how big of a deal it was. It’s really nice to get these accolades.” Robinson graduated with a bachelor’s degree at the University of Michigan-Flint and received a master’s from Walsh College of Business.

Robinson is married and has two children.