



## Rachel C. Kuntzsch

President

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### Education

Michigan State University, BS in Physical Education and Exercise Science (Kinesiology)  
Syracuse University, Maxwell School of Citizenship and Public Affairs, Executive MPA and Certificate of Advanced Study in Conflict Resolution, Program for the Advancement of Research on Conflict and Collaboration

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### Position with Firm

- 2019–present**     **President and Principal.** Oversees strategy, vision, and policies for the firm in collaboration with other principals. Directs the firm's finance, administration, and client services functions. Manages relationships with clients and partners. Leads strategic projects focused on building consensus and driving action.
- 2016–2019**     **Senior Vice President and Principal.**

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### Previous Professional Experience

- 2004–2016**     **Owner, President, and Chief Executive Officer, *Kuntzsch Solutions*, Grand Ledge, Michigan.** Established the firm and led consistent growth throughout the company's existence. Led the company's strategic direction and vision development. Managed relationships with clients and partners. Managed and directed staff to effectively deliver services. Led key strategic projects, including facilitating project teams to develop and implement strategies and programs. Directed the company's marketing and sales. Integrated the planning and management of sales, marketing, client services, finances, and administration functions. Developed budgets, financial projections, company metrics, and policies.
- 2002–2004**     **Director of Business Development, *NextEnergy*, Detroit, Michigan.** Served as a key part of the team that launched the organization. Managed business development efforts to attract alternative energy companies to the state. Negotiated partnership agreements and managed relationships with economic development groups, industry partners, city officials, and subcontractors. Managed state and federal projects.
- 2000–2002**     **Business Development Manager, *Michigan Economic Development Corporation (MEDC)*, Lansing, Michigan.** Conducted strategic research to identify businesses for attraction and retention. Served as a key part of the MEDC's business development team, which attracted more jobs than any other state in the country. Represented the state of

Michigan by effectively promoting the advantages of a Michigan location at trade shows, seminars, and company meetings.

**1996–2000**

**Sales Representative/Manager**, *VISTA Information Solutions/Moore Data Management*, East Lansing, Michigan. Conducted outreach to sell real estate software products. Created and implemented sales forecast, which increased sales by 100 percent. Developed relationships and negotiated contracts. Represented sales department on product strategy team to impact future software development. Effectively represented company at national trade shows to cultivate relationships and market software products.

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### Professional Associations and Activities

- Co-chair, Grand Ledge United, 2020 to present
- Board Member of Lansing Economic Area Partnership, 2019 to present
- Volunteer, University of Michigan Health System, 2019 to present
- Volunteer, Gift of Life Michigan, 2019 to present
- Chair, City of Grand Ledge Parks and Recreation Commission, 2017 to present; Commissioner, 2011 to present
- Member of Small Business Association of Michigan Entrepreneurship Task Force, 2016
- Member of Michigan Economic Developers Association, 2014 to present
- Member of Michigan Agriculture Preservation Fund Board, 2012 to 2014
- Member of Governor’s Blue Ribbon Panel on State Parks and Outdoor Recreation, 2012
- Board Member of Michigan Nonprofit Association, 2010 to 2012
- Member of Michigan Nonprofit Council for Charitable Trusts, 2010 to 2012

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### Awards and Honors

- Honored as one of Michigan’s 50 Companies to Watch, *Michigan Celebrates Small Business*, 2015 and 2019
- Recognized as a leader and innovator by Lawrence Technological University and WWJ NewsRadio in its “Leaders and Innovators” series, 2011
- Vice President’s Award for exceeding sales targets, *VISTA Information Solutions/Moore Data Management*, 1998

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### Professional Certifications

- Certified Economic Development Finance Professional, National Development Council, 2002
- Certified Women-Owned Small Business owner, 2020 to present