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July 6, 2010

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Zellner Named to New Role of Business Development Director, MidMichigan Innovation Center

(Mid-Michigan: July 6, 2010) MidMichigan Innovation Center has grown significantly since it was formed in 2005, and now has more than 30 on-site and virtual tenants who rely on the organization to help these entrepreneurs and start-up companies develop into the businesses that will become Michigan's future. Building on the success to-date, Bill Money penny, MidMichigan Innovation Center CEO has added a new role within the organization, that of "Business Development Director."

Into this role Money penny has appointed a strong leader, connected business person and active member of the regional community, **Deb (Debra) Zellner**.

"Deb Zellner's qualifications and experience will be an asset to MidMichigan Innovation Center. She has many connections, lots of energy and will help us service entrepreneurs across Michigan," said Money penny.

Zellner has more than thirty years of global business development and commercial experience in the specialty chemicals (silicone) industry as an employee of Dow Corning. Her career involved leadership roles in global product, market, and new business development, as well as issue management, opportunity assessment and key customer management. She held leadership roles in various industries from Personal Care, Household Care and Health Care to Government Contracting, Paints/Coatings, Textiles and Sealants. Zellner holds three patents, is a member of the American Chemical Society and the Society of Cosmetic Chemists. She earned a Bachelor of Science degree in chemistry from Bowling Green State University and a Master's degree in business administration from Central Michigan University.

In her new role as Business Development Director, Zellner reports to Money penny and is responsible for implementing MidMichigan Innovation Center's sales and marketing strategy, focusing on virtual tenant support and developing a network of incubators across the mid-Michigan region.

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