

**Michaëlle Cameron, Ph.D., MBA, Co-Founder and Executive Vice President
Assessments and Learning, Succession Institute, LLC**



Michaëlle is Executive Vice President of Assessment and Learning for the Succession Institute and specializes in marketing research, online course development and 360 leadership assessments. She has been the internal project leader in developing numerous online surveys for the AICPA, several CPA States Societies and client surveys. She also consults with firms in the areas of marketing planning and practice development.

With a varied educational background, Michaëlle brings diverse perspectives to her work utilizing her PhD in marketing from the University of Texas at Arlington, an MBA in accounting from the University of Texas at Austin and a BA in psychology from Youngstown State University.

Besides her work as a professor and as a consultant, Michaëlle has co-founded three businesses in the retail, software and consulting industries. Her work as an entrepreneur has given her an important grounding between the theory and implementation of ideas in the workplace. She also has fourteen years of experience in sales, marketing and product development with IBM. During her early tenure with IBM, Michaëlle worked in sales, support and executive training. During her later years there, she was a product planner helping design and develop products from inspiration through product launch.

As an award winning author, Michaëlle has published numerous scholarly articles as well as practitioner articles in the Journal of Accountancy and Today's CPA. She has won awards for both her scholarly and practitioner oriented writing.

At St. Edwards University, she designed both the graduate and undergraduate marketing curriculum, measured and managed learning outcomes and assessments, created numerous online courses, as well as hired and trained faculty for the department. During her tenure as marketing chair the department experienced significant growth in enrollment while also substantially increasing the SAT scores of the students admitted to the program. Michaëlle was instrumental in the creation of innovative graduate programs that addressed the business of technology, including a digital MBA and a concentration in E-business.