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## Tech grad promoted to post at Michigan SBDC

**BUSINESS**

FEB 10, 2024

PRESS RELEASE

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GRAND RAPIDS, MI – The Michigan Small Business Development Center recently promoted Daniel Yoder to the position of Upper Peninsula Associate Regional Director. Yoder joined the Michigan SBDC in 2019 as a Senior Business Consultant.

*The Daily Mining Gazette*

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In his new role, Yoder will continue to serve small and medium-size businesses, and will assist in the leadership, planning and administration of the Upper Peninsula Region. The Region includes Alger, Baraga, Chippewa, Delta, Dickinson, Gogebic, Houghton, Iron, Keweenaw, Luce, Mackinac, Marquette, Menominee, Ontonagon and Schoolcraft counties. Michigan Technological University is the Region’s host institution.

*“I can’t say enough good things about Daniel and his commitment to our clients and our communities,”* said Regional Director Laura Marohnic. *“His extensive financial background is especially helpful to clients who are developing their business plans and preparing to approach lenders for capital.”*

*“We are thrilled to recognize Daniel’s contributions to the leadership of the Upper Peninsula Regional Office and his support of the valuable impact that the whole team has on small businesses across the U.P. with this promotion,”* said Associate Vice President for Research at Michigan Technological University Jim Baker. *“In addition to Daniel’s day-to-day support of the regional team and client companies, his leadership in creation and development of the student intern program has contributed to scaling the impact of the Michigan SBDC, both to the business community and to the lives and careers of our students.”*

*“I’m grateful to have a role that allows me to continue to help small businesses succeed while allowing me the opportunity to deepen the Michigan SBDC’s relationships with our U.P. economic development partners,”* responded Yoder.

While with the Michigan SBDC, Yoder has helped coach and guide hundreds of business owners and entrepreneurs to start and grow their businesses. Prior to the Michigan SBDC, he spent nearly 20 years in the banking and finance industry, working as a personal banker, in branch management and as a vice president and commercial lender. Yoder has received his professional certification as a NASBITE Certified Global Business Professional and is part of the Michigan SBDC’s State Export Assistance Team.

He graduated from Michigan Technological University with an MBA, and from Wright State University with a bachelor’s degree.

The Michigan SBDC provides no-cost consulting, business education, market research and technology commercialization to new and existing businesses throughout Michigan’s 83 counties. Michiganders looking to start or grow a business can connect to free export services, market research, cybersecurity resources and business education through the Michigan SBDC.

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