

The Daily News

Yoder named director of Michigan Small Business Development Center in UP



DANIEL YODER

GRAND RAPIDS — The Michigan Small Business Development Center has promoted Daniel Yoder to the position of Upper Peninsula regional director.

Yoder succeeds retiring director Laura Marohnic.

He joined the Michigan SBDC in 2019 as a senior business consultant and was promoted to associate regional director in 2024.

In his new role, Yoder will continue to serve small- and medium-sized businesses, and will assume the leadership, planning and administration of the Upper Peninsula Region. The region includes 15 counties and is hosted by Michigan Technological University in Houghton.

“Daniel’s deep commitment to our clients and our communities makes him the perfect choice to assume leadership of the Upper Peninsula Region,” Marohnic said. “His managerial style is very collaborative, which will suit our team well.”

“Michigan Tech is honored to serve as the host for the SBDC regional office,” said Senior Associate Vice President for Research, Innovation Jim Baker. “With Daniel at the helm, the team will continue to provide exceptional and highly impactful support for small businesses across the entire region.”

Baker continued, “In addition to Daniel’s day-to-day support of client companies, his ongoing support of the student intern program created by retiring director Marohnic 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 honored to work with such a client-focused team while continuing to deepen the Michigan SBDC’s relationships with our U.P. economic development partners,” Yoder said.

While with the Michigan SBDC, Yoder has helped coach and guide hundreds of business owners and entrepreneurs to start and grow their businesses.

Before the Michigan SBDC, Yoder 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.

He has received his professional certification as a NASBITE Global Business Professional and is part of the Michigan SBDC’s State Export Assistance Team.

He graduated from Michigan Technological University with a master’s of business administration 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.

The Michigan SBDC’s U.P. regional office is in MTU’s Academic Office Building G008, 1400 Townsend Drive in Houghton. The phone number is 906-487-2469.

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