



Michelle Somes-Booher

Director

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Michelle is the director of the Wisconsin Small Business Development Center at the University of Wisconsin-Madison. The SBDC provides no-cost consulting, training for entrepreneurs, and access to resources through the Wisconsin Business Answerline.

In addition to her role as director, Michelle also consults with clients. She works primarily with established businesses and has expertise in management and marketing. She also assists clients in improving operations, increasing sales, and incorporating sound financial practices as they grow.

Michelle has over ten years of sales experience and previously owned a small business. She understands what it takes to grow a successful business. Additionally, she has significant experience in teaching entrepreneurship and management in higher education.

Michelle holds Bachelor of Science in Business Administration degrees in management and interpersonal and public communication, as well as a Master of Business Administration degree from Central Michigan University.