Access to Experts

Michelle Proctor , Director of Innovation , FedEx Corporation

In Michelle's almost 17 years at FedEx, she has lead the development of marketing strategy in multiple areas including Catalog, Market Segmentation, Automated Solutions,www.fedex.com and most recently Innovation. As the Director of Innovation, Michelle has been instrumental in the creation of the SenseAware platform including the product development, sales, alliance program, customer experience management and research, branding and software interface. She has been the lead on the co-creation effort and the SenseAware Customer Councils themselves. Michelle is a people focused leader and is passionate about people development. So much so, that she was selected to lead FedEx's People First program aimed at creating programs targeted at investing in employee development and leadership.

Prior to FedEx, Michelle worked at Smith & Nephew in the International Marketing Department developing their international marketing campaigns and go to market activites. Michelle holds a B.A. and Executive M.B.A. from the University of Memphis. She is the recipient of numerous awards including FedEx's highest honor- the Five Star award. She serves on the FedEx Women's Network and is the chair of the Executive Board for The Conference Board's Council of Innovation. She is active in the community and keeps things in perspective with four little girls at home that keep her very busy!

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

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