



Michelle M. Beebe

Chief Revenue Officer, Small Business Association of Michigan

Michelle Beebe, Chief Revenue Officer of Small Business Association of Michigan (SBAM), is an innovative executive leader trusted to spearhead developing, leading, and improving member experience along with overseeing SBAM's sales and product development teams.

Using over 20 years of team leadership and customer satisfaction experience, Beebe is focused on cultivating and implementing best practices to continually drive process improvements. She is skilled at leading technology and resource management to provide staff and stakeholders the best possible tools to be successful.

Prior to joining the SBAM team, Michelle spent over 25 years in benefits administration, working closely with major insurance carriers and leading sales, business development, and operational teams. Her passion for customer experience and innovation drives and motivates her as a leader.

Michelle currently serves on the board of the Ingham County Health Plan and has been a community 4-H leader for many years. Her past collegiate schooling was focused in political science studies. Michelle is an avid MSU fan and enjoys cheering on the green and white with her husband and adult children.