

Co-Moderator, Kim Way, Chief Experience Officer, Michigan Works! Association



In her role as Chief Experience Officer (CXO), Kim leads the organization's customer-focused initiatives and ensures the voice of the member is represented within the Association. She strives to create a persistent focus on the customer in the strategy and actions of the Association. Member representation is the most important aspect of her role and she continuously strives to be an advocate for the system. She also conducts research on best practices, develops educational resources, provides technical assistance to members, state partners and key stakeholders, and acts as a clearinghouse of information to create a quality user experience. She is heavily involved in planning the Annual Conference and the Impact Awards as well as driving member-driven initiatives within the Association.