

# MICHIGAN STATE UNIVERSITY

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**FOR IMMEDIATE RELEASE**

Dr. Sarah Gretter Announced as Keynote for 2025 Innovate Michigan! Summit

*Fireside Chat to Explore New Apple Manufacturing Partnership and Innovation Pathways for Michigan's Communities*



**University Outreach  
and Engagement**

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**LANSING, MI** — The MSU EDA University Center for Regional Economic Innovation (REI) is pleased to announce Dr. Sarah Gretter, Director of the Apple Developer Academy and Launch Lead of the Apple Manufacturing Academy, as the keynote speaker for the 2025 Innovate Michigan! Summit on August 14 at the Kellogg Conference Center in East Lansing, MI.

The Summit, which convenes statewide leaders in community and economic development, business, community leaders, and academics, will feature a fireside chat with Dr. Gretter to discuss Michigan State University's new collaboration with Apple's Manufacturing Academy - a first-of-its-kind initiative launched in Detroit.

In this engaging conversation, Dr. Gretter will share additional information on the Academy and discuss how it is positioning Michigan as a national hub for advanced manufacturing innovation. Attendees will learn how the Academy identifies training and technical assistance topics, selects learners, and delivers programming tailored to emerging workforce needs in manufacturing and tech-driven industries. The conversation will also explore how the Academy complements existing state and federal innovation efforts, while offering new opportunities for communities across Michigan to engage, co-design, and benefit from this transformative initiative.

Apple engineers, alongside experts from institutions like Michigan State University, will collaborate with small- and medium-sized businesses to integrate smart manufacturing practices and artificial intelligence tools into their operations.

"We're proud to launch the Apple Manufacturing Academy in Detroit as one of MSU's bold investment in Michigan's future", said Dr. Sarah Gretter. "This initiative brings together cutting-edge technology, workforce development, and community-driven innovation to help small- and mid-sized businesses thrive in an evolving manufacturing landscape."

Dr. Gretter brings a unique perspective grounded in both academic innovation and on-the-ground program design. In addition to her leadership with the Academy, she serves in the MSU Office of the Provost's Teaching & Learning Innovation unit, where she advances strategic corporate partnerships and the university's professional education portfolio. She is the author of *Design for Change in Higher Education*, published by Johns Hopkins University Press.

The 2025 Innovate Michigan! Summit will be held on August 14, 2025 at the Kellogg Conference Center in East Lansing. Registration is now open at <https://reicenter.org/events/2025-innovate-michigan-summit>.

**About the MSU EDA University Center for Regional Economic Innovation (REI)**

REI, housed within the MSU Center for Community and Economic Development, promotes inclusive economic growth through co-created innovative economic development tools, models, policies, practices, and programs. The Innovate Michigan! Summit highlights REI-supported projects and cultivates cross-sector partnerships to solve Michigan's under resourced communities most pressing economic challenges.



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