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Levens ' textbook, " Marketing: Defined, Explained, Applied, " is in its 3 rd edition and has been used by more than 200 colleges and universities worldwide. He has worked on more than 100 research projects internationally and is a Fulbright peer reviewer, a Fellow of the Chartered Institute of Marketing and a member of the Scientific Committee of the annual international conference " Emerging Trends in Economics, Culture and Humanities. "

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Dr. Levens is a Fellow of the Chartered Institute of Marketing and has completed a Fulbright Specialist Fellowship in Riga, Latvia at the University College of Economics and Culture. He is also active in the American Marketing Association, Detroit Economic Club and MENSA.

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The Walsh board of trustees has appointed Michael Levens as Walsh ' s eighth president and CEO. Levens will be replacing Gerald Schafer, who served as interim president and CEO from March 1 until July 31, 2020. Walsh is based in Troy. Levens brings academic and business experience to his new role. He previously served as Walsh ' s interim provost and professor and academic chair of the marketing department, and has held senior leadership positions at General Motors Co., working in research ...