



METAL FORMS CORPORATION
SINCE 1909



EMPLOYEE PROFILE

MATT MICHEL

Executive Vice President

Back in 2006, Matt Michel had just earned a degree in Business/Marketing from his combined studies at UW-Milwaukee and MATC. It didn't come easy. While attending school and to help pay for his education, Matt was also working for a concrete contractor that pours foundations for residential and commercial projects. Matt started out as a general laborer and after a few years had his own crew which laid-out the foundations.

With degree in hand, Matt was not looking for just any business position. Rather, he was looking for one that would specifically combine his concrete construction knowledge with his sales/marketing education. When Matt noticed an ad for field sales from a concrete form manufacturer (MFC), he thought to himself: "This is the perfect job opportunity for me." An interview was set up with Dan Block and Matt made an immediate impression. Just like Matt, Dan felt the job was a good fit due to the candidate's combined business education and concrete construction experience.

Nine years later, Matt has elevated himself through the ranks to VP National Accounts. According to Matt: "Other than the fact that I couldn't see myself working for a large company, I like the family atmosphere at MFC. There seems to be a general interest and care for not only my life, but with my family as well. MFC shows great desire in retaining good employees and has given me the opportunity to work my way up into my current position."

Another positive aspect of his career at MFC has been the opportunity to travel throughout the US and Canada: "One thing I have really enjoyed is that working at MFC has enabled me to travel all over the US and Canada. I've been able to visit places I almost certainly would never have seen otherwise. Along with the traveling, you get to meet some very interesting people. You start to build real relationships with not only customers, but other sales people in the same industry."

Little did Matt know then, that in 2024 he would be promoted to Executive Vice President. With Matt's industry and product expertise along with the strong relationships he has built throughout the years makes Matt the perfect fit.