

Michael "Shane" Welter

HEALTHCARE OPERATIONS · BEHAVIORAL RESEARCH · EDUCATION

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EDUCATION

PhD, Business — Virginia Tech (est. 2026)

MBA — West Virginia University (2019)

BS Finance (2012) · BS Accounting (2011) — West Virginia University

RESEARCH

Behaviorally-grounded optimization in healthcare operations — "contextual parsimony": the simplest operational model that survives real human behavior. Streams: behavioral design of clinical workflows; behavioral economics of performance management; leadership and change management in systems adoption. Methods: simulation, causal inference, implementation science, clinical field partnerships.

The 12 Laws of Healthcare Operations — book manuscript complete, in development for publication

EXPERIENCE

Assistant Director, Curriculum Development & Innovation — West Virginia Junior College (2023–present)

New academic program creation across 6 campuses in 3 states: market analysis, curriculum architecture, accreditation, launch; oversight of Instructional Design & Technology.

Program Director, Business Programs — West Virginia Junior College (2018–2023)

Grew accounting into WVJC's largest business program; built HR degree/certification; 100% accreditation compliance; teaching, retention, placement.

Adjunct Instructor — West Virginia Junior College (2017–2018)

Co-Owner — More Allure Beauty Clinic (2021–present)

Founded medical practice (hair restoration, medical weight loss, aesthetics); second location 2025. Full P&L, licensing, operations, growth.

Founder — Hello Hospitality (2015–present)

Hotel turnarounds and consulting; healthcare engagements incl. UPMC hospitals; commercial real estate; Task-force GM restructuring ranked #1 of 300 corporate properties (+30 pts guest satisfaction, +11% RGI).