



ALUMNI PROFILE

DAVID CROSS

1956-1964

David attended Saint Brigid Catholic School from 1956-1964. Following his time at St. Brigid School, David attended St. Paul Seminary High School, graduating in 1968. After high school he attended Michigan State University and graduated in 1972 with his bachelor's degree. David continued his education at MSU graduating in 1976 with an MBA and a PhD in Business Administration in 1978. Finishing his education at MSU, David became a full-time educator at his alma mater. He attained the rank of Full Professor in 1994 and rank of John McConnell Chair of Business in 2004. He was appointed as Chairperson of the Department of Supply Chain Management (SCM), 2007-2018, which is recognized as the top ranked SCM Program in the country. David was a member of MSU faculty and administration from 1978 through 2019. He has taught undergraduate, graduate, and online courses throughout his career. He has also taught internationally in Asia, Australia, China, Europe, Middle East, North America, and South America. David consulted and served on committees for the Federal Government, State Governments, Universities, and Professional organizations.

David was awarded MSU Distinguished Faculty Award in 2013. He was then awarded MSU's Inaugural Corporate Connector Award in 2018. David has been published in nine editions of Supply Chain Logistics Management in ten different languages. He has written and published over 200 articles in various publications and journals as well as written seven research monographs. Back in Midland, David developed the Michigan State University Axia Institute located in Midland's East End. He retired in 2018 after 40 years on the MSU faculty.

David has been an active member of St. John Student Center and St. Thomas Aquinas Parish in East Lansing for 50 years. He has served on Parish Council and the Finance Committee for most of that time.

He also serves as Eucharistic Minister and Lector. David has completed 20 course credits toward the Permanent Diaconate.

David shared a few memories from his days at St. Brigid.

The first is the family like atmosphere since many of the students lived in the neighborhood around the school. He recalled how they could walk or take their bikes to play with friends. The second is the discipline that I learned particularly in the upper grades. The combination of the discipline from St. Brigid and St. Paul Seminary provided him with the skills to accomplish what he has done in his professional career. A specific memory is Sister Mary Ronald who gave him a "D" in Math in 6th grade. Since he did not typically receive low grades in Math, his parents talked with Sister about his grade. Her response was that he did not deserve the grade, but he can do much better. This motivated him to push a little harder throughout the rest of his academic career.

PROUD OF THIS KNIGHT!