



Rachel Bartels Program Manager

Hello West Michigan is a talent attraction and retention initiative promoting West Michigan as a great place to live and work. The organization, which helps member companies increase their rate of success in recruiting top talent, is the only organization of its kind in the country.

As the Program Manager for Hello West Michigan, Rachel handles all marketing, event planning, and member communication for the organization. She helps educate employers and prospective candidates about the region.



Rachel previously handled the marketing for Aquinas College Career and Counseling Services and worked at Celebration! Cinema as a marketing intern. She is currently one of the founding co-chairs of AQ Women's Connection, a women's focused networking group for alumnae and friends of her alma mater, Aquinas College.

Her work in the community also includes service on the Perugia Committee for Grand Rapids Sister Cities International, Aquinas College Alumni Advisory Council, Grand Rapids Young Professionals Advisory Council, and Associate of Corporate Growth ACG Cup Competition planning committee. Rachel was named one of Corp! Magazine's Most Valuable Millennials in 2015.