



**DTE Energy**<sup>®</sup>



**Michael C. Porter**

Vice President, Corporate Communications,  
DTE Energy

Michael C. Porter, 47, is vice president, corporate communications, at DTE Energy (NYSE: DTE), a diversified energy company involved in the development and management of energy-related businesses and services nationwide. He is responsible for the development of communication strategies and activities to deliver the desired brand imagery supporting the business goals and marketing objectives of the company, its subsidiaries and products. The functional groups under his leadership include communication planning, corporate advertising, employee communications, media relations and public information and communication services.

Prior to joining DTE Energy in 1997, Porter held senior vice president posts in account management and strategic planning at the Detroit office of McCann-Erickson, the world's largest advertising agency system. Previously, he was employed by The Stroh Brewery Co. from 1983-1994, and served as vice president, marketing from 1990-1994. Porter's professional experience also includes employment at American Motors Corp., where he gained line and staff experience within corporate marketing and the field sales organization.

Porter earned a bachelor of business administration degree in marketing from The University of Michigan-Dearborn, and a master of business administration in finance from The University of Detroit.

Porter serves on the board of trustees of the Detroit Edison Foundation, Children's Hospital of Michigan and Detroit Public Television. He is also a member of the Dean's Advisory Council for The University of Michigan-Dearborn School of Management, and The Citizens' Advisory Council for The University of Michigan-Dearborn.

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