

# “We always make time to celebrate the wins.”

- MICHELLE BARTELSON  
WEB PROJECT MANAGER

## MAKING A DIFFERENCE MAKES A DIFFERENCE

Michelle Bartelson has a lot of variety in her day as a Web Project Manager. The title doesn't begin to describe the scope of how she impacts the Yaskawa brand and its communication to internal and external audiences.

“Let's see . . . I manage web projects and new functionality to ensure continuous improvement. I identify needs and develop requirements for system changes. Work with third-party tools. Gather user feedback, support upgrades, collaborate on web content, and support social media with our eMarketing team members. Help coordinate trade show activities. There's a lot of variety,” Michelle said. “I also work on email campaign development, among many other projects.”

Michelle says it's not just the work that gives her satisfaction but how she engages with customers and many people throughout the company.

“Being able to interact and work with the internal and external teams is great,” Michelle said. “I'm so fortunate to get to know many people. Build those relationships. Just knowing that they trust me to help them and feel comfortable coming to me for help. And that feeling is the same for me.”

And the same goes for how she feels about her team. “I love my team. There are definitely challenging days, but we always make time to celebrate the wins,” Michelle said. “Our team does a great job communicating and working together. We are proud of each other.”

Michelle says the team and company leadership support have encouraged her to stay at Yaskawa.

“I planned on being here for 5 to 7 years. It's been 23. There are perks and benefits which make it compelling to stay. But it's such a supportive environment. It's a great place,” Michelle said.

“You also have the opportunity to grow. It doesn't just fall in your lap. You have to look for it and go for it. But you are encouraged to make your way here. Even make an impression. The knowledge that what you do at Yaskawa makes a difference makes you feel appreciated and valued,” Michelle said.

