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DISHER Celebrates 20 Years in Business

DISHER—a nationally-ranked product development, talent recruitment, and business consulting firm based in Zeeland, Michigan, is celebrating its 20th anniversary. The firm has helped hundreds of Fortune 500 companies, Tier suppliers, and organizations of all types develop high-impact people, products, and processes from a diverse set of industries.

DISHER began in January of 2000 by Jeff Disher, a talented engineer with 11 years of automotive experience at PRINCE/Johnson Controls. Jeff was looking for more meaning—a greater purpose. With a young family at home, the time was right to take a chance. He set up a card table, plugged in his computer, and went to work inside a conference room in Zeeland, Michigan. Disher Design & Development was born. “From day one”, reflects Jeff, “my mission has been to ***Make a Positive Difference*** with our customers, coworkers, and in the community we serve. I’ve always been passionate about delivering excellent engineering solutions in a highly-collaborative and responsible way.” DISHER’s reputation quickly grew as customers valued the integral partnership and the innovative solutions that the team at DISHER provided.

In 2003, DISHER started offering *Whiteboard Wednesdays*—unique, problem-solving, ideation sessions for organizations lasting from one hour to multiple days. By 2005, DISHER expanded to 40-team members and moved into the beautifully restored Colonial Clock Building in Zeeland, Michigan. In 2013, DISHER opened an office in Ann Arbor, Michigan, and was nearing 100 employees. By 2014, the name of the firm changed from Disher Design & Development to DISHER as the company’s services organically grew from engineering, product development, and manufacturing solutions to include industrial design, technical talent recruiting, and business consulting. An office in Indianapolis was added in 2016 and DISHER became nationally recognized as the 5th Best Small



Business by Great Place to Work® and *FORTUNE* magazine. In 2017, DISHER started to provide culture tours to inspire other organizations towards higher performance. Today, DISHER has a team of over 150-trusted advisors creating ***Ripples of Influence***® locally, regionally, and nationally within the automotive, furniture, medical, consumer goods, mobility, industrial, appliance, pharma, agribusiness, alternative energy, and aerospace industries.

“As I look back on the past 20 years,” continues Jeff, “I am filled with gratitude to our customers who have partnered with us and to our servant-hearted team members who strive to live out our mission, profit, and growth philosophy. We plan to continue developing integral relationships and innovative solutions to make this world a better place.” A 20th anniversary open house is being planned in the fall. Visit disher.com to learn more about DISHER.

Photo Captions:

Jeff Disher begins Disher Design and Development in January of 2000.

The current team at DISHER at their company-wide offsite on January 17, 2020.