

Spring 2018

# Whitman

## **NOT** *Business As Usual*

**Infusing Business Education  
with an Entrepreneurial Mindset**

**Syracuse University**

Martin J. Whitman School of Management

## Syracuse University

Martin J. Whitman School of Management

---

### Eugene W. Anderson

Dean

### Alison Kessler

Interim Executive Director of Alumni  
and Corporate Relations

---

### Whitman Magazine - Spring 2018

Editor: **Alison Kessler**

Art Direction and Design:  
**Andrea M. Parisi**

Design: **Lena Blomkvist**

Contributors: **Kerri Howell, Refjola  
Malushi, Elle Spears, Lisa Svegl**  
and **Sarah Wolverton**

Photography: **John Carnessali,  
Susan Kahn, Zane Ludvigsen,  
Rachel Liz Photography, Stephen  
Sartori, James Vivenzio** and  
**Chuck Wainwright**

---

Direct Correspondence to: Editor,  
Whitman Magazine, Whitman  
School of Management, Syracuse  
University, 721 University Avenue,  
Suite 111, Syracuse, N.Y. 13244, or  
[whitmanalumni@syr.edu](mailto:whitmanalumni@syr.edu).

---

The Whitman magazine is published  
semi-annually by the Martin J.  
Whitman School of Management  
and distributed free to alumni,  
friends, students, faculty and staff.  
Third-class postage paid at Syracuse,  
N.Y. Past issues can be found at  
[whitman.syr.edu/publications](http://whitman.syr.edu/publications).  
Please share and recycle this  
magazine. If you would prefer to  
receive the magazine digitally rather  
than in hard copy or you would no  
longer like to receive the magazine,  
please email your preference to  
[whitmanalumni@syr.edu](mailto:whitmanalumni@syr.edu).



8



4



44



## → Table of Contents

---

---

### Featuring

---

#### **8** Not Business As Usual

Infusing Business Education at Whitman with an Entrepreneurial Mindset

---

#### **24** Graduation

We extend our sincerest congratulations to the Whitman Class of 2018.

---

---

### In Every Issue

- |                                |   |
|--------------------------------|---|
| <b>2</b> From the Dean         | <b>6</b> Staff Announcements            |
| <b>18</b> Class News & Notes   | <b>42</b> Student News                  |
| <b>47</b> Career Center Update | <b>52</b> Featured Faculty Publications |
- 
- 

### Spotlights

#### Students:

- |                                      |                                  |
|--------------------------------------|----------------------------------|
| <b>38</b> Kristin Mascolo '19        | <b>39</b> Priyank Patil '18 MBA  |
| <b>38</b> John W. Fraser III '18 MBA | <b>39</b> Haiying Yang '21 Ph.D. |

#### Alumni:

- 12** Nasser AlAgil '10 takes entrepreneurial inspiration from his time at Whitman to a new fitness venture in Saudi Arabia.
- 14** Justin Cooper '09, '10 M.S. pairs his passion for private equity and entrepreneurship in running Layla Capital.
- 16** Katherine Villeda Najera '14 balances the roles of strategy and business transformation consultant at EY and social entrepreneur.

#### Faculty:

- 48** Maria Minniti's accomplished career in academia has been fueled by a lifelong fascination with research.

# From the Dean

---



**A**s the Syracuse University Whitman School of Management approaches the beginning of its second century in 2019, our community has come together to develop our Roadmap to Whitman's Next Century, an ambitious plan for realizing our community's full potential and aspirations.

The Roadmap emerged from a systematic program of meetings and interactions with departments, staff units, students and alumni. Together, we considered our most promising opportunities and most significant threats, whether our mission and vision are truly visionary and appropriately aligned with the University's mission, and how we can best distinguish ourselves.

At the heart of our new vision is a commitment to prepare students to succeed in a world of accelerating change. All business is increasingly digital and global, and the ability to lead innovation is at a premium across all sectors and geographies. Tomorrow's businesses, whether large or small, will need entrepreneurial leaders. To succeed in such a world, every Whitman graduate must know how to think like an entrepreneur and how to drive innovation and change.

In this edition of *Whitman*, we highlight how Whitman faculty are infusing entrepreneurial thinking and spirit throughout the school's programs. Through traditional classroom courses, innovative co-curricular programming like IMPRESS, experiential learning opportunities and other resources to support students' entrepreneurial and innovative endeavors, we are preparing students for a world in which "not business as usual" will be the norm.

To achieve our goals, we must continue to find ways to make business education even more entrepreneurial, digital, global and experiential. We cannot do so alone. The School needs support from alumni, parents and partners around the world. Just as important as financial support are gifts of your time and talent—speaking to students on campus, mentoring them, lending your expertise to faculty, advising on curriculum, hiring students as interns and more. I invite and encourage you to renew your commitment to the School, to the impact it had on you, and to the impact it will have on the leaders of tomorrow.

A handwritten signature in black ink, appearing to read "EWA", with a long, sweeping horizontal line extending to the right.

Eugene W. Anderson, Dean



# Orange Central

October 18-21, 2018

**Mark your calendar for Orange Central homecoming and reunion weekend! Celebrate extraordinary alumni, cheer for SU football vs. North Carolina and enjoy nearly 50 exciting programs!**

Among the events being planned campus-wide are Whitman's Annual Alumni Awards Ceremony on October 18 and the Fourth Annual Orange Tank competition on October 19 (see page 22 for details).

Visit [orangecentral.syr.edu](http://orangecentral.syr.edu) for information on special hotel rates and check back often for details on events, game tickets and registration as they're announced.

**We hope to see you this fall!**



# → Whitman Briefings



## Celebrating the 15th Annual Whitman Day

In April, we observed the 15th anniversary of Whitman Day, an annual celebration of Martin J. Whitman, founder and chairman of the High Conviction Fund, and his wife, Lois, for their tremendous generosity and commitment to business education and Syracuse University. The day highlights Mr. Whitman's contributions to the business world, provides a forum for innovators in finance and showcases exceptional Whitman students.

"I was happy to experience my first Whitman Day as dean of our great school and to join the Whitman community in honoring our extraordinary benefactor and supporter, Martin J. Whitman," shares Dean Gene Anderson. "We are very fortunate to have our school be associated with someone as special as Marty, and I am grateful for the work and dedication of our faculty, staff, students, alumni and friends who make this a place

he and Lois are proud to support." The day's programming started with the commemoration of another milestone—the 10th anniversary of the Orange Value Fund LLC, (OVF). Whitman student analysts recruited into the Fund and the OVF academic program, working at the Ballentine Investment Institute at Syracuse University, have managed the Orange Value Fund since Fall 2007.

OVF alumni analysts were invited to return to campus to celebrate the fund's anniversary with current student analysts, Mr. Whitman and key fund supporters, including Mike Derchin '69 of Imperial Capital, LLC and Jay Genzer '88 of Thames Capital Management, LLC.

The first academic class of OVF advisors began during the 2007-08 academic year. What started as a \$1.1 million fund has grown to \$5.5 million today. Nearly 100 finance majors have participated in the two-year analyst program,

which combines academic, research, money management and career components (including 100 percent career placement of analysts) under the leadership of Fernando Diz, the Fund Managing Director and the Martin J. Whitman Professor of Finance at the Whitman School.

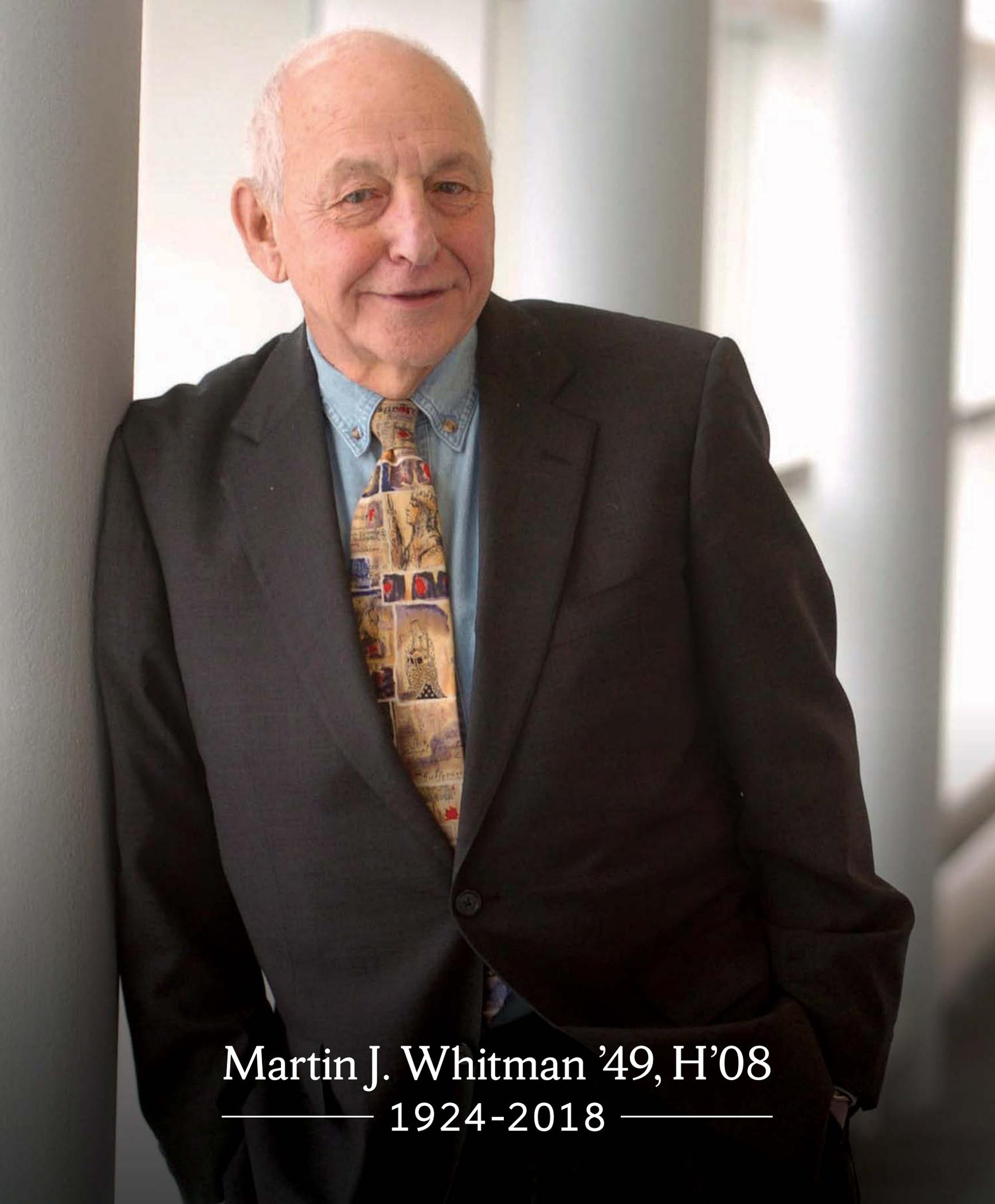
"Looking back at my experience, I can't think of a better way to have prepared for the financial services industry than the OVF," shares Piotr Felusiak '16, an investment associate at Raymond James. "The career-oriented aspects of the program, the networking events and everything you learn from Professor Diz make it a truly great opportunity for which I am deeply thankful. I know my OVF experiences will help me to continue to grow professionally."

Following the OVF celebration, a luncheon was held for special guests, including this year's 12 Whitman's Scholars who were

chosen through a competitive selection process to represent the Class of 2018. Faculty and staff enjoyed a Whitman Day luncheon that offered the opportunity for camaraderie among colleagues and celebration of their collective contributions to the school.

The program continued into the afternoon with the 2018 Whitman Day Keynote and Martin and Phyllis Berman Distinguished Lecturer, Sachin Shah, senior managing partner and chief executive officer of Brookfield Renewable Group and chief executive officer of Brookfield Renewable Partners, who spoke on the topic of "Value Investing and Renewables."

Following the keynote address, faculty, staff, alumni, students and friends of Whitman gathered for a community reception to end the day of celebration.



Martin J. Whitman '49, H'08  
——— 1924-2018 ———

# In Memoriam

---

---

## Honoring the Life of Our Friend and Benefactor, Martin J. Whitman '49, H'08

---

---

Martin J. Whitman '49, H'08, an investment industry visionary and generous benefactor to Syracuse University and its management school that bears his name, passed away April 16. A dedicated mentor and teacher who regularly returned to Syracuse to share his wisdom with students in the classroom, Whitman was an Honorary Trustee at the time of his passing.

The son of Jewish immigrants from Poland, Whitman was a fixture of the Syracuse University community for more than 70 years. He came to Syracuse on the G.I. Bill after serving in the U.S. Navy in World War II and went on to climb the highest echelons of the fiercely competitive field of investment management. In the process, he developed a reputation among his peers in the industry as the “dean of value investing.”

“Marty Whitman represented the very best of a generation that believed in hard work, education and striving for excellence always,” says Chancellor Kent Syverud. “He used his education and his extraordinary intellect to achieve the highest levels of success, and yet he never forgot his humble roots. He was a role model for thousands of students here at Syracuse and elsewhere, and his legacy will live on through them.”

Graduating magna cum laude in 1949 with a B.S. degree in business administration, Whitman began his career as a security analyst at Shearson Hammill and went on to work in research and corporate finance for several firms. He earned a master’s degree in economics from the New School for Social Research in New York City and in 1974 founded his own firm, M.J. Whitman & Co. Inc., a full-service broker-dealer.

Ten years after opening his own firm, he participated in a takeover of Equity Strategies, an open-end investment company, where he became CEO and president. In 1990, he founded Third Avenue Value Fund, managing it from its inception through 2012 and serving as its chief investment officer through January 2010. He also shared his unique insights and investment savvy as author or co-author of four books, several of which would go on to become industry classics, including “Value Investing: A Balanced Approach,” “Distress Investing: Principles and Technique,” “The Aggressive Conservative Investor” and, his last, “Modern Security Analysis,” published in 2013.

“Mr. Whitman epitomized everything that the Whitman School of Management stands for,” says Gene Anderson, dean of the Whitman School. “His entrepreneurial, insightful and innovative spirit is reflective of our faculty, staff, students and alumni who follow his example in all they

do. We are grateful for his many generous contributions of time, talent and treasure. He will be deeply missed by everyone in our community.”

He also had an enormous impact on Syracuse University. In 2003, through the generosity of Whitman and his wife, Lois, the University named its business school the Martin J. Whitman School of Management. With that gift came the creation of a 160,000-square-foot, state-of-the-art building, where today undergraduates and graduates alike gain the knowledge, experience and drive necessary to achieve their career goals.

Whitman supported several other key initiatives at Syracuse University, including the Our Time Has Come Scholarship, the Martin and Lois Whitman Endowed Fund, the Martin J. Whitman Endowed Fund, the Martin J. Whitman Undergraduate Scholarship Fund and the Annual Fund.

Elected to the Syracuse University Board of Trustees in 2003, Whitman frequently taught classes and led seminars as an adjunct

faculty member at the Whitman School as well as at Columbia University and the Yale School of Management. He last visited the Syracuse campus on April 6 to celebrate the 15th annual Whitman Day.

In presenting Whitman with an honorary degree in 2008, Syracuse University recognized him for his extraordinary success, his generous sharing of his expertise and his uncommon humility.

“Martin Whitman was a treasured friend to Syracuse University and especially to the students of the School of Management,” says Board of Trustees chair Steven Barnes. “He took his Syracuse University education and put it to work in a way that led to tremendous success. His achievements helped pave the way for countless students to follow his example as they launch their own careers in the world of business. He will be greatly missed.”

Whitman is survived by wife, Lois; his three children, Barbara, Thomas (Mira Rabin) and James (Sara McDougall); and six grandchildren.

---

---

*“Mr. Whitman epitomized everything that the Whitman School of Management stands for. His entrepreneurial, insightful and innovative spirit is reflective of our faculty, staff, students and alumni who follow his example in all they do.”*

---

---

**-Gene Anderson, Dean of the Whitman School**

---

---

NOTE: WE LEARNED OF MR. WHITMAN'S PASSING AT PRESS TIME. WE LOOK FORWARD TO HONORING OUR BELOVED FRIEND AND BENEFACTOR WITH A TRIBUTE IN THE NEXT ISSUE OF THE WHITMAN MAGAZINE.

---

---



# About Sachin Shah

Whitman Day Keynote Speaker  
and 2018 Martin and Phyllis  
Berman Distinguished Lecturer



Sachin Shah is senior managing partner and chief executive officer of Brookfield Renewable Group and chief executive officer of Brookfield Renewable Partners. He joined Brookfield in 2002 and has held a variety of senior finance

roles across the organization. In 2011, he became the chief financial officer of Brookfield Renewable Partners and since that time has been instrumental in growing the platform into a global business diversified across multiple technologies. Shah sits on the board of the Ryerson University Brookfield Institute for Innovation and Entrepreneurship and is a member of the Chartered Professional Accountants of Canada. He holds a bachelor of commerce degree from the University of Toronto.





**Maureen Downes**

*Undergraduate Recruitment Coordinator*

**M**aureen Downes has joined Whitman as the undergraduate recruitment coordinator. In this role, Downes will coordinate recruitment events and communication with prospective students as well as oversee the Whitman Student Ambassador program and be involved in the many other facets of Whitman undergraduate recruitment activities. Downes had a 30-year career as a pharmaceutical sales representative, after which she worked in graduate admissions in the College of Engineering and Computer Science at Syracuse University before coming to Whitman. She holds a bachelor of arts degree from SUNY Cortland.



**Dan Connors**

*Building Facilities Coordinator*

**T**he Whitman Technology Services team has welcomed Dan Connors as building facilities coordinator. Connors comes to Whitman from the Onondaga Historical Association, where he served most recently as the general manager of the Skä•noñh-Great Law of Peace Center. His many responsibilities in that role included managing a \$1 million facilities renovation, overseeing all facility operations and coordinating a variety of events. He holds a bachelor of science in business management from Canisius College and a master of professional studies in recreation resources management from SUNY ESF.

**Farewell to  
Deb Dermady**



**A**fter 20 years of service, most recently as an academic support coordinator, Deborah (Deb) Dermady has retired from Whitman. We extend our gratitude to Deb for her decades of dedicated service and wish her the best in retirement.

**MAKE  
YOUR  
MARK.**

Think about all the ways Syracuse University shaped your life. You can help ensure that the students of today and tomorrow have the same life-changing experiences by supporting the part of SU you love most. Our goal is to add **3,000 donors by June 30**. You can be part of it. Give today at [yourmark.syr.edu/heart](http://yourmark.syr.edu/heart) or call us at **315.443.1848**. Thank you!



Gifts of support help grow our thriving community.”

**Serena DeSeta '18**

Synchrony Financial  
Business Leadership Program  
Sales and Relationship  
Management



---

---

# Two Whitman Seniors Included on Poets&Quants List of Best & Brightest

---

---



Catherine Cummings '18



Justin Harris '18

**W**hitman seniors Catherine Cummings and Justin Harris were included among the 100 “Best & Brightest Undergraduate Business Majors - Class of 2018,” by Poets&Quants, a news website for undergraduate business education. The list honors the most accomplished seniors at top business schools across the country.

According to Poets&Quants’ senior writer Jeff Schmitt, who launched the Best & Brightest series in 2015, “These students personify the best qualities of their

schools and business in general. They are standard-bearers, really, who made the most of their time in business school. In the process, they made the people around them better, too. The Class of 2018, in particular, set the bar high. They’re such committed and creative students. The business world will be in great shape when these graduates hit their stride.”

Cummings, who majored in retail management, advertising and economics, has accepted a position at Macy’s as an assistant buyer in

the executive development program. “The biggest lesson I learned from studying business is to never get too comfortable,” she shares. “Always challenge yourself, and persevere through the conflicts, because you never know where they will lead you. I can say that my successes have come from taking risks, falling and getting back up again.”

A budding entrepreneur, who majored in real estate and finance, Harris plans to take his business plan idea, which was born in the

classroom, to market after graduation. “Your knowledge about business does not just come from one class, but rather it is a culmination of a wide range of topics that one has to take in to be a successful business student,” he says.

Poets&Quants plans future lists in the coming months, including “Best & Brightest MBA Students of 2018” and the “Top 40 Under 40 Undergraduate Business Professors,” which featured Whitman’s Ravi Dharwadkar, professor of management, in 2017.

---

---

## How Do We Rank?

---

---

### Whitman Moves Up in U.S. News Best Graduate Schools Ranking

In the *U.S. News & World Report* 2019 Best Grad Schools for Business listing released in March, Whitman was ranked #70—up from #88 last year. The ranking is based on peer and recruiter assessment scores as well as admissions and placement statistics.

### MBA@Syracuse Online Program Rankings:

- *Financial Times* — #7 domestically and #11 globally
- *U.S. News & World Report* — #42

For a complete listing of undergraduate, graduate and program-specific rankings, visit [whitman.syr.edu/rankings](http://whitman.syr.edu/rankings)



# Not Business As Usual

## Infusing Business Education with an Entrepreneurial Mindset

|By Alison Kessler|

In Professor of Marketing Practice Sue Smith's New Product Management class, she emphasizes to her students that the value of entrepreneurial thinking isn't limited to entrepreneurs.

"Most of today's large companies started in someone's garage years ago," shares Smith. "My students learn that, once an idea takes a company to a certain size, that company has to innovate to continue growing and remain profitable. And to be innovative,

a company has to be agile and entrepreneurial."

Her class is taught at both the undergraduate and graduate level and attracts students from many Whitman majors. The students work in groups and are tasked with conceiving a new product within an existing company or brand. According to Smith, the assignment requires students to find an unmet need, develop a way to meet the need and communicate the viability of the solution to management

and then in the marketplace.

"They learn that innovation means deeply understanding your market," she says. "The skills and qualities that are needed to innovate a product are the same that would drive someone to start a company."

Recently, one of Smith's former students, Julia DiPersio '19, emailed Smith (as many do when they come to fully understand the value of the course), to let her know the project helped her land an internship: "I presented the MAR 444 project from last semester in my interview. It was perfect, and they were very impressed with all of the work that was put into the project and the concept of the project itself. They called me two hours after my interview to offer me the position, and I accepted! Thank you so much for giving me the opportunity to create such a fantastic project that taught me so much about real-world business!"

DiPersio's experience is what Smith hopes for all of her students.

As a former marketing and product executive, she strives to give students opportunities to develop the skills that employers look for in future leaders.

"A lot of our curriculum and experiential learning opportunities offer students the chance to exercise their entrepreneurial muscle, and I believe that is important," shares Smith. "When I was working in the corporate world, I always looked for people who were entrepreneurial...who ran their brands as if they owned them...who could both identify and work through risk."

Smith thinks the Whitman curriculum is especially suited to help foster an entrepreneurial mindset. "Starting first with the Perspectives of Business Management class, students get an early introduction to how business is done. Then, they move on to the integrated core for a deeper dive into specialties and, from there, to classes across our majors that infuse entrepreneurial thinking through the coursework. And,



In her New Product Management class, Sue Smith stresses the importance of entrepreneurial thinking.

***"A lot of our curriculum and experiential learning opportunities offer students the chance to exercise their entrepreneurial muscle, and I believe that is important."***

—Sue Smith, Professor of Marketing Practice





John Petosa challenges his SOM 122 students to think like a business person and recognize opportunities.

finally, the senior Capstone ties it all together in a way that underscores entrepreneurial thinking.”

Entrepreneurship and Emerging Enterprises (EEE) at Whitman is a highly regarded and internationally recognized program with accomplished faculty delivering rigorous undergraduate and graduate curriculum and transformative experiential learning opportunities. The influence of EEE helps permeate the Whitman education experience across all disciplines with an emphasis on entrepreneurship and innovation from the student’s first year to their culminating Capstone course.

Perspectives of Business Management (SOM 122) taken by all Whitman freshmen is taught by the four IMPRESS house masters and gives an overview of all business disciplines, demonstrates the

convergence of those disciplines in a real business and shows how entrepreneurial thinking is essential to the success of all business, whether large or small, emerging or established.

“One of the primary learning points from SOM 122 is how to think like a business person,” says John Petosa, professor of practice and Adams housemaster. “We emphasize the outside world’s impact on each business decision and then force the students to apply it to the business they study throughout the semester. This fosters an awareness of innovation and opportunity recognition as well as a spirit of how the business world works. We push them to think critically about how decisions are made rather than just accept that someone has made those decisions.”

Courses like Smith’s New Product Management and Professor Ray Wimer’s Sales and Strategic Partnerships continue to expose students to an entrepreneurial approach to business after they’ve declared their major.

“We read the book *To Sell Is Human*,” shares Wimer, a professor of retail practice and Marshall house master. “The author explains reasons why everyone in business serves a sales function, and one of those is because more people are starting their own ventures, even if they are on the inside. We look at sales from the perspective of innovation and entrepreneurial leadership, and the common thread is understanding your customer and competitive environment, responding to challenges and opportunities and persuading management, investors and consumers of the promise of your idea.”

Wimer says that understanding innovation is an asset no matter the major. “I believe entrepreneurial thinking is foundational for success in any area of business our students pursue.”

Professor of Entrepreneurial Practice John Torrens agrees. Torrens is one of the EEE faculty members who teach the Capstone course, which is the final required course for all Whitman undergraduate students. “We use new venture creation as the vehicle for all our students, regardless of major, to pull together all the components of their Whitman education,” shares Torrens, who also teaches the online MBA Capstone. “It gives them practice with opportunity recognition and ideation and then allows them to see how a business

comes together on a more holistic level. The final competition is a fun way to raise the stakes as they present their projects publicly and answer difficult questions from a panel of judges posing as investors. When they get past the long hours of preparation and pressure of presenting, they generally look back fondly at their experience and see its value.”

The Certificate of Advanced Study in Sustainable Enterprise (CASSE) provides graduate students with an opportunity for greater exposure to entrepreneurial thinking and skills, specifically as these relate to sustainability. Founded at Whitman in 2008, CASSE is offered as a certificate program, but it is also open to Whitman, School of Engineering and Computer Science and SUNY College of ESF graduate students who have an interest in taking one or more of the courses as electives.

The intro course teaches students about triple bottom line value creation: economic, social and environmental and includes a term project analyzing a Fortune 500 firm that scored at the bottom of its industry for sustainability. Students use entrepreneurial frameworks to explore how that firm could create triple bottom line value through a new value proposition to existing or new customer segments.

To earn the certification, students must take the CASSE Capstone through which they work with an industry sponsor on a project that has triple bottom line implications. Acting as a consulting firm, the cross-functional student teams research the technical and



Online students learn about entrepreneurship and innovation during residencies both abroad, like this one in Peru, and on campus.

organizational problem identified by the sponsor and use entrepreneurial principles to make recommendations to improve value creation.

“This year’s CASSE student teams are working on a project with the potential for expansive implications,” shares Todd Moss, assistant professor of entrepreneurship and faculty director of the Sustainable Enterprise Partnership. “We are collaborating with the UN to assess the societal and labor implications of technological advancements on the future of work. Our students and UN representatives are working together to create reports and case studies of businesses that are using digitization autonomy, and the internet to improve business operations while concurrently reskilling their workforce to create new value in this new business environment. This is a fitting project for the 10th anniversary of the CASSE program, as it illustrates the growing importance and relevance of the work our students have been doing over the last decade.”

Experiential learning opportunities, like the CASSE UN project, are regularly offered at Whitman outside of classroom curriculum. For students in the online master’s programs, these opportunities take place around the globe. Each year, several on- and off-campus resi-

densities are planned to give online business students an intense multi-day immersive learning experience. The content—delivered through company tours, presentations by accomplished speakers and panels featuring government and industry leaders—is often entrepreneurial in scope. Students have examined innovation and entrepreneurship in Minneapolis, Minnesota, and explored global innovation in South Korea, among other residency experiences.

Matt Feldhaus ’18 MBA, a program manager at Syracuse University’s Institute for Veterans and Military Families, returned from a residency in Peru inspired by what he had learned from the country’s business leaders. “As we met with directors and ministers of global trade, investing, microfinancing and innovation, I noticed similarities between the issues faced by Peru’s emerging economy and those my colleagues and I work to overcome within our organization. Experiencing different perspectives left me challenged to find new ways to approach obstacles and grow the size of our own creative boxes.”

The D’Aniello Internship program, open to undergraduate and graduate students, also provides a hands-on entrepreneurial learning

experience for high-achieving students. The selection process is competitive with no more than eight students chosen each semester to work directly with an entrepreneur, president or senior executive in a high-growth, innovative company. Host company sites change each semester, so no two projects are the same and students of all majors learn about the challenges and rewards of new ventures by working directly on projects to support business development and growth.

“The projects I worked on during my D’Aniello internship were far beyond what can be accomplished in the classroom,” shares Amy Ribar ’17, an operations associate at startup, Forkable. “It was invaluable to have that level of exposure to a startup and it translated into professional connections, which will help further my career.”

A similar internship program offered through the Kiebach Center for International Business, in partnership with the CenterState CEO economic development agency in Syracuse, provides opportunities for Whitman students to intern with local entrepreneurs and companies that are working to enter global markets. This gives students a front-row prospective of international business.

The Goodman IMPRESS Program coordinates opportunities for undergraduate students to hear speakers and panelists across a range of industries share their career path. These guests are often Whitman alumni, like Chinedu Echeruo ’95, who majored in finance and accounting and went on to launch HopStop.com (which he sold to Apple in 2013), Tripology and other ventures.

David Schwartz ’99, a recent IMPRESS Current Challenges speaker, told the students that, though he majored in finance, “I am an entrepreneur at heart. I really enjoyed my entrepreneurship classes at Whitman, and they gave me a solid foundation for pursuing new ventures.” Schwartz founded Slate Property Group and decided to focus development efforts in Brooklyn, which proved to be a good call, given the area’s emergence as a real estate mecca.

Through the stories of Echeruo, Schwartz and other IMPRESS guests, students can see how entrepreneurial thinking fostered at Whitman can be useful for any career path.

Participation in Syracuse ENACTUS provides invaluable opportunities for students of all majors to learn and practice entrepreneurial approaches for social enterprise.



ENACTUS’ Team Guatemala project gives students the opportunity to practice entrepreneurial approaches to social enterprise.

ENACTUS is an international nonprofit organization dedicated to inspiring students to improve the world through entrepreneurial action. Syracuse ENACTUS, formed at the Whitman School in 2006, supports several community development projects and has helped create jobs and green programs. The ENACTUS Team Guatemala works to break the cycle of poverty and illiteracy among Mayan women in Guatemala—who are classified as one of the most disadvantaged groups in Latin America—by helping them develop, market and sell their handmade products.

"ENACTUS members have the unique opportunity to not only put into practice what they learn in the classroom but to also make a significant difference for people in the Syracuse community and abroad," shares Kelley Long '15, a former ENACTUS president and current associate CMI manager at Unilever. "Our members embrace the 'teach a man to fish' concept by empowering others to improve their livelihoods in an economical, socially and environmentally sustainable way."

Another way Whitman students gain an entrepreneurial perspective is through interacting with and competing against students from other universities at conferences and competitions. Recently, Whitman sent four seniors—William De La Vera, Daniel Fridliand, Nicole Kibler and Refjola Malushi, to Texas for Texas Christian University's 2018 Values and Ventures Competition,

Whitman's team, which represented finance, accounting, retail management, supply chain management, marketing management and entrepreneurship majors, pitched Taste Buddy, a product concept born from their Capstone project last fall. Taste Buddy is an all-natural flavor enhancing strip for individuals who suffer from taste loss as a result of chemotherapy treatments, aging, smoking and other causes.

"I left the competition feeling empowered and inspired," shares Kibler. "It was an honor to represent Syracuse and have the opportunity to connect with innovative entrepreneurs and students from around the globe. I am proud of our team's top-14 performance, and I am thankful for the Whitman faculty who saw potential in us and mentored us throughout the year to bring our idea to life. I very much appreciate having had this entrepreneurial experience be the conclusion to my undergraduate career."

Often, the infusion of entrepreneurial spirit into the Whitman business education through coursework and/or experiential learning opportunities results in a promising business idea, like Taste Buddy, or sparks an aspiring entrepreneur. When those light bulb moments occur, Whitman offers students support in further developing entrepreneurial thinking and resources to help realize their aspirations.

John Torrens' Entrepreneurship Launchpad course is part of the

## "I believe entrepreneurial thinking is foundational for success in any area of business our students pursue."

Ray Wimer, Professor of Retail Practice

which showcased teams from 57 schools across the world pitching their business plans for a for-profit company that benefits the community, environment or a specific population with hopes of winning part of the \$70,000 prize pool.

Whitman Entrepreneurship and Emerging Enterprises program's new venture creation teaching track (the other three tracks being corporate entrepreneurship, social entrepreneurship and family business). "It's offered to students who



(left to right) Daniel Fridliand, Refjola Malushi, Nicole Kibler and William De La Vera took their Capstone business idea, Taste Buddy, to Texas Christian University's 2018 Values and Ventures Competition.

develop a promising concept in the UG or MBA capstone and enroll in the course as a way to take it to the next level of reality," shares Torrens. "We help them get ready for competitions, like Orange Tank and Panasci, where their idea may be rewarded with a financial prize to help move it forward."

The Couri Hatchery student business incubator in Whitman's Falcone Center for Entrepreneurship is another resource for students who want to pursue an entrepreneurial venture. The hatchery provides space for students to work on their business in a collaborative environment with guidance from entrepreneurs and other professionals who lend advice on accounting, legal matters, marketing, etc. Many of the student ventures that are pitched during the Panasci and Orange Tank business pitch competitions are fostered in the Hatchery.

Both Panasci and Orange Tank provide students with the opportunity to pitch before a panel of accomplished judges who pose challenging questions and provide valuable feedback. Competition winners are awarded cash prizes to support the next phase of their venture.

The exposure to and hands-on practice of entrepreneurial

leadership that happens inside and outside of the classroom at Whitman teaches students to think differently. Preparing future leaders is not business as usual here. The education experience goes beyond just training students to perform the responsibilities of a particular job. They learn to approach business from an entrepreneurial vantage point, which will prove to be a valuable perspective no matter where their career leads.

Professor Smith believes that the saying "you attract what you reflect" is true of Whitman. "I think students who are 'raw' entrepreneurs are drawn to the experience they see themselves having here," she says.

Whether they'll launch a company, conceive the next great widget, take over the family business, start the latest retail trend or oversee acquisitions, Smith feels Whitman students get the exposure and experiences they need to be successful. "We cultivate their innate curiosity into an entrepreneurial spirit that will shine through in internship interviews and Fortune 500 board rooms."



---

# NASSER ALAGIL '10

Takes Entrepreneurial Inspiration from His Time at Whitman  
to a New Fitness Venture in Saudi Arabia | By Kathleen Haley |

---

**N**asser AlAgil '10 says he loved all of his time at the Whitman School, but it was a class he took during the spring semester of his senior year, Strategic and Entrepreneurial Management, that stands out most in his mind. In that class, students are assigned teams and charged with setting up a new concept and attending to all of the details and aspects of launching an enterprise. "We did everything—figuring out where we were going to get the money, marketing, distributing, accounting," shares AlAgil. He appreciated using the knowledge and skills he had developed in courses throughout college and seeing how they came together in a hypothetical "real-world" business. "It was the best class I have ever taken."

Just five years later, AlAgil decided to take that experience in entrepreneurship and start a business of his own. Recognizing a growing interest in fitness in his home country of Saudi Arabia and researching the growing popularity of the strength and fitness program known as CrossFit,

he opened Alimtyaz Alriyadi Company - Interval Plus CrossFit. He serves as general manager of four gyms—two for men and two for women—all in Riyadh, Saudi Arabia's most populous city. "It has been quite successful," AlAgil says. "It's a very straightforward product. It simplifies fitness and focuses on how to be healthy overall."

When he was considering launching the business, AlAgil liked the idea of people entering the gym and not seeing a traditional exercise space with lots of machines and equipment. Instead, people doing CrossFit move from aerobic exercise to weight lifting to a specialized workout led by a trained instructor. The workouts vary to keep the training sessions interesting. The CrossFit concept was developed in the United States by Greg Glassman and Lauren Jenai in 2000. CrossFit gyms are affiliates, as opposed to franchises, offering managers like AlAgil more room for creativity and decision-making. "It gives me the ability to run the business as I



Nasser AlAgil (left) and John Torrens

want, based on what is best suited for patrons of our gyms," he says.

AlAgil's path to Syracuse University began when he came to the United States to attend Trinity-Pawling School in Downstate New York. When he was a senior, he came to Syracuse to visit his cousin Abdulaziz AlAgil '09 ENG. AlAgil found the Whitman School to be a great fit for him and he chose to major in accounting and finance with a minor in economics. He was a member of the Whitman Investment Club and Beta Alpha Psi Fraternity, through which he assisted fellow Whitman students in introduction to accounting and managerial accounting classes.

AlAgil interned as an auditor at KPMG in New York City one summer, which he found to be a valuable experience. He credits his Whitman professors and classes with helping him develop skills to communicate on a professional level and handle situations in the corporate world.

Upon graduation, AlAgil returned to Saudi Arabia, where he worked as a management consultant for Deloitte & Touche.

He went on to work in business development for the Gift Garden Company. In November of 2015, after a great deal of research and planning, he opened his first CrossFit gym.

In February, AlAgil was reunited with his alma mater. This time, Syracuse University made its way to him...specifically Professor John Torrens, who had taught the entrepreneurship class that first fostered AlAgil's entrepreneurial spirit. Torrens invited AlAgil to speak at an entrepreneurship workshop generously sponsored by the Mohammed I. Alsubeaei & Sons Investment Company (MASIC) as part of a biannual, five-year program in support of the Riyadh 2030 Plan. And bringing the reunion full circle, Torrens, a CrossFit enthusiast, visited one of AlAgil's gyms for a workout.

Two lessons can be gleaned from this story. First, Orange alumni truly are everywhere. Second, alumni take their Whitman experiences with them to find their best fit in the business world.



(left to right) John Torrens, Nasser AlAgil and Alex McKelvie, Professor and Chair of Entrepreneurship at Whitman



# Whitman @ Work

How Graduates Put Their Skills  
and Knowledge into Practice

| By George S. Bain |

---

## JUSTIN COOPER '09, '10 M.S. Pairs His Passion for Private Equity and Entrepreneurship in Running Layla Capital

---

**M**ix together an early interest in investing, an entrepreneurial bloodline, an appetite for hard work and a serendipitous coincidence, and the result is the successful career of Justin Cooper '09, '10 M.S., who founded his own real estate private equity company, Layla Capital, in Manhattan in early 2017.

Cooper got his start as an investor during dining table conversations growing up in the Philadelphia Main Line suburb of Bryn Mawr, Pennsylvania. His father ran an options and program trading firm. "For as long as I remember, our family dinners consisted of conversations about how

to quantitatively analyze the stock market and other macro-economic topics," he says.

Cooper opened his first trading account at age 13 with a small amount of money he received from his Bar Mitzvah. "I spent nearly an hour each night learning about different companies and how to trade stocks."

In January 2017, at 30, Cooper created New York City-based Layla Capital, which focuses on small- to middle-market commercial lending opportunities. The firm began making deals by the third quarter of 2017. Three early deals were first-mortgage bridge loans on properties



Though running a business is demanding, Cooper says it gives him the flexibility to spend more time with his most important assets: wife, Melanie, and children, Charlotte and Ryan.

in Amagansett, New York, (for \$425,000), Allenhurst, New Jersey, (for \$900,000) and Brooklyn, New York, (for \$780,000). About \$20 million worth of deals are in the pipeline.

“Entrepreneurialism was in my blood from birth,” Cooper says, surveying his family history.

After returning home from his service in World War II, Cooper’s fraternal grandfather, Sidney, purchased a car and some electronic appliances and began selling his wares door-to-door. He went on to create Silo, a retail electronics chain that operated from 1947 to 1995 and had over 230 stores at its peak.

After graduating from Harvard Business School, his father, Richard, bought a seat on the Philadelphia Stock Exchange and started trading options. He realized that options could be analyzed quantitatively and he could make markets based on that. In 1981, he launched Cooper Neff & Associates, a proprietary trading company specializing in quantitative approaches to the exchange-traded options market that he eventually sold to BNP Paribas.

Cooper’s other grandfather, Stuart Frankel ’61—founder and CEO of Stuart Frankel & Company, a former Syracuse University Trustee, member of the Whitman Advisory Council and Whitman benefactor—influenced his college choice. “He has always spoken with such reverence for the school and to see his passion for the University decades after graduating always intrigued me,” Cooper says.

On his first visit to Whitman, Cooper walked around the faculty floor and spoke to several professors about the curriculum and their classes. “I instantly connected with professors Milena Petrova, Tom Barkley, Yildiray Yildirim and a few others. I knew that Whitman was the place I wanted to be.”

He worked every summer during college and graduate school for several large financial firms. “When I started working at Lubert-Adler before my senior year, I knew exactly what I wanted to do with my life,” Cooper says. Lubert Adler, a large real estate private equity that develops commercial properties around the globe.

“I could not get enough of it,” Cooper says. “I was actually upset when days ended and it was time to go home each night.”

He studied finance and accounting at Whitman, graduating magna cum laude, and received a master’s in finance. While in graduate school, he made weekly visits to see Tom Foley, then the executive associate

dean, looking for names of donors who worked in real estate. One day, Foley gave him the business card of Jonathan Daniel ’94 with the name Silo Financial.

“I knew it was fate,” Cooper says, thinking of his grandfather Sidney’s company of the same name, though decades prior.

A get-together over drinks in New York City ended with Daniel offering Cooper a job in his real estate private equity shop focused on commercial lending—similar to what Layla Capital does now.

“I worked with him for nearly three years. It was a very entrepreneurial shop, with only three other employees, and I did a little bit of everything: mortgage servicing, underwriting, negotiating and structuring deals, meeting clients, sourcing deals, raising capital, visiting properties. This was where I was able to learn all aspects of running a private lending business.”

From Silo, Cooper moved with his fiancé Melanie (now wife of nearly five years) to a distressed debt hedge fund called Stabilis Capital Management based in New York City. He joined when the firm was running its second fund with around \$240 million in assets under management. He ran a portfolio of about \$75 million of distressed debt from 2012 to 2014. When defaulted notes became harder to buy at prices that made sense, Cooper worked with the CEO to launch a direct lending platform. Since then, the company has grown to nearly 30 employees and \$2 billion across several funds.

Cooper left Stabilis in 2016 and spent a year at a family office-backed private commercial real estate investment firm before leaving to pursue his dream of running his own company—building on what he’d learned from all of his experiences and “adding my own flavor to the mix.”

Layla Capital was the fruition of that dream. Layla is his daughter Charlotte’s middle name (he and Melanie also have a son, Ryan) and the name of his favorite Eric Clapton song. Cooper founded Layla Capital “on the principals of honesty, consistency and professionalism in all areas of our business practices, especially in our lending process,” he says. “We believe in always treating our borrowers like our partners rather than as debtors.”

Building relationships is key. “We believe in working with borrowers, not against borrowers. Over the long term, it tends to be a much more successful workout strategy.”

He says Layla Capital also practices what he calls “coopetition.” “We would much rather be friends with some of our top competitors in the space and potentially partner together on deals over the long term rather than isolate ourselves. Some of the best deals we have closed to date have come as referrals from competitors.”

Cooper says the best lesson he’s learned is that “the expression ‘nice guys finish last’ is nonsense.” He’s worked with what he calls “some of the smartest and wisest minds in the business” and he prefers “the approach that you attract more flies with honey than vinegar.” He plans to stand by that way of doing business to grow Layla Capital for years to come. 



Cooper and daughter, Charlotte Layla, spend time at the office that bears her middle name.

# → Alumni & Friends

**5**  
**UNDER**  
**5**  
with  
**KATHERINE**  
**VILLEDA**  
**NAJERA**  
**'14**

**O**ur Five Under Five Column features a Q&A with a Whitman alum who graduated within the last five years. For this issue, meet Katherine Villeda Najera '14 who works in New York City as a strategy and business transformation consultant at EY and as president of De Manos Con Amor (DCMA), a social entrepreneurship venture, which means From Hands with Love in Spanish, that she founded in 2016.

At EY, Najera helps leadership identify potential areas of growth, investment and focus, among a range of other functions. She counts serving as the lead transition senior for the development of a 475-person center in India as a significant career accomplishment. Founding DCMA is another.

DCMA's mission is to empower women and girls in Central America to break the cycle of poverty. The business model consists of providing a hand up versus handouts by purchasing products from women entrepreneurs, with all profits supporting a public school in a low-income neighborhood in Honduras that reaches over 600 underserved students.

## **1** How did you come to launch your business?

I always wanted to start a nonprofit, but I told myself to wait until I was older and had more experience, time and money. I learned, however, that if you wait for the perfect time, you will always be waiting. So, I used what I learned at Whitman and EY and went for it. I launched DCMA because I felt the need to give back to a community I knew needed more help than it was receiving. My focus was on students and women entrepreneurs. Education is vital for everyone, so we support the school to help ensure students receive a quality education despite the dire circumstances in which they live.

## **2** How did Whitman help prepare you for your roles at EY and DCMA?

Teamwork. I cannot recall a single Whitman class since my freshman year that did not involve a group project. I cannot stress the importance of that enough, because every day of my life, either in my consulting role at EY or running my nonprofit, I am working in a team. It may seem like something minimal at first, but understanding when to listen, talk and lead is critical to success.

## **3** What advice would you give to Whitman students or aspiring entrepreneurs?

Take care of your time and energy; both of them are limited. Be very selective about how you use them. You cannot say "yes" to everything, so start practicing the act of saying "no" to things, people and activities that do not help you get closer to your goal.

## **4** What are your career goals for the next five years?

I will become a full-time entrepreneur in the next five years. That is my main focus right now, and I'm learning as much as possible so I can achieve that goal. I truly believe we should always do what makes us happiest and feel the most fulfilled; therefore, I want to live my life with purpose every day.

## **5** How do you destress from the demands of both roles?

I exercise and meditate regularly. I believe taking care of our bodies is key to success, because it provides us energy to carry out our day-to-day activities. Meditating helps me disconnect from all the noise and provides me with the peace that I need, while working out releases my daily dose of endorphins.





Natasha Crossman (left) and Paula Picini



Nicole Walters (left), Kelly Ryan (right) and Ray Wimer



Linda McHugh (center)



Tim Stitt (far right)



Lisa Fontenelli



Joe Eppolito (far left) and Bruce Ruppert (far right)

## ALUMNI ENHANCE THE WHITMAN EXPERIENCE

The Whitman educational experience is enhanced by the commitment of hundreds of alumni who give of their time, talent and treasure each year. The engagement of alumni with students happens off campus as they host groups at their firms, provide placement opportunities and attend regional networking events. The engagement happens on campus, as well. Any given day, you can find Whitman alumni in the building engaging and supporting students in a number of ways:

Local alumni Natasha Crossman '07, '15 MBA and Paula Picini '95 visited Whitman in March to help with an IMPRESS networking event. • Members of the Young Whitman Alumni Council Nicole Walters '07 and Kelly Ryan '12 traveled to campus in March for a day of student engagement. • Linda McHugh '79 works with two graduate students in the Whitman Alumni Club of CNY MBA Mentorship Program. • Tim Stitt '14, '15 M.S. of the Whitman Alumni Club of CNY often comes to Whitman to help with career development events. • Whitman Advisory Council member Lisa Fontenelli '86 (WHIT/NEW) took time out of a recent trip to campus to speak to finance students. • Joe Eppolito '82 MBA and Bruce Ruppert '84 of the Whitman Alumni Club of CNY present a check for the club's Whitman student business award during the Panasci Business Plan Competition in April. • Also in attendance for the Panasci event were David Panasci '80, son of the late Henry A. Panasci, whose generous support has made the competition possible, and Hal Fetner '83, Whitman Advisory Council member and sponsor of the competition's sustainable enterprise award. • Tom Brown '07, the 2017 Whitman Alumnus of the Year, is among local alumni who regularly visit to engage with students.



David Panasci (left) and Hal Fetner



Tom Brown (center)

# → Alumni & Friends

We encourage you to share news and photos of marriages, births, adoptions, board appointments, promotions, new jobs and other announcements. You may provide the details online at [whitman.syr.edu/alumnifedback](http://whitman.syr.edu/alumnifedback).

## 1960-1979:

### *New Positions and Promotions:*

**Kurt R. Kruger '76:** Director of Client Development, Hastings+Chivetta Architects

**Ed Pettinella '76 MBA:** Board of Directors, Life Storage, Inc.

**Steven A. Kass '78:** Board of Directors, Peapack-Gladstone Financial Corporation and Peapack-Gladstone Bank



**Mel Stith '73 MBA, '78 Ph.D.,** former dean of the Whitman School, was recently appointed interim president of Norfolk State University, from which he earned an undergraduate degree in 1968. Stith has served on the Norfolk State Board of Visitors since 2013 and as vice rector for the university since 2016. In March, Stith was inducted into the Florida State

University (FSU) School of Business 2018 Charles A. Rovetta Faculty Hall of Fame for his service as dean and significant contributions to the school prior to his tenure at Whitman.

### *Awards and Accolades:*

**Joani Frankel '68** was honored in March with Top Producer 2017 award for Realty One Group's Glendale, Arizona, office.

### *In Memoriam:*

**Richard Lee Tapp '66 MBA,** Colonel, U.S. Army (retired) of Columbia, S.C., passed away on November 20, 2017.

**Henry Jerome Schiefer '71 MBA,** Lieutenant Colonel, U.S. Army (retired), passed away on Dec. 19, 2017, at his home in Harrisonburg, Penn.

## 1980-1989:

### *New Positions and Promotions:*



Whitman Advisory Council member **Mark Begor '80** has been announced as the CEO of Equifax and member of the company's board of directors. He joins Equifax from Warburg Pincus, where he served as a

managing director after a 35-year career with General Electric Company. Headquartered in Atlanta, Equifax is a global information solutions company with 10,300 employees worldwide and operations or investments in 24

countries in North America, Central and South America, Europe and the Asia Pacific region.

**Edwin J. Kelley Jr. '81 M.S./J.D.:** Board of Trustees and Finance and Investment Committees, Cazenovia College

**Judd Caplain '82:** Global Head of Banking & Capital Markets, KPMG

**Bill Killory '82:** Chief Financial Officer, Riccelli-Northern

**Bret Krevolin '84:** President and CEO, Utilities Employees Credit Union

**Christopher P. Tirabassi, CMPE '84:** Chief Executive Officer, Medical Health Associates of Western New York

**Paula O'Callaghan '89 MBA:** Full Professor and Program Chair, Marketing, University of Maryland University College

---

### ***Awards and Accolades:***

---



**Elisabeth "Lisa" Fontenelli '86** (WHIT/NEW), Whitman Advisory Council member, was recognized by Misericordia University for lifelong support of the Sisters of Mercy and the Mercy educational traditions.

**Darryl Schaffer '88**, Screenvision Media's executive vice president of operations and exhibitor relations and chair of the exhibitor advisory panel, was named one of Box Office's leading "Women in Exhibition and Distribution" and listed among Celluloid Junkie's list of the "Top 50 Women in Global Cinema" for 2017. Additionally, Schaffer was inducted into the ShowEast Hall of Fame, Class of 2017.



**Rick Fedrizzi '87 MBA**, chief executive officer of the International WELL Building Institute, spoke at Syracuse University in April as part of the University Lectures series. Fedrizzi received an Arents Award for Excellence in Sustainability Innovation in 2011.

---

## **1990-1999:**

---

### ***New Positions and Promotions:***

---

**John Harris '90:** President, Florida Urban Forestry Council

**Michael Chung '92:** Director of Information Technology, Boies Schiller Flexner LLP

**Elizabeth Gula '92:** Director, Global Head of Customer Experience Transformation, Barclaycard

**Roger Wood '92 MBA:** CEO and Chairman of the Board, Fallbrook Technologies Inc.

**Rebecca Halla '93:** Secure Infrastructure Technical Delivery Manager, Microsoft

**Paula Morabito, CPA '93 MBA:** Board of Directors, Orchid Island Capital, Inc.

**Stephen Wallace '93:** Professor of Practice, iSchool at Syracuse University

**Eric Duenwald '94 MBA:** Board of Directors, United Way of Western Connecticut

# → Alumni & Friends

**Sarah O'Leary '95:** Of Counsel, Clarkin & Phillips, P.C.

**Eldon Mayer '95 MBA:** Board of Directors, Eiger Bio-Pharmaceuticals, Inc.

**Joseph P. Bentz '97 MBA:** Deputy Assistant Secretary of the Army (Management and Budget), Office of the Assistant Secretary of the Army for Civil Works

**Joshua Goodman '97:** Global Reporting for Procure To Pay, Facebook

**Juan Paul Ramirez '97:** CTO, Goop

---

## Awards and Accolades:

---

**David Smartt '97 MBA:** Assistant Professor of Business at Lee University School of Business was awarded tenure.

---

# 2000-2009:

---

## New Positions and Promotions:

---

**Robert Auci '01 MBA:** Vice President of Marketing, Cradlepoint

**Tanya Ortiz '03:** Senior Project Manager, Nickelodeon

**Alexander Roberts '05:** Vice President of Fintech Partnerships, PNC

**Ryan S. Suser '07:** Partner, Bousquet Holstein PLLC

**Hector Torres '07 J.D./MBA:** Principal and Head of the Mergers, Acquisitions, and Partnerships, ECG Management Consultants

**Gabriel Berfield '09:** Supply Chain Senior Manager, ITOrizon Inc.

**Zachary Gering '09:** Advisor and Vice President, Sontag Advisory LLC.

---

## Mergers and Acquisitions:

---



**Michael Lombardi '03, '12 MBA** and Lisa Kelly '03 (EDU) of White Plains, New York, announce the birth of their son, Alexander Deivid Kelly-Lombardi, pictured with big brother Ben. Michael is a marketing strategy director at Ogilvy. Lisa is an attorney and real estate agent with a teaching certification in TESOL.

**Philip Robino '03** is engaged to Nadinne Fayad. The couple plans to wed in November in Mexico.



**Amanda Feterik '08** and **Andrew Barnett '06** were married in Pittsburgh on October 7, 2017. Amanda and Andrew lived and worked in London for the last two years and recently moved back to New York City, where they are continuing their careers with Macy's Inc. and PricewaterhouseCoopers LLP, respectively.

# 2010-2017:



**Nate Cotanch '12**, founder of Zia Green Chile Company, was included in *Brooklyn* magazine's "30 Under 30" Class of 2018. According to the publication, these annual lists "highlight young Brooklynites who are marching

fearlessly into the future, taking the borough with them—wherever they go."

---

## ***New Positions and Promotions:***

---

**Irvin Thevaranjan '12:** Senior IT Advisory Consultant, KPM

**Chris Fowler '13:** Director of Corporate Development, USO

**Jenna Parezo '14:** Sales Manager, Otis Elevator Chicago

**Katherine Desy '15:** Digital Client Services Manager, Rewards

**Travis Hunt '15:** Senior Finance Analyst, Dunkin Brands

**Brett Kaplan '15:** Investment Banking Associate, Raymond James

**Ming Zhou '15:** Staff accountant, Grossman St. Amour CPAs, PLLC

**Matthew Hoalcraft '16:** Financial Professional, AXA Advisors, LLC

**Samantha R. Appleby '17:** Tax Associate, Fust Charles Chambers LLP

**Sean Donovan '17 MBA:** Senior Program Manager, Amazon Air

**Kea Glazier '17:** Campaign Associate, United Way of the Cape Fear Area

**Nelson Nguyen '17 MBA:** VP, Sales Strategy Manager, Union Bank

**Michael Witten '17 MBA:** Municipal Operations Coordinator - Institutional Municipal Sales Group, Janney Montgomery Scott

---

## ***Mergers and Acquisitions:***

---

**Michael Goldstein '10** married Farzana Gurwala on December 16, 2017, at the Wilshire Grand in West Orange, New Jersey.

---

## ***Faculty in Memoriams***

---

**John Anderson '68, '69 MBA, '78 Ph.D.**, of Jordan, New York, Professor Emeritus who retired from Whitman in 1998, passed away on March 16.

**John Grabner**, of Columbus, Ohio, who taught at the Whitman School of Management from 1999-2006, passed away on January 6.

## ***Readers Respond***

The *Whitman* magazine staff welcomes your suggestions for features, regular columns or other content you would like to see included in the publication. We are also interested to learn if you would prefer to have a digital copy of the magazine emailed to you rather than receive a printed copy in your mailbox. Please visit [whitman.syr.edu/alumnifeedback](http://whitman.syr.edu/alumnifeedback) to notify us of your preference, update your contact information or submit an announcement for Class News & Notes.

# Orange Central 2018 Set For October 18-21:

Whitman to Host Alumni Awards Ceremony and Business Pitch Competition



Deborah R. Leone '86, '87 MBA, the 2016 Holtz Alumna of the Year, shares remarks during the awards ceremony at Whitman.

The dates for Orange Central 2018 have been set for October 18-21, and Whitman has two events on the jam-packed campus-wide calendar. We invite alumni and friends to join us for our Alumni Awards Ceremony and fourth annual orange Tank.

On Thursday evening, October 18, we will recognize several alumni who consistently and generously support the school with time, talent and treasure. The annual ceremony is headlined by the presentation of the Jonathan J. Holtz Alumnus of the Year Award, Whitman's most distinguished alumni honor, which was received last year by Arthur Rock '48, one of Whitman's most high-profile and successful alumni widely known for his extraordinarily accomplished career in finance

and early investments in major firms, including Intel, Apple Computer, Scientific Data Systems and Teledyne. This year's ceremony will be followed by a reception celebrating the honorees.

We will host the second of our two homecoming events on Friday, afternoon, October 19. The fourth annual Orange Tank will feature student and alumni entrepreneurs vying for cash prizes and feedback from a panel of accomplished judges. Five businesses in both the student and alumni categories will be selected from all entries to present at Orange Tank. Thanks to a generous gift by Mark '83 and Judi '84 (NEW) Morris, who have sponsored each of our Orange Tank competitions, entrepreneurs who finish first, second

and third in each category will be awarded a monetary prize. The competition will conclude with a networking reception.

Last year, Daniel Brenner '16 and Alec Ellin '16 (NEW) were awarded first place in the alumni category for Laylo, a fantasy sports-style venture that allows users to compete to find and spread music. Tamara Serdneva '19 MBA won the top student venture prize for her learning vacation business, Dev Trips.

"It was exciting to pitch in front of an experienced panel of judges and the audience," Serdneva shares. "It was also beneficial to network with fellow entrepreneurs and Whitman alumni, students, staff and faculty. The prize money will go toward the development of

the business website. I appreciate this incredible opportunity made possible by the generous alumni sponsors."

Whitman student and alumni entrepreneurs (who have not placed at a previous Orange Tank) are encouraged to apply. Entries will be accepted online at [whitman.syr.edu/orangetank](http://whitman.syr.edu/orangetank) through August 31.

For complete details and RSVP information for all Orange Central 2018 events, please visit [Orangecentral.syr.edu](http://Orangecentral.syr.edu). The schedule is updated regularly, so check the site often for new opportunities to return and re-connect.

# The Whitman Advisory Council

The Whitman School extends its appreciation to the members of our advisory council who share their time, talent and treasure to help advance the mission of our school.

## Chairman

**James D. Kuhn '70, '72 MBA**  
President  
Newmark Grubb Knight

## Members

**Mark Andrae '68**  
Chairman and CEO  
Clarke Power Services Inc.

**Colleen F. Arnold '81 MBA**  
Senior Vice President (retired)  
IBM Corporation

**Steven W. Ballentine '83**  
President and CEO  
Ballentine Capital Management Inc.

**Robert C. Bantle '86 (VPA)**  
President and CEO  
Cat Rock Group

**Steven W. Barnes '82**  
Managing Director  
Bain Capital Partners LLC

**Steven R. Becker '73**  
Executive Vice President and Treasurer  
Southern Glazer's Wine & Spirits

**Mark Begor '80**  
CEO  
Equifax

**Larry Benedict '84**  
Managing Director  
Banyan Equity Management LLC

**Martin L. Berman '62 (A&S)**  
Chairman and CEO  
Palisade Capital Management

**Jonathan P. Brodsky '96 (A&S/MAX)**  
Principal and Founder  
Cedar Street Asset Management LLC

**Steve Charney '81**  
Chairman and CEO  
Peckar & Abramson P.C.

**Yvette Clark '94 MBA**  
Executive Vice President and  
Regulatory Innovation Officer  
Wells Fargo & Company

**Richard Corgel '71, '76 M.S.**  
Executive Director - Fraud Investigation  
and Dispute Services (retired)  
EY (Ernst & Young)

**Michael C. Cornell '94**  
CEO, Chairman and Partner  
MCC Capital Partners

**John Couri '63 (A&S)**  
Chairman  
Couri & Company

**Doug Cramer '87**  
Managing Principal and Founder  
Alternative Access Capital LLC

**Daniel D'Aniello '68**  
Chairman and Co-founder  
Carlyle Group

**Rob D'Avanzo '88**  
Managing Director  
Accenture

**Darlene Deremer '77, '79 MBA**  
Managing Partner  
Grail Partners LLC

**Michael A. Dritz '59**  
Chairman  
Dritz Enterprises, LLC

**Rick Einhorn '92 (A&S)**  
Managing Partner  
EYP Mission Critical Facilities, Inc.

**Robert Fagenson '70**  
Chairman of the Board (retired)  
National Holdings Corp. Group Companies

**Michael J. Falcone '57**  
Founder and Chairman Emeritus  
Pioneer Companies

**Harold A. Fetner '83**  
President and CEO  
Sidney Fetner Associates

**David Flaum '75**  
Chief Executive Officer  
Flaum Management Co. Inc.

**Elisabeth Fontenelli '86 (WHIT/NEW)**  
Deputy Head of Global Investment  
Research and Head of Securities  
Research (retired)  
Goldman Sachs Group Inc.

**Lee R. Goldberg '06**  
Co-founder & President  
Vector Media Group

**Kenneth E. Goodman '70**  
Presiding Director, President and COO  
(retired)  
Forest Laboratories Inc.

**John Guttag**  
Professor, Electrical Engineering and  
Computer Science  
MIT

**Charles D. Harris '70**  
Senior Vice President and Senior  
Portfolio Manager  
PNC Bank - Wealth Management Group

**Richard Haydon '66 (A&S), C.F.A.**  
Managing General Partner  
TippHill Capital Management LLC

**Thomas Herskovits '69, '94 MBA**  
Managing Partner  
Feldman Advisors

**Joanne Hill '76 MBA, '78 Ph.D.**  
Research and Strategy  
Cboe Vest

**Jonathan J. Holtz '78**  
Chairman and CEO  
Win-Holt Equipment Group

**Hugh Johnston '83**  
Chief Financial Officer, Vice Chairman  
PepsiCo Inc.

**Steven A. Kass '78, CPA**  
Kass Advisory, LLC

**Bernard R. Kossar '53, '55 J.D. (LAW)**  
President  
Millennium Partners, LLC

**Theodore Lachowicz '72**  
President  
EBV Foundation

**Robert Laughlin '87**  
Region Head  
Citi Private Bank/Citibank NA

**Deborah R. Leone '86, '87 MBA**  
Chief Operating Officer, Investment  
Management Division  
Goldman Sachs Group Inc.

**Keith L. Lippert '78**  
Partner  
LHA

**Patrick A. Mannion '80 MBA**  
Vice Chairman  
Columbian Financial Group

**Jeffrey S. McCormick '85 (A&S), '86 MBA**  
Chairman and Managing Partner  
Saturn Asset Management, Inc.

**Christopher J. McGurk '78**  
Chairman and CEO  
Cinedigm

**Philip A. McNeill '81**  
Managing Partner  
Farragut Capital Partners, LLC

**Steven Merson '93**  
President  
The Command Group

**Alex G. Nason '81**  
President  
Alex G. Nason Foundation, Inc.

**Robert H. Pearlman '64**  
Senior Portfolio Manager,  
The Fraenkel Group  
Neuberger & Berman, LLC

**Bruce D. Pergament '80**  
President  
Pergament Properties

**Edward Pettinella '76 MBA**  
Former President and CEO  
Home Properties

**Nicholas T. Pinchuk**  
Chairman and CEO  
Snap-on Incorporated

**Kenneth Pontarelli '92**  
Chief Administrative Officer (retired)  
Goldman Sachs Group, Inc.

**Douglas A. Present '86**  
Founder  
Douglas Present Associates

**Andrew Quinn '97 MBA**  
President and CEO  
ILSCO Corporation

**Carl H. Reimerdes '63 (ESF)**  
Consultant

**Neil Rotenberg '79**  
Managing Partner  
RotenbergMeril

**David E. Salmanson '00 (FALK)**  
President  
Salmanson Capital LLC

**Joel A. Shapiro '59**  
President  
Bartmon, Shapiro & Associates

**Leonard H. Shapiro**  
Chairman and CEO  
Commander Enterprises LLC

**Hon. Nancy Harvey Steorts '59**  
President  
Nancy Harvey Steorts International

**Martin J. Whitman '49, H'08**  
High Conviction Fund

**Roland Williams '97 (VPA)**  
President and CEO  
Football Mentality, LLC

**P.J. Wilmot '02**  
President  
Wilmore Inc.

**Jeffrey M. Zell '77**  
President and CEO  
JM Zell, CRE

## Ex Officio

**Gene Anderson**  
Dean  
Whitman School

**Michael Gursha '10 (WHIT/NEW)**  
CEO  
Rookie Road, Inc.

---

---

# 2018

## WHITMAN SCHOLARS

---

---



# Congratulations Class of 2018

---

---

**E**ach year, Whitman Scholars are chosen from the senior class through a competitive selection process. To be considered, students must have a minimum GPA of 3.65 and a demonstrated history of engagement and leadership at Whitman and SU. On the following pages, the 2018 Whitman Scholars share their thoughts on the experience they have had and all they have gained during their time at SU.

---

---

### **Bachelor of Science**

Rachel Elizabeth Adams  
Jonathan Philip Aigen  
Matthew Anthony Alfonzetti  
Alexandra Maria Allsop  
Angela Mary Anastasi  
Catherine Harmony Anderson  
Elizabeth K. Anderson  
Thomas Argiro  
David Arturi  
Scott Michael Babbitt  
Brooke Ruth Baevsky  
Meagan E. Baier  
Nicholas Baker  
Ryan C. Ball  
Dylan Alexander Barrera  
Marisa A. Bartos  
Alexander Bazan  
Jessica Marie Behr  
Michelle Candice Bevilacqua  
Brittany Bissel  
L. Brett Blank

John G. Bleir  
Adam Block  
Mark Joseph Boffa  
Megan M. Bosisio  
Dean A. Bovarnick  
Collin Michael Brown  
Ian D. Brown  
Jake Brown  
Lenn Brown  
Sydney Rachel Bufford  
Nicholas Robert Burko  
Jason G. Burns  
Samuel Busco  
Angel Cai  
Timothy Patrick Cairns  
Michael Joseph Campagna  
Melissa Canales  
Berk Cangir  
Brooke E. Capel  
Sophia Dale Cappelli  
Erinrose Carr  
Elliot Mark Carter



## Dylan Barrera

**Hometown:** Manlius, New York

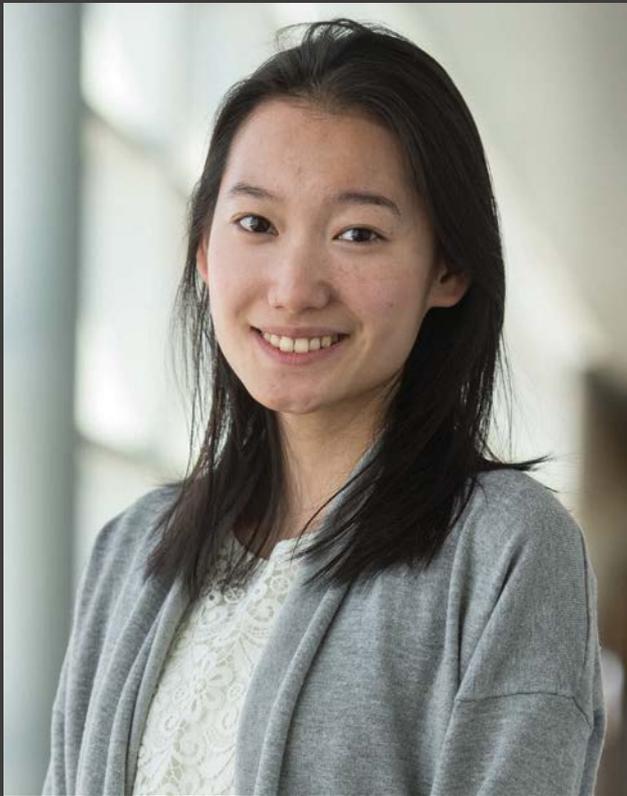
**Majors:** Supply Chain and Marketing Management

“Growing up in Syracuse, I always strived to one day walk the halls of Syracuse University. But not until I entered Whitman four years ago did I realize how destined I was to be here. Being a tutor for Beta Gamma Sigma, a peer mentor and working in the Visitor Center are some of the opportunities that allowed me to be involved in and give back to the Whitman community. I want to thank everyone in Whitman who helped me along this journey, especially Carol Heil for being a mentor and a true role model. Finally, thank you to my mom and dad for all of your love and support from the beginning. I wouldn’t have made it without you.”

Izabella L. Carter  
 Jennifer Castro  
 Sammy Cayo  
 Sophia Grace Chalsma  
 Ashley Elizabeth Champagne  
 David Chen  
 Weijie Chen  
 Yuhong Chen  
 Zijian Chen  
 Karen Cheung  
 Jamie Q. Choi  
 Annie Chu  
 Tyler Lee Cirincione  
 Alexa Rose Cloud  
 Samantha Cathryn Collins  
 Isabel Colon  
 Daniel Joseph Conti  
 Micah Copeland  
 Kirby Elizabeth Corcoran  
 Diana Dias Correia  
 Matthew Costa  
 Anweih Jamia Cox

Engweri Cox  
 Meghan Crawford  
 Jaime L. Creighton  
 Jacob Tyler Cronk  
 Ethan Crowley  
 Zhijia Cui  
 Nicole Carol Cullinan  
 Catherine Marsilia Cummings  
 Ryan Jacob Czerwinski  
 Angelo Damiano  
 Meghan R. Dare  
 Kyle Adler Davis  
 La Vera De  
 Kaitlyn Decker  
 Matthew G. Deeb  
 William Delaney  
 Corey Seth Dender  
 William Denyeau  
 Deanna M. Der  
 Serena Deseta  
 Ria Dhuper  
 Joseph Hunter Dibello

List current as of April 1, 2018. The Whitman School has made every effort to ensure the accuracy of this list. Inclusion does not verify degree completion.



## Yuhong (Ellee) Chen

**Hometown:** Guangzhou, China

**Majors:** Marketing Management and  
Information Management & Technology

“Reflecting on my experiences over the last four years at Syracuse University, I am especially thankful for the IMPRESS Program. It is the reason why I chose to attend Whitman. The program allowed me to develop my leadership skills further and to fine-tune my interpersonal and networking skills. The level of professionalism that IMPRESS has taught me gave me an advantage at my summer internship. It is exhilarating knowing that graduation is finally here. Even though I am having mixed feelings about closing this chapter of my life and moving on to the real working world, Syracuse has taught me that this unsettling feeling will challenge me to always strive to be better.”

### Bachelor of Science (continued)

Lindsay Dick  
Erin Michelle DiFabio  
Dayna A. DiJoseph  
Lauren Dishman  
Harrison Edward Dittrich  
Alexandra Brooke Dodge  
Patrick C. Doherty  
Amanda Rose Dominguez  
Evan Joshua Dorfman  
Kyle Patrick Driscoll  
David Houle Dupont  
Michael Durso  
Mary Dyer  
Spencere Elhamahmy  
Monica Elena Escribano  
Jonathan O’Leary Evans  
Cruz Eduardo Fabrega  
Mollie Elizabeth Falk  
Jiayi Fang  
Casey Farrell  
Aaron Fazzary  
Samuel Henry Feldman  
Raiza Felix  
Jiawen Feng  
Qianhui Feng  
Taylor Jarrett Ferguson  
Elizabeth M. Ferrulo  
Kelby John Fillmore  
Christopher Ryan Finkelstein  
Ian David Fister  
Gregory Kingdon Fligor  
Daniel Michael Fogarty  
Donald B. Foster  
Matthew Foster  
Zaire Franklin  
Jessica Rose Fricker  
Daniel Laurence Fridliand  
Brian Robert Friedman  
Alannah Fryer  
Matthew John Fryer  
Fangao Fu  
Austin Reid Fusco  
Adam Ganley  
Dylan Adam Gans  
Troy Avery Gates  
Emma George  
Jamie Alexa Gevirtz  
Maxymilian Gil  
Carolyn Jennifer Gillis  
Noah Glanville  
Jonathan Glatstein  
Brian-Michael Gloade  
Matthew Aaron Gloger  
Kerry Gneiting  
Ana Lua Gomes  
Yunzhi Gong  
Nicholas Ryan Goodwin  
Gary Graves Jr.  
Samuel Nathan Green  
Blair Lyn Greenwald  
Samuel Reid Greer  
Jacob Griffiths-Rando  
Lisa Guan  
Dante Alexander Guarnaccia  
Olivia Andrews Hager  
Tianze Hao  
Justin Marx Harris  
Katherine Ann Hartmann  
Douglas Matthew Hascoe  
Hannah E. Hathway  
Crystal Stanton Hawley  
Tre’Jour Heard  
Taylor M. Heinz  
Mark Christopher Helgesen  
Lindsey Nicole Heller  
Marisa Danielle Heller  
Jonathon Q. Henderson  
Troy Henderson

Natalie Nolan Herlihy  
Alison G. Hickey  
Edward Hill IV  
Roger Alex Hoff  
Lauren R. Hoffacker  
Richard Garrity Holway  
Richard Michael Horn  
Wei-Yu Hsieh  
Chen Eliza Hsu  
Corey Hucko  
Connor Lehigh Hughes  
Kang Bo Hwang  
Brandon S. Jackson  
Meredith Kelly Jackson  
Steven Javier  
Marisa Faye Joachim  
Jack Thomas Johnson  
Michelle Frances Jordan  
San Jung  
Taylor Kaaukai  
Rachel Emily Karaban  
Drew Maxwell Kaufman  
Matthew Allen Keller  
Kirsten Taylor Kelly  
Brigid Kennedy  
David Kennedy  
Emily Kenney  
Ryan Daniel Kenny  
Viraj Khanna  
Nicole Elizabeth Kibler  
Lori Kim  
Benjamin M. King  
Tyler John King  
Lyubov I. Kirilova  
Brett Zachary Klein  
Emilyanne Klein  
Thomas Alan Knortz  
Bradley Emil Koeberle  
Justin Ross Kole  
Kyojoon Koo

James Krug Jr.  
Casey Nora Krystyniak  
Hon See Kui  
Timothy P. Lahiff  
Brandon Lane  
Ryan Daniel Lannum  
Jordan Samuel Lazarus  
Eric Andrew Lebedin  
Gloria Inyoung Lee  
Jaeseuk Lee  
Yejin Lee  
Laura Kathryn Lee-Sabbe  
Yue Lei  
Michael Lerner  
Tiffany Leung  
Robert N. Lewis  
Haiyang Li  
Huimin Li  
Kaiwen Li  
Qizhen Li  
Yanjun Li  
Angela Lindsey  
Olivia Ann Liskowitz  
Andrew David Litman  
Hui Liu  
Andrew J. Ljubichich  
Julianne N. Lotito  
Sicong Lu  
Yannian Lu  
Zane Curtis Ludvigsen  
Angela Luo  
Karl Lutz  
Margaret MacDonald  
Edward Maguire IV  
Refjola Malushi  
Jake M. Manelis  
Luke Mangan  
Gianna Marie Mangicaro  
James Cheney Matlesky  
James Paul Matten



---

---

## Alexa Cloud

---

---

**Hometown:** San Diego, California

**Majors:** Retail Management and  
Supply Chain Management

---

---

“Coming from Southern California, many have asked me, “Why Syracuse?” The answer is that it was the exact fit for me. As I reflect on my past four years at Syracuse University, I am so grateful for all of the opportunities that have come my way. From studying abroad, to being vice president of Beta Gamma Sigma to working in the Visitor Center as a student ambassador, I have gained amazing experiences and enhanced leadership skills. While I am nervous to leave Syracuse, I know that I have been well prepared to take on the world. I would like to thank to my professors, advisors, friends and family who have supported me and pushed me to be the best version of myself.”



## Catherine Cummings

**Hometown:** Richboro, Pennsylvania

**Majors:** Retail Management, Advertising  
and Economics

“Words cannot express how thankful I am for the Whitman community. Never in my wildest dreams did I think I would be a Whitman Scholar. From being a part of Delta Sigma Pi, to Whitman Ambassadors, to Beta Gamma Sigma and the Class of 2018 Marshal, Whitman has given me a world I could never have imagined. I would not be where I am if it weren’t for the amazing people standing beside me. It saddens me to leave a place I call home; however, I know my current and future successes can be accredited to the Whitman School. I will forever be proud to wear the Whitman name on my sleeve and can’t wait to show it off to the world.”

### Bachelor of Science (continued)

Julianna Brooke Matthews  
V. Ray Mayo  
Sean Patrick McAllister  
David McCarroll  
Joseph C. McConnell  
Brooke T. McNamara  
Nachanan Mekto  
Robert Melamed  
Peter Chase Menaker  
Matthieu Diggs Menand  
Nicholas Mark Metzger  
Alexandra Rose Meyer  
Mikhail Milchakov  
Kayla S. Miller  
Rebecca Leigh Miller  
Nilaxi Mitra  
Rafael M. Molina  
Angela Susan Montague  
Matthew M. Moore  
Devin Morris  
Joshua Joao Nascimento  
Jared Lee Nelson  
Carmen J. Nepa  
Zoe S. Ng  
Stefan Nielsen-Sperb  
Benedict Obaze Jr.  
Caitlin Elizabeth O’Hara  
Ryan O’Hara  
Ayomide Onabamiro  
Alana Nicole O’Neill  
Marisa C. Orlandi

Melissa Ortega  
Junyue Ou  
Ruslan Pankiv  
Eric Philo Pappas  
Victoria D. Parker  
Kalvin A. Peary  
Colin David Pedrick  
Michelle Olympia Peirsol  
Botero Armando Perez  
Andres Perez-Botero  
Elizabeth Stott Perkocha  
Nina Ann Pettinella  
Sally Elizabeth Phelps  
Conner Davis Phillips  
Todd Joseph Phillips  
Emily Pierce  
Zainab Pixler  
Juan P. Plazas  
Patrick Pondo  
Phillip Pondo  
Francesco Porcarelli  
Kimberly Portes  
Grant S. Potter  
Thomas Price Jr.  
Matthew H. Przybysz  
Griffin Ashmore Psaila  
Zheng Qu  
Sarah Radford  
Samiha Rahman  
Jack Thomas Reardon  
Noah C. Reid  
Jason Coby Reif  
Brandon Miles Renick



Dina Brett Resnick  
 Brittany L. Rich  
 Daniel Hyung Rim  
 Andre Rivera  
 Kayla Robinson  
 Nikolas Dylan Rodriguez  
 Rafael Antonio Rodriguez  
 Aaliyah Roseman  
 Tyler Joseph Rossi  
 Harris Y. Rothfeld  
 Jordan Michael Rutherford  
 Bennett Quinn Ryan  
 Joshua Dean Samuels  
 Eric Santangelo  
 Lena Schermer  
 Renee Schiavone  
 Emily Davis Schmerzler  
 Zachary Schoem  
 Noah William Scott  
 Anna C. Seeley  
 Aaron Segal  
 Steven William Selevitch  
 Toni Nicole Setaro  
 Jason Shaiman  
 Caroline Victoria Shamlian  
 Zijian Shao  
 Andrew Golden Shapiro  
 Lauren Sharkey  
 Tianchan Shen  
 Joel Wyatt Sherman  
 Nicole Ann Sherman  
 Mackenzie J. Shine  
 Joshua Adam Shrair

Ashley Lauren Shuman  
 Jason C. Sirota  
 Keith Stanley Skulnik  
 Tanya Slipsager  
 Michael Miki Slutsky  
 Scott Noah Slutsky  
 Carla Marie Spera  
 Ian St Clair  
 Allison Kathleen Stanley  
 Gregory Scott Steiger  
 Bradley Timothy Stiles  
 Rachel Emily Strausman  
 Sheridan Street  
 Peter Jeffrey Stymacks  
 Kenneth Sulfaro  
 Benjamin Gordon Sullivan  
 Brandon Ian Sunshine  
 Lindsay Anne Swanson  
 Robert Szigeti III  
 Henry Taatjes  
 Ted Tambone  
 Juwan Thompson  
 Christopher F. Thomsen  
 Devin C. Tidwell  
 Eric Tiefen  
 Alexander Tkac  
 Jared Tolley  
 Brianna Torres  
 Robinson Torres  
 Ilona Toth  
 Carter Liam Trabakino  
 Julia Nicole Trifilio  
 Leah Miriam Turner



## Kyle Driscoll

**Hometown:** Hopkinton, Massachusetts

**Major:** Finance

“When I attended my first pre-enrollment Whitman dinner in April 2014, I somehow knew that this was the place for me. Over the past four years, that intangible feeling has been proven true in countless ways, from an abundance of inspiring professors to the incredibly unique camaraderie among the student body. I’m immensely proud of all the other Whitman Scholars, who are a tremendous group who will wildly succeed in the years to come. When I reflect on a college experience that involved three rewarding internships, a leadership role at 20 Watts magazine and obsessive fandom during two improbable NCAA tournament runs, Whitman still remains the clear highlight. Family, mentors, friends, foes—thank you for everything!”





## Refjola Malushi

**Hometown:** Quincy, Massachusetts

**Majors:** Finance and Accounting

“Upon beginning my journey at SU, I felt lost in both the immensity of the campus and the variety of paths I could take. However, as I began to acclimate, I realized I had the ability to pave my own path, which made the school feel less foreign and more like home. Though my personal goals shifted throughout my four years, one fact has stood true—to achieve my goals, I have to be proactive. Whitman taught me how to be a self-starter, which is a skill I will carry with me the entirety of my career. I look forward to continuing to utilize the lessons I learned at Whitman, and I will treasure the personal connections that have made Whitman my home.”

### Bachelor of Science (continued)

Dalton G. Tzitzon  
 Kristen Unangst  
 Dane Van Benthuyzen  
 Cynthia Van Bourgondien  
 Rebecca Vasconcellos  
 Taylor Kristen Vill  
 Brian Vinueza  
 Sydney Catherine Wagner  
 Benjamin Laurence Wahl  
 Dearbea Beyonce Walker  
 Dong Wang  
 Hui Hui Wang  
 Sarah Elizabeth Wansor  
 Abdi Warsame  
 Kora M. Weidenheimer  
 Abigail Elizabeth Wells  
 Christopher W. White  
 Lydia Benchhoff Whitehead  
 Zachary David Wilder  
 Rodney Williams  
 Cassandra Lee Wilson  
 Hannah Verspyck Winpenny  
 Natalie Winrow  
 Steven Winschel Jr.  
 Rolf Oscar Witt  
 Lilibeth Wolfe  
 Daniel Jason Wolff  
 Sarah H. Wolverton  
 Ashley Ann Woodard  
 Asa Douglass Worthley  
 Blake Alexander Wright  
 Yun Xiao  
 V. John Yauch  
 Joshua Yesufu  
 Natalie Rose Zazzara  
 Yunzhi Zhang  
 Zeyi Zhang  
 Zicen Zhao

Wanzhen Zhu  
 Sudan Zhuang  
 Cara M. Zito  
 Jason R. Zou

### MBA

Emmanuel Adekeye  
 Alizahir Akhtar  
 Micah Allen \*  
 Natalie Alia  
 Zakiyyah A. Alston  
 Alexia Amerson  
 Katherine Anderson  
 Jason Andrews  
 Jacob Ashworth  
 Carol Astle  
 Tung Bach  
 Nidhi Bahuguna  
 Paul J. Baker  
 Ronald Baker \*  
 Tristan Baker  
 Nicholas Baldwin  
 Mildred Balzac-Alvarez  
 Steven Bane  
 LaNae Barber-Durden  
 Ryan Barnard  
 Brian Bengé  
 David Benton  
 Joanne Biddle  
 Maria Bingham \*  
 Milton S. Birch  
 Lauren Birnie  
 Pamela Bitton  
 Tonya Blow  
 Christian Bolden  
 Cassie Bonadeo \*  
 Joseph Booza  
 Michael Bores  
 Chadwick Bortle

Joshua Bowie  
Lance Bowley  
John Bowser \*  
Justin Bramlage  
Jimmy Braswell  
Alexander Breton  
Matthew Bronson  
Pablo Buenrostro  
Matthew Burr  
Andrew S. Burton  
Christopher Byrne  
Alejandro Cadenas  
Kristina Cadwallader  
Carlos Campos  
David Campos  
David Carmody \*  
Tyler Cassell  
Jeremiah Catlin \*  
Clara Cedeno  
Erin Centrillo  
Eric Cercone  
Kevin Cheatham  
Suhasan Chintadripet  
Dillibatcha  
Nikita Praveen Chourasia  
Allan Clark  
Justin Clifton  
Adam Cogar  
Marta Colussi  
Ashley Cone  
Lorie Continelli  
Sonya Conway  
Sean Cook \*  
Christopher Cooke \*  
Tracey Cordero  
Julie Costantino  
Dewey Courtney Jr.  
Michael Cozza  
George Craig Jr.  
Sharon Cross

Jessica Culligan  
Reza Daneshmand  
Ashton D'Antonio  
Marissa Danzy  
Sophia Darling  
Matthew Davidson  
Michelle Davis  
Calvin Dennis  
Richard Dennis  
Aaron Dermon \*  
Plarentina Desku  
Sophia Desroches  
Andrea Devon  
Mallory Dietrich  
Stephen Dobbins  
Paul Dombrowski  
Ryan Donovan  
Michael Dowling  
Felicia Draper  
Maithreyee Dubé  
Joshua DuFore  
Matthew Dumont  
Stacey Duncan  
Justin Dunlevy  
Michael Dynysiuk  
Miranda Edwards \*  
Patricia Eltiste  
Evert Estrada  
Joseph Falu  
Philip Fasano  
Robert Figueroa  
Andrew Foote  
Donato Fraioli  
John Fraser III  
Jason Fukunaga  
Emanuel Fuller  
Holly Funches  
Aditya Gaddh  
Jacqueline Gibson



---

---

## Gianna Mangicaro

**Hometown:** Syracuse, New York

**Major:** Management

---

---

“Born and raised in Syracuse, I knew early on that I would attend my dream school: Syracuse University. The moment I ventured into Whitman, I realized it was meant to be my home for the next four years. And home it was! It has been an incredible journey full of growth, exploration and opportunity. Without the faculty and staff, as well as my friends and family, I would not be the person I am today. My experience has impacted and prepared me for a full-time job with Syracuse University upon graduation (Nonetheless, with a view of Whitman!). I hope to give back to students for years to come, just as others have done for me.”



## Todd Phillips

**Hometown:** Camillus, New York

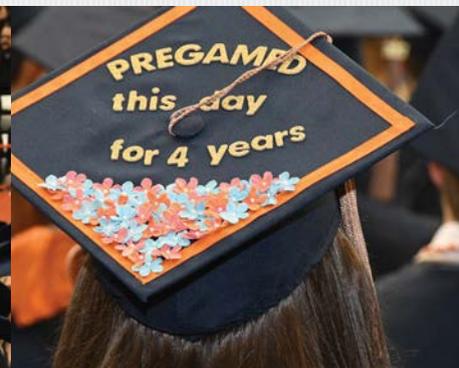
**Majors:** Supply Chain Management and Information Management and Technology

“Throughout my time as a Whitman student, I have grown immensely in my professional and personal life. I learned to work hard and constantly challenge myself in new ways, and now I feel confident in taking the next step after graduation. Some of my best memories have been working with my peers in ENACTUS and the Franklin Supply Chain Club and competing in supply chain case competitions. Next year I will be heading to New York City to begin my career at FTI Consulting, which is possible thanks to my unforgettable Whitman experience. I am extremely grateful for all of the connections I made at Syracuse and my professors who mentored me along the way.”

### MBA (continued)

Miriam Gillett-Kunnath  
 Christopher Glendening  
 Christopher Goebert  
 Andrew Gordon  
 Travis Graham  
 Brian Green  
 Kyle Nack Griffith  
 Lejla Grosolja  
 Tushar Gudaghe  
 James Guild \*  
 Erik Gutmann  
 William Guzman  
 Karim Habayeb  
 Philip Haigis  
 Gladys Hall  
 Catherine Hanabergh  
 Rami Hanash Sr.  
 Courtney Harris  
 Elizabeth Hart  
 Danielle Hauf  
 Marie Haynes  
 Robert Heard  
 Francisco Herrera  
 Gina Herrera  
 Andrew Hewett  
 Kristin Hicks  
 Erica Hillebrand  
 Megan Horan  
 Adam Hribar  
 Edward Hudson Jr.  
 Alicia Hutchinson  
 Richard Hutchison

Christian Incremona \*  
 Hamit Irtemcelik  
 Nicholas Jacobs  
 Swapnil Jain  
 Jethro Jean-Baptiste  
 Jemier Jenkins  
 Tarsha Jenkins  
 Gari-Sue John  
 Christopher Johnson  
 Kristal Johnson  
 Joseph Johnson III  
 Timothy Johnson \*  
 Dominick Jones  
 Christopher Joodi  
 Ryan Joyce  
 Joshua Karpinski  
 Rinor Kastrati  
 Thomas Kavanaugh  
 John Kellogg  
 William Kennedy \*  
 Humayun Khan  
 Keaka Kimi \*  
 Daniel Knapp  
 David Kollie  
 Anna Kopp  
 Mohammed Koubaytari  
 Adam Koulish  
 Cassandra Kristoff  
 Matthew Kuester  
 Roni LaFayette  
 Geoffrey Lander  
 Christopher Lawver  
 Grace Lee



Jung (Janet) Lee\*  
 Jonathan Lemmens  
 Rachelle Letang  
 Ruben Lira  
 Justyn Little  
 Andrew E. Livanos  
 Ashley Longaker \*  
 Evan Lopez  
 Cynthia Loveday  
 Richelle Lowman  
 William MacDonald  
 Thomas MacGregor  
 Sahil Malhotra  
 Nicholas Mallik  
 Christopher Marcano  
 Jacob Margolis  
 Jacob Marshall  
 Steve Marston  
 Jackeline Martinez  
 Miquella Martinez  
 Nicholas Massa  
 Raymond McCullough Jr.  
 Jennifer McMahon  
 Marko Milosevic  
 Jonathan Minter  
 Christopher Mitchell  
 Priyam Mitra  
 Victor Montero  
 Moses Mugenzi  
 Mahati Mukkamala  
 Alexander Murphy  
 Luke Murphy  
 Thuy Nguyen

Abhishek Nichat  
 Pasquale Nocera  
 Seth Northcutt  
 Sean O'Dowd  
 Kristopher Olischuk  
 Mark Olson \*  
 Melissa Opsal  
 Alisha Osborne-Baltimore \*  
 Jordan Pagonis  
 Ashley Pantelakis \*  
 Giorgio Parlato  
 Amanda Parry  
 Ross Pate  
 Hrut Patel  
 Saumil Patel  
 Osvaldo Pena  
 John Penzo  
 Matthew Petrosian  
 Julie Phelps  
 Scott Pickens  
 Christopher Poe  
 Audrey Proto  
 Joseph Prusik  
 Django Quintos  
 Chad Rader  
 Kimberly Radesi  
 Endrine Rafuna  
 John Ralston  
 Christopher Ramirez  
 Franceen Reeves  
 Javier D. Reyes III  
 David Reynolds  
 Adriana Richardson



## Mackenzie Shine

**Hometown:** Garden City, New York

**Major:** Accounting

“I found my confidence and passion in Whitman, which has given me amazing opportunities to grow both professionally and personally. My experiences inside and outside the classroom have prepared me for the business world and have given me all the tools for success. Serving as the IMPRESS lead peer mentor of Waverly House, joining Beta Alpha Psi and Beta Gamma Sigma, volunteering for WhiTax and being a career assistant in the Whitman Career Center have been some of my proudest memories. Thank you to all of my professors, friends and family for the love and support you have given me throughout my time at Whitman. I am sad that my time here is ending, but excited for the future!”





## Lindsay Swanson

**Hometown:** Ferrisburg, Vermont

**Majors:** Supply Chain and Marketing Management

“**G**rowing up in a small, rural town in Vermont meant that coming to Syracuse was an adjustment for me. Despite this, I quickly found a comfortable home in Whitman. I discovered my passion for operations in my Supply Chain Management classes, and I intend to pursue this passion at United Technologies Corporation after graduation. I’ve made connections within the Syracuse community and gained invaluable leadership experience through my role as president of ENACTUS. In Whitman, I’ve been challenged, I’ve been stressed, I’ve failed, I’ve excelled and I’ve discovered my path. I would like to thank all the faculty and staff who helped me along the way and, most of all, my parents for giving me this opportunity.”

Brandon Ritchey \*  
 Allan Ringler  
 Joseph Walker Robinson  
 Del Rockey  
 Brandon Rodgers  
 Carlos Rodriguez  
 Ameer Rogers  
 Michael Rush \*  
 Kathaakoli Saha  
 Germano Sampaio Coelho  
 Brett Sauro  
 Michael Schiavone  
 Jacob Shireman  
 Alicia Scott \*  
 Ingrid Scott  
 Carlos Semidey Jr.  
 Himank Sharma  
 Walter Shay  
 Krescant Sims-Wooten  
 Robert Sisco  
 Brandon Smith  
 Patrick Smith  
 Allison Smith-Mackey  
 Darryl Snyder \*  
 Olusegun Solomon  
 Patrick Spillers  
 Heather Stacy  
 Valerie Stamp  
 Jason Starzyk  
 Brandon States  
 Alicia Stewart  
 Jason Stott  
 Chris Stovall  
 Cameron Stuart  
 Tony Su  
 Genevieve Suits  
 Jesse Taft  
 Monika Taylor  
 Harlin Thomas  
 Thomas Thompson

Stephen Titus  
 Tessa Toland  
 Julian Torres  
 Taylor Traversa \*  
 Hoa Truong  
 Jason Tucker  
 Mechell Turner  
 Shunichi Uotani  
 Gabriel Valenzuela  
 Serkan Varlikli  
 Jerry Ventura  
 Tanya Vialva-Duke  
 Michael Walsh  
 Jessica Wang  
 Eric Warnaar  
 Stephen Washington III  
 Alexandra Waterbury  
 Sterling Waters  
 Terri Werlau  
 Stefanie White  
 Phillip Whittaker  
 Alyse Williams  
 Vincent Williams  
 Mete Williford  
 Jason Winkler  
 April Wisebaker  
 Joseph Wisinski  
 Matthew Wissman  
 Cathy Wong  
 Thomas Wood  
 Gregory Wortman  
 Roger Wright Jr.  
 Sue-Ann Wynter  
 Ahmad Yehya  
 Kyle York  
 Devin Young  
 Lucynda Zachman  
 Jonathan Zagami  
 Kirsten Zeimen  
 Michael Zimmer

## **M.S. in Professional Accounting**

Karen Altman  
Timothy Barclay  
Corissa Bean  
Carol Birmingham  
Donna Bisignano  
Michael Bock  
Ivana Bolfarini  
Devon Boon  
Caitlin Brewer  
Yeni Castro  
Falguni Chandarana  
Tao Chen  
Sayem Chowdhury  
Sheena Comrie  
Fred Douglas Darden  
Steven DePaola  
Stephanie Fekkers  
Martin Gaxiola  
Katie Guillen  
Liulu He  
Francisco Henriquez  
Nicholas Hodge  
Jonathan Holmes  
Xiaoyu Huan  
Yingxue Huang  
Philesha Jude  
Michelle Kashiwagi  
Hyojin Kim  
Latchmie Lalchand  
Franklin Lan  
Ting Lawrence  
Xueyan Li  
Yunke Li  
Guang Lu  
Xin Lu  
Wynel Maitland  
Amanda Man

Tania Mottaleb  
Michael Nicolini  
Michael Owskiak  
Yoshiaki Ozawa  
Cynthia Poirier  
Shane Raymond  
Evan Ronen  
Danielle Smalls  
Sheva Stephens  
Jessica Strolin  
Renee Sydorowych  
Zhongyi Tang  
India Thomas  
Darion Turner  
Baihui Wang  
Yajue "Dawn" Wang  
Qiongxin Wei  
Kierston Whaley  
Jamila Wilson-Davis  
Stuart D. Woods  
Di Wu  
Xiaojun Wu  
Yage Xiao  
Wenqi Zhang  
Xinyun Zhang  
Boning Zhou

## **M.S. in Business Analytics**

Rudolph Arceo II  
James Bull  
Lisa Chabot  
Stephanie Chavers  
Michael Chavez  
Patricia F. Cleary  
Melissa Gwilt  
Edward Gwin



## **Devin Tidwell**

---

**Hometown:** Attica, New York

**Majors:** Retail Management and Marketing Management

---

“As I look back on my time at Whitman, I remember coming in as a confused and nervous freshman with no idea where I wanted to be when I graduated. I can now say that this journey has been the greatest experience of my life. I have built an incredible support network of professors, advisors, alumni and friends. This school has made me into a strong leader and prepared me for anything the real world throws at me. I have had the opportunity to work with some incredible organizations like ENACTUS that have allowed me to explore the world community and give back in a meaningful way. Thank you to all who have made these past four years the best of my life.”



## Ilona Toth

**Hometown:** Montclair, New Jersey

**Majors:** Accounting and Entrepreneurship & Emerging Enterprises

“As a student in both Whitman and the Honors Program, I have had the opportunity to gain experience and knowledge in disciplines outside of the standard curriculum and in concepts and cultures of which I was previously naïve. Within Whitman, I was not simply told to memorize vocabulary but was tasked to create businesses and understand the real-world application of each class. I’m prepared to start my career at KPMG with the confidence that my education and experiences have paved the way to a successful future. I leave Syracuse with the belief that I will get to the places that I am meant to be all while having an enduring crowd of fellow Orange alumni cheering me on along the way!”

Patrick Hamick  
Farzad Honarfar  
Adrian Carlo La Rosa  
Kellie Mosely  
Michael Ocello  
Vatsal Papat  
Michael Rickaby  
Monika Taylor  
Bryan Timer

### **M.S. in Entrepreneurship**

Peiyi Chen  
Brittney Coleman  
Taylor Paige Gait  
Qixin Guan  
Kelsey Leeper  
Marisa Romeo  
Ingrid Scott  
Mengxin Wu  
Lingtao Zhang

### **M.S. in Finance**

Hongfei Chi  
Jialing Li  
Yingxi Li  
Yongxu Lin  
Miaomiao Liu  
Qizhen Liu  
Jiawei Luo  
Tarun Mehra  
Yiming Mei  
Shuyi Pan  
Alba Stefani  
Yankai Tang  
Danielle Umstead  
Jue Wang  
Ruoming Wang  
Qi Wei

Xiuling Xiong  
Kexing Xu  
Zhang Yu  
Yu Zhang  
Yinxiang Zhou

### **M.S. in Supply Chain Management**

Sarah Hamad Binmuamar  
Shane Crossett  
Chengyan Yu

### **C.A.S. in Sustainable Enterprise (CASSE)**

Alexander Samuel Victor Demas  
Charitha Jayasri Gunawardana  
Corinne J. Healey  
Nicholas Alexander LoRusso  
Yaskira Mota  
Thuy Bich Nguyen  
Giorgio Parlato  
Matthew Schachte  
Namrata Shenoy Samuel Varghese

### **Ph.D.**

Krzysztof Herman  
Kiven Pierre  
Wei Yu

\* Graduates of the Defense Comptrollership Program

# WHITMAN BY THE NUMBERS

# 2018 Graduates



UNDERGRAD

419



MBA

313



MSA

67

[Accounting]



MSE

9

[Entrepreneurship]



MSF

21

[Finance]



MSSCM

3

[Supply Chain Management]



MSBA

17

[Business Analytics]



CASSE

10



DCP

26

[Defense Comptrollership Program]



PHD

3

Numbers are estimates based on anticipated graduates.

# → Spotlight on Students

## '19 Kristin Mascolo

**Hometown:** Staten Island, New York

**Majors:** Marketing Management and Public Relations (Newhouse)

**Of note:** Mascolo comes from a family of Clemson fans. She is excited to claim bragging rights to Syracuse's wins in football and basketball over the Tigers this year.

**"H**ave the courage to change the things that you can," are words Kristin Mascolo heard from her ninth-grade English teacher and longtime role model, Josephine Cummings.

Mascolo has continued to draw inspiration from those words on a daily basis as a dual major in marketing and public relations in Whitman and S.I. Newhouse School of Public Communications, respectively. She has high aspirations for her career and hopes to

combine the skills she's learned in both majors down the road.

"My experiences thus far have taught me who I want to be," says Mascolo, "and that is a hardworking professional who produces work that will change the world we live in for the better."

Mascolo's dreams are backed by an already impressive resume. She has spent a semester in New York City for the Newhouse in NYC program, where she served as a corporate communications intern at 21st Century Fox, and a spring break in Austin, Texas, working as a social media intern at SXSW. Currently, she is the social commerce ambassador to the W2O Group, a marketing and communications firm. This summer, she will intern with the W2O Group on the Corporate

and Branding team.

Mascolo says Whitman helped prepare her to set and attain her goals—both for SU and after—through various experiences in and out of the classroom. From being a Whitman Ambassador to sitting on the executive board of Delta Sigma Pi professional business fraternity, she has tried to take advantage of every opportunity to learn and lead.

"Through classes, workshops and speakers, I have grown professionally and personally," Mascolo adds. "Knowing that the Whitman support system will always be there for me empowers me to take chances and approach opportunities with confidence."



## '18 John W. Fraser III

**Hometown:** A native of Fort Lauderdale, Florida, Fraser currently resides in the Washington, D.C. metro area

**Degrees:** MBA

**Of note:** In addition to being a thrill-seeking adventurer, he is "an avid Star Wars geek."

**J**ohn W. Fraser III is a go-getter. "I believe that opportunities are meant for you to pursue and not to be expected to fall into your lap," says Fraser, an MBA@Syracuse student set to graduate in May.

This attitude was instilled in Fraser by his parents, who moved to the United States from Guyana and Trinidad around 1950. Fraser considers his parents his "heroes" and looks at the experience of helping raise his three siblings as a key contributor to his work ethic

and outlook on life.

The decision to pursue an online MBA stemmed from a desire to "improve my skill set, set me apart from my peers and allow me to obtain new contract opportunities in the D.C. area," explains Fraser. It's a decision he considers one of his best, yet.

Fraser says that a bonus of being a graduate student who also works as a lead business analyst for North Highland Worldwide Consulting gives him the opportunity to model for his children the importance and rewards of hard work and education.

"I have gotten a chance to meet and collaborate with some very smart people throughout this journey," he shares of his experiences at Whitman. "All of my professors have been top-notch—always receptive and willing to share their

knowledge of the real world and how we can apply the skills we learn into our everyday life as well."

As for next steps after graduation, "Let's start off with a vacation," Fraser says. "But, in all seriousness, what I'm really looking for in the next step of my career is an opportunity that will allow me to utilize my toolkit to make the best possible impact."

## '18 Priyank Patil

**Hometown:** Bangalore, India  
**Degree:** MBA (concentration in Supply Chain Management)  
**Of note:** He is proficient in four languages.

Priyank Patil is careful to always pay attention to changing business environments.

“The most sought-after career path in the market today may not even exist five years down the line,” he shares. “Therefore, it is important to be constantly learning and adapting.”

Realizing the value of an MBA in a changing world, Patil came to Whitman after earning an undergraduate degree in mechanical engineering from Bangalore University and gaining some practical experience. He worked as an R&D engineer for Daimler AG,

as a computer-aided engineering analyst at Mercedes-Benz and as a business analyst intern at Clarke Power Services.

“I realized the need for a specific skill-set, which an MBA could help me acquire,” says Patil. “After speaking to various alumni and Whitman professor S. P. Raj during the admissions process, I was sure that the Whitman MBA was the perfect choice for me.”

Patil is determined to take advantage of the opportunities offered at Whitman. He has attended the Harry E. Salzberg Memorial Program the past two falls, and he enjoys interacting with industry professionals in this program.

“These kinds of events broaden my career perspectives and help me keep up with the current market trends in the industry,” he adds.

He plans to take these professional and academic experiences with him after graduation to “build and grow businesses sustainably by making strategic decisions” in supply chain management.

One might think the adjustment from Bangalore, India, to Syracuse, New York, would be a difficult one, but, for Patil, it’s been a welcome and rewarding transition.

“Life at Syracuse offers many enjoyable experiences every day—be it having a ‘eureka’ moment while working on an academic project or hanging out with my friends—and it has been quite worthwhile so far.”



## '21 Haiying Yang

**Hometown:** Qinhuangdao, Hebei, China  
**Degree:** Ph.D. in Supply Chain Management  
**Of note:** She went car drifting on a frozen lake last winter in China.

With a master’s of science in both actuarial science and supply chain management from the University of Nebraska-Lincoln and University of Texas-Dallas, respectively, Haiyang Yang clearly values learning.

To further her own professional expertise, she decided to pursue a Ph.D. in supply chain management at Whitman.

“To me, supply chain management is far from a simple pursuit,” says Yang. “It is a perfect combination of arts and sciences. My Ph.D. studies in supply chain manage-

ment are providing me with a deeper insight into this fascinating field.”

Yang’s thirst for knowledge stems largely from her parents, who she says always encouraged her to be continually learning. When she was a child, they took her to spend afternoons at bookstores, and told her “you will always benefit from reading.”

Yang hopes to pass on this love of learning to others, as she pursues her goal of becoming a well-rounded faculty member at a research institution. “While continuing my research, I also feel a strong sense of self-achievement discussing my understanding of the subject matter with my students and guiding them to explore the beauty of supply chain management,” she adds.

At Whitman, Yang enjoys the relationships she’s built with professors the most. Her close work with Professor Zhengping Wu allows her to tailor the program to fit her interests, giving her a “customized and complete Ph.D. experience.”

Yang encourages others to approach their goals with commitment and passion, and to absorb knowledge shared by others.

“Be curious about the world around you, never stop exploring and surround yourself with people who are willing to impart their wisdom,” she says. “You will always benefit from an openness to learn.”

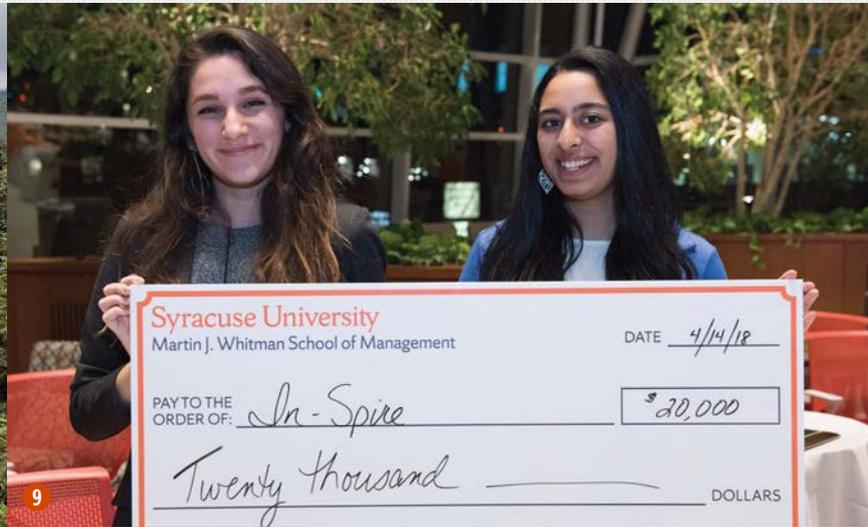
# → Spotlight on Students



- 1** Otto poses with Whitman MBA student Miquella Martinez '18 during the online programs residency at Whitman in April. **2** Tyler Coelho '21 (left) and Professor of Finance Ravi Shukla participate in an IMPRESS networking event. **3** Undergraduate students gather for Whitman Gives Back Day before heading out to volunteer in the community. **4** Seniors Lindsay Swanson, Sam Feldman, Dina Resnick and Rachel Adams (not pictured David Kennedy) of Team Safeguard Grips took the top prize in the fall capstone competition. **5** David Levy '84, president of Turner, hosted Whitman students as part of the Marketing Career Exploration Trip to New York City in January. **6** Whitman students gather for a Lunar New Year celebration. **7** A Whitman tradition continues as graduate students take to the ice for a night of skating fun.



8



9



10



11



12



13



14



15

8 Amanda Nicholson, assistant provost and dean for student success, joins ENACTUS members on a spring break trip to work with the women artisans of the Team Guatemala project. 9 Kayla Simon '18 (CECS) and Elizabeth Tarangelo '18 (CECS) took the top cash prize at the Panasci Business Plan Competition in April for their venture In-Spire. 10 Whitman sophomores declare their majors on "Signing Day" in February. 11 Proud donors Alex Straus '19 and Michael Kim '20 at a recent blood drive hosted by Delta Sigma Phi. 12 Graduate students having fun at the Holi Festival in March. 13 Tamara Seredneva '19 MBA attends the Spring Career Fair at the Schine Student Center. 14 Alex Manfredi '20 and his father, William Manfredi '84, global chief talent officer at Y&R and VML, after William's IMPRESS Current Challenges lecture. 15 Taylor Vill '18 and Stephanie Hausman '20 interned at NBC Sports Group in February.

## A United Nations Project Marks a Decade of Global Sustainability Research and Practice at Whitman

| By Elle Spears |

For 10 years, Syracuse University's Sustainable Enterprise Partnership (SEP), a collaboration among the Martin J. Whitman School of Management, College of Engineering and Computer Science, SUNY College of Environmental Science and Forestry (ESF) and the Syracuse Center of Excellence (CoE), has been committed to training students and facilitating leading research and discussion around the topic of business and sustainability. As part of that commitment, the SEP developed the Certificate of Advanced Study in Sustainable Enterprise (CASSE), an official certificate program in New York state, which allows students to explore the intersections of business and sustainability through coursework and projects.

This spring, students enrolled in the CASSE Program's BUA 759 Sustainability-Driven Enterprise capstone course were invited to take part in an experiential learning project sponsored by the United

ply chain automation in consumer products, information technology and energy, and manufacturing for more than 18 diverse companies that are part of the UN Global Compact. These companies included SAP Ariba Software Solutions, a leader in business applications; Toks, a restaurant chain of more than 190 locations across Mexico; and Volvo Cars, a major automotive manufacturer.

"These are large corporations that are trying to improve the social and environmental sustainability of suppliers throughout their supply chain—many of which are smaller, entrepreneurial ventures—in order to create additional value for their customers," explains Todd Moss, assistant professor of entrepreneurship and faculty director of the SEP at Whitman School.

According to Moss, the project was a great opportunity for students to implement the skills and knowledge they learned in the program.



Professor Todd Moss (fourth from left) joins CASSE core faculty members and students in front of the UN in New York City following the presentation of team projects.

see a topic through different lenses while gaining a lot of hands-on experience."

According to Nguyen, being involved with the CASSE program has given her access to information that she would not have had in her own country.

"Where I'm from in Vietnam, businesses still focus only on economic development, ignoring the environmental and social impact of their operation," she adds. "At Syracuse University, being a part of the CASSE program and working on this project have allowed me to learn a lot about new trends, practices and challenges related to sustainability."

Giorgio Parlato, another Whitman MBA student enrolled in CASSE, has found the most exciting part of the project was being able to present the team's findings at SAP headquarters in New York City as part of a UN Global Compact roundtable.

"It was very interesting to understand how these kinds of meetings work, where corporate and organization leaders get together to talk about a big issue affecting society and collaborating to attempt to solve that issue," explains Parlato. "Of course, presenting my research in front of that crowd and receiving several compliments was an unforgettable experience."

To Moss, providing these types of experiences is what makes the SEP unique and helps students in the CASSE program gain essential skills and relationships.

"A number of companies that attended the Global Roundtable expressed interest in sponsoring their own follow-on projects based on the work of this year's students," says Moss. "Their interest speaks volumes about the quality of the students' work."

Moss hopes to provide even more experiences to students in the future by inviting other colleges at Syracuse University to become part of the SEP and by finding additional global projects.

"This was our first experience reaching out beyond the New York area to global businesses seeking to become more sustainable," Moss adds. "We're trying to expand the Whitman and Syracuse name, as well as our impact, through increasing the numbers of global projects."

In addition to offering the CASSE and helping students become job-ready candidates, SEP provides funding for research projects and hosts seminars by world-renowned academics and business leaders in sustainable enterprise. To learn more, visit

[whitman.syr.edu/sep](http://whitman.syr.edu/sep).



**"This is a very special program. I had a chance to work on a team with students from different schools, backgrounds and countries. Therefore, I could see a topic through different lenses while gaining a lot of hands-on experience."** —Thuy Nguyen '18 MBA

Nations Global Compact, an initiative to implement universal sustainability principles from CEOs worldwide.

For the project, students from Whitman, the Maxwell School of Citizenship and Public Affairs, the College of Engineering and Computer Science, and from SUNY-ESF split into three groups to research the implications of sup-

To Thuy Nguyen, a second-year MBA student who participated in the project, the program and the experience she gained have given her an in-depth look at supply chain from a global perspective.

"This is a very special program," says Nguyen. "I had a chance to work on a team with students from different schools, backgrounds and countries. Therefore, I could



Ellee Chen, Alexa Cloud, Catherine Cummings, Serena Deseta, Olivia Feng, Donald Briggs Foster, John Fraser III, Daniel Fridliand, Sam Green, Lindsey Heller, Marisa Faye Joachim, Olivia (Liv) Liskowitz, Refjola Malushi, Dew Mekto, Todd Phillips, Carlos Rodriguez, Aaliyah Roseman, Mackenzie Shine, Ian St Clair, Lindsay Swanson, Juwan Thompson, Cyndi Van Bourgoingdien, Sarah Wolverton, Sudan Zhuang

# CLASS ACT!

'18 Whitman Graduation Challenge

## Support This Year's Graduates and Future Students

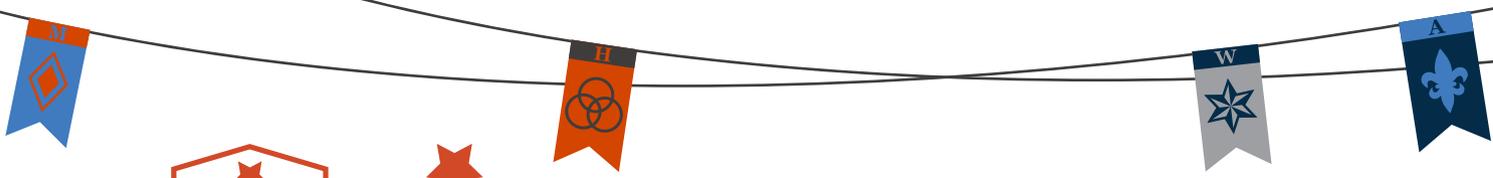
The Class Act Graduation Challenge promotes friendly competition among the schools and colleges on campus to finish with the highest percentage of graduates who give to their class gift campaign. Whitman has taken the top spot on the leader board for the past three years.

Class Act donations help provide students with cutting-edge programs, modern facilities, scholarships (75 percent of SU students receive some sort of financial assistance) and other advantages necessary for a first-class education. Tuition and fees cover only 85 percent of the real cost of an SU degree. Class Act gifts help bridge the gap.

Graduating students give out of pride, gratitude and the desire to help afford future students the same experiences they had. Whitman's 2018 Class Act efforts are led by a committee of 24 highly accomplished undergraduate and graduates students who serve as campaign ambassadors. They are on pace to have Whitman take first place again. You can help them finish strong.

All Whitman alumni are encouraged to match a senior by donating \$20.18 to this year's campaign. You can give online at [whitman.syr.edu/classact](http://whitman.syr.edu/classact) and simply add his/her name in the "My Gift Is a Tribute" space to match a student. If you don't have a connection to a graduating student, we can help you find one—perhaps someone from your hometown, with the same major or in a club or organization you hold dear. For help finding a student to match, you can contact Alison Kessler, interim director of alumni and corporate relations, at [ahkessle@syr.edu](mailto:ahkessle@syr.edu) or **315.440.4622**.

You don't have to match a student to support the campaign, and donations of any amount are appreciated. The collective giving by students, alumni, faculty and staff will help ensure an exceptional educational experience for current and future students.



# IMPRESS

## Graduates Its First Class

| By Sarah Wolverton |

**W**hitman's Class of 2018 undergraduates will be the first to complete four years of the Goodman IMPRESS Program. They will graduate with an IMPRESS score that shows the cumulative points they earned in a program that has few—if any—equivalents at other business schools.

Named for benefactor Kenneth Goodman '70, the IMPRESS Program was launched in the fall semester of 2014 to help students develop the soft skills needed

for professional success. When senior accounting and supply chain double major Stefan Nielsen-Sperb entered as a freshman, he "had high hopes for the IMPRESS Program."

"IMPRESS gives extra incentive for students to participate more in extracurricular activities to differentiate themselves from their peers and learn more outside the of their coursework," Nielsen-Sperb says.

IMPRESS also proved valuable when it came time for Nielsen-Sperb to choose his majors.

*"IMPRESS gives extra incentive for students to participate more in extracurricular activities to differentiate themselves from their peers and learn more outside of their coursework."* —**Stefan Nielsen-Sperb '18**



Goodman IMPRESS "GI" student volunteer Steven Winschel '18 provides guidance to students during the Million Dollar Grad workshop.

"Coming into Whitman, I had an idea of what I wanted to major in, but it was nice to explore the other opportunities the school offered so that I could make a well-informed decision."

Jessica Behr, a senior retail management and supply chain double major, has enjoyed watching the program take shape and expand its offerings.

"Being a senior now, it has been neat to watch the program evolve," she says. "There is definitely a wider variety of events and programming that cover more topics."

IMPRESS has been progressing to really give students more skills to be successful."

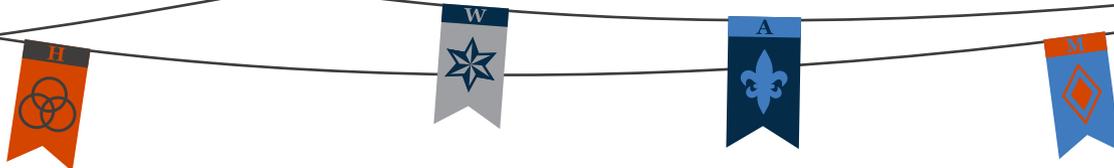
Each incoming Whitman undergraduate student is assigned to one of four IMPRESS houses, which is led by a housemaster who is a member of the Whitman faculty. Housemasters guide their students through the program and teach their house students in the introductory business class, SOM 122.

Professor of Retail Practice Ray Wimer, the Marshall housemaster, has been with the program since its inception and can speak firsthand

*"We are continuing to grow the program with offerings that allow students to further develop their professional skills for the 21st century workplace."* —**Professor Ray Wimer**



Lindsay Swanson '18 moderates a discussion with IMPRESS Current Challenges speaker William Manfredi '84.



Waverly House wins the inaugural Goodman Cup for most points in the first year of IMPRESS competition.

## Top 18 in the Class of 2018

**Rachel Karaban**  
2140 Total Points

**Mackenzie Shine**  
2030 Total Points

**Yuhong Chen**  
2000 Total Points

**Caitlin O'Hara**  
1660 Total Points

**Kirby Corcoran**  
1620 Total Points

**Zainab Pixler**  
1590 Total Points

**Gianna Mangicaro**  
1510 Total Points

**Dylan Barrera**  
1440 Total Points

**Sarah Wolverton**  
1410 Total Points

**Nachanan Mekto**  
1400 Total Points

**Devin Tidwell**  
1380 Total Points

**Samuel Green**  
1280 Total Points

**Cynthia Van Bourgondien**  
1230 Total Points

**Junyue Ou**  
1210 Total Points

**Jessica Behr**  
1190 Total Points

**Matthew Moore**  
1150 Total Points

**Joel Sherman**  
1150 Total Points

**Stefan Nielsen-Sperb**  
1120 Total Points

to the efforts behind the continued evaluation and creation of new content to growth the program in a way that brings value to the students.

“We are continuing to grow the program with offerings that allow students to further develop their professional skills for the 21st century workplace,” says Wimer. “This has taken place through additional workshops that allow

students more hands-on experience in developing networking skills, building a solid LinkedIn profile and more intimate chats with our guest speakers.”

These types of events are the ones that stood out for Behr. “The leadership workshops helped me become more confident in taking the reins in group settings as well as presenting or speaking in front of a crowd,” she says.

*“The leadership workshops helped me become more confident in taking the reins in group settings as well as presenting or speaking in front of a crowd.”* —**Jessica Behr '18**

Adams housemaster Professor of Practice John Petosa has seen the sustained positive impact the program has had on students over the past four years. “Each incoming class seems to be even more engaged than the last,” he adds. “This poses a welcome challenge. As professors, we have to continue to make SOM 122 relevant and rigorous to meet students’ rising expectations.”

As the faculty and staff involved with the IMPRESS strive to keep pace with students’ desire to engage in meaningful programming, they are also working to ensure the skills being developed are those that employers value. To date, the reviews are positive.

“Employers who have hired IMPRESS students for internships have already told us they see a marked difference in our students compared to their peers from other institutions,” adds Petosa. “We expect to hear more of the same as the first graduates of the program move on to full-time positions. As was our intention in designing the program, the lessons and experiences provided through IMPRESS are setting our students apart.”



Students learn proper table etiquette during IMPRESS SUccess Week.



# First Leadership Scholars Set to Take the Stage at Commencement

The Whitman Leadership Scholars Program was launched in the fall of 2014. By design, the 37 students in the program’s inaugural class will leave this May just as they arrived—as high-achieving, exemplary leaders.

The program was created to attract accomplished high school seniors across several indicators, including GPA, aptitude scores and extracurricular involvement. The program takes a high-touch approach to recruitment, offers scholarship support and, once they are on campus, provides exclusive opportunities to enrich the students’ educational experience. The most recent group of incoming freshmen scholars totaled 53, marking a significant growth over four years in the number of students who have chosen Whitman over other top schools on their list.

“Our scholars represent the best and brightest in their high school class,” shares Carol Heil, director of undergraduate recruitment and college relations. “They were valedictorians, captains of their sports teams, student body presidents, activists and volunteers. And they continue that engagement at Whitman and contribute so much to our community.”

Be it serving in the Whitman Community Council or as an ENACTUS officer, Peer Mentor, Whitman Ambassador or Orange Value Fund analyst, the Leadership Scholars are highly involved and successful at Whitman. They continually fulfill the goal of the program through their pursuit of excellence and demonstrated leadership.

Below, a few of our graduating Leadership Scholars share their experiences.

**Name:** Tim Cairns  
**Hometown:** Monroe, Connecticut  
**Majors:** Finance and Economics  
**After Commencement:** Structured Finance Advisory Services Analyst at EY



“Words cannot accurately express my gratitude to Whitman and its Leadership Scholars Program. From

networking trips in New York City to investment conferences around the country with The Orange Value Fund to all members of the Whitman community, these experiences have created an unbelievable four years. I would like to thank Whitman and its Leadership Scholars Program for investing in me and providing me the opportunity to grow into a successful graduate and business professional.”

**Name:** Caitlin O’Hara  
**Hometown:** Merrick, New York  
**Majors:** Accounting and Finance  
**After Commencement:** Assurance Division of PwC



“Whitman has given me more over the past four years than I can say. The Leadership Scholars Program,

specifically, has opened doors and given me opportunities I would not have had otherwise. The faculty had the confidence to select me as project leader of the ENACTUS Team Guatemala as a sophomore, and it has been the biggest privilege of my career at Whitman. I am so thankful to Whitman for honoring me as a Leadership Scholar and providing experiences that have changed my life.”

**Name:** Ian St Clair  
**Hometown:** Berkeley Heights, New Jersey  
**Majors:** Supply Chain Management and Marketing Management  
**After Commencement:** Synchrony Financial Enterprise Operations Business Leadership Program



“The Whitman School provided me with internship opportunities, critical learning experiences and expertise that helped me establish the foundation for my career. I am truly thankful for the professors, staff and culture of the Whitman School of Management. I am confident that the Leadership Scholars Program and Syracuse University have positively shaped my college experience and career. I look forward to giving back to Syracuse University and Whitman as an alumnus.”

Coming into school with a group of peers standing with me to encourage, support and push me helped me to become a better leader on and off campus. I have taken advantage of every academic, professional, philanthropic and social opportunity possible because I have such a strong cohort of students and faculty in this program connecting me with outstanding opportunities. Thank you, Whitman, and go Orange!”

**Name:** Kristen Unangst  
**Hometown:** Lansdale, Pennsylvania  
**Majors:** Supply Chain Management and Finance  
**After Commencement:** The Eaton Finance and Accounting Leadership Development Program



“The Whitman Leadership Scholars Program has made my experience at SU exceptional!

Coming into school with a group of peers standing with me to encourage, support and push me helped me to become a better leader on and off campus. I have taken advantage of every academic, professional, philanthropic and social opportunity possible because I have such a strong cohort of students and faculty in this program connecting me with outstanding opportunities. Thank you, Whitman, and go Orange!”

## Early Career Exploration Programs Help Students Choose a Professional Path and Build a Talent Pipeline for Recruiting Partners

One goal of the Whitman Career Center is to provide opportunities for students to experience a day in the life of various professions so they understand the skills, knowledge and responsibilities required to make an informed decision when choosing their major...and career path. The earlier these experiences happen, the better.

“We’ve found that sophomores especially benefit from the hands-on career exploration that externships and early talent identification programs provide,” shares Kara Primrose, interim director of career services. “They’ve taken their introduction to business class, which exposes them to different industries and roles, so they’re ready to experience one...or a few...that are of interest. Participating in these programs allows them to decide if that curiosity could be a career with time left to explore other paths if needed.”

Students also get a sense of company culture, which can be a deciding factor. Often, externship students are offered an internship for the following summer. The experience can help them make an informed decision as to which firms they would like to explore further. That was the case for Rebecca Blekht ’19, a marketing and management major, who completed the Synchrony Financial Externship in the summer of 2017.

“The Synchrony Financial Externship provides students with the opportunity to get to know the company and the employees before the internship search process begins,” says Blekht. “I was able to experience Synchrony firsthand and immerse myself in the company culture during the time we spent at Synchrony’s headquarters in Stamford, Connecticut. The externship taught me a lot, but most importantly how much I love the company. It encouraged me to work hard to secure a spot as one of Synchrony’s Enterprise Operations interns this summer.”

*“The externship taught me a lot, but most importantly how much I love the company. It encouraged me to work hard to secure a spot as one of Synchrony’s Enterprise Operations interns this summer.”* —Rebecca Blekht ’19

The Synchrony Financial Sophomore Externship was launched in 2016 as a collaboration between the Whitman Career Center staff and Synchrony management. Students learn about the business through executive presentations by subject matter experts and participate in team building exercises with peers from other universities.

These early exposure programs are mutually beneficial. They give recruiting partners first access to students who may be strong candidates for future positions. “This immersive leadership experience provides a great opportunity for brand awareness, talent identification and building a pool of qualified candidates for Synchrony’s Business Leadership Program internship and two-year rotational placement for graduates,” shares Brian Capps, vice president of sales at Synchrony.



(left to right) Ellee Chen '18, Samantha Collins '17, Meghan Crawford '17, Serena Deseta '18 and Ian St Clair '18 show their Orange pride during their externship at Synchrony.

The Ross Stores Sophomore Externship is another program which facilitates early engagement with students. Sophomores spend a week at Ross’ New York City Buying Office learning about operations and interacting with buyers, planners and executive team members. Following the externship, successful students are presented with an offer to return the next summer for a 10-week internship.

Many of Whitman’s public accounting recruiting partners also offer similar programs. The Big 4 firms of Deloitte, EY, KPMG and PwC, along with mid-size and regional firms, target students who are two years from completing their degrees—sophomores and juniors planning to pursue a one-year masters in accounting. Students apply and interview for these selective programs, which involve spending a few days at the firm. The selected students can participate in leadership programs at multiple firms to get a feel for each through interactive group opportunities led by associates and partners. Often, students are offered an internship for the following summer.

Deloitte also offers an on-campus Consulting Apprenticeship Program, which is open to freshmen and sophomores. Students spend two days immersed in discussions on technology trends and consulting culture, case simulations and team-building activities.

The GE Leadership@Work Program is a day-long program also held on campus. Freshmen, sophomores and juniors are led through sessions on skills facilitation, social styles and team building by GE executives.

The Whitman Career Center staff would welcome the chance to discuss the creation of a similar opportunity within your firm. Please contact Kristen DeWolf, associate director of employer relations, at [kbdewolf@sy.edu](mailto:kbdewolf@sy.edu) to explore opportunities for early access to Whitman’s pool of future business leaders.



Professor Minniti with Ph.D. student Fabian Diaz

## MARIA MINNITI:

### An Accomplished Career in Academia Fueled by a Lifelong Fascination with Research

| By George S. Bain |



Growing up in Italy, Maria Minniti was fascinated with research, filling what she calls her “research notebooks” in grade school.

“We were asked to write small reports on rivers, or historical periods or a country. I filled my research notebooks with these reports,” she says. “If the teacher did not assign a topic, I made one up. At one point, I had 10 of those notebooks, and I carried them to school every day until they became

too heavy and my mom made me stop.”

She says she knew back then that she wanted to write and do research when she grew up. “This has always been my first career choice.”

Today, as the Bantle Chair in Entrepreneurship and Public Policy and the director of Whitman’s Institute for an Entrepreneurial Society, her research focuses on the emergence and evolution of industries and how institutions, such as regulations and the law, influence innovations and the behavior of entrepreneurs in those industries. Thus, her primary research interests include economy-wide topics such as economic growth, institutions and poverty.

Minniti also writes on demographic issues and on gender and minority entrepreneurship. In a 2017 article in the *Harvard Business Review*, she and two professors from Aalto University in Finland found that “despite making

less money on average, becoming entrepreneurs triggered a significant increase in quality of life” for late-career workers. “Entrepreneurship is not always about the money, and late-career individuals who voluntarily transition to it are generally better off,” they wrote.

Workers who switch to a new job increase their quality of life, compared to staying in the same job. In this study of English workers aged 50 to 67, Minniti and her co-authors found that these late-career workers experienced a significantly larger increase than all others, in spite of a significant reduction in income not seen in the other groups. The authors suggested that governments “should consider ways to help older workers move into entrepreneurship as a viable option, rather than retirement or staying in a work experience that is no longer satisfying.”

In several published papers, Minniti has also documented how women are becoming increasingly

involved in entrepreneurship around the world. According to the Global Entrepreneurship Monitor, since 2014 there has been a 10 percent increase in women’s entrepreneurial activity and a five percent decrease in the gender gap. Minniti sees two factors at play.

In richer countries, where an increasing number of women are entering high-tech industries and more technical fields, Minniti says, women are starting businesses in related industries, as well as in highly creative or service-oriented areas. “In poorer countries, instead, we still have a large chunk of women who start businesses because they have no access to formal employment.”

Minniti came to Whitman in 2013. She says she was attracted to the dedicated first-class scholars and emphasis on teaching students to be and think in entrepreneurial ways. “At Whitman, we nurture the entrepreneurial spirit of our students well, and we prepare them for the road ahead,” says Minniti,

who was named Whitman faculty member of the year in Entrepreneurship and Emerging Enterprises in 2017.

Prior to Whitman, Minniti was the Bobby B. Lyle Chair of Entrepreneurship at the Cox School of Business at Southern Methodist University, where she received the 2008-2009 Award for Outstanding Teaching in the MBA Program. She earned a B.A. in political science from the University La Sapienza of Rome, an M.S. in economics from Auburn University and a Ph.D. in economics from New York University. She has held editorial positions at several journals, including the *Journal of Business Venturing*, *Small Business Economics Journal*, *Entrepreneurship Theory and Practice*, *Journal of Ethics and Entrepreneurship* and *International Small Business Journal*.

To Minniti, entrepreneurship is much more than starting a small business: "It's a way to look at a situation and think of new and better ways to do things. Entrepreneurship allows for new ideas to become goods and services that make our life better. Thus, entrepreneurship is deeply human. It's a characteristic of human action."

Thinking entrepreneurially works at every level of business. "It's every improvised solution to unexpected problems, every planned attempt to realize something new or improve something. And it's always the outcome of human creativity," Minniti says.

"It's the Whitman student who studies entrepreneurship or accounting, because, by doing so, she can help make her family's business stronger. It's the firefighter who frees the child stuck in a metal gate by using laundry soap as a lubricant. It's 3M turning a failed recipe for a super-adhesive into Post-it notes."

Entrepreneurial thinking extends into academic research at Whitman. Minniti offers the story of a Ph.D. student conducting pioneering work on the drone industry who learned that some large U.S. companies are building research and test labs abroad, even though much of the groundbreaking technology is developed in the United States. He wondered why and began to probe. He found out that the current U.S. regulatory environment has significantly increased uncertainty in the industry.

"His findings will have important and very practical policy implications," she says.

Asked if there is a best practice for aspiring entrepreneurs, she says no. Determination is key.

"Go out and do it. There are no recipes," Minniti says. "Most business, from the simplest to the most technologically advanced, are usually started with little resources and a lot of sweat equity and imagination. Starting a business takes a lot of discipline and hard work."



Professor Minniti with Ph.D. students of the Institute for an Entrepreneurial Society, (left to right) Kurian George, Fabian Diaz and Almantas Palubinskas

**In fall 2016, Professor Maria Minniti, Bantle Chair in Entrepreneurship and Public Policy, launched the Institute for an Entrepreneurial Society (IES) at the Whitman School. Here Minniti explains her vision for what she calls the Syracuse Model.**

The Institute for an Entrepreneurial Society (IES) was founded in 2016 with the mission to support high quality research on the political economy of entrepreneurship, to educate future thought leaders in the field, and to engage the academic community with programs that explore the institutions that foster societal well-being.

In the short time since its founding, IES has recruited high-quality Ph.D. students, brought renowned scholars of entrepreneurship to SU, and, importantly, generated an exciting evidence-based research program investigating how the volume, value, nature and direction of entrepreneurial innovation are shaped by laws and regulations, and how the resulting dynamics influence economic growth and job creation.

In the short time since our founding, we have initiated studies on the emergence of novelty, the development and diffusion of non-military drones, homeless shelters, the integration of refugees with host countries and even the Kentucky bourbon industry. We are revealing the mechanisms whereby alternative institutions foster or hinder productive entrepreneurship.

Entrepreneurs are the engine of growth. Thus, we call for an entrepreneurial culture based on the emerging "Syracuse Model" of entrepreneurial studies. In the Syracuse Model, entrepreneurship is an inclusive, bottom-up phenomenon embedded in the global economy.

The Syracuse Model builds from the simple idea of equality. Each of us is fundamentally the same. Our different positions in life produce individual differences, but we are all cut from the same cloth. Those individual differences make us learn different things and in different ways. But learning is a human universal. The entrepreneur is the person, any person, who can transform their learning into something new. Thus, in the Syracuse Model, entrepreneurship is a human universal.

The entrepreneurial society is one where everybody is empowered to realize the opportunities that may be in front of them. It is a society where everybody—be they individual, corporate or public entrepreneurs—can contribute to change and growth. The entrepreneurial society is also a deeply inclusive society capable of integrating the marginalized, dispossessed and disparaged, thereby giving them a place in society. We all have different things to offer, and we are all richer because of that.



Associate Dean for Research and Ph.D. Programs Michel Beneroch (left) and Maria Minniti



# Exploring the New Energy Economy and Sustainable Entrepreneurship through MBA@Syracuse Residency in Dubai

| by: Todd Moss, Assistant Professor of Entrepreneurship and Faculty Director of the Sustainable Enterprise Partnership |



In January, I had the good fortune to accompany MBA@Syracuse students to Dubai in the United Arab Emirates (UAE). This was my first time attending a residency, which is an intensive elective for the MBA@Syracuse program, and it was, perhaps, more of a learning experience for me than for the students.

MBA@Syracuse residency electives are structured to bring students together for a weekend or a full week in a location germane to a specific topic. In our case, meeting in Dubai allowed the students and me to better understand the new energy economy and sustainable entrepreneurship. Dubai is the commercial center of the UAE and will host Expo 2020 with themes of opportunity, mobility and sustainability.

We learned from guest speakers and visits to organizations across a range of industries, including real estate, consulting, education, government and waste management. International residencies provide students and professors with unique experiences. Because the residencies are designed to integrate the location with the course subject matter, students gain firsthand knowledge of the challenges and opportunities specific to that context.

Where can you tour a 5-km, manmade island with sustainably constructed buildings that effectively doubles a coastline in which coral reefs are being regenerated? The Palm Jumeirah in Dubai. Where can you tour a small city where most of the energy is generated via a solar photovoltaic system and the gray wastewater is recycled to water community greenhouse vegetables? The Sustainable City in Dubai. Where can entrepreneurs grow their green businesses in tax-free zones with generous incentives? One of the many incubator parks in Dubai.

Beyond the invaluable educational experience, residencies are

enriched through cultural immersion. We enjoyed a desert BBQ, camel rides, viewing the skyline from the Burj Khalifa (the world's tallest building) and a traditional Emirati dinner and Q&A at the Sheikh Mohammed Centre for Cultural Understanding.

There are three concepts related to the new energy economy and sustainable entrepreneurship that I hope the students took away from the trip: resource scarcity, industry effects and business structure.

First, economists generally agree that resource scarcity is not a pressing issue because many resource stocks are expanding and prices are declining. Yet, certain areas of the world, like Dubai, are continuing to advance renewable energy because economies of scale continue to reduce the price of electricity from renewable sources.

Second, the meaning of sustainability differs based on the industry in which an organization operates. Real estate companies will naturally focus on green building construction and partnering with management companies that use environmentally friendly cleaning products

and treat personnel equitably. Governments will support renewable energy generation that takes advantage of their geographic location.

Finally, the asset structure of a business also plays a key role in determining which sustainability strategies will be the most beneficial. Manufacturing companies naturally have a larger share of their operating costs in electricity and raw materials, while service-based companies generally have human capital as their highest expense. Consulting firms, for example, might consider ways to encourage greater sustainability among their employees by providing metro cards or by incorporating sustainability as a part of their suite of services.

At the end of the day, I really hope the Dubai experience helps students view themselves and the businesses in which they work through the lens of sustainability. I am a firm believer that business can be part of the solution rather than simply the source of Earth's most pressing sustainability challenges.

---

---

# Two Long-time Faculty Members Retire from Whitman

---

---



Professor Tridib Mazumdar stepped down from the Whitman faculty last December, marking the end of an accomplished three-decade career. Most recently, he served as the Howard R. Gendal Professor of Marketing and the director of the Earl V. Snyder Innovation Management Center at the Whitman School.

Mazumdar joined the Whitman faculty shortly after earning a Ph.D. in marketing from Virginia Tech in 1987. “Syracuse University was an overall good choice, both in terms of academics and having a family,” explains Mazumdar. “The faculty support was great. I had visited other places but never really thought of looking for other opportunities.”

Some of the “other places” Mazumdar has visited include prestigious institutions, such as Northwestern, Dartmouth, Cornell and George Washington University, where he taught as a visiting professor. At Whitman, he has made significant contributions during his 30 years as a faculty member.

“Professor Mazumdar has served Whitman in a number of capacities,” shares S. P. Raj, Distinguished Professor of Marketing. “He has been highly regarded by his students at all levels. As a researcher, he has made a mark in the marketing discipline, having published in a number of leading journals. Colleagues (including myself) and Ph.D. students seek him out for research collaborations. As a former department chair and associate dean for faculty research, he worked hard to elevate the school’s scholarly profile. His impact on Whitman has been substantial, and he will be missed.”

When reflecting on the course of his career, Mazumdar credits the students. “I think the most rewarding aspect of teaching is interacting with the students, especially during projects,” he says. “I have students work on actual real-life projects, and when I interact with them as a team or even one-on-one, I learn a lot from them.”

It is clear from the list of Mazumdar’s teaching awards, both from Whitman and Syracuse University, that his students have learned a lot from him, as well.



After 22 years at Whitman, Professor Bill Walsh has retired from his post as professor of accounting practice and director of the graduate accounting programs.

“If you ask central casting to send you a business school professor, I imagine it would be someone like Bill Walsh,” says Professor Joe Comprix, chair of the Joseph I. Lubin School of Accounting. “He is knowledgeable and has a warm and engaging personality. He takes hard subjects and makes them seem easy. When our graduates come back for a visit, Bill is always one of the first people they ask about. He cares a lot about Whitman and has touched a lot of lives. Everyone on the faculty has enjoyed having Bill as a colleague.”

Walsh earned an MBA at Whitman in 1990. A few years later, while practicing as managing partner at the firm of Davidson Fox, he was asked to teach an accounting class for a semester while Professor Randy Elder was on sabbatical.

“My first class was an undergraduate audit course and, after two weeks, I knew the names of all 50 of my students,” shares Walsh, who quickly realized that he wanted to devote all of his energy to teaching.

“I have really enjoyed the students,” he shares. “One couple who met in my class years ago, later married. I get a Christmas card from them every year and sometimes they pop in for a visit during football season, too.”

Walsh’s role at Whitman expanded to include leading graduate accounting programs. Just before retiring, he was developing course content, teaching a full schedule of on-campus and online courses, and assisting with program admissions. He somehow still found time to spend with his grandchildren and to play an occasional game of golf.

“I’ve had this good fortune for my whole working life,” he adds. “I’ve been able to do things I really love doing. I loved practicing accounting and I love teaching.”

Now that he has retired and is teaching in an adjunct capacity, Walsh can still enjoy his students but with even more time to enjoy his grandchildren...and perhaps even lower his golf handicap.

# → Focus on Faculty

## Featured Publications



### A View Inside Corporate Risk Management

**W**hy do firms manage risk? In a study forthcoming in *Management Science*, **Erasmus Giambona**, the Michael Falcone Chair in Real Estate and associate professor of finance, addresses this question by directly asking the managers who make risk management decisions. Results of the study, co-authored by Gordon M. Bodnar (Johns Hopkins University) and John R. Graham and Campbell R. Harvey (both of Duke University), suggest that personal risk aversion in combination with other executive traits plays a key role in hedging. The findings also indicate that risk-averse executives are more likely to rely on (more conservative) fat-tailed distributions to estimate risk exposure. While most theories of risk management ignore the human dimension, this study's results suggest that managerial traits play an important role.



### Crowdfunding Platforms More Likely to Fund Prosocial Online Ventures

**E**ntrepreneurship research forthcoming in the *Journal of Business Venturing* finds that when microenterprises describe their online ventures specifically as social or economic, they receive funding more quickly than if they use both themes in their descriptions. Additionally, emphasizing social themes has a larger impact than emphasizing economic themes. This is a significant finding in that it helps to explain why some ventures get funded more quickly than others. **Todd Moss**, assistant professor of entrepreneurship and his coauthors, Maija Renko (University of Illinois-Chicago), Emily Block (University of Alberta) and Moriah Meyskens (University of San Diego), used software developed for the psychology field to quantify the features of over 83,000 microenterprise descriptions, spanning 15 industries and 60 nations.



### Top Leader's Ego Has a Lot to Do with the Strategic Plan

**A** new marketing study by **Guiyang Xiong**, assistant professor of marketing, shows that corporate managerial hubris is a key driver of strategy in an organization. In fact, a firm's strategic focus can be impacted by the leader's psychological bias to the point where it even can impact the marketing strategy. The research, co-authored by MinChung Kim (UNIST, South Korea) and Kwang-Ho Kim (Hankuk University of Foreign Studies, South Korea) and accepted for publication in the *Journal of the Academy of Marketing Science*, explores the drivers of firm strategic emphasis, which traditionally have been underexplored. By text mining press releases issued by more than 400 firms across 13 years, the authors demonstrate that high corporate managerial hubris predicts low strategy emphasis on advertising as it relates to research and development.

## Koppl Releases Book



### Expert Failure

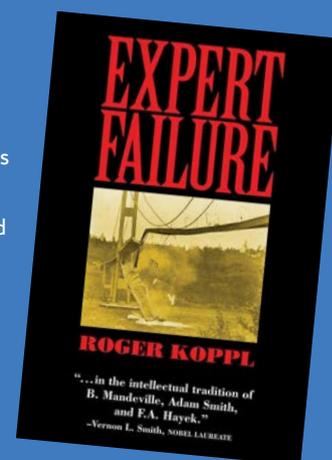
By **Roger Koppl**,  
Professor of Finance

Cambridge Studies in  
Economics, Choice and Society  
Cambridge University Press,  
2018

The humble idea that experts are ordinary human beings leads to surprising conclusions about how to get the best possible expert advice. All too

often, experts have monopoly power because of licensing restrictions or because they are government bureaucrats protected from both competition and the consequences of their decisions. This book argues that, in the market for expert opinion, we need real competition in which rival experts may have different opinions and new experts are free to enter. But the idea of breaking up expert monopolies has far-reaching implications for public administration, forensic science, research science, economics, America's military-industrial complex and all domains of

expert knowledge. Roger Koppl develops a theory of experts and expert failure and uses a wide range of examples—from forensic science to fashion—to explain the applications of his theory, including state regulation of economic activity.



## Selected Honors & Appointments



Minniti

**Maria Minniti**, Bantle Chair in Entrepreneurship and Public Policy, held the Writing Workshop and Research Bootcamp for the Global Entrepreneurship Monitor Project in Seoul, South Korea, in February. She also participated in the Washington, D.C. summit, “State of Opportunity in America,” organized by the Center for Advancing Opportunity in February.



Moss

A paper by **Todd Moss**, assistant professor of entrepreneurship, (with **Kiven Pierre** ’18 Ph.D. and Tom Lumpkin) titled “On the emergence of institutional entrepreneurship to address climate change” received the 2017 Babson College Entrepreneurship Research Conference Best Paper Award on the Topic of Ethics in Entrepreneurship.



Vitharana

**Padmal Vitharana**, associate professor of Management Information Systems, served on the program committee of the Workshop on Information Technologies and Systems (WITS) in Seoul, South Korea. He recently completed his two-year term as associate editor at IEEE Transactions on Services Computing.



Wiklund

**Johan Wiklund**, the Al Berg Chair in Entrepreneurship, was the keynote speaker at the 2017 Research in Entrepreneurship and Small Business Conference in Toledo, Spain; the 2017 annual conference of the International Family Enterprise Research Academy in Zadar, Croatia; and the 2018 Australian Centre for Entrepreneurship Research Exchange in St. Lucia, Australia.

## Selected Publications

### Michel Benaroch

Associate Dean for Research and Ph.D. Programs, Professor of Management Information Systems  
“Real options models for proactive uncertainty-reducing mitigations and applications in cybersecurity investment decision-making,” *Information Systems Research*, forthcoming

### Joel Carnevale

Assistant Professor of Management  
“Leading to stimulate employees’ ideas: A quantitative review of leader-member exchange, employee voice, creativity, and innovative behavior” (with Huang, L., Crede, M., Harms, P. and Uhl-Bien, M.), *Applied Psychology*

### Burak Kazaz

Steven Becker Professor of Supply Chain Management  
“Risk mitigation of production hedging” (with Park, J.H. and

Webster, S.), *Production and Operations Management*

### Rong Li

Assistant Professor of Supply Chain Management  
“Integrated risk management for newsvendors with VAR constraints” (with Kouvelis, P.), *Manufacturing & Service Operations Management*, forthcoming

### Catherine Maritan

Associate Professor of Management  
“Bringing a resource and capability lens to resource allocation” (with Lee, G.K.), *Journal of Management*

### Alex McKelvie

Associate Professor of Entrepreneurship  
“The roles of founders’ human capital and investor prominence in resource acquisition across different stages of firm development,” (with Ko, E.J. ’17 Ph.D.) *Journal of Business Venturing*, forthcoming

### Cameron Miller

Assistant Professor of Management  
“Pawn to save a chariot, or drawbridge into the fort? Firms’ disclosure during standard setting and complementary technologies within ecosystems” (with Toh, P.), *Strategic Management Journal*

### Craig Nichols

Associate Professor of Accounting  
“Pricing and mispricing of accounting fundamentals in the time-series and in the cross section” (with Wahlen, J.M. and Wieland, M.M.), *Contemporary Accounting Research*

### Milena Petrova

Associate Professor of Finance  
“On the earnings and price momentum strategies: Evidence from European real estate firms” (with Ghosh, C. and Bron, J.), *Journal of Real Estate Finance and Economics*

### Alex Thevaranjan

Associate Professor of Accounting  
“Targeting and salesforce compensation: When sales spill over to unprofitable customers” (with Banerjee, S.), *Quantitative Marketing and Economics*

### Johan Wiklund

Al Berg Chair and Professor of Entrepreneurship  
“Success, failure, and entrepreneurial reentry: An experimental assessment of the veracity of self-efficacy and prospect theory” (with Hsu, D.K. and Cotton, R.D.), *Entrepreneurship: Theory and Practice*

### David Weinbaum

Associate Professor of Finance  
“The economic consequences of perk disclosure” (with Grinstein, Y. and Yehuda, N.), *Contemporary Accounting Research*, forthcoming

## Entrepreneurship at Whitman Named National Model Program | by: Kerri Howell |

Whitman's Entrepreneurship and Emerging Enterprises (EEE) program was recently named the National Model Program by the United States Association for Small Business and Entrepreneurship (USASBE) at its annual conference in Los Angeles. According to the USASBE, the award "recognizes colleges and universities that provide comprehensive, bold, high-quality educational programs that train future generations of entrepreneurs, as well as the comprehensiveness of a curricular program."

"This accolade is major national recognition for the innovative and quality educational work that our committed team has been doing over a number of years," says Alex McKelvie, associate professor and EEE department chair. "Our leadership in developing a novel career tracks system, offering cutting-edge new courses, attention to student learning and outcomes, infusion of academic rigor and experiential learning, and impactful programming were important reasons why we received this award."

"Entrepreneurship is an important dimension of the student experience at Syracuse University," adds Mike Haynie,

Syracuse University's vice chancellor for strategic initiatives and innovation and Barnes Professor of Entrepreneurship at the Whitman School. "In the face of an increasingly dynamic economic and social environment, empowering our students to think and act entrepreneurially is fundamental

doctoral levels, is unique through the creation of its four teaching tracks to prepare students for future careers in new venture creation, corporate entrepreneurship, social entrepreneurship and family business. This allows students to be well-suited for the unique challenges in any entrepre-

where all students start a high-growth new venture and present it to a panel of external judges.

The one-year M.S. in entrepreneurship and emerging enterprises and newly created online master's degree, Entrepreneurship@Syracuse, provide a rigorous entrepreneurial immersion with a large number of courses that emphasize hands-on learning.

Aimed at developing the entrepreneur within, the Falcone Center for Entrepreneurship serves as the cornerstone of Whitman's top-ranked EEE program, helping to facilitate entrepreneurial activity on campus, as well as across local and regional communities. A recipient of the NASDAQ Center of Entrepreneurial Excellence award, the Falcone Center provides valuable entrepreneurial resources through the Couri Hatchery business incubator, the WISE (Women Igniting the Spirit of Entrepreneurship) Business Center, the South Side Innovation Center and veteran's entrepreneurship training, such as the Barnes Family Entrepreneurship Bootcamp for Veterans with Disabilities program.

---

*"In the face of an increasingly dynamic economic and social environment, empowering our students to think and act entrepreneurially is fundamental to their future success. We're proud that the Whitman School is leading the way."*

---

—Mike Haynie  
Vice Chancellor for Strategic Initiatives and Innovation

---

to their future success. We're proud that the Whitman School is leading the way." Previous award winners include the University of Arizona, Babson College, Texas Christian University and Baylor University, among others.

The Whitman School's EEE program, which last year taught a record-breaking 3,000 students at the undergraduate, master's and

neural setting, whether it is in new or existing companies, small or large organizations, not-for-profits or family businesses.

The EEE undergraduate curriculum, which combines classroom time with experiential learning opportunities and real-world business practice, culminates with an intensive and interactive senior-year capstone experience



## Torrens Selected as TEDx Syracuse University Speaker

John Torrens, professor of entrepreneurial practice, gave a TEDx Syracuse University lecture about his experience as an entrepreneur with Attention Deficit Hyperactivity Disorder (ADHD) and recent research showing that ADHD is quite possibly a superpower for entrepreneurs. Torrens is also

the president of Liberty POST, a company that provides specialized educational and therapy services to young children with disabilities. According to Torrens, he hopes to spread his message that even though ADHD is considered a disability, there are ways that it can be a major advantage in the

context of entrepreneurship.

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection.

## Faculty In The Media



Long



McKelvie



Monforte



Park



Penfield



Petosa



Petrova



Seward



Torrens



Wiklund

**Susan Long** was quoted in the *Chicago Tribune* story “Spike in legal representation for immigrants in Chicago is attributed to \$1 million city fund” and the *Madison 365* story “Report: Feds Wildly Overstating Impact of Program to Deport Immigrants.”

**Alexander McKelvie** was interviewed by NBC Online for the story “As Retail Struggles, Some Malls Are Trying to Give Shoppers a Luxury ‘Experience.’”

**Maryann Monforte** was interviewed by *U.S. News & World*

*Report* for the article “Should You Use a Credit Monitoring Service?”

**David Park** was quoted in the *Marketwatch* story “Spotify’s non-IPO could serve as a model — but only for a certain type of company.”

**Patrick Penfield** was interviewed by *Chain Store Age* for the article “Amazon maintains price advantage on Prime Day.” He was also quoted in an article in the Norwegian newspaper *Nationen* on Amazon’s acquisition of Whole Foods.

**John Petosa** was quoted in the *Barron’s* story “10 Beaten-Down Stocks Set to Bounce Back in 2018.”

**Milena Petrova** was quoted in the *U.S. News & World Report* story “8 REIT Categories With the Wind at Their Backs.”

**Jim Seward** was cited by Reuters in the article, “Bunge widens executive takeover payout scheme after Glencore approach.”

**John Torrens** was quoted in the *Forbes* story “Are Online Graduate

and Professional Programs a Scam or an Opportunity?” and by Leafly.com for the article “California Wildfires Threaten Thousands of Cannabis Farms.”

**Johan Wiklund** was interviewed by Peter Shankman’s “Faster Than Normal” podcast regarding his research on ADHD and entrepreneurs. His research on graduate entrepreneurs remaining in their college towns to start businesses was highlighted on *Spectrum News* and *LocalSyr*, the ABC affiliate in Syracuse.

## Whitman Research Online

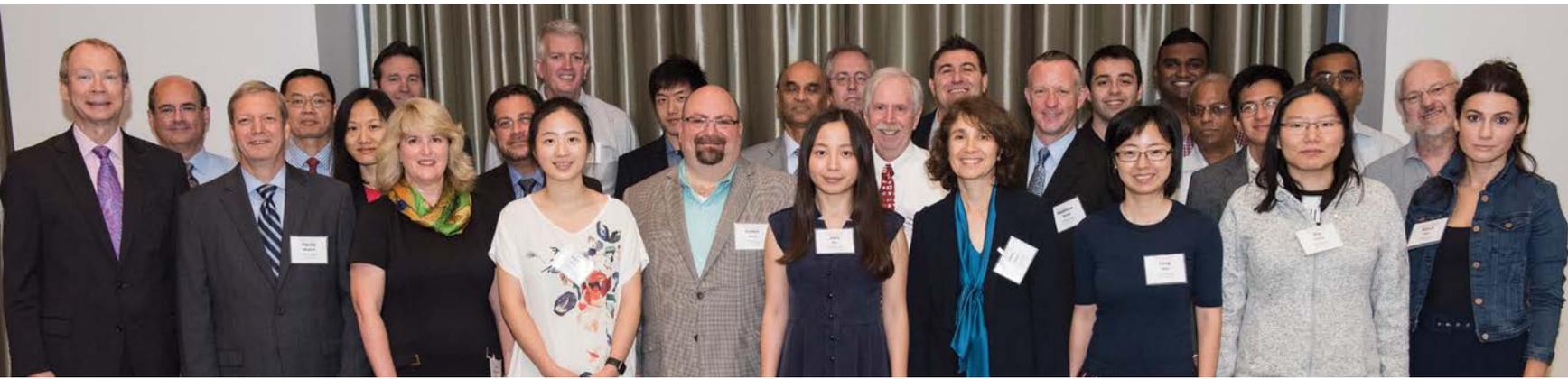
Syracuse University’s **Martin J. Whitman School of Management** hosts a website featuring faculty research in a variety of business topics. The site is a repository where users can access research briefs and full papers from Whitman School faculty. The site includes research in accounting, finance, entrepreneurship, information systems, management, managerial statistics, marketing and supply chain management.

“Whitman School faculty are contributing to the body of knowledge in their respective fields of expertise,” says Michel Benaroch, associate dean for research and Ph.D. programs for the Whitman School. “This website is intended to allow others to benefit from their knowledge by making their research accessible to researchers, students, alumni and employers who are interested in learning more about business and management.”

Whitman Research is available at [research.whitman.syr.edu](http://research.whitman.syr.edu).



# → Focus on Faculty



## Workshop on Information Intensive Services and U.S. Government Policies on Trade Agreements and Immigration

The 6th Biennial Workshop on Information Intensive Services brought together the region's academics and practitioners to discuss the current challenges and opportunities in professional and other information intensive services. The workshop featured a panel discussion, "Managing the Uncertainty Surrounding U.S.

Trade Agreements and Immigration Policies."

The panel explored how the uncertainty associated with existing trade agreements, tariffs and immigration policies has affected the planning and operations of diverse organizations with a significant stake in international trade, as well as what steps those organizations

are taking, or should be taking, to deal with that uncertainty.

In addition to the panel discussion, supply chain researchers gave presentations on various operations and supply chain topics, including vaccine supply chain, pricing under exchange-rate uncertainty, after-sales service support for auto dealerships and

customer marketing issues.

**Fred Easton**, Whitman professor of supply chain management, and Vera Tilson of the Simon School of Business at the University of Rochester organized the workshop, with Whitman's R.H. Brethen Operations Management Institute and Simon's Center for Information Intensive Services as sponsors.

## Third Generation Entrepreneur Heading to National University of Singapore



After earning a master of finance degree at the Whitman School, Wei Yu '18 Ph.D. decided to stay and follow her passion for entrepreneurship. After all, entrepreneurship is in her blood.

"I come from a family of three generations of entrepreneurs," says Yu. "After serving as a teaching assistant for Professor Johan Wiklund, where I had the opportunity to read and rate MBA students' business plans, I decided to follow that passion and research entrepreneurship at Whitman as a doctoral student."

Yu is already gaining attention for her work; her research on ADHD and entrepreneurship, completed with Wiklund, has been featured in *Fast Company*, *Huffington Post*, *TIME* and more.

Yu plans to continue her focus on ADHD, impulsivity and

entrepreneurship as she prepares for her new role at the University of Singapore. In fact, during spring 2018 she is continuing her research with Wiklund at the Royal Melbourne Institute of Technology in Melbourne, Australia.

She credits professors Wiklund, Maria Minniti, Bantle Chair in Entrepreneurship, and Ravi Dharwadkar, professor of management, for her success as a doctoral student.

"My advisor, Professor Wiklund, asks me the hard questions, enabling me to think outside the box and to deepen my understanding of the research process,"

says Yu. "Professor Minniti has sharp views on theory and gives me continued support. Professor Dharwadkar helped shape my perspectives on writing and reviewing method papers."

She adds that the opportunities to attend conferences and use the latest technology helped create many scholarly and career opportunities.

Yu's appointment as a tenure-track professor at the National University of Singapore begins this summer.

FULL-TIME MBA PROGRAM

# Two orange degrees are better than one

THE ORANGE MBA ► [whitman.syr.edu/alumnimba](http://whitman.syr.edu/alumnimba)

**Syracuse University**

Martin J. Whitman School of Management

Office of the Dean  
Suite 415  
721 University Ave  
Syracuse NY 13244-2450

# It's Up to All of Us...



*Time*



*Talent*



*Treasure*

This is **Our** Whitman. It takes all of us—staff, faculty, alumni, parents and partners—giving our time, talent and treasure to make Whitman extraordinary. Gifts to the **Dean's Fund** support student experiences, faculty initiatives and pioneering programs. These collective dollars help attract the brightest students, enrich the educational experience and raise Whitman's prominence on the international academic stage. Please consider a donation today. Together, we are Whitman proud!

[whitman.syr.edu/giveback](http://whitman.syr.edu/giveback)