

# MBA Career Services & Employer Alliance 2014 Asian Conference March 12 - 14, 2014



*Hosted by:*  
Singapore Management University &  
National University of Singapore



**MBA Career Services  
& Employer Alliance**

Setting the Standard. Connecting the Industry.

**1994 - 2014**

*20 years*

# Welcome

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On behalf of the MBA CSEA Board of Directors, it is my pleasure to welcome you to Singapore, and to the first annual MBA CSEA Asian Conference! Following our successful recent partnership events in Asia, it was made clear to us that our members and partners in Asia wanted a stand-alone, full-length “MBA CSEA” conference. I am thrilled to see this event come together. As 2014 is MBA CSEA’s 20th anniversary, the timing is outstanding!

The conference committee, under the dedicated leadership of Karen Dowd (Simon Business School, University of Rochester) and Elana Givens (Brandeis International Business School), has worked very hard to assemble a highly informative event. As the only formal conference in Asia focused on bringing MBA career services and employers together to discuss trends and best practices relevant to MBA employment, I am confident you will find this conference to be extremely rewarding. Feedback from our Global and European conferences has clearly shown us that MBA CSEA conference programming makes MBA CSEA events the highlight of many of our participants’ year; we hope this is the case for you in 2014!

Sincere thanks to Karen and Elana for their many hours, late nights, and leadership in assembling this event, and the dedicated conference committee for their efforts and ideas. I would also like to extend my heartfelt thanks to Steven Burton at Singapore Management University, Nousheen Jalal at National University of Singapore Business School, and their staff and colleagues, for their generous hospitality, use of their facilities, and hard work involved to make this event a reality.

Enjoy the conference!

***Mark Peterson, President, MBA CSEA***

Greetings! The MBA CSEA is very pleased to be hosting our first standalone conference in Asia. As the prominence of business schools grows in the Asia-Pacific Region, so does our membership. We realize the importance and significance of a professional association to help schools and employers grow and succeed. This conference is an important step in that direction.

I’ve had the pleasure of working with an outstanding team of volunteers who put on this event. I join Mark in thanking our leadership, committee members and host schools, without whom the event couldn’t take place.

As I look back at what we’ve become as an organization over the past 20 years, I am in awe of the influence we have had on the industry and the professional development of our members. I’m excited about where we are headed in the future and equally excited to be building our membership in Asia-Pacific to take this journey with us.

Warm wishes for a wonderful event!

***Megan Hendricks, Executive Director, MBA CSEA***





It is our great pleasure to welcome you to the inaugural MBA CSEA Asian Conference on 12 March – 14 March 2014 in Singapore.

With established annual conferences in the U.S. and Europe, the MBA CSEA is committed to establishing an annual conference in Asia for graduate global business careers representatives and employers that recruit graduate business students with a focus on Asia.

Our two-day event offers presentations, panels and networking opportunities with speakers from both our community of members and local renowned experts. We are confident that participants will gain skills and knowledge through learning from the experts and from each other.



This conference would not be possible without the valuable efforts of our conference committee and Executive Director, Megan Hendricks. We want to extend our thanks and gratitude for their contributions and many hours of planning, as well as to Mark Peterson and the MBA CSEA Board for their support. We also want to extend a special thanks to our host schools, Singapore Management University and National University of Singapore for graciously offering us venues for this event, and to our main sponsors, Liberty Mutual and MBA Focus.

We believe that the MBA CSEA Asian Conference will be a rewarding, enjoyable and valuable experience for you. We look forward to greeting you personally in Singapore.

*Karen Dowd and Elana Givens, 2014 Asian Conference Co-Chairs*

## MBA CSEA Mission & Vision

Founded in 1994, the MBA Career Services & Employer Alliance is the premier provider of education, information and expertise for the support and development of individuals in the MBA career management and employment professions.

Our vision is to be the foremost resource and expert in global MBA career services and global MBA employment.

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## Membership in MBA CSEA

The MBA Career Services & Employer Alliance is a global, non-profit association for MBA career services professionals and employers. We bring these groups together for networking, learning and conversations that drive the future of the MBA employment industry.

Working together, employers and schools support each other's success by [exploring topics](#) they both face, working together to develop [innovative solutions](#), and using this dual perspective to improve the quality of the overall [graduate management career landscape](#). The unique makeup of our membership provides members the opportunity to [learn from others](#) in ways that benefit schools, students and employers.

Membership in the association automatically makes you part of the major initiatives that drive the continual improvement of our field. Specific membership benefits include:

- Attendance at our annual conferences in Asia, Europe and the United States at significantly discounted rates
- Access to affinity groups with other members who share topical interests
- Monthly webinars on a variety of professional development topics
- Online communications tools for benchmarking and topical discussions
- Benchmarking surveys, trends research and data reporting
- Online resource library for sharing and learning

# MBA CSEA Board of Directors

## 2013 - 2014

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USC Marshall School of Business  
Chair, Awards Committee, Professional Development Committee, Technology Committee

### Amanda Brown

KPMG  
Global Conference Committee, Professional Development Committee

### Michelle Chevalier

Carlson School of Management, University of Minnesota  
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### Sue Collard

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Co-Chair, Membership Committee

### Jean Gekler

Michael G. Foster School of Business, University of Washington  
Co-Chair, Professional Development Committee

### Elana Givens

Brandeis International Business School  
Co-Chair, Asian Conference

### Nicole Hall

Schools of Business, Wake Forest University  
Co-Chair, Standards Committee

### Megan Hendricks

Executive Director, MBA CSEA

### Helga Kirchner

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### Julie Papp

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Co-Chair, Professional Development Committee

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### Margaret Roberts

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### Rex Trewin

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### Damian Zikakis

Stephen M. Ross School of Business, University of Michigan  
Treasurer, Standards Committee, Technology Committee



# 2014 Asian Conference Committee

## Conference Co-chairs:

Karen Dowd, Simon School of Business, University of Rochester

Elana Givens, Associate Dean, Career Services, Brandeis International Business School

## Local Arrangements Committee:

Steven Burton, Deputy Director, Post Graduate Professional Programmes, Singapore Management University

Nousheen Jalal, Associate Director, Career Services, National University of Singapore Business School

Larry Mediana, Senior Manager, Postgraduate Career Services, Singapore Management University

Wai Yee Wang, Sr. Associate Director, National University of Singapore Business School

## Programs Committee:

Kim Austin, Executive Director, Career Management Centers, Cox School of Business, Southern Methodist University

Leslie Taylor, Associate Director, Employer Relations, Asia, Chicago Booth School of Business

## Sponsors Committee:

Jamie Belinne, Associate Dean, Bauer College of Business, University of Houston

John Gurskey, Director of Career Services, Melbourne Business School

## Marketing Committee:

Joseph Palumbo, Head, MBA/MSc Careers, Hong Kong University of Science & Technology

Kathleen Zhang, Career Consultant, China Europe International Business School

Megan Hendricks, Executive Director, MBA CSEA

## *Special Thanks to our Conference Sponsors*



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## Wednesday, March 12

Location: Singapore Management University (SMU) Administration Building, Level 4 Foyer

TIME	SESSION
4:00-7:00pm	Registration
7:00-9:00pm	Opening Reception <i>Sponsored by MBA Focus</i>

## Thursday, March 13

Location: SMU Administration Building, Function Room 4.1

TIME	SESSION
8:30 - 9:00 am	Conference Opening and SMU Welcome
9:00 - 10:00 am	MBA Recruiting Trends in Asia-Pacific  Representatives of the Graduate Management Admission Council (GMAC) will present information from current research on the global recruiting outlook, with focused comments on employment trends and qualities sought in new MBA and specialized business degree hires in Asia-Pacific. Content will be specific to companies seeking to recruit business school talent for positions in Asia-Pacific and to schools looking to advise their students on employment trends in the region.
10:00 - 10:30 am	Networking Break
10:30 - 12:00 pm	The MBA/MS Degree in a Global Environment  What role do MBA/MS degrees play in today's global business environment? Hear from a panel of industry experts who explore the value these graduates add to companies and discuss typical as well as non-traditional recruiting sources and career paths.
12:00 - 1:30 pm	Lunch
1:30 - 3:00 pm	Professionalizing the Asian Methodology of Providing Career Services to Students  This session will discuss the methodology used to provide career services to students at Asian schools, what works, what doesn't and where to go from here.
3:00 - 3:30	Networking Break

## Thursday, March 13 cont.

TIME	SESSION
3:30 - 5:00 pm	<p>Building Inroads to Hiring in Asia: Creative Approaches to Corporate Outreach in Asia</p> <p>What are some of the best ways for schools to reach potential employers in Asia and other regions? How can employers best build their corporate brand on campus? A panel of experts will discuss best practices and successful school and employer partnerships.</p>
5:45 pm	<p>Meet in lobby of Carlton Hotel for bus travel to Night Safari. Buses depart promptly at 6:00 pm. All attendees are advised to ride the bus (not your own transportation).</p>
6:00 - 10:00 pm	<p>Night Safari, with Dinner (casual attire suggested)</p> <p><i>Sponsored by Liberty Mutual</i></p>

## Friday, March 14

Location: National University of Singapore (NUS) Mochtar Riady Function Room 4 - 2

TIME	SESSION
8:15 am	<p>Meet in lobby of Carlton Hotel for bus travel to NUS. Buses depart promptly at 8:30 am. All attendees are advised to ride the bus (not your own transportation).</p>
9:15 am	NUS Welcome
9:30 - 10:45 am	<p>Leadership Pipelines for Global Business Success</p> <p>Mr. Tan Soo Jin, Executive-in-Residence at National University of Singapore will discuss the role of diversity and culture in developing leadership pipelines for Asian businesses.</p>
10:45 - 11:15 am	Networking Break
11:15 - 12:15 pm	<p>Building Sustainable Corporate/University Partnerships as Part of a Comprehensive Human Capital Strategy</p> <p>How can global universities and businesses work together to develop the future Asian Pacific Workforce? Michelle Wang from the Human Capital Leadership Institute will discuss how companies and schools can partner to create sustainable and effective talent pipelines.</p>



# Conference Program

## Friday, March 14 cont.

TIME	SESSION
12:15 - 1:30 pm	Buffet Lunch MBA CSEA Standards  The Standards for Reporting MBA Employment Data are agreed upon procedures for collecting and analyzing data to ensure it is consistent and comparable across all schools. Learn more about the Standards and how schools can implement them to improve data collection processes.
1:30 - 1:45 pm	Closing Remarks
1:45 pm - 4:15 pm	Buses depart for travel to Carlton Hotel, with NUS campus tour en route



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at [www.twitter/mbacsea](http://www.twitter/mbacsea)  
and tweet about your  
experience at the  
conference using hashtag:  
#MBACSCAAsia14

*Thanks to our Partner:*



**Mark Brostoff**, Associate Dean and Director, Weston Career Center, Olin School, Washington University  
Mark leads the Weston Career Centre providing career services to undergraduate, specialized masters, MBAs, and alumni worldwide. He received his Master of Health Administration from Washington University and was commissioned in the United States Navy, Medical Service Corps.

**Linda Eunson**, Director, Career Services, Asia, Chicago Booth School of Business.  
Linda has been at Booth since 2002. In this role she meets with EMBA students and develops partnerships with companies and organizations in APAC. Prior to this she served as Director, HR, Asia Pacific for Lucent Software division. Linda received degrees from Concordia University and the University of Manitoba.

**Heather Krumpak**, VP of School Partnerships, MBA Focus  
Heather oversees career service relations with more than 75 graduate business schools around the world. Heather continues to lead international school outreach initiatives, driving MBA Focus's growth and presence across Europe and Asia. Prior to co-founding MBA Focus, Heather worked at Resume-Link and BrassRing as a corporate account manager, driving new business and managing relationships with corporate clients.

**Jonathan Kwan**, Owner/Principal, Kwantum Leap Career Coaching  
Jonathan has 10 years of experience as a career coach with some of the world's top business schools. He spent 7 years with Deloitte Consulting and holds an MBA from INSEAD and a Bachelor of Mathematics from the University of Waterloo.

**Susanna Leong**, Vice-Dean Graduate Studies, NUS Business School  
As Vice-Dean, Susanna leads MBA and Executive MBA programmes at NUS Business School. She remains active in the classroom as Associate Professor, Strategy and Policy. She is a graduate of the National University of Singapore herself, with a LLB (Hons) from NUS before receiving her LLM from University of London.

**Aaron Mitchell**, Vice President leading strategy and planning for Asia-Pacific recruitment, Citi  
Aaron's specific responsibilities include the end-to-end project management of an Asia-Pacific wide recruitment transformation initiative where all aspects of the recruiting model are in scope for 17 countries within the region. Aaron has an MBA from Harvard Business School and a BBA from Temple University.

**Chetan Narake**, Strategy and Finance Manager Asia Pacific, Mars, Inc. Petcare and Multi Sales, Asia Pacific  
Chetan has been with Mars since 2007. His master's degree in business is from the Simon Business School, University of Rochester, New York. Chetan also has a master's degree in Computer Science from the Illinois Institute of Technology. His bachelor's degree in Engineering is from Shiraji University in India.



**Carolyn Phillips**, Singapore Head of Campus Recruiting, Credit Suisse AG, Singapore Branch  
Carolyn is Head of Campus Recruiting for Singapore (all divisions) and Head of Private Banking Campus Recruiting for Asia Pacific. She joined Credit Suisse 15 years ago in London, initially into the Talent Development area but in Campus Recruiting for the past 10 years, hiring for UK, US and Asia.

**Cara Reil**, Vice President, Talent Management & Development, SingTel, Singapore

Cara has been at SingTel since 2011. She has over 15 years of experience with MNCs including United Technologies and RBS. Her master's degree is from Purdue University's Krannert School of Management and her bachelor's degree is from the University of Denver.

**Felinda Romano**, CDP Director, Asia Pacific, Liberty Mutual Insurance

Felinda is the MBA Campus Recruitment Director for Liberty Mutual in Asia Pacific. Prior to joining Liberty in 2013, Felinda worked in both Career Services and agency recruitment covering different industries from manufacturing, supply chain to healthcare and luxury goods in the region.

**Vikram Shah**, Associate Development of Market Development, South Asia, Graduate Management Admission Council (GMAC)

Earlier in his career, he worked in the financial services industry, for Citi as a consumer credit and risk manager and then with Fullerton Securities and Wealth Advisors as an investments product manager and equity sales manager.

**Michelle Sparkman Renz**, Senior Analyst and Director of Research Communications, Graduate Management Admission Council (GMAC)

Michelle is a frequent commentator on trends observed across stages of the student funnel and other key recruiting trends for business schools. Before joining GMAC in 2006, Renz worked at The Center for Strategic and International Studies (CSIS), an independent Washington, DC-based think tank.

**Tan Soo Jin**, Executive-in-Residence, NUS Business School

Tan Soo Jin has been in executive search since 1977 and has helped pioneer search work in Singapore and Asia region which started with Egon Zehnder and Korn Ferry. He continues as an advisor with Amrop and remains active in executive search in ASEAN. Soo Jin was named among the 100 Most Influential Headhunters by BusinessWeek in 2008.

**Michelle Wang**, Head, Strategic Alliances and Partnerships, Human Capital Leadership Institute  
Michelle's role focuses on building institutional partnership globally with business schools, consulting firms, think tanks, government agencies and industry associations. She obtained a Bachelor of Science (Honours) degree in Engineering from Dalian University of Technology (China).

**Amy Wittmayer**, Director of the MBA Career Management Center at UNC Kenan-Flagler School

Amy began her career in finance with the high-tech sector and previously worked in MBA Career Services at the University of Texas. Amy earned her BBA in Finance from Mercer University and MBA from UT Austin.

**Dr. Philip C Zerrillo**, Dean of Post Graduate Professional Programmes, Executive Director of The Centre for Management Practice, Executive Director of Case Writing Initiatives, and Full Professor (Practice), Singapore Management University  
Dr. Zerrillo has a Ph.D. in Marketing from the Kellogg School of Management at Northwestern University and is an International Professor, Consultant, Advisor and Speaker.



## Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. It is known for its interactive and technologically-enabled pedagogy of seminar-style teaching in small class sizes.



Home to about 8,000 students, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law and School of Social Sciences, offering a wide range of bachelor's, master's and PhD degree programmes in various disciplines.

With an emphasis on generating rigorous, high impact multi-disciplinary research that addresses Asian issues of global relevance, SMU faculty collaborate with leading international researchers and universities from USA, Europe, China and India as well as with partners in the business community and public sector through its research institutes and centres. SMU's city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with the business and wider community. [www.smu.edu.sg](http://www.smu.edu.sg)

## National University of Singapore

Over a century ago the National University of Singapore began as a modest medical school with 23 students, to serve a very powerful purpose: to be the place of higher learning for talented men and women in Singapore who would serve community, nation and society. From a fledgling college, NUS has developed into an institution considered by many to be among the best in the world. Our transformative education and high impact research are aimed at making a distinctive and positive impact on society. The University now has 16 faculties and schools, NUS Business School among them.



For over 45 years, NUS Business School has offered rigorous, relevant and rewarding business education to outstanding men and women from across the world. The School remains distinctive among the world's leading business schools by offering the best of global knowledge with deep Asian insights, preparing students to lead Asian businesses to the forefront of the world economy and to help global businesses succeed in Asia. Today the School continues its tradition of attracting a diversity of smart and talented students to its broad portfolio of academic programmes, including BBA, MBA, Executive MBA, MSc and PhD programmes.



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## CELEBRATING 20 YEARS!



### MBA Career Services & Employer Alliance

Setting the Standard. Connecting the Industry.

#### *During the past 20 years...*

MBA CSEA has evolved from a small group of MBA career services professionals in the U.S. trying to standardize employment reporting and be the voice of the profession, to a **global leader** driving the collaborative exchange of **knowledge** and **innovation** for employers and schools.

Our membership base in Asia is an important part of our growth and success. We are happy to celebrate the **history** and **achievements** of the organization and the industry here in Singapore at our **1st Annual Asian Conference**.

Thank you for being a part of MBA CSEA. We look forward to seeing where the next 20 years will take us!



# 1994 - 2014

*20 years*