

MBA CSEA

2017 **Asian Conference**

March 14 – 16 • Shanghai, China

*From Silk Road to
Innovation Highway:*
WORK RE-IMAGINED



MBA Career Services
& Employer Alliance

Setting the Standard. Connecting the Industry.

Conference Headline Sponsor



Welcome to

On behalf of the MBA CSEA Board of Directors, I am pleased to welcome you to Shanghai and our 4th annual MBA CSEA Asian Conference! Asia continues to be a region of exciting growth for MBA career services and employment, so this event will present many new insights and innovations to assist with that growth.

Our co-chairs, Marie Bergeron from the Jones Graduate School of Business at Rice University in Texas, and Libby Marshall from the University of Queensland Business School in Australia, along with their committee, have done a fabulous job of bringing together speakers and programs that will help all of us better serve and recruit MBA students in and from the Asian region.

Thank you for joining us as we “re-imagine” our work, and I hope to meet each of you at the conference!

Best Regards,
Jamie Belinne,
President, MBA CSEA



We are excited to be at the epicenter of trade and transportation this year, as we discuss ways to re-imagine the way we conduct our work.

At this time of economic uncertainty, I'm happy that MBA CSEA is able to provide our members in the APAC region with a chance to come together to share best practices, common challenges and engage in dialogue that will help direct the future of our industry.

I would like to join the Board of Directors in expressing my sincere appreciation for the time and energy each of our conference committee members has put into this event – and especially to our hard-working conference chairs, Marie Bergeron and Libby Marshall. As you enjoy the next few days, please take a few moments to thank the committee members for their efforts.

Enjoy the conference!
Megan Hendricks,
Executive Director, MBA CSEA



Shanghai!

Dear Academic, Employer and Vendor Partners,

It is with great pleasure that we welcome you to the 4th annual MBA CSEA Asian Conference, March 14 – 16, 2017 in Shanghai, China. MBA CSEA has built a solid history of hosting annual conferences in the US and Europe and has proven its commitment to this annual Asia conference that draws business career services representatives, as well as corporate recruiters who focus on the Asian employment market.

Our two-day Asian conference offers stimulating panel discussions and highly relevant presentations that engender unparalleled networking opportunities to share knowledge and best practices. Conference attendees will gain exposure to industry experts, global business leaders and a broad base of professionals who seek to remain current on issues facing the APAC region as Asia continues its impressive growth.

Many individuals need to be thanked for their contributions to planning this conference across multiple time zones, school schedules and holiday periods. Without the dedicated work of our incredibly talented planning committee members, this conference could not have happened. We also wish to thank Megan Hendricks, MBA CSEA Executive Director, and her staff, as well as the Board, for their ongoing support and hard work. We extend a big thank you to our sponsors and exhibitors who also serve to render this effort viable and productive: VMock, CEIBS, Liberty Mutual, Passport Career, MBA-Exchange, Career Express, Wiley, GradLeaders, Firsthand and IECL.

Thank you for joining us this year in Shanghai!
Your 2017 Asian Conference Co-Chairs,

Marie Bergeron

*Rice University,
Jones Graduate School of Business*

Libby Marshall

*University of Queensland
Business School*



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Keynote Sp



Kenneth Jarrett,
*President, American Chamber of
Commerce (AMCHAM) in Shanghai*

Ken Jarrett has been President of the American Chamber of Commerce in Shanghai since September 2013. Prior to that, he was the Greater China Chairman for APCO Worldwide, a Washington-based public affairs consultancy from 2008 to 2013, and before that a U.S. diplomat from 1982 to 2008. During his 26-year diplomatic career, his postings included Consul General in Shanghai, Deputy Consul General in Hong Kong, and Director of Asian Affairs at the White House National Security Council. He also served in Beijing, Chengdu, Singapore, and had several assignments in Washington, DC. Mr. Jarrett has degrees from Cornell University, Yale University and the National War College. He is the recipient of the Magnolia Award (Silver) from the Shanghai government and is a member of the National Committee for US-China Relations.



Tim Kastelle,
*Director, MBA Program, University of
Queensland Business School*

Associate Professor and MBA Director at University of Queensland Business School, Tim specializes in innovation, innovation management, innovation systems, social network analysis, business model innovation, lean start-up and applying all of these tools to improve start-up performance, research commercialisation and corporate innovation. He writes about innovation on his own blog (<http://timkastelle.org/blog>), as well as for Harvard Business Review Blogs, Innovation Excellence, Business Insider and others. He has also worked closely with the Commonwealth Science and Industrial Research Organisation to build their lean startup program to support research commercialisation (<http://oninnovation.com.au/Programs/ON-Prime>). Recently Tim was ranked #4 as one of the world's most influential bloggers on innovation.



Yolanda Kwok,
Regional Director – Greater China, GMAC

Ms. Yolanda Kwok is the Greater China Regional Director for GMAC (Graduate Management Admission Council®), the owner of the Graduate Management Admission Test® (GMAT®). Yolanda leads the marketing and business development teams of GMAC's Hong Kong office to deliver business strategies across the key markets of China, Hong Kong and Taiwan. She has a proven track record in leading business growth in education management and possesses outstanding experience in customer relationship management, key account development, strategy formulation, sales and marketing planning, team building, strategic planning and regional stakeholder engagement in global companies.

Before joining GMAC, Yolanda worked as Head of Business Development for Greater China at City and Guilds, one of the world's largest and leading vocational awarding bodies. She was responsible for the gross profit plan, team development, key school relationships and stakeholder engagement with key educational institutions and government departments, such as Ministry of Education and Ministry of Human Resources and Social Security of China.

Yolanda previously worked for multi-national companies such as Microsoft and Sina Corporation.

eakers



Bo Lin, MME, MPM

Board Member, Strategy & Policy Consulting Committee, Shenzhen Government

Mr. Lin currently serves as a Board Member of the Strategy & Policy Consulting Committee of the Shenzhen Government and a Senior Strategic Consultant at the Shenzhen Research Institute of Nanjing University. He is the former Chief Director of the City Archives and Information Bureau, former Executive Operating Director at the Shenzhen High-Tech Industrial Park (SHIP), and one of the key leaders of the SAST Mechatronics Corporation and its subsidiary company.

Mr. Lin has a distinguished career as a leader in public policy and public administration. With a unique background in government and one of the largest state-owned high-tech companies,

Mr. Lin is recognized as one of the remarkable “early Shenzhen Pioneers”, deeply rooted in the transformation and innovation that shaped the eco-system and infrastructure of the High-Tech industry in Shenzhen. Under his vision and leadership, new policies and platforms were established to attract and retain prestigious international and national higher education institutions, state-owned international corporations, local and foreign investors, and numerous entrepreneurs.



Dr. Patrick Moreton,

Associate Dean, Duke-Kunshan University Graduate Programs

Dr. Moreton is a professor with the Fuqua School at Duke University, and Associate Dean for Graduate Programs and Executive Education and Conference Center Programming for Duke Kunshan University, Duke University’s joint venture in Kunshan, China. From 1999 to 2004, he taught strategy at Washington University’s Olin Business School. In 2004 he moved to Shanghai and worked as the Managing Director and Associate Dean of the Washington University-Fudan University Executive MBA program, a joint educational venture between Washington University in St. Louis and Fudan University in Shanghai, China.

After completing his undergraduate degree in Biochemistry and Economics, Dr. Moreton worked as a management consultant for six years. At HBS he received his MBA, graduating as a Baker Scholar. He continued at Harvard as a Research Fellow and wrote 12+ HBS cases, subsequently completing doctoral studies in Business and Public Policy at the Haas School of Business at UC at Berkeley. He continues to write, lecture, and teach in strategy and leadership in China. He is a member of the AMCHAM in Shanghai and a former chair of its Education and Training committee.



Dr. Pedro Nueno,

President and Chengwei Professor of Entrepreneurship, CEIBS

Doctor of Business Administration, Harvard University, 1973. Industrial Engineer and Technical Architect, Polytechnic University, Barcelona.

Professor of IESE. Bertran Foundation Chair on Entrepreneurship.

Professor and President, China Europe International Business School (CEIBS) Shanghai. Chengwei Ventures Chair on Entrepreneurship.

Vice Chancellor Europe (former Chancellor), International Academy of Management.

Founder and Chairman of FINAVES, venture capital corporation associated with the entrepreneurship activity of IESE Alumni.

Member of the board or advisory board of several listed and privately held companies in USA and Europe.

Member of the Visiting Committee of the Harvard Business School by the Office of Governing Boards of Harvard University.

He has received the following Honors: Officer’s Cross of the Order of Civil Merit, Spanish Government, 2003; Cross of Saint Jordi, Government of Catalonia, 2003; Golden Magnolia Award, Government of Shanghai, 2007 and the “Friendship Award”, Government of China, 2009; Outstanding Foreign Teacher, State Administration of Foreign Expert Affairs.

TUESDAY • MARCH • 14

9:30 A.M. – 1:00 P.M.

Pre-conference Excursions

Meet in the Lobby of the Marriott

Nanjing Road, People's Square, The Bund, Old City God Temple, Shanghai Museum—the list of amazing things to do and see in Shanghai goes on and on! We have arranged to take you on an open bus tour to try and squeeze as many of these incredible landmarks in as possible — and for an amazing RMB30!

We plan on meeting in the Lobby of the Marriott Hotel at 930 A.M. to begin. The tour will allow you to jump on and off of the bus at the points that interest you most, allowing us to split into smaller groups. We will reconvene at the famous 'Yu Garden' at 1 pm for lunch — just in time for us to be back for our afternoon pre-conference workshop. The best bit - your ticket is valid for 24 hours! So, after our welcoming cocktail and networking — you can continue where you left off!

2:00 – 5:30 P.M.

Registration

Lobby area outside Junior Ballroom, Level 5

3:30 – 5:30 P.M.

Pre-conference Workshop

Understanding Chinese Students through Team-Based Learning

Meeting room 1 and 2, Level 5

Career services and recruiting professionals from both within China and overseas are invited to participate in this hands-on workshop to cultivate one's cross-cultural knowledge of the Chinese student and recruiting market. The first half of the workshop will provide an understanding of the Chinese market from student, school and employer perspectives (the "what"). In the second half, participants will work in small teams to assess implications and develop strategies (the "so what" and "now what").

At the end of the workshop, participants will be able to: 1) Identify at least three characteristics in the Chinese market that affect students, schools and employers; 2) Describe the implications of such characteristics; and 3) Outline potential actions and strategies for students, schools and employers.

Mandy Liu, CEO of Xiaozao

Brian O'Dwyer, Entrepreneur and Founder of CognaLearn

Jia Xing, Assistant Director for International Corporate Engagement, Business Career Services, University of Illinois at Urbana-Champaign

6:00 – 8:00 P.M.

Opening Reception

Sponsored by GradLeaders

Winter Garden, Level 1



WEDNESDAY • MARCH • 15**8:00 A.M. – 5:00 P.M.****Exhibit Hall Open***Junior Ballroom Foyer, Level 5***8:00 – 10:30 A.M.****Registration***Lobby area outside Junior Ballroom, Level 5***9:00 – 9:15 A.M.****Conference Opening and Welcome Remarks***Junior Ballroom, Level 5***MBA CSEA 2017 ASIAN CONFERENCE CO-CHAIRS:***Marie Bergeron, Director, Career Development, Experienced Hires, Jesse H. Jones
Graduate School of Business, Rice University**Libby Marshall, Associate Director – MBA, University of Queensland Business School***9:15 – 9:45 A.M.****Welcome to China***Junior Ballroom, Level 5*

In his Welcome Address, Mr. Lin shares his experience working with companies in the Shenzhen High-Tech Industrial Park, as well as the talent and skills that are needed to support those companies.

*Mr. Bo Lin, Board Member, Strategy & Policy Consulting Committee, Shenzhen Government;
Senior Strategic Consultant, Shenzhen Research Institute, Nanjing University***9:45 – 10:45 A.M.****Opening Speaker****Work Re-Imagined in a Global Economy***Sponsored by MBA-Exchange.com**Junior Ballroom, Level 5*

Dr. Moreton is the Associate Dean for Graduate Programs and Conference Center programming at Duke Kunshan University, Duke University's joint venture university in Kunshan, China. In his role, he regularly interacts with managers and leaders of Chinese and international companies and organizations operating in China. Dr. Moreton's own research focuses on the role that human resources plays in firms' efforts to gain and sustain competitive advantage. In this opening address, Dr. Moreton shares his observations of current and emerging challenges and opportunities for firms operating in China, and how graduate business schools can prepare tomorrow's talent to help address those needs.

Dr. Patrick Moreton, Associate Dean, Duke-Kunshan University Graduate Programs

10:45 – 11:15 A.M.

Networking Break in the Exhibit Hall

Sponsored by Passport Career

Junior Ballroom Foyer, Level 5

11:15 A.M. – 12:15 P.M.

Plenary Session 1

Graduate Business Student Trends in the Asia-Pacific Region

Junior Ballroom, Level 5

GMAC recently released seven different global candidate segments. How do those segments align with student interests in China and the Asia-Pacific region? How have application rates changed in the last few years? In this presentation, Yolanda Kwok examines application trends from China and the Asia-Pacific region.

Yolanda Kwok, Regional Director, Greater China, Graduate Management Admissions Council (GMAC)

12:15 – 1:30 P.M.

Lunch

Sponsored by Career Express

Shanghai City Bistro, Level 3

1:30 – 2:30 P.M.

Panel 1

Employer Expectations of Graduate Business Students

Junior Ballroom, Level 5

What insights can employers share so that career services professionals are able to meet employer expectations? Representatives from four different industries -- Google (technology), Hainan Airlines (transportation), International Red Cross (non-profit), and Dyad.com (startup) — share what they look for when recruiting MBA and graduate business students.

Richelle Ann V. Esguerra, HR Marketing Officer for Southeast Asia and the Pacific, International Committee of the Red Cross (ICRC)

Wynnii Lu, Staffing Programs, Greater China and Southeast Asia, Google

Greg Nance, Founder and CEO, Dyad.com

Kevin Shen, Sr. HR Manager, Hainan Airlines

2:30 – 3:00 P.M.

Networking Break in the Exhibit Hall

Sponsored by Wiley

Junior Ballroom Foyer, Level 5

3:00 – 4:00 P.M.

Plenary Session 2

Preparing Students for Innovation: The Value of Global and Industry Partnerships

Junior Ballroom, Level 5

Preparing and teaching MBAs to proactively contribute an agenda of sustained innovation and collaboration in business within a global learning context with live business challenges is an important part of the MBA learning experience at the University of Queensland Business School. This objective is achieved through partnerships with international business schools and businesses through the MBA Global Consulting Practicum Program, as well as the international immersion program which has included India, China and the US. Tim Kastle, Director, MBA at University of Queensland, will present how the School has implemented these initiatives and present on their outcomes for MBAs, the Business Schools involved and, importantly, the business partners who actively participate in these programs.

Tim Kastle, Director, MBA Program, University of Queensland Business School

5:00 P.M.

Depart for Huangpu River Cruise

Meet in the Lobby of the Marriott

6:00 – 9:00 P.M.

Board Huangpu River Cruise

Sponsored by Liberty Mutual Insurance

All Aboard - Welcome to 'Shanghai Nights' – the MBA CSEA Gala you will not want to miss!



'Shanghai Nights'

The MBA CSEA Gala

We will take you on a journey down the incredible Huangpu River, where you will be able to marvel at the bright lights of the Shanghai skyline. Whilst on board the cruiser, you will experience the best of Shanghainese culture, with live Kunqu Opera, local delicacies and free flow drinks. All guests will have the opportunity to create their own Shanghainese Masterpiece, using brush calligraphy to create a personalized paper fan.

We have created this unique evening on the water, to enable all of our MBA CSEA members, and guests, to enjoy the ultimate Shanghai experience while building friendships that we hope will last long after you disembark.

A Themed Experience, Means A Themed Dress Code!

We kindly request that all guests come in Qipao (*Traditional Chinese Dress*), Tangzhuang (*Traditional Formal Chinese Jacket*), Black Tie or the Traditional Dress of your home country.

We look forward to welcoming you to Shanghai Nights!



THURSDAY • MARCH • 16**8:00 A.M. – 5:00 P.M.****Exhibit Hall Open***Junior Ballroom Foyer, Level 5***8:00 – 10:30 A.M.****Registration***Lobby area outside Junior Ballroom, Level 5***9:00 – 10:00 A.M.****Plenary Session 3****State of Management Education in China***Junior Ballroom, Level 5*

CEIBS was established in 1994, launching immediately the MBA, the Executive MBA and Executive Programs.

The school considers management as a practice, and has studied its evolution in China and in the world. This session will approach “The State of Management Education in China,” and will consider its evolution.”

Dr. Pedro Nueno, President and Chengwei Professor of Entrepreneurship, CEIBS

10:00 – 10:30 A.M.**Networking Break in the Exhibit Hall***Junior Ballroom Foyer, Level 5***10:30 A.M. – 12:00 NOON****Workshop****Grit and Resilience in Professional Development:
Strategies to Help Individuals Face Adversity and Rejection***Junior Ballroom, Level 5*

For students and career professionals alike, the road to a job offer is often defined by failure and success. This session will cover the principles of grit and resilience based on recent research and the application of these principles in coaching students to bounce back from rejection and reengage in the job search. In this session, you will learn a framework for navigating setbacks and building resiliency. This session will incorporate activities, discussions, and coaching so that others understand how to manage times when things go wrong and feel out of their control. What can a career office do when candidates are not successful in on-campus recruiting or a final round interview? For employers, how do you work with candidates who follow-up after they are not selected?

As individual professionals, how do we bounce back after our plans do not unfold as planned? Share your ideas with colleagues in small group discussions.

Naomi Sanchez, Assistant Dean, MBA Career Management, Foster School of Business, University of Washington
Colette Vogel, Director of MBA Mentor Program and Sr. Associate Director, MBA Career Management, Foster School of Business, University of Washington

12:00 – 1:15 P.M.

Lunch and Updates from MBA CSEA

Sponsored by CEIBS

ManHo Main Dining Hall, Level 4

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

1:15 – 2:15 P.M.

Plenary Session 4

A Review of Business Sentiments in China

Junior Ballroom, Level 5

On 7 January 2017, the Financial Times reported that foreign multinational firms felt increasingly unwelcomed in China. Is that a legitimate assertion, or have economic incentives previously given to foreign multinationals merely expired? Has President Donald Trump's withdrawal of the U.S. from the Trans-Pacific Partnership (TPP) affected U.S. businesses in China? In this timely presentation, Mr. Jarrett shares insights into the mood among international firms operating in China.

Kenneth Jarrett, President, American Chamber of Commerce (AMCHAM) in Shanghai

2:15 – 2:45 P.M.

Networking Break in the Exhibit Hall

Junior Ballroom Foyer, Level 5



2:45 – 3:45 P.M.

Panel 2

Home Country Employment: Challenges and Strategies

Junior Ballroom, Level 5

Employment of international students in the country in which they are studying is increasingly challenging. Whether in the U.S., Australia or Singapore, companies are less and less willing to hire candidates who require work authorization sponsorship. This eclectic panel of recruiting professionals and an international student who returned to China share their perspectives on ways to entice international students to consider home country employment.

Shine Li, China Product Director, Philips Mobile at TPV

Yenita Oktora, Talent Director, Asia-Pacific, L'Oreal

Celestine Sun, Senior Manager, Human Resources, PwC China Sourcing Initiative

3:45 – 4:45 P.M.

Concurrent Session 1A (Career Services Session)

MBA CSEA Standards for MBA Employment Statistics

Junior Ballroom, Level 5

MBA CSEA manages the only globally-accepted set of Standards by which business schools collect and analyze MBA employment data. Join us for an in-depth and interactive discussion about the Standards, including how they can be used to help your school ensure your data is consistent, reliable and comparable. The session will also include a roundtable discussion, allowing participants to provide feedback about the Standards and share best practices for data collection.

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

Sean Ferguson, Associate Dean of Masters Programs, HKUST

Concurrent Session 1B (Employer Roundtable)

Meeting Room 5, Level 5

A session exclusively for employers to discuss their successes, challenges and ideas. This session is open to employers only (no schools or vendors).

FACILITATOR:

Richelle Ann V. Esguerra, HR Marketing Officer for Southeast Asia and the Pacific, International Committee of the Red Cross (ICRC)

4:45 – 5:00 P.M.

Junior Ballroom, Level 5

Conference Wrap-up and Closing Remarks

Jamie Belinne, Bauer College of Business, University of Houston; President, MBA CSEA

Marie Bergeron, Director, Career Development Office, Jones Graduate School of Business, Rice University, Conference Co-Chair

Libby Marshall, Associate Director-MBA, University of Queensland Business School, University of Queensland, Conference Co-Chair

5:00 P.M.

Conference Concludes



An introduction to Shanghai

Tradition Meets Modern

Situated on the estuary of the Yangtze River, Shanghai serves as the most influential economic, financial, international trade, and cultural center in East China. It is also a popular travel destination for visitors to sense the pulsating development of the country. In addition to its modernization, the city's multicultural flair endows it with a unique glamour. Here, one will find the perfect blend of cultures: the modern and the traditional and the western and the oriental.

The scenery at night has to be experienced, and the **Bund** is a must. The ornate classical and modern buildings take on a new and exciting look as they are lit up by an abundance of colored lights. Looking across the **Huangpu River** to the **Oriental Pearl TV Tower** and **Jinmao Tower** is a magical sight.

There are many amazing sights to visit, many of which are a stone's throw from the conference hotel. **Nanjing Road**, **People's Square** and **Yu Garden** are a few of the most famous, and all can be visited on the local open top bus tour (which can be done with the conference group, or anytime during your stay!)

If you are looking to explore beyond the Shanghai skyline, there are several ancient water cities within a few hours outside Shanghai that make a perfect day trip. Or, if discovering your inner child is more your thing, there is, of course, the newly opened **Shanghai Disneyland**.

Getting Around

Subway Line 1 links the three main shopping areas of the city: **Nanjing Road**, **Huaihai Road** and **Xujiahui** — something that is most convenient for those who like their shopping expeditions! Most of the shops will close at 10 P.M., but that is when the tea houses and bars really come into their own, and the night is still young!

Dining

If you are looking to eat out, there are numerous options from budget street food through to the finest of dining. A huge favorite is 'Lost Heaven,' which serves traditional Yunan Cuisine. It has two locations, with its most spectacular being on the Bund with a balcony where you can enjoy incredible cocktails and take in the view.

If you would like to research the amazing things to eat, see, drink and do in Shanghai you can visit www.meet-in-shanghai.net

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VMock is a SMART Career Platform driven on artificial intelligence, delivering personalized resume feedback to users.

Leveraging VMock, leading global universities have witnessed transformational improvement in resume quality prior to coaches' review. VMock has successfully supported coaches on strategic aspects of coaching while empowering students to own their career journey.



Career Express

Career Express, founded by an ex-McKinsey consultant, is a leading training firm focused on presentation skills, strategic analysis tools and case interview methods. Top business schools like CEIBS and CKGSB partner with us to prepare students for successful careers. We also help companies like ICBC and Vanke to train their management and high-potential talents.



CEIBS MBA

CEIBS was co-founded by the Chinese government and European Union in 1994. As one of the earliest MBA programs in mainland China, the CEIBS MBA Program provides China's largest full-time, English-taught MBA program. It has been ranked No. 1 in Asia and in the top 25 globally for 13 consecutive years by *Financial Times* and No. 1 in mainland China in all influential rankings like *BusinessWeek* and *Forbes*. For more information, please visit www.ceibs.edu.



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We are the market leader in recruitment and career services technology, connecting leading employers with job-seeking students and alumni from schools around the world. Our exclusive partnerships, extensive network, and industry-leading software solutions make us the #1 choice of companies seeking high-quality, best-fit, and diverse students to join their team.



Liberty Mutual Insurance

Liberty Mutual Insurance (www.LibertyMutualInsurance.com) helps people preserve and protect what they earn, build, own and cherish. In business since 1912 and headquartered in Boston, Mass., today Liberty Mutual is a diversified insurer with operations in 30 countries and economies around the world. Liberty Mutual is ranked 73rd on the Fortune 100 list of largest corporations in the U.S. Liberty employs more than 50,000 people in over 800 offices throughout the world.



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MBA-Exchange.com

MBA-Exchange.com helps MBAs from its 100+ client business schools explore career opportunities across industries and geographies: jobs, development programs, employer profiles, online events, competitions, and more. Since last year, it expanded its offering to serve specialised Masters through a dedicated website called Careernomics.com.

Let's connect at [Hello@MBA-Exchange.com](mailto>Hello@MBA-Exchange.com).



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Founded in 2010 and now at 120+ universities, we are the world's #1 provider of mentoring platforms for university alumni and career offices. Unlike networking platforms, where mentoring is a feature or an afterthought, Firsthand's platforms put mentoring at the center. Every aspect of our platform is engineered to do one thing exceedingly well: connect as many students and alumni as possible for mentoring sessions.

**IECL**

The Institute of Executive Coaching and Leadership (IECL) offers Accredited Coaching Training Programs, Leadership Development and executive coaching across Asia Pacific. Since 1999, we have been inspiring and developing leaders and organizations through coaching. We Train, we Coach, we Lead!



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MBA Career Services & Employer Alliance

Setting the Standard. Connecting the Industry.

MBA CSEA MISSION

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.

VISION

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

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Marketing



THE MBA CSEA COMMUNITY

MBA CSEA is a global network that provides the tools, relationships and services that lead to ongoing success for MBA/Masters career services and recruitment programs. Working together, employers and schools collaborate to support each other's success.

Education & Events

- Annual conferences in Europe, Asia and the United States
- Regional forums
- Monthly webinars
- On-demand professional development
- HRCI and SHRM credit

More info! www.mbacsea.org
execdirector@mbacsea.org

Networking & Community

- Online community
- Member directory
- Organization profiles
- Document Library
- Resource Groups
- Job Board

Data, Trends & Research

- Employment Trends Research
- Career Service Benchmarking Surveys
- Recruiting Benchmarking Surveys
- GMAC Corporate Recruiters Survey
- Standards for Reporting MBA Employment Statistics
- Employment Data System



MBA Career Services & Employer Alliance

Setting the Standard. Connecting the Industry.