

WELCOME



On behalf of the MBA CSEA Board of Directors, it is my pleasure to welcome you to Singapore, and to the third annual MBA CSEA Asian Conference! Last year's growth in conference attendance confirmed the increasing interest of our members and partners in Asia and in this event. We are delighted to have even more interest this year!

The conference committee, under the dedicated leadership of Peter Giulioni (Nanyang Technological

University Business School) and Katy Montgomery (Johns Hopkins Carey Business School), has worked very hard to assemble a highly informative and engaging event. This is the only formal conference in Asia focused on bringing MBA and Masters in Business employers and career services professionals together to discuss trends and best practices relevant to MBA/Masters employment. Therefore, I am confident you will find this conference to be extremely valuable. We believe the conference programming makes MBA CSEA events an important part of the attendees' professional development; we hope this is the case for you in 2016!

Sincere thanks to Katy and Peter for their time, commitment, and leadership in developing this year's conference, and to the dedicated conference committee for their ideas and hard work.

Enjoy the conference!

Damian Zikakis President. 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.



LETTER FROM THE **EXECUTIVE DIRECTOR**



Welcome to the third annual MBA CSFA Asian Conference. We're delighted that you have decided to join us in Singapore for this unique opportunity to network with colleagues and learn about job market trends in the APAC Region and beyond.

MBA CSEA is all about great ideas and great people. As a part of the MBA CSEA community, our members value the relationships they develop just as much as

the tools they gain. Our Asian Conference is a great opportunity to develop these relationships and gain the tools that lead to success for your organization.

Some of the great people that make up the MBA CSEA community are our hard-working, dedicated volunteers who planned this event under the leadership of Peter Giulioni and Katy Montgomery. 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 put into this event. As you enjoy the speakers and networking throughout the week, be sure to approach our committee members and thank them for all of their hard work

Sincerely,

Megan Hendricks **Executive Director, MBA CSEA**







WELCOME FROM THE CO-CHAIRS



Dear School, Employer, and Vendor Partners,

It is our great pleasure to welcome you to the 3rd annual MBA CSEA Asian Conference, March 15–17, 2016 in Singapore. With a storied history of hosting annual conferences in the U.S. and Europe, the MBA CSEA is committed to this annual Asia conference for graduate global business career representatives and employers that recruit business graduate students with a focus on the Asian marketplace.



This two-day conference offers robust panel discussions and presentations, as well as unmatched knowledge sharing and networking opportunities. Conference attendees will be exposed to global business leaders, industry experts, thought leaders, and numerous other professionals working to keep up with the talent demands as Asia continues to grow and prosper.

Planning a conference among multiple time zones doesn't just happen. This conference would have been impossible without the dedicated work of our conference planning committee and MBA CSEA professional staff. There are no words that can appropriately thank this group of amazing volunteers and staff who contributed countless hours and ideas to make this conference a success. We also extend a thank you to Damian Zikakis and the rest of the MBA CSEA Board for their support. A special thanks to our conference sponsors and exhibitors: 5StepCareers, ABB, Citi, Firsthand, GradLeaders, L.E.K. Consulting, Liberty Mutual Insurance, MBA-Exchange.com, VMock, and Wiley. Also, thanks to our Singapore-based host schools SMU. NUS and NBS.

Thank you for joining us this year in Singapore! Your 2016 Asian Conference Co-Chairs.

Peter Giulioni Nanyang Business School

Katy Montgomery **Johns Hopkins Carey Business School**



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MBA CSFA



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CONFERENCE PROGRAM

All sessions will take place in Ballroom II and III, Level 3, unless otherwise noted.

TUESDAY 15 MARCH

16:00 - 17:00 **Conference Registration**

17:00 - 18:00

Pre-Conference Career Services **Masterclass**

Location: Ballroom II

This highly interactive session of facilitated exchanges is designed to identify the challenges facing MBA/Masters Career Services professionals in preparing themselves and their multiple stakeholders to thrive in a VUCA world. Issues to be explored include:

- What are the implications and big issues of a VUCA (Volatile, Uncertain, Complex and Ambiguous) World and how to prepare ourselves to thrive therein?
- How do we leverage strengths and plug the gaps in our own development?
- How do we more effectively balance the paradoxes of conflicting philosophies?

Presenter: Eliza Quek. Director. Terrific Mentors International

18:00 - 19:30

Welcome and Networking Reception

Location: Gallery, Level 2 Sponsored by GradLeaders

WEDNESDAY 16 MARCH

08:00 - 09:00**Conference Registration**

09:00 - 09:15

Conference Opening Welcome and Remarks

2016 MBA CSEA Asian Conference Co-Chairs:

Peter Giulioni, Assistant Dean, Career Development, Nanyang Technological University, Nanyang Business School

Katy Montgomery, Associate Dean for Student Development, Johns Hopkins Carey **Business School**

WEDNESDAY 16 MARCH

09:15-09:45

Welcome (back) to Singapore

Thomas McNutt. Head of Government and Public Affairs, American Chamber of Commerce in Singapore

09:45-10:45

Keynote Speaker: The Bank, the Belt. and the Road

Sponsored by MBA-Exchange

China's "One Belt, One Road" (OBOR) Initiative was launched in 2013 to connect major Eurasian economies through infrastructure, trade and investment. Learn more about the launch of the Asian Infrastructure Investment Bank and how it impacts MBA career opportunities. Career services professionals hear about how they can better take advantage of these rapidly emerging developments.

Andy Mok, Managing Director, Red Pagoda Resources

10:45-11:15

Networking Break

Location: Pre-function area outside of Ballroom

11:15-12:15

Panel Discussion: Future of Candidate Sourcing

Ask any business about its top challenges, and recruiting and retaining talent will make the list. What are recruiters doing to attract talent in the digital age, how are they using data analytics to assess recruiting trends, and how are they using technology to make the application process fast and easy for desirable candidates?

Desmond Neo. HR Representative, Yahoo Leesa Rawlings. APAC Staffing Leader. Google Chris Reed, CEO, Black Marketing

Annie Yap. Group MD. AYP Group Moderator: Felinda Romano.

Liberty Mutual Insurance

CONFERENCE PROGRAM

All sessions will take place in Ballroom II and III, Level 3, unless otherwise noted.

WEDNESDAY 16 MARCH

12:15-13:30 **Networking Lunch**

Location: Gallery, Level 2

Sponsored by ABB

13:30-14:30

Panel Discussion: Building a Mission-Driven Culture to Attract **Top Millennial Talent**

Millennials are beginning to outnumber their older colleagues in the workplace, and, as a handful of studies have shown, this generation cares a lot about finding meaning in the workplace. How are companies in Asia answering this call?

Markus Dolder. Head of HR Marketing, Red Cross

Richard Paine, Managing Director, Lendlease Ruby Shang, Former Clinton Foundation Asia Director

Moderator: Janis Moore Campbell, Temple University, Fox School of Business and Management

14:30-15:45

Panel Discussion: Asia's Silicon Valley: The Future of Start-Ups & Venture Capital in Asia

You may be familiar with multinational organizations and even have a sense of state owned enterprises, but can you speak to your students about the flourishing start-up industry in Asia? Join this discussion to learn more about the future of start-ups and venture capital in Asia. Rosaline Koo. Founder and CEO. CXA Andv Mok. Managing Director, Red Pagoda Resources/Beijing Tech Hive Chin Yin Ong, Head of People, Grab Annette Thia. Head of Recruitment, Lazada **Moderator:** *Jason Jones*, Managing Director, **Operating Partners**

15:45 - 16:15 Networking Break

Location: Pre-function area outside

of Ballroom

16:15-17:00

MBA Hiring Trends across APAC

Representatives from 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.

Jason Lawrence, Market Development, North Asia, GMAC

17:00 - 18:30

Employer Roundtable

Location: Ballroom I

A session exclusively for employers to discuss their successes, challenges and ideas.

Facilitator: Felinda Romano, Liberty Mutual Insurance

Career Services Professional **Development – Gallup StrengthsFinder**

**Pre-work required.

Learn how your dominant talents help you excel, and begin your path to better performance and higher engagement. Strengths are the unique combination of talents, knowledge, and skills that every person possesses. People use these innate traits and abilities in their daily lives to complete their work, to relate with others, and to achieve their goals.

Saurav Atri, Strengths Evangelist & Director of Sourcing, Gallup

18:30 - 19:00

Announcements and Pre-Travel Break







WEDNESDAY 16 MARCH

19:00 - 19:30

Travel to Gala Reception

Meet in hotel lobby to travel by bus to the restaurant. Attendees will be on their own for return transportation, and can take advantage of a brisk walk or a short taxi ride.

19:30 - 21:00 Gala Reception

Location: Me@OUE

50 Collyer Quay, OUE Bayfront

Sponsored by Liberty Mutual Insurance Enjoy stunning views of the city and unique culinary fare at this rooftop restaurant featuring a fusion of Japanese, French and Chinese cuisine.

THURSDAY 17 MARCH

08:30 - 09:00

Opening and Reflections on Yesterday's Learning

Conference Co-Chairs

09:00 - 10:00

Morning Keynote: Consumer Trends in Asia

Sponsored by Wiley

What are the emerging Asian consumer trends? This session will review what is hot and not among Asian consumers in one of the largest consumer growth markets today. The purchasing power of Asian consumers is increasing dramatically, and consumer trends will give an insight into what areas are booming in terms of current and future hiring needs in the APAC region.

Lewis Lim. PhD. Associate Professor of Marketing Practice and Deputy Director, Institute on Asian Consumer Insight, Nanyang Technological University

THURSDAY 17 MARCH

10:00 - 10:30 **Networking Break**

Location: Pre-function area outside of Ballroom

10:30 - 12:00

Rethinking the "User" Experience

As career services professionals, we are often obsessed with employment statistics. After all, our rankings are heavily impacted by how many students are placed within a short period of time. Employers have a similar obsession, focusing closely on filling targets and executing a certain number of events and interviews as a proxy for success. What about the candidates? In this session, So-Young Kang, founder of Awaken Group, a Transformational Design consultancy, will guide career services professionals and employers through activities and case studies that will encourage a different approach to worthwhile, albeit imperfect, activities that both sides will be excited to perform more effectively. So-Young Kang, CEO, The Awaken Group

12:00 - 13:30

Networking Lunch and Updates from MBA CSEA

Location: Gallery, Level 2

Learn about the programs and initiatives MBA CSEA has been working on and how to take advantage of your membership benefits. We'll also announce the location for our 2017 Asian Conference! Damian Zikakis, University of Michigan, Ross School of Business. 2016 MBA CSEA President

CONFERENCE PROGRAM

All sessions will take place in Ballroom II and III, Level 3, unless otherwise noted.

THURSDAY 17 MARCH

13:30 - 14:30

Panel Discussion: What Can "We" Do Differently?

How can the relationships between career services professionals and employers be improved to make finding talent connections a more efficient process? How can recruiters and HR professionals based in Asia attract talent more effectively to meet the hiring trends unique to the APAC region?

Natalie Chan, Associate Director Employer Engagement, Asia, INSEAD

Suzie Custerson, Regional Head of Talent Acquisition, Manulife

Dion Groenewig, Partner, Mercer Talent Christopher Major, Head of Recruitment Marketing, Philips

Moderator: Kim Austin, Texas A&M University, Mays Business School

14:30-15:30 Mango Oreos?

An issue that many multi-national firms have is the belief that they can simply drag and drop products that have been successful in the West into an Asian market and achieve similar results. The reality is that to remain competitive, these companies must take into account local tastes. frames of reference and other factors. They also need to hire and develop talent differently. In this keynote, James Andrade, Mondelez's Vice President of Research and Development & Quality for Asia-Pacific, will walk you through his exciting journey of extending the Oreo brand in the APAC region.

James Andrade. Vice President R&D / Quality. Asia. Mondelĕz

15:30 - 16:00 **Networking Break**

Location: Pre-function area outside

of Ballroom

16:00 - 16:45

MBA CSEA Standards for Reporting MBA **Employment Data**

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 that your data is consistent, reliable and comparable. Rebecca Cook, Director-Coaching and Development, Graduate Career Services, University of Indiana, Kelley School of Business Damian Zikakis, Director, MBA Career Services, University of Michigan, Ross School of Business

16:45-17:00 Conference Wrap-up and Parting Words Peter Giulioni and Damian Zikakis



SPEAKERS



James Andrade

Dr. James Andrade is Vice President, Research & Development for Mondelez International Asia Pacific covering Australia, China, India, Japan, Korea, New Zealand and Southeast Asia, In addition to R&D, he oversees the Scientific and Regulatory Affairs, Nutrition, Packaging and Quality divisions.

During his 30 years in the food industry, James has held a variety of management positions including R&D, marketing, consumer insights and strategy. In addition to his senior leadership role with Mondelez International. Dr. Andrade is the Chairman of the Board of Governors for the American Chamber of Commerce, Singapore and serves as an adjunct professor with Griffith University, Queensland, Australia, James holds a BA from Roger Williams University, an MS in Psychopharmacology and a PhD in Neuroscience from Howard University.



So-Young Kang, CEO of Gnowbe, Catalyst at Awaken Group

So-Young Kang, a serial entrepreneur, is the CEO/Founder of Gnowbe, a mobile transformational learning app that builds learning journeys for professionals and Catalyst/Founder of Awaken Group, a multi-disciplinary Transformation Design (TD) firm that integrates strategy, leadership and innovation to design experiences that catalyze

change. So-Young has 20 years of experience advising and training leaders globally and is a sought-after speaker in the US. Asia, the Middle East and Africa on topics across leadership. innovation and transformation.

Ms. Kang and her team work with individuals, teams and organizations to align what's on the inside (e.g., core values, underlying motivations) to what's on the outside (e.g., strategy, user experience, business models, leadership). Simply put, So-Young and her team and collaborators serve clients holistically.

So-Young is committed to serving the community and founded The Young Professionals' Group (YPG) in 2000, a non-profit organization dedicated to helping students achieve their professional dreams. She sits on the boards of Open University West Africa and Love North Korea Ministries. She is a TED-ster, has been a TEDx speaker and is author of Inside Out. a book on global leadership and innovation. In 2014, she was honored as a Young Global Leader by the World Economic Forum.

So-Young holds an MBA from Harvard Business School and a BA dual degree with honors in International Relations and East Asian studies from University of Pennsylvania, with a minor in Music Theory. Prior experiences include McKinsey & Company, Citigroup, and Chiba Convention Bureau in Japan.

SPEAKERS (continued)



Jason Lawrence

Jason Lawrence is the Director for Market Development (ASEAN). for the Graduate Management Admission Council® (GMAC®). Based in Hong Kong. Jason is charged with working with business schools and other organizations to develop graduate management education within the region. Jason currently manages 10 markets: Korea, Japan, Vietnam, Philippines, Singapore, Malaysia, Thailand,

Indonesia, Australia and New Zealand.

Prior to joining GMAC in June 2012, Jason worked at KAIST College of Business for 6 years, where he served in faculty and staff roles. At the same time, he managed the Association of Asia-Pacific Business Schools. He has a total of almost 13 years work experience in Korea.

Jason has experience in managing sales teams in Japan and Korea. Additionally, he has held numerous teaching/training roles in Korea and Australia. These roles include training executives from Korea's leading chaebol, such as Electronics, KIA, Hyundai, Samsung and SK, as well as foreign firms located in Korea.

Jason Lawrence possesses a Master of International Business, Bachelor of Business (HRM), as well as having completed executive education courses with the Center for Creative Leadership (CCL) and Columbia Business School.



Lewis Lim, PhD

Dr. Lewis Lim is Associate Professor of Marketing Practice at Nanyang Business School (NBS) and Deputy Director of the Institute on Asian Consumer Insight (ACI). He received his doctorate at the Kellev School of Business. Prior to academia, he was a Product Manager and Steel Trader at BHP Steel Asia, selling to manufacturing industries in Southeast Asia. Earlier, he worked in sales for Sony International

(Singapore) Limited, handling channel development in emerging West African markets.

At NBS, Lewis specializes in teaching Marketing Strategy and Product/Pricing Management courses at all levels. Trained in participant-centered learning pedagogy at HBS, he is an expert in simulation-based teaching. Dr. Lewis has received six major education awards from 2010 to 2015 – the Nanyang Education Award, the Nanyang Award for Excellence in Teaching, the NBS Nanyang Fellows MBA Teacher of the Year Award, the NBS Undergraduate Teacher of the Year Award, and the Marketing Division Teaching Excellence Award.

Lewis has been part of curriculum development projects, co-leading a major revamp of the NBS Marketing specialization curriculum as part of the University's Blue Ribbon Commission project. In 2005, he won the ISBM Doctoral Support Award. His works have appeared in prestigious journals.

Dr. Lim oversees research on Asian consumers and firm strategies to penetrate Asian markets. He regularly speaks at industry conferences/company workshops and contributes thought leadership articles for the business media.



Andy Mok

Andy Mok has significant experience in business management, private equity and public policy. Over the past 20 years, he has attained a number of noteworthy achievements including: Establishing a private equity group for a prominent Hong Kong family, including formulating investment strategy that resulted in early-stage investments in companies such as Sohu.com; providing oversight for successful

acquisition of one of Asia Pacific's first and most well-known executive search firms; and, conducting research into China's technological and economic development at the RAND Corporation under the leadership of Dr. Zalmay Khalilzad, former US Ambassador to the UN, resulting in publication of a widely-read study titled "The United States and a Rising China: Strategic and Military Implications."

Recently, Andy has advised family offices and institutional investors on business and real estate investment opportunities in China, including representing the family office of a well-known Seattle entrepreneur in discussions with peers in Asia.

Andy holds an MBA from the Wharton School and an MA in China Studies from the Johns Hopkins School for Advanced International Studies, where he was awarded the Loe Fellowship for Excellence in China Studies. He is also a CPA and has a bachelor's degree in accounting from the University of Maryland.

EMPLOYMENT DATA REPORTING STANDARDS

Did you know?...

MBA CSEA authors standards that provide business schools with an accurate and consistent way of reporting their MBA employment data.

The Standards ensure employment reports are consistent and comparable globally and are providing accurate information to prospective students, employers and the media. Join us on Thursday to learn more about how your school can apply the Standards to your data collection process.



Setting the Standard. Connecting the Industry.

SPECIAL THANKS TO OUR CONFERENCE SPONSORS

VMock

VMock is a SMART Career Preparation and Guidance Platform targeted at early career professionals and students. Leading business schools and universities from around the world use VMock to help students and alumni improve their resumes and target specific careers. VMock founders are MBAs from Kellogg School of Management and Chicago Booth.



ARR

ABB is one of the world's leading power and automation companies. We provide energy-efficiency and productivity solutions to industrial and utility customers, and our technologies can be found across the globe. In Singapore, ABB employs 1,200 people across four locations island-wide. Since 1971, it has been contributing to Singapore's development and growth with leading-edge innovations that contribute to a more sustainable future.





GradLeaders

GradLeaders is the result of the merger of MBA Focus and CSO Research. We power student and employer connections through best-in-class career service software and recruitment management technology. We partner with more than 1,000 university career centers that use GradLeaders to manage the entire career service and student recruitment process. Contact Heather at 1.614.791.9436 or hkrumpak@gradleaders.com for more information.



Liberty Mutual Insurance

Liberty Mutual, ranked 78th on the Fortune 100 list, operates outside of the US under the Liberty International Strategic Business Unit. It has business operations in 18 countries (Europe, Latin America & Asia) with over 11,000 employees. Private passenger automobile insurance is the single largest line of business for Liberty International, which insures more than 6.2 million autos worldwide.



MBA-Exchange.com

Founded in 1998, MBA-Exchange.com is a trusted partner of top business schools to facilitate their students' and alumni's connections with MBA employers across the world.

- +50,000 More MBA Jobs
- +400 MBA Development Programs
- Insights into +1100 MBA Employers

Wilev

In this age, knowledge is the key to success.

Wiley develops digital education, learning, assessments, and certification products and services to help universities educate and prepare learners for successful careers; businesses acquire and develop the talent they need, and individuals gain the knowledge and skills that will empower them to achieve their ambitions.











SPECIAL THANKS TO OUR CONFERENCE EXHIBITORS

5stepCareers

5stepCareers was founded by Brian O'Dwyer after reviewing 10,000 resumes and interviewing hundreds as a Credit Suisse banker, A.T. Kearney consultant, CFO and entrepreneur. Our career skills curriculum is taught with a team-based flipped classroom and has a 100% recommendation rate. Our first boot-camp sold out in 48 hours.



Citi

Citi has been in Singapore since 1902 and is deeply embedded in Singapore's financial services sector.

Represented in nearly every asset class. Citi's Institutional Clients Group, Global Consumer Banking, Citi Private Bank and International Personal Bank provide employment to some 10,000 people, making it the largest banking employer in Singapore.



Firsthand

Firsthand builds platforms that connect students and alumni for career advice at 100+ universities. Our mission is to engage alumni to provide your students and young alumni with the best possible career network. Our platform connects students and alumni one-on-one for on demand career conversations, resume critiques, and mock interviews.



L.E.K. Consulting

L.E.K. is a global strategy consulting firm with offices across Europe, the Americas and Asia-Pacific. L.E.K. has been working in Southeast Asia since the 1990s. We have worked extensively in the local market across various industries. We bring substantive on-the-ground presence across Southeast Asia. with a growing number of professionals: all with international backgrounds, education and local experience with multiple language capabilities.



Notes

Notes

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. Members gain insightful feedback to relevant topics and challenges they face, work together to develop innovative solutions and use this dual perspective to benefit both schools and employers.

Take advantage of your membership benefits

Professional Development Events

- Annual conferences in Asia, Europe and the United States with superb speakers and robust networking
- Regional Forums in select geographic areas for additional networking
- Monthly webinars on a variety of topics appealing to all members

Networking and Community

- MBA CSA Connect—online community featuring ongoing virtual dialogue and best practice sharing
- Member Directory for one-on-one conversations
- Document Library for benchmarking and resource development
- Resource Groups to explore topics more in-depth

Employment Data, Trends and Research

- Recruiting Trends Surveys providing comparative recruiting trends
- Career Services and Recruiting Benchmarking surveys with operational data
- GMAC Corporate Recruiters Survey for a comprehensive look at recruiting across the globe
- Standards for Reporting MBA Employment Statistics and Agreed Upon Procedures (AUP) Program to ensure accurate and comparable employment reporting
- Employment Data System with robust tools and benchmarking

Get Involved!

- Join a committee to expand involvement and relationship development
- Recognize colleagues through our annual Awards Program

More info!

www.mbacsea.org execdirector@mbacsea.org



Setting the Standard. Connecting the Industry.