

# 2015 MBA CSEA

GLOBAL CONFERENCE

June 23 – 26, 2015 | Dallas, TX

BUILD. INSPIRE. GROW.  
EVERYTHING'S BIGGER IN TEXAS



MBA Career Services  
& Employer Alliance

Setting the Standard. Connecting the Industry.

# 2015 MBA CSEA

GLOBAL CONFERENCE

June 23 – 26, 2015 | Dallas, TX

## WELCOME FROM THE PRESIDENT



On behalf of the MBA CSEA Board of Directors, welcome to Dallas and to our 2015 Global Conference. The conference theme, “Build. Inspire. Grow.” is once again appropriate as MBA CSEA enters its third decade with an organizational emphasis on **building** our employer and international membership, **inspiring** all of our members, and **growing** the value of this conference to you.

The conference committee has done a tremendous job to ensure that this week’s conference will be of great value—both to you, personally and professionally, and to the organization you represent. This year you will find a new “keynotes” format, including TED-style talks featuring industry experts sharing insights on trending topics, and additional programming for targeted groups including seasoned professionals, those serving specialized masters programs and employers.

The Global conference comes on the heels of two other very successful conferences this year. Our Asian Conference, held in Hong Kong in March, saw record attendance with more employers, more Asian schools, and more sponsors in attendance. Our European Conference, held in Madrid in April, also saw record attendance.

I want to extend my heartfelt thanks to our conference co-chairs, Ashley Bowes Johnson and Rebecca Cook, and to the entire conference planning committee for their excellent work. I’d also like to thank all of the volunteers who are working so hard (even as you read this) to execute the event this week. And finally, I am grateful to the many dozens of you who contribute your time and resources to this fine organization each year. It is your effort that carries the organization from year to year and event to event.

Enjoy the conference, and enjoy your time in the Big D.

Sincerely yours,

**Damian (aka “the Big D”) Zikakis**

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## 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.



# LETTER FROM THE EXECUTIVE DIRECTOR



Please allow me to join our Board of Directors and Conference Committee in welcoming you to the beautiful city of Dallas, TX! I hope you will take some time to discover everything this city has to offer from the arts and culture to the restaurants and nightlife.

I also hope you will take full advantage of everything our 2015 Global Conference has to offer. Not only have we built upon our traditional conference components such as our keynote speaker and peer sharing breakout sessions, but we have some exciting new additions, including our innovation talks and a revamped employer showcase.

I'm very excited that we are introducing our first service project, as a way to give back to the community and maximize our impact while in Dallas. Our commitment to the employment landscape overall is obvious in the hard work we all do every day, and I feel this additional opportunity helps to increase our reach and commitment as professionals and as an organization.

As you enjoy the event, please take the time to stop and thank our hard-working conference committee, without whom we wouldn't be here to Build, Inspire and Grow! Thanks especially to Ashley Bowes Johnson and Rebecca Cook, our fearless leaders.

Enjoy the event!

**Megan Hendricks**



# WELCOME FROM THE CO-CHAIRS

## We are excited that you are here with us in Dallas!

This year's BIG theme has resonated with us even during the planning of this year's global conference.

### Build

We feel fortunate to have had a role in **building this conference**. From our site visit early last summer, to brainstorming speakers, to working out the details of the gala and excursions, the planning process has been fun, engaging, and challenging. We believe in the work that this organization does and are happy to have had a small part in building a program full of professional development and networking opportunities.

### Inspire

**More like inspired!** This year's conference planning team has humbled us with all of their innovative ideas and hard work. It has been one of our great professional highlights to work with Gwen, Jeff, Leonard, Laura, Margaret, Baillie, Kelly, Amy, Lisa, LaTanya, Michelle, and Kim. They all worked well beyond the responsibilities and hours of their day jobs to bring you this wonderful experience. Make sure to thank them when you see them!

### Grow

This is the part we are looking forward to now—**growing our networks and our skills** at this year's conference. The keynotes, breakout sessions, and networking opportunities will fuel our professional development for the rest of this year. We are excited to grow with you through this year's event!

We hope you enjoy your week. Go BIG or go home!

**Ashley Bowes Johnson & Rebecca Cook**



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## CONFERENCE CO-CHAIRS

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### **LaTonya Tichavsky**

Jones Graduate School of Business  
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### **Danielle Grassia**

MIT Sloan School of Management

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### **Michelle Hardy (Co-Chair)**

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The University of Texas at Austin

### **Kim Austin (Co-Chair)**

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### **Colleen Dunkel**

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### **Laura Arthur (Chair)**

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Dave Fleming Speaks

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Career Shift

### **Jaymin Patel**

Network Like a Rockstar

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California State University Fullerton

### **Nicole Griffith**

EY

### **Ann Hargraves**

Liberty Mutual Insurance

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University of Maryland

### **Gina Jenkins**

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Wisconsin School of Business

### **Brian Marrinan**

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University College Dublin

### **Taura Prosek**

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Wisconsin School of Business

### **Stacey Rudnick**

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University of Texas, Austin

### **Susan Shald**

Gallup

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### **Kelly McClellan**

University of Minnesota,  
Carlson School of Management

### **Poonam Puri**

Emory University, Goizueta Business School

# SCHEDULE

## TUESDAY, JUNE 23RD

Time	Title	Location
11:00am–7:00pm	Registration Open	Registration Area / Dallas Foyer
12:00pm–3:00pm	Pre-Conference: Director's Session Advance Registration Required	Dallas C Details on page 18.
12:00pm–3:00pm	Pre-Conference: Employer's Session Advance Registration Required	Deep Ellum B Details on page 18.
3:00pm–5:00pm	New Member Orientation	Dallas A, B Details on page 18.
6:00pm–7:30pm	Opening Reception (Sponsored by Liberty Mutual Insurance)	Dallas Foyer
7:30pm	Dinner on your own	Your choice
9:00pm	Evening Socializing	The Woolworth Dallas Details on page 38.

## WEDNESDAY, JUNE 24TH

6:30am–7:30am	Morning Fitness	White Rock 1 Details on page 39.
7:00am–5:00pm	Registration Open	Registration Area / Dallas Foyer
7:30am–8:30am	Breakfast	Dallas D, H
7:30am–5:00pm	Exhibit Hall Open	Dallas Foyer
8:30am–9:00am	Conference Opening	Dallas D, H
9:00am–10:30am	Innovation Spotlights with Stacy Donovan Zapar, Craig Fisher and Ashley Goodall	Dallas D, H Details on page 16.
10:30am–11:00am	Networking Break/Vendor Showcase 1: VMock & 12Twenty	VMock–Dallas G 12Twenty–Dallas B
11:00am–11:45am	MEGA Breakouts with Innovation Spotlight speakers	Stacy Donovan Zapar–Dallas A Craig Fisher–Dallas C Ashley Goodall–Dallas E
12:00pm–1:00pm	Lunch (Sponsored by EY)	Dallas D, H
1:15pm–2:45pm	Breakout Session I	Details on page 22.
3:00pm–4:00pm	B.I.G. Talk with Sara Canaday	Dallas D, H Details on page 14.
4:15pm–5:15pm	Q&A Session with Bloomberg Businessweek	Dallas D,H Details on page 20.
4:15pm–6:00pm	Excursions	Various: Details on page 40.
6:30pm	Dine Around Dallas	Various: Details on page 40.
9:00pm	Evening Socializing	OE Penguin Karaoke Details on page 38.



\*MBA CSEA is an approved provider for the HR Certification Institute. Several sessions at this year's conference have been pre-approved for general recertification credit. These sessions are noted in the program. Please pick up an information sheet at registration for details on how to obtain credit. The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

## THURSDAY, JUNE 25TH

Time	Title	Location
6:30am–7:30am	Morning Fitness	White Rock 1 Details on page 39.
7:30am–9:00am	Registration Open	Registration Area/Dallas Foyer
7:30am–8:30am	Breakfast and MBA CSEA Committee Meetings (Sponsored by <a href="http://MBA-Exchange.com">MBA-Exchange.com</a> )	Dallas D, H Details on page 20.
7:30am–4:00pm	Exhibit Hall Open	Dallas Foyer
8:30am–9:30am	Keynote Speaker—Ben Casnocha	Dallas D, H Details on page 12.
9:30am–10:00am	Networking Break/Vendor Showcase 2: MBA-Exchange.com & Bloomberg	MBA-Exchange.com—Dallas G Bloomberg—Dallas B
10:00am–11:30am	Breakout Session II	Details on page 23.
11:45am–1:00pm	Lunch and MBA CSEA Annual Business Meeting (Sponsored by <a href="http://Gallup">Gallup</a> )	Dallas D, H Details on page 20.
1:15pm–2:45pm	Breakout Session III	Details on page 24.
2:45pm–3:15pm	Networking Break with Door Prizes	Dallas Foyer
3:15pm–4:00pm	Employer Showcase/University to Employer Networking	Dallas D, H Details on page 20.
3:15pm–5:00pm	MBA CSEA Standards Training and Discussion	Dallas G Details on page 20.
4:00pm–5:00pm	Resource Groups and Structured Networking	Dallas C Details on page 21.
5:30pm–6:00pm	Travel to Gala	Walk or Trolley Details on page 40.
6:00pm–10:00pm	“Diamonds & Denim” Gala (Sponsored by <a href="http://VMock">VMock</a> )	Hard Rock Café Details on page 40.
10:00pm	Evening Socializing	Owner's Box Details on page 38.

## FRIDAY, JUNE 26TH

6:30am–7:30am	Morning Fitness	White Rock 1 Details on page 39.
8:00am–9:00am	Breakfast and Second Chance Talks with Breakout Session Presenters	Dallas D, H Details on page 20.
9:15am–10:45am	Breakout Session IV	Details on page 25.
10:50am–11:00am	Conference Closing	Dallas D, H
11:00am–12:00pm	Volunteer Service Project	Trinity 1 Details on page 21.

# KEYNOTE SPEAKER

THURSDAY, JUNE 25TH | 8:30am – 9:30am

Location: Dallas D, H

## The Alliance – Managing Talent in the Networked Age



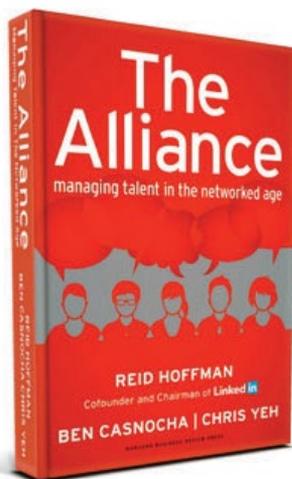
**BEN CASNOCHA**

### Best-Selling Author, Technology Entrepreneur

Ben Casnocha (Ben Kas-no-ka) is an award-winning entrepreneur and author from Silicon Valley. He is co-author, with LinkedIn founder/chairman Reid Hoffman, of the #1 New York Times best-selling book *The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career*. Most recently, Ben co-authored *The Alliance: Managing Talent in the Networked Age*, a highly anticipated book based on his article in Harvard Business Review entitled *Tours of Duty: The New Employer-Employee Compact*. Ben has separately written for Newsweek, the American Enterprise Institute, NPR's Marketplace and the U.S. State Department.

In addition to his writing, Ben is a technology entrepreneur. He founded Comcate, Inc., a leading e-government software company, at age 14. He wrote a book about his experience titled *My Start-Up Life*. PoliticsOnline named him one of the “25 most influential people in the world of internet and politics.” He also incubates and advises internet entrepreneurs at Wasabi Ventures. Businessweek named Ben “one of America’s top young entrepreneurs.” And dozens of outlets have covered his work including CNN, Charlie Rose, and The Economist.

Today’s managers face a dilemma: organizations no longer offer lifetime employment, but leaders can’t build lasting, innovative businesses when everyone acts like a free agent. In essence, the employee–employer relationship is broken. Based on his latest book, *The Alliance*, Ben’s keynote will address this problem and offer solutions. He proposes that organizations view employees as allies on a “Tour of Duty”. The alliance is a two-way relationship that lets company and employee work together toward common goals, even when some of their interests differ. The paradox is that recognizing an employee’s independence allows a company to rebuild the loyalty and trust that’s been missing from today’s employment relationship.



*This activity has been approved for 1 general recertification credit hour through the HR Certification Institute. For more information, visit the Registration Area.*



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# B.I.G. TALK

WEDNESDAY, JUNE 24TH | 3:00pm – 4:00pm

**Location: Dallas D, H**

In a special one hour session, invited speaker, Sara Canaday, will discuss strategies for enhancing your professional reputation to accelerate your career success.



## SARA CANADAY

### **You – According to Them: Invest in your Success through Self Awareness, Feedback, and Action**

Sara uses vivid examples to demonstrate the significance of outside perspectives and feedback in determining our best selves. Our career success is tightly linked to our professional reputations—the key to maximizing our impact is understanding how others experience us and skillfully managing our business reputations.

Sara shares real-world stories that illustrate the hidden gap between what we see versus what those around us see—the fine line between decisive and abrupt. Between passionate and overzealous. Between innovative and rebellious. Despite our best intentions, these disconnects may be preventing us from reaching our full potential. Subtle behaviors and unconscious habits could be sabotaging our success, and we simply can't see it. Sara's stories are compelling, often funny, and always memorable. This talk enables her audiences to view their career trajectories with surprisingly fresh clarity and renewed purpose.

Sara Canaday is an engaging speaker, trainer and facilitator, known for her ability to help people identify the elusive blind spots that are preventing them from taking their careers (and their organizations) to the next level. Drawing on 15 years of corporate experience, Sara has a unique gift for connecting with her audiences and ensuring they walk away with actionable strategies for positive change—strengthening leadership skills, improving business relationships, and enhancing performance.

## PHOTO AND VIDEO DISCLAIMER

A photographer and videographer will be present during designated times during the conference, and resulting photos or videos will be used in future MBA CSEA promotional materials and marketing efforts. If you DO NOT want your picture or video taken, please contact Megan Hendricks or Lisa Keeler.

## VALUABLES DISCLAIMER

Please do not leave any of your belongings unattended during the MBA CSEA conference. This hotel is open to the public and we cannot ensure the safe keeping of your possessions. It may seem like you'll only be gone for a minute, but one minute is all that it takes for someone to walk away with your stuff.

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# INNOVATION SPOTLIGHTS & MEGA BREAKOUT SESSIONS

**INNOVATION SPOTLIGHTS: WEDNESDAY, JUNE 24TH | 9:00am – 10:30am**

**MEGA BREAKOUTS: WEDNESDAY, JUNE 24TH | 11:00am – 11:45am**

## #Whatstrending

This year's Global Conference introduces a new format that is sure to engage you through a series of TED-style talks. With a theme of innovation, these talks feature industry experts sharing insights on trending topics for recruitment and talent management.

Because we are sure you will want to hear more from our speakers, the Innovation Spotlights will be followed by special MEGA breakout sessions. These concurrent sessions will take a deeper dive into each speaker's innovation topic with plenty of Q&A. Why "MEGA"? Because everything's BIGGER in Texas!



**STACY DONOVAN ZAPAR**

### Changing the Talent Game through Disruption

Last year, Zappos made a splash with the launch of their Zappos Insider program, a proactive sourcing / talent pipeline model that eliminated job postings for most positions. Stacy Zapar will join us to share the ins and outs of the program, including why they developed it, how it was rolled out, how the social / employer branding strategies supported the effort, what worked as designed, and what they learned along the way.

Stacy Donovan Zapar is a 16-year recruiting veteran for Fortune 500 tech companies and Founder / CEO of Tenfold Social Training, a recruiter training company for talent acquisition and staffing teams around the world. Most recently, she has been leading social recruiting, employer branding, talent pipelining and candidate experience initiatives for Zappos.





**CRAIG FISHER**

## **Cool Tools in Recruitment**

Are you utilizing the most effective recruiting techniques, tools, and attraction strategies available to talent teams today? This session will be packed full of tools, tips and hands on tricks to find and attract talent, as well as to understand how candidates can best present themselves.

Craig will discuss and show you how to brand yourself and your organization better on LinkedIn, Twitter, Facebook, Instagram and more—providing an efficient approach so that you are not wasting your time on social media.

Craig Fisher is CEO of TalentNet, a social business strategy firm that helps recruiting and sales teams worldwide. His digital branding methods have been adopted as best practices by companies like LinkedIn, Zappos, YUM! Brands, Hootsuite, and many more. Craig also serves as Head of Social Strategy for HR Marketing firm, fisher VISTA. He created the first Twitter chat for recruiters, partnered in the first LinkedIn-certified training company in North America, and is a partner in Globaltru, the largest social recruiting events series in the world.



**ASHLEY GOODALL**

## **Reinventing Performance Rankings – A Radical New Way to Evaluate Talent**

The cover of Harvard Business Review in April 2015 featured a new approach to evaluating talent. Reinventing Performance Rankings is co-written by Ashley Goodall and Marcus Buckingham and shares how Deloitte set out to design a system that would focus on driving performance in the future.

Ashley Goodall will join us to share how one company is rethinking peer feedback and the annual review, and trying to design a system that will fuel radical improvement for performance management.

Ashley Goodall is the Director of Leader Development and Performance Management at Deloitte, a position he has held since 2012. In this role, Ashley leads the development of leadership capabilities for all professionals across the various functions within Deloitte. For the past two years he has been leading Deloitte work to reinvent Performance Management. Ashley holds a BA in Music from University College, Oxford, and an MBA from Columbia Business School.

# PRE-CONFERENCE DIRECTORS' SESSION

TUESDAY, JUNE 23RD

12:00pm – 3:00pm

Location: Dallas C

Looking for BIG ideas to attract, develop, engage, retain, and promote your staff, students, and employer partners? Share your most creative approaches with colleagues from business schools around the world as we tackle the toughest challenges in MBA career management today.

In this session, designed exclusively for MBA Career Center Directors, we will share best practices in round table discussions on the following topics:

- Spread too thin—providing support to specialized masters and non-MBA student populations
- Impact of technology on recruiting
- Employer engagement—creating long-term value in these critical relationships
- Creative student leadership development ideas
- Working with student clubs and organizations

Lunch will be provided.

## New Member Orientation

TUESDAY, JUNE 23RD

3:00pm – 5:00pm

Location: Dallas A, B

Is this your first time attending the MBA CSEA Global Conference? If so, welcome! Please join us for an interactive session designed to help you learn more about the organization, including opportunities to get involved and resources to support your professional development. Be sure to bring your business cards as this event will be a great way to network with fellow members representing schools, employers, and vendors!



# PRE-CONFERENCE EMPLOYER SESSION

TUESDAY, JUNE 23RD | 12:00pm – 3:00pm

Location: Deep Ellum B

## Employers—We heard you loud and clear!

To give you more of the time you asked for to network with your peers, MBA CSEA is hosting a session designed just for you!

This event will consist of roundtable discussions on topics YOU care about, and a professionally facilitated brainstorming session on the future of recruiting that will generate ideas to bring back to your individual organizations.

Professional facilitator and HR veteran, Lisa Cummings, will lead the session. Lisa is the Chief Strengths Sleuth at Pinch Yourself Careers, a firm that helps companies amplify what's right about their people and get their team mojo back. She has 20 years of experience in talent management, facilitation, and learning and development. Lunch will be provided.



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# ADDITIONAL SESSIONS

## **Bloomberg Businessweek Q&A Session**

WEDNESDAY, JUNE 24TH

4:15pm – 5:15pm

**Location:** Dallas D, H

Join Jonathan Rodkin from Bloomberg Businessweek to learn more about recent changes to the rankings methodology used by the publication. Participants will have a chance to engage in meaningful dialogue, resulting in a deeper understanding of the process.

## **MBA CSEA Committee Meetings**

THURSDAY, JUNE 25TH

7:30am – 8:30am

**Location:** Dallas D, H

Are you interested in joining a committee, but not sure which one? Already involved in one? Join us for informal committee meetings to meet other committee members and help plan the future programs and services of the organization.

## **MBA CSEA Annual Business Meeting**

THURSDAY, JUNE 25TH

11:45am – 1:00pm

**Location:** Dallas D, H

Celebrate our accomplishments from the past year with our Board of Directors and learn about plans for the future. You'll also be able to honor colleagues through the MBA CSEA Awards Presentation.

## **Employer Showcase**

THURSDAY, JUNE 25TH

3:15pm – 4:00pm

**Location:** Dallas A

This session will facilitate purposeful conversations for both employers and schools in a rotational format, followed by networking.

This is a great opportunity for school representatives to market their programs to employers! The goal is to have meaningful dialog about career opportunities and the uniqueness of different MBA programs. We welcome you to join the conversation!

## **MBA CSEA Standards Training and Discussion**

THURSDAY, JUNE 25TH

3:15pm – 5:00pm

**Location:** Dallas G

The *MBA CSEA Standards for Reporting MBA Employment Statistics* represent the business school industry's conformance to standards upon which peer schools, prospective students and the media rely for accurate and comparable information. Standards provide guidelines for the collection, management, and distribution of employment data. The session will provide an overview of the standards as well as information on how to directly apply them to your student employment data collection and management process. Edition V of the Standards was released earlier this year and the session will place a priority focus on reviewing these changes and answering any questions you may have.

## **Second Chance Talks with Breakout Session Presenters**

FRIDAY, JUNE 26TH

8:00am – 9:00am

**Location:** Dallas D, H

Were there breakout sessions you were disappointed to miss? Here is your chance to follow up with several of this year's presenters at a roundtable recap of their session. Held during Friday's breakfast, these are informal talks and a second chance to ask questions of a great line-up of breakout session presenters.

## Resource Groups and Structured Networking

THURSDAY, JUNE 25TH | 4:00pm – 5:00pm

Location: Dallas C

Dive deeper into topics of interest during these roundtable discussions. There will also be open tables for additional topics.

- **Business Development for Specialized Masters Programs**  
*Facilitator: Stephen Glomb, University of Minnesota, Carlson School of Management*
- **Career Services for EMBA's**  
*Facilitator: John Bertrand, USC Marshall School of Business*
- **Doing More with Less: Working with Small Staffs**  
*Facilitator: John Helmers, Leeds School of Business, University of Colorado Boulder*
- **Employer Engagement on Campus**  
*Facilitator: Cheri Hurtubise, Liberty Mutual Insurance*
- **Employment Trends for Working Professionals**  
*Facilitator: Jeff McKinney, Robert H. Smith School of Business, University of Maryland*
- **Global Talent: International Student Management**  
*Facilitator: Elizabeth Moon, University of California, Davis, Graduate School of Management*
- **Successfully Serving Both Graduate and Undergraduate Populations**  
*Facilitator: Jamie Belinne, University of Houston, Bauer School of Business*
- **Unique Challenges of 1-Year Programs**  
*Facilitator: Isabella Pinucci, SDA Bocconi School of Management*
- **Use of Databases and CRMs for Employer Relations**  
*Facilitator: Bill Fleming, McCombs School of Business, The University of Texas at Austin*

## MBA CSEA Service Project

FRIDAY, JUNE 26TH | 11:00am – 12:00pm

Location: Trinity 1

MBA CSEA has partnered with Dress for Success—Dallas Chapter to provide a community service that is uniquely suited to our collective expertise. Conference attendees have the opportunity to provide short resume reviews to job seekers in a speed dating format (15–20 minutes). Resume reviews will take place at the Omni Hotel on Friday, June 26, 2015 at 11 am. If you did not register for this program in advance, please ask for more details at the Registration Area.

# BREAKOUT SESSIONS

## WEDNESDAY AFTERNOON SESSIONS | JUNE 24TH | 1:15pm – 2:45pm

Presentation Title	Location	Target Audience	Presentation Track	Approved By HRCI	Details On Page
<b>Conquer Your Consulting Curriculum: How to Create a Customized and Results Oriented Training Program</b>	Deep Ellum A	CS	CO		26
<b>Leveraging Alumni Experience to Facilitate Student Success</b>	Dallas F	CS	CO		26
<b>Trends in MBA Recruiting &amp; Employer Relations</b>	Deep Ellum B	CS	ER	●	27
<b>Hiring from Non-US Business Schools</b>	Fair Park 1	EM	RH	●	27
<b>Recruiting Policies for Job Offers</b>	Fair Park 2	EM & SP	RH	●	28
<b>Coming to America: Improving Cultural Acclimation &amp; Employment Success</b>	Dallas A	CS	IS		28
<b>Getting It Right: Career Services for Specialized Masters Programs</b>	Dallas G	CS	SM		29
<b>Hot Topics in MBA Career Management for Working Professional Populations</b>	Dallas E	CS	WP		29
<b>Improving Student Outcomes: Leveraging Second Year MBA Students as Career Mentors</b>	Dallas B	CS	CO		29

<b>Target Audience Key</b>	<b>Presentation Track Key</b>	
Career Services = CS (All levels)	Coaching = CO	Specialized Masters = SM
Employers = EM	Employer Relations = ER	Working Professionals = WP
Seasoned Professionals = SP	International Students = IS	Recruiting & Hiring = RH

**THURSDAY MORNING SESSIONS | JUNE 25TH | 10:00am – 11:30am**

Presentation Title	Location	Target Audience	Presentation Track	Approved By HRCI	Details On Page
<b>Gallup's Approach to Talent-Based Hiring</b>	Dallas B	All	All	●	30
<b>Case Certification Makes Students More Marketable</b>	Deep Ellum A	CS	CO		30
<b>Internships and Assurance of Learning: Assessing Outcomes from an Internship Program and Closing the Loop</b>	Deep Ellum B	CS	CO	●	30
<b>Implementing The Alliance: Practical Tips for the New Age of Talent Management</b>	Fair Park 2	EM	RH	●	31
<b>Best Practices in MBA Talent Acquisition: Perspectives from University Staff and MBA Students</b>	Dallas G	EM	RH	●	31
<b>Catapulting International Students to Success</b>	Dallas A	CS	IS		31
<b>A Call to Action: Protecting the Confidentiality of Students and Employers in MBA Career Services</b>	Dallas C	SP & EM	CO	●	31
<b>Specialized Masters Programs –Using Employment Data to Tell Your Story!</b>	Fair Park 1	CS	SM		32
<b>Full-time Career Services for Part-time MBAs</b>	Dallas E	CS	WP		32
<b>...Oil, that is, Black Gold, Texas Tea</b>	Dallas F	SP	CO		32

# BREAKOUT SESSIONS

## THURSDAY AFTERNOON SESSIONS | JUNE 25TH | 1:15pm – 2:45pm

Presentation Title	Location	Target Audience	Presentation Track	Approved By HRCI	Details On Page
<b>The Business School Talent Pipeline: Trends in Recruitment Strategies for MBA and Masters Students</b>	Dallas B	All	All	●	33
<b>Creating an Innovative and Integrated Career Development Program</b>	Deep Ellum A	CS	CO		33
<b>The Strategic Career: Let Business Principles Guide You</b>	Deep Ellum B	CS	CO		33
<b>Employer Relationships: From Recruiter to Partner</b>	Dallas F	CS	ER	●	34
<b>Engaging and Retaining the Millennial Workforce through a Revised Workplace Strategy</b>	Fair Park 1	EM	RH	●	34
<b>Dell's Employment Brand Evolution</b>	Fair Park 2	EM	RH	●	34
<b>Infusing Innovation into International Student Initiatives</b>	Dallas A	CS	IS		34
<b>Senior Moments – An Open Discussion Among ‘Senior’ Career Professionals</b>	Dallas C	SP	CO		35
<b>Roundtable Discussion: Surveying the Landscape of Specialty Masters Programs in Business Education</b>	Dallas E	CS	SM		35
<b>Older but Wiser (about Career Development)? Engaging Working Professional Students in Career Services</b>	Dallas G	CS	WP		35

**FRIDAY MORNING SESSIONS | JUNE 26TH | 9:15am – 10:45am**

Presentation Title	Location	Target Audience	Presentation Track	Approved By HRCI	Details On Page
<b>Past Presidents Panel</b>	Dallas B	All	All		36
<b>Building a Recruiting Brand: Differentiation in the MBA Market</b>	Dallas C	EM	RH	●	36
<b>Enhancing Alumni &amp; Employer Relations by Getting Your (international) Students to INTERVIEW Like Rockstars!</b>	Dallas A	CS	IS		37
<b>Hear about Specialized Masters Programs through a Staff and Employer Perspective</b>	Dallas G	CS	SM		37

**Target Audience Key**

Career Services = CS (All levels)

Employers = EM

Seasoned Professionals = SP

**Presentation Track Key**

Coaching = CO

Employer Relations = ER

International Students = IS

Specialized Masters = SM

Working Professionals = WP

Recruiting & Hiring = RH

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# BREAKOUT DESCRIPTIONS

WEDNESDAY AFTERNOON SESSIONS | JUNE 24TH | 1:15pm–2:45pm

## Conquer Your Consulting Curriculum: How to Create a Customized and Results Oriented Training Program

**David Ohrvall**, *Founder, MBACASE*

**Elaine Sommers**, *Career Advisor, USC Marshall School of Business*

**Location: Deep Ellum A**

**Audience/Track: CS/Coaching**

Are you ready for some fresh insights on how to develop an effective consulting training program? Elaine Sommers, winner of the 2014 MBACSEA Innovation Award, and David Ohrvall, expert case interview trainer, will help you understand the pieces you'll need to build an effective curriculum. Using the award winning USC approach as a foundation you'll learn best practices on how to coordinate career services, club officers, professors, industry experts and outside vendors to create a well-integrated team that produces results. You will also learn how to create a case certification program with effective content that participants and firms will value. David will share with you how multiple schools are approaching this challenge and effective ways to keep the training consistent. Using plenty of examples, classroom participation and an action plan method, you'll come away energized and focused on how to build your new curriculum.

## Leveraging Alumni Experience to Facilitate Student Success

**Emily Giacomini**, *Associate Director, MBA Career Services, Smeal College of Business, Penn State University*

**Dori Jamison**, *Director, University of Maryland, Robert H. Smith School of Business*

**Jeff Kudisch**, *Assistant Dean of Corporate Relations and Managing Director of the Office of Career Services, University of Maryland, Robert H. Smith School of Business*

**Location: Deep Dallas F**

**Audience/Track: CS/Coaching**

According to the 2014 GMAC Alumni Perspectives Survey, 13% of business school alumni volunteered with their graduate business school within the prior year. This session will explore innovative ways career services offices can increase alumni participation and leverage this untapped resource to engage students and drive student success. Presenters will share programs and practices that have enabled alumni to give back by increasing students' self-awareness and awareness of the employment market, facilitating behavior change, and sharing new employment opportunities and insights. These programs include, but are not limited to, industry-specific mock interviews, alumni insights workshops, industry panels, alumni focus groups, the "Backyard Networking" series, and campus networking events. Presenters will also share strategies for obtaining and retaining alumni participation by using alumni recognition and reward programs, and systems that track alumni participation and interests.

## Trends in MBA Recruiting & Employer Relations

**James Barricelli**, *Senior Associate Director, Employer Relations, University of North Carolina, Kenan-Flagler Business School*

**Lori Clomburg**, *Director of Employer Relations, Emory University, Goizueta Business School*

**Michelle Hardy**, *Director, MBA Employer and Alumni Engagement, McCombs School of Business, The University of Texas at Austin*

**Marla McGraw**, *Senior Associate Director, Recruiting and Outreach, University of Michigan, Ross School of Business*

**Location:** Deep Ellum B

**Audience/Track:** CS/Employer Relations

This discussion-based session will explore the best practices and trends in MBA recruiting. Hear from fellow employer relations colleagues about current challenges, unique programs, and common pitfalls. This session is designed for professionals who lead or actively manage MBA recruiting and/or employer relations for their school or program.



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## Hiring from Non-US Business Schools

**John Gurskey**, *Director of Career Services, Melbourne Business School, Australia*

**Ann Hargraves**, *Director, Graduate Campus Recruitment, Liberty Mutual Insurance*

**Dee Murphy**, *Career Development & Skills Manager, University College, Dublin, Michael Smurfit Graduate Business School, Ireland*

**Isabella Pinucci**, *Career Service Coordinator, SDA Bocconi School of Management, Italy*

**Sara Vanos**, *Corporate Development Manager, HEC Paris, France*

**Derek Walker**, *Director of Careers, University of Oxford, Saïd Business School, United Kingdom*

**Location:** Fair Park 1

**Audience/Track:** EM/Recruiting & Hiring

International Business Schools differ from their American counterparts in 4 ways: cohorts are more international, up to 95%+, which creates challenges in work visas and adapting to different cultural environments; participants are more mature, yet expect the types of dramatic career changes that are common in US programs; Specialized Masters have a higher proliferation and are well-established which creates confusion with employers as to the differences; and 1-year programs are the norm, many times not including an internship, and therefore careers services need to deliver an effective service in less time. In this session leaders from international schools will speak to the challenges of the non-US community. If you are interested in hiring for international offices, investigating the availability of US nationals with international experience, or are seeking to develop the international employer brand of your organization, then this session is for you.

# BREAKOUT DESCRIPTIONS

WEDNESDAY AFTERNOON SESSIONS | JUNE 24TH | 1:15pm–2:45pm

## Recruiting Policies for Job Offers

**Blair Beavis**, *EMEA Regional University Recruitment Manager, Johnson & Johnson EMEA*

**Christy Delregno**, *Talent Acquisition Director, CVS Health*

**Kim DiNicola**, *Vice President, College Relations, Fidelity Investments*

**Susan Lemke**, *Sr Associate Director, F.W. Olin Graduate School of Business, Babson College*

**Location: Fair Park 2**

**Audience/Track: EM & SP/Recruiting & Hiring**

Led by a panel of senior Human Resources and Career Services professionals, participants will be invited to share ideas of how to create fair, competitive and exciting job offer policies. The group will choose breakout topics for discussion looking at both the employer and MBA students' point of view. Topics could include such things as: attractive offer elements, schools policies regarding offer terms, internship to full time hiring, keeping hired students engaged and others topics.



## Coming to America: Improving Cultural Acclimation & Employment Success

**Chequeta Allen**, *Executive Director, Career Management Center, Raymond A. Mason School of Business, College of William and Mary*

**Leslie Bohon**, *Intensive English Language Programs, Reves Center for International Studies, College of William and Mary*

**Location: Dallas A**

**Audience/Track: CS/International Students**

This session describes a 4-week Pre-MBA program which supports US cultural and business acclimation for incoming international MBA students. In Program work is ongoing via executive coaching and 2 sessions focused on immigration and international student internship/job search. Each week of Pre-Program work focuses on themes covered during first year of MBA training such as current issues, U.S. business culture, multi-national business and case studies. Pre-program activities also include “Experiential Fridays” in the form of corporate visits, career and professional development content, and skill building. Covered topics include effective business writing, vocabulary building, reading strategies, listening skills, business language, idioms and plagiarism, presentation skills, pronunciation and intonation, non-verbal behavior, business etiquette, collaboration, individual assessment, executive coaching (Mason Executive Partner Program) resume writing, personal branding, self-promotion, career strategy, networking (Mason Career Champions & beyond), and MBA industries, functions, and global opportunities available.

## Getting It Right: Career Services for Specialized Masters Programs

**Marci Armstrong**, *Associate Dean, Graduate Programs, Southern Methodist University, Cox School of Business*

**Lisa Tran**, *Director, Southern Methodist University, Cox School of Business*

**Location: Dallas G**

**Audience/Track: CS/Specialized Masters**

The successful proliferation of Specialized Masters programs within business schools is undeniable. These students typically have little to no business work experience and provide graduate career services professionals with challenges that in some ways mirror MBAs and in other ways differ significantly. In this interactive session, you'll explore evidence indicating that Masters programs are here to stay and will consider how best to empower these students to manage their own job searches. What tools and knowledge do they need? How can you best motivate and prepare them for a successful job search? What works and what doesn't? And how does all of this differ from supporting MBA students in their internship and full-time job searches? Come prepared to share your wins and losses with Specialized Masters students and to learn from your peers as our industry evolves.

## Hot Topics in MBA Career Management for Working Professional Populations

**Jean Gekler**, *Senior Associate Director, MBA Career Management, University of Washington, Foster School of Business*

**John Helmers**, *Associate Director, University of Colorado at Boulder, Leeds School of Business*

**Ashley Bowes Johnson**, *Senior Associate Director, University of Minnesota, Carlson School of Management*

**Sally Templeton**, *Senior Associate Director, MBA Career Management, University of Washington, Foster School of Business*

**Elizabeth Ursin**, *Assistant Dean and Director of Career Management, Willamette University MBA*

**Location: Dallas E**

**Audience/Track: CS/Working Professionals**

In this session, you will hear from four MBA Career Services professionals on four different challenges and opportunities in engaging part-time students with career management programs. These hot topics will be discussed: (1) How to interest employers in WP populations, (2) Development of programs and guidelines to qualify students for on-campus recruiting, (3) Advising and creating experiences to aid in career transitions and (4) Expanding WP career services to multiple locations. Following the panelists' short presentations, join a small group on a topic of your choice to share ideas and best practices. Participate in a lively discussion!

## Improving Student Outcomes: Leveraging Second Year MBA Students as Career Mentors

**Caren Howley**, *Associate Director, University of North Carolina, Kenan-Flagler Business School*

**Kent Harrill**, *Associate Director, University of North Carolina, Kenan-Flagler Business School*

**Mike Schmidt**, *Associate Director, University of North Carolina, Kenan-Flagler Business School*

**Elisabeth Zimowski**, *Associate Director, University of North Carolina, Kenan-Flagler Business School*

**Location: Dallas B**

**Audience/Track: CS/Coaching**

It can be challenging to try to provide one-on-one service and individualized support to first year MBA students as frequently as one would like. At UNC Kenan-Flagler Business School, we have created a Career Mentor program where we enlist distinguished second year students as extensions of the Career Management Center and pair them with 3-8 first year students. These second year students coach students in cover letter preparation, conduct mock interviews, and share wisdom from their own job searches, all while earning MBA course credit. The program receives high satisfaction marks from first year students, and helps students feel better prepared for the internship search. Join the Associate Director team from UNC Kenan-Flagler as we share insights from this successful program.

# BREAKOUT DESCRIPTIONS

THURSDAY MORNING SESSIONS | JUNE 25TH | 10:00am–11:30am

## Gallup's Approach to Talent-Based Hiring

**Jennifer Mosser**, *Director of Talent Sourcing, Gallup*

**Sallie Peters**, *Director of Talent Sourcing, Gallup*

**Susan Shald**, *Director of Talent Sourcing, Gallup*

**Location: Dallas B**

**Audience: All**

Gallup has conducted assessments for the past 40 years—with more than 2,000 organizations in 60 countries, 30 languages and 20 industries—to advance and strengthen hiring practices, put the best managers in place and grow their businesses. Our hiring and development philosophy is based on three essential principles:

- Start with natural talent.
- Develop strengths.
- Leverage the entire hiring and development process.

Attend this session to learn how to leverage the entire hiring and development process through Gallup's consulting framework. In this breakout session we will introduce and unpack these seven crucial components: Align, Attract, Recruit, Assess, Hire, On-board, and Develop.

## Case Certification Makes Students More Marketable

**Marc Cosentino**, *CEO, CaseQuestions.com*

**Lawrence Verbiest**, *Associate Director, Georgetown University*

**Location: Deep Ellum A**

**Audience/Track: CS/Coaching**

Companies have limited time and resources to devote to recruiting, which is why they identify target schools. What happens when your school isn't a target school for the consulting firms on your students wish list? How do you draw them to campus? How do you keep them coming back?

For the last five years Georgetown has successfully drawn top consulting firms to campus and expanded their relationships through the case interview certification program, a collaboration between the MBA consulting club and career services. Firms are happy because the students are well prepared and students are happy because they feel more confident going into the interview. The process is often a "kick in the pants" to those who fail to get certified which makes them work harder.

## Internships and Assurance of Learning: Assessing Outcomes from an Internship Program and Closing the Loop

**Maralynn Maltz**, *Assistant Director of Career Management, Willamette University MBA*

**Elizabeth Ursin**, *Assistant Dean and Director of Career Management, Willamette University MBA*

**Location: Deep Ellum B**

**Audience/Track: CS/Coaching**

In this competitive marketplace, MBA programs must provide employers with graduates who have competencies that add value to their organizations. Join us for this interactive program, where we will share a case study from our internship program and engage you in discussions around best practices. You will learn how to design and implement an internship program that engages a student to hit the ground running and meet employer expectations. You will also learn how to design an Assurance of Learning assessment tool that measures the success of core MBA curriculum enabling the internship program to close the loop with faculty and keep the MBA program relevant to employers.

## Implementing The Alliance: Practical Tips for the New Age of Talent Management

**Ben Casnocha**, *Co-Founder & Partner, Allied Talent*

**Location: Fair Park 2**

**Audience/Track: EM/Recruiting & Hiring**

Join our keynote speaker for this special breakout session where he will continue the discussion from this morning's presentation. The session will take a closer look at the broken employee-employer relationship problem and the solutions that offer ways for organizations and employees to work together toward common goals. It will be practical in orientation, looking at implementation suggestions that can be immediately adapted for your own organization.

## Best Practices in MBA Talent Acquisition: Perspectives from University Staff and MBA Students

**Jim Kranzusch**, *Executive Director, MBA Career Services, Georgia Tech*

**Paul Poissant**, *Director, MBA Employer Relations, Penn State University*

**Jeff McNish**, *Director, MBA Career Management Center, University of North Carolina, Kenan-Flagler Business School*

**Stacey Rudnick**, *Director, MBA Career Management, University of Texas*

**Location: Dallas G**

**Audience/Track: EM/Recruiting & Hiring**

This session will be a moderated panel on best practices in the field of MBA talent acquisition. The panel will consist of four experienced, senior-level directors of MBA Career Services programs. Best practices to be discussed will include topics such as school engagement, student engagement, employer branding, internship programs, leadership development programs, and employer communications strategies.

## Catapulting International Students to Success

**Christine Dito**, *Senior Director, University of California, Davis, Graduate School of Management*  
**Elizabeth Moon**, *Associate Director, University of California, Davis, Graduate School of Management*

**Location: Dallas A**

**Audience/Track: CS/International Students**

Utilizing strategies from theater, English as a second language teaching, EQ materials and TED Talks, international students are able to showcase the depth of value that they add as Global Talent and reach their next step career goals. In this workshop, we will share and practice actual ways to increase communication skills in the areas of Emotional Intelligence, Verbal, Non-verbal and Written Communication.

## A Call to Action: Protecting the Confidentiality of Students and Employers in MBA Career Services

**Laura Arthur**, *Associate Director of Coaching & Education, Johns Hopkins Carey Business School*

**Kathleen Bovard**, *Director of Coaching and Education, Johns Hopkins Carey Business School*

**Katy Montgomery**, *Assistant Dean, Johns Hopkins Carey Business School*

**Susan Whitcomb**, *President, THE ACADEMIES, INC.*

**Location: Dallas C**

**Audience/Track: SP & EM/Coaching**

A careful review of the ethical guidelines and standards for practice in coaching, recruiting, and counseling suggest that there are conflicting protocols for protecting the confidentiality of students and employers. Join a distinguished panel of speakers, including a legal expert, as we explore our ethical obligations, limits to confidentiality, and liability risks associated with MBA career services and recruiting. Through case analysis and interactive discussion, participants will consider best practices in the ethics of confidentiality and design an integrated model for adaptation by MBA career service providers. Leaders in both career services and recruiting will benefit from this session as they build ethically sound practices and protect the confidentiality of students and employers.

# BREAKOUT DESCRIPTIONS

THURSDAY MORNING SESSIONS | JUNE 25TH | 10:00am–11:30am

## Specialized Masters Programs— Using Employment Data to Tell Your Story!

**Emily Anderson**, *Director, Coaching & Operations, Owen Graduate School of Management, Vanderbilt University*

**Nicole Hall**, *Director, Market Readiness & Employment, Wake Forest University*

**Mark Peterson**, *Director, Graduate Business Career Services, Iowa State University*

**Location: Fair Park 1**

**Audience/Track: CS/Specialized Masters**

Specialized Masters programs are abounding and universities are introducing new programs annually. The vast majority of these programs are pre-experience, but they range widely in areas of specialization, length of program, and the type of students they attract. Join us to learn about how several career offices have piloted an employment survey developed largely on the MBA CSEA Standards for Full-time MBA Employment. Learn from their experiences promoting and collecting the survey as well as how they plan to use the data. The MBA CSEA Standards committee believes that a comprehensive set of standards can aid all schools in capturing compelling data that helps prospective students to make the best program decisions. The discussion during this interactive session will serve as the launch pad for moving toward the adoption of industry-wide standards for Specialized Masters programs. Join the conversation and share your ideas!

## Full-time Career Services for Part-time MBAs

**Ellen Bartkowiak**, *CEO, EllenCoaching*

**Jana Klauke**, *Director, The University of Iowa*

**Cynthia Meis**, *Associate Director, The University of Iowa*

**Location: Dallas E**

**Audience/Track: CS/Working Professionals**

In today's economy when we're asked to do more with less, the perception is that Working Professionals are losing out. With very few programs having dedicated staff, resources, or funding to part-time programs, it's time to pool our resources and best practices and share what we know. Join us as we facilitate an open discussion around how to best serve our amazing Working Professional MBAs. Bring your ideas, success stories or questions and take the time to work with your peers who have been in your same shoes. The presenters will share their best practices of working with PMBAs and will guide you through a process of sharing, brainstorming, and learning. You'll leave with ideas, connections and maybe an "a-ha" moment.

## ...Oil, that is, Black Gold, Texas Tea

**Kim Austin**, *Director, Texas A&M University, Mays Business School*

**Panel Representatives from:**

- Azure Midstream
- Chevron
- ExxonMobil
- Halliburton
- Shell

**Location: Dallas F**

**Audience/Track: SP/Coaching**

... And up through the ground came a bubblin' crude. Oil that is, black gold, Texas tea. What better place than Texas to find out what's happening with the oil and gas industry? Join us for a facilitated panel discussion with industry professionals from Halliburton, Shell Oil Company, Azure Midstream, Chevron and Exxon Mobil to explore the "state of the industry", the trends, and the hiring expectations and implications for graduate business students.

## The Business School Talent Pipeline: Trends in Recruitment Strategies for MBA and Masters Students

**Rebecca Estrada-Worthington**, *Survey Research Manager, Graduate Management Admission Council*

**Ann Hargraves**, *Director, Graduate Campus Recruitment, Liberty Mutual Insurance*

**Susan Lemke**, *Senior Associate Director, Babson College, F.W. Olin Graduate School of Business*

**Paul Poissant**, *Director, MBA Employer Relations, Smeal College of Business, Penn State University*

**Location: Dallas B**

**Audience: All**

Join researcher Rebecca Estrada-Worthington from the Graduate Management Admission Council (GMAC) and a panel of career service experts and employers in an open discussion about hiring trends, employer recruitment practices, and tips for preparing today's students for today's global job market. Specific areas will include the skills employers are seeking, as well as students' successful job search methods and recruiter activities. The session will close with a preview of the future student pipeline: an overview of what shifts GMAC observes in the profiles and career preparation of business school candidates, as well as desires, hesitations of incoming students. Come prepared to learn, as well as to share.



## Creating an Innovative and Integrated Career Development Program

**Josh Campbell**, *Manager, Coaching and Development, Queen's University*

**Helen Rutledge**, *Associate Director, Coaching and Development, Queen's University*

**Location: Deep Ellum A**

**Audience/Track: CS / Coaching**

Having difficulty getting students to attend your career workshops and events? Facing the unending challenge of ensuring that all of your students have the career foundation necessary to be successful? In 2013, Queen's Business Career Centre partnered with their FT MBA program and committed to emphasizing career and making it a part of the academic curriculum. The results have been amazing—a mandatory, intensive career development program that dramatically increased student engagement and performance, that has also led to amazing collaboration between career centre and program office. Join us as we unpack the blueprint for how to successfully create an innovative and integrated Career Development Program, and share the unique infrastructure and technology that we used to implement it. Participants will also have the opportunity to share best practices from their schools and learn from their colleagues.

## The Strategic Career: Let Business Principles Guide You

**Bill Barnett**, *Adjunct Professor, Rice University*

**Location: Deep Ellum B**

**Audience/Track: CS / Coaching**

Author Bill Barnett led McKinsey & Company's Strategy Practice and taught career strategy to MBA students at Yale and Rice. He drew on these experiences to write *The Strategic Career*. He shows that business and career strategy are conceptually identical, and that business strategy concepts can help MBA students and others plot careers. At the conference, Barnett will show how to set long-term direction, conduct short-term opportunity search, and make rigorous choices among offers.

# BREAKOUT DESCRIPTIONS

THURSDAY AFTERNOON SESSIONS | JUNE 25TH | 1:15pm–2:45pm

## Employer Relationships: From Recruiter to Partner

**Lynne Sarikas**, *MBA Career Center Director, Northeastern University, D'Amore-McKim School of Business*

**Location: Dallas F**

**Audience/Track: CS/Employer Relations**

Taking the employer relationship beyond recruiting to a strategic partner has broadened employment engagement at Northeastern's D'Amore-McKim School of Business. Employers are actively engaged in Career Track Advisory Boards providing input to faculty and staff on curriculum and activities. Employers are serving as mentors to students, participating in the admissions process and are actively engaged in the career management class. Students, faculty and staff all benefit from increased employer partnerships.

## Engaging and Retaining the Millennial Workforce through a Revised Workplace Strategy

**Erika Gragg**, *Campus Recruiting Manager, Pariveda Solutions*

**Jennifer Mosser**, *Director of Talent Sourcing, Gallup*

**Christine Murray**, *Associate Director, Employer Relations, Johns Hopkins Carey Business School*

**Location: Fair Park 1**

**Audience/Track: EM/Recruiting & Hiring**

Presented by a team of career development, employer and industry professionals from Johns Hopkins Carey Business School, Gallup, and Pariveda Solutions. This interactive conversation about workplace strategy will engage employer representatives and career development practitioners in a conversation around workplace culture and design as it pertains to attracting and retaining the millennial workforce. The emergence of the millennial generation of talent in the workforce continues to challenge company assumptions about how to appropriately recruit and retain talent and how to allocate physical office space to support a healthy and engaged workplace culture.

## Dell's Employment Brand Evolution

**Jennifer Newbill**, *Senior Manager, Global Talent Center of Excellence, Dell*

**Location: Fair Park 2**

**Audience/Track: EM/Recruiting & Hiring**

Learn how Dell took control of their brand perception and what they are doing to attract candidates both on and off campus. During this session you will learn about Dell's employment branding journey including the development of their flexible, global recruiting campaign allowing them to target specific audiences, their multimedia strategy and social media growth.

## Infusing Innovation into International Student Initiatives

**Brittany Buxton-Graham**, *Director, Career Management and Corporate Relations, The Ohio State University, Fisher College of Business*

**Jill Westerfeld**, *Assistant Director, Career Management and Corporate Relations, The Ohio State University, Fisher College of Business*

**Location: Dallas A**

**Audience/Track: CS/International Students**

Join us to think about how you approach supporting the unique needs of graduate international students. Learn about the Fisher College of Business' innovative approach to international student initiatives, collaboration, and content delivery. Participants will have the opportunity to understand how Fisher is fostering innovation, ask questions, and discuss how you can leverage these and other ideas on your own campus.

## Senior Moments – An Open Discussion Among ‘Senior’ Career Professionals

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

**Location: Dallas C**

**Audience/Track: SP/Coaching**

This discussion is for senior professionals with 10+ years' experience leading MBA career centers. It is an opportunity to share challenges, look at how things have changed, and deal with some of the challenges associated with working long term in MBA career services. Topics will come from the participants but may include best practices in managing senior administration, addressing changing populations and degree programs, staying fresh after 10 years in the business, and dealing with the media.

## Roundtable Discussion: Surveying the Landscape of Specialty Masters Programs in Business Education

**Stephen Glomb**, *Senior Associate Director – Specialty Programs and Executives, University of Minnesota, Carlson School of Management*

**Lisa Jammer**, *Senior Director of Graduate and Alumni Career Services, University of Houston, Bauer School of Business*

**Location: Dallas E**

**Audience/Track: CS/Specialized Masters**

The rapid emergence of specialty Masters programs in business education has led some career practitioners to question how they can best serve this unique and challenging student population. Similarly, employers who are accustomed to hiring MBA students often require additional guidance and education when hiring students from 1- and 2-year specialty programs. In this roundtable discussion, facilitators will guide a discussion focused on the rewards and challenges that arise when working with specialty Masters students. Participants will be encouraged to share their experiences, best practices and lessons learned.

## Older but Wiser (about Career Development)? Engaging Working Professional Students in Career Services

**Sharon Cohen**, *Associate Director, EMBA & PMBA, University of Georgia*

**Nicole Hall**, *Director, Market Readiness & Employment, Wake Forest University*

**Jeff McKinney**, *MBA Career Consultant, University of Maryland, Robert H. Smith School of Business*

**Katy Montgomery**, *Assistant Dean, Johns Hopkins Carey Business School*

**Location: Dallas G**

**Audience/Track: CS/Working Professionals**

The 2015 workplace requires employers to hire and maintain a passionate, highly engaged workforce. This heightened level of engagement makes it increasingly more difficult for working professionals, especially those PTMBA students, to engage in career services offerings. Student expectations surveys indicate that students expect schools to provide networking opportunities, access to alumni and employers, and access to career coaching. Given constraints on students and programs, how can we best engage students to prepare them for careers post-MBA (blended learning, boot camps)? This facilitated dialogue session will discuss ways to rethink innovative and creative strategies for inspiring students to engage in career services. We will also discuss how to evaluate outcomes of these services, including an update by the Standards Committee on adoption of industry-wide standards for reporting Working Professional MBA employment data. During this interactive session best practices and challenges will be addressed.

# BREAKOUT DESCRIPTIONS

FRIDAY MORNING SESSIONS | JUNE 26TH | 9:15am – 10:45am

## Past Presidents Panel

**Nicole Hall**, *Director, Market Readiness & Employment, Wake Forest University*

**Tom Kozicki**, *Executive Director, MBA Career Center, University of California, Irvine, The Paul Merage School of Business*

**Mark Peterson**, *Director MBA/Graduate Business Career Services, Iowa State University, College of Business*

**Jeffrey Rice**, *Executive Director, Office of Career Management, The Ohio State University, Fisher College of Business*

**Damian Zikakis**, *Director, Career Services, University of Michigan, Ross School of Business*

**Location: Dallas B**

**Audience: All**

The panel includes four past presidents, with the current president moderating. The panel will discuss the past, present and future of MBA career services, the “next frontier.” The panel will also accept questions from attendees.

## Building a Recruiting Brand: Differentiation in the MBA Market

**Zachary Mayo**, *COO, RelishMBA*

**Amanda Panarese**, *Assistant Director, University of Virginia, Darden School of Business*

**Sarah Rumbaugh**, *CEO and Founder, RelishMBA*

**Location: Dallas C**

**Audience/Track: EM/ Recruiting & Hiring**

With increasing competition in the MBA recruiting market, establishing a strong recruiting brand has become essential for companies looking to attract the top business school talent. This session will explore the value of building a brand in the recruiting space, best practices in reaching out to students, and how Career Services offices can facilitate the brand-building process.



## Enhancing Alumni & Employer Relations by Getting Your (international) Students to INTERVIEW Like Rockstars!

**Maureen Manion-Leone**, *Senior Director, Full-time Programs, Emory University, Goizueta Business School*

**Jaymin Patel**, *Author, Speaker, Coach, JayminSpeaks.com*

**Location: Dallas A**

**Audience/Track: CS/International Students**

The interview directly impacts Alumni & Employer perceptions of an MBA program, and influences their decisions to recruit. We will discuss effective ways to get Alumni & Employers excited about recruiting at your program by sharing insights and learnings from case examples, leaving the audience with implementable ideas on getting their students interviewing like Rockstars! This session is meant to help Career Services Professionals enhance their interview coaching practice. We will review and discuss various approaches, methodologies and proven tactics to share the Employer feedback with your students in an effective way that will “stick”. This session will include content from Jaymin’s book “Confessions of an MBA Interviewer” providing details about the interview process from “the other side of the table” and discloses the mindsets, expectations, and evaluation processes that interviewers use to advance MBA candidates to final offers. It’s not always just a skill-set problem, it’s a mind-set problem.

## Hear about Specialized Masters Programs through a Staff and Employer Perspective

**Tom Kim**, *Assistant Dean – Career Management Center, The University of Texas at Dallas, Jindal School of Management*

**Location: Dallas G**

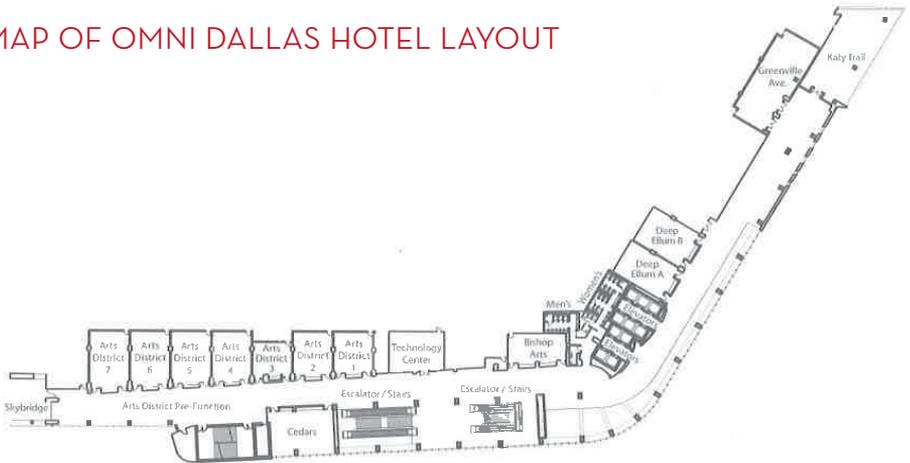
**Audience/Track: CS/Specialized Masters**

The growth of specialized Masters programs in business schools has led to challenges for career services staff to serve each particular program. The Jindal School of Management is large enough to offer many attractive degree plans but small enough to serve each program with the highest level of service and satisfaction. Collaboration with employers and the specific skills/needs of the employers will be discussed. Attendees will be called upon to discuss best practices of this process.

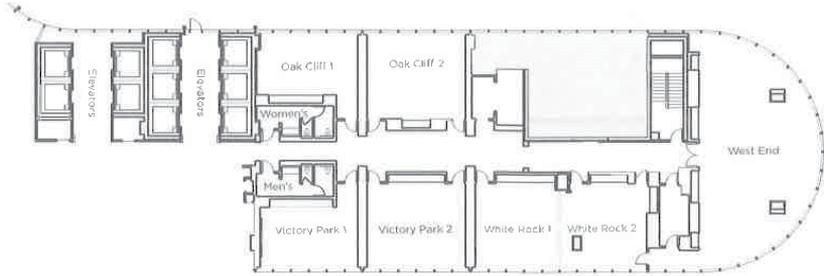


# LOCAL INFORMATION

## MAP OF OMNI DALLAS HOTEL LAYOUT



LEVEL TWO



LEVEL FIVE

## EVENING SOCIALIZING

Create memories by joining your peers for a little evening networking!  
Let the great conversations and great stories continue over cool refreshments.

### Tuesday, June 23rd at 9:00pm

The Woolworth Dallas  
1520 Elm Street, Suite 201  
Dallas, TX 75201  
214.814.0588  
Walking distance: 15 minutes  
Driving distance: 5 minutes  
DART bus distance: 11 minutes

### Wednesday, June 24th at 9:00pm

OE Penguin Karaoke  
1404 Main Street  
Dallas, TX 75202  
214.744.1393  
Walking distance: 12 minutes  
Driving distance: 3 minutes  
DART bus distance: 6 minutes

### Thursday, June 25th at 10:00pm

Owner's Box  
Located in the Omni Dallas Hotel  
214.652.4805

## MORNING FITNESS

**Wednesday – Friday, 6:30am– 7:30am**

**Option 1: Fitness Sessions with Ellen Bartkowiak, President of EllenCoaching, LLC**

### **Location: White Rock 1**

Join us for fitness and fun before you start your day! All fitness levels are welcome and EVERYONE can participate in these classes. Please sign up at the Registration Area upon arrival.

### **Wednesday – Stretch and Strength**

Participants will be guided through challenging moves that will incorporate Pilates, Yoga and Strength Training moves to strengthen and tone the body while promoting flexibility.

### **Thursday – 30 Minute Boot Camp**

You can do anything for 20 seconds! Participants will be guided through 20 second drills that will provide an all over body workout; planks, sit-ups, push-ups and mountain climbers are just a few. Modifications will be offered so everyone is welcome.

### **Friday – Zumba**

Latin and Hip Hop inspired class. This is a fast paced class with a repetitive routine and loads of fun. Get moving to chart topping hits while burning those unwanted calories.

### **Option 2: Running**

Calling all Runners! Join MBA CSEA's own Jamie Belinne and Bethany Kilgore for an early morning run 6:30 to 7:30am daily. Run to get out and explore Dallas. Run to lift your mood and gain energy for the day. No matter your reason, join this group for an excellent morning exercise option.

Meet at the Registration Area before 6:30am to join the morning run.

## DINE AROUND DALLAS

**Wednesday, June 24th at 6:30pm**

Dine-arounds are centered in 3 major locations that are a short walk or taxi ride from the Omni Hotel. These restaurants were hand-picked by the Local Arrangement co-chairs for their diversity and quality of food and service. There is sure to be an option for every palate. So, break bread with MBA CSEA friends old and new! Sign up for a Dine Around at the Registration Area.

## HIGHLAND PARK VILLAGE

### **Café Pacific**

Well-known upscale fine-dining destination for seafood, served in plush, formal environs.

### **Bistro 31**

Elevated European bistro fare is served in an elegant, understated setting with exposed beams.

## WEST VILLAGE

### **Cru Food & Wine Bar**

Offers a glimpse into the sophisticated world of wine.

### **Village Burger Bar**

An emerging restaurant chain that aims to turn fast food on its head has selected Dallas as one of its first expansion markets.

### **LYFE Kitchen**

(short for Love Your Food Every day) aims to spark a “food revolution” by offering healthy, locally-sourced, organic fare.

## VICTORY PARK

### **Naga Thai Kitchen & Bar**

Sleek, wood-paneled Thai eatery presenting Thai favorites such as spicy noodles.

### **Medina Oven & Bar**

Moroccan specialties served in a Victory Park space sporting North African décor & patio.

# LOCAL INFORMATION

## EXPLORE DALLAS EXCURSIONS

WEDNESDAY, JUNE 24TH | 4:15pm – 6:00pm

Guided local excursions are one of the highlights of MBA CSEA's Global Conference for many attendees. Led by members of the Local Arrangements Committee, you'll get to see one of Dallas' featured venues while making new connections with other members of the Association.

Each excursion will be led by a member of the Local Arrangements Committee. If you signed up for an excursion during registration, please meet in the Registration Area before 4:15pm to travel with the group to the excursion location.

### **Sixth Floor Museum at Dealey Plaza (JFK Museum)**

The museum, known as the Texas School Book Depository features films, photographs and artifacts that chronicle President Kennedy's life, death and legacy.

**Cost:** \$16 per person

9 minute walk from the hotel

### **The Original Neiman Marcus**

The Neiman Marcus Building is a historic commercial structure located in the Main Street District in downtown Dallas. The structure, a Recorded Texas Historic Landmark, is the corporate headquarters and flagship store of Neiman Marcus. It is the last of the original department stores still serving downtown Dallas.

**Cost:** Free

15 minute walk from the hotel

### **White Rock Lake Conservancy**

White Rock Lake is a 1,015 acre city lake located approximately 5 miles northeast of downtown Dallas. White Rock Lake offers a variety of active and passive activity options and is one of the best places to experience natural areas and wildlife in an urban setting.

**Cost:** Free for park entrance;  
Some activities cost

14 minute drive from the hotel

## “DIAMONDS & DENIM” GALA

THURSDAY, JUNE 25 | 6:00pm – 9:00pm | Hard Rock Café

Our Diamonds and Denim Gala will be hosted at the Hard Rock Café in Downtown Dallas. The Hard Rock Café is located a short distance from the American Airlines center and Victory Park. Join us for a Texas themed gala with music, line dancing, excellent food options and more. Bring your diamonds, denim and dancing shoes (boots are welcomed) for an unforgettable evening.

**Transportation:** Complimentary shuttle service is available between the Omni Hotel and Gala at the Hard Rock Café. Shuttles will depart from the side entrance near the Owner's Box Restaurant (Omni Hotel) and run regularly until the event concludes.

**Event Location:** Hard Rock Cafe, 2211 North Houston Street, Dallas, Texas 75219

**Cost:** Pre-paid during conference registration. Tickets will be provided at check-in.

## EXPLORE DALLAS ON YOUR OWN

Arriving in Dallas on Monday or Tuesday and looking for options to explore your surroundings? Get out and explore Dallas near the Omni Hotel. The Local Arrangements Committee has identified several great venues (in addition to the venues listed previously) within a short metro/train ride from the Omni or within walking distance if you are adventurous. There will not be a formal group leader for these options, but you are welcome to assemble a small group and extend your networking.

### Dallas Arboretum and Botanical Garden

The Dallas Arboretum and Botanical Garden is a world-class, 66 acre urban oasis. It features 19 finely manicured gardens, seasonal festivals and activities, a robust plant trials program, adult and youth education programs and a new 8 acre Children's Adventure Garden.

**Hours:** Daily from 9:00am–5:00pm

**Cost:** \$15 per person entry;  
\$7 per person guided garden tour

16 minute drive from the hotel

### Dallas Museum of Art

The museum collection is made up of more than 24,000 objects dating from the third millennium BC to the present day.

**Hours:** Daily from 11:00am–5:00am

**Cost:** Free;  
\$16 per person for special exhibits

15 minute drive from the hotel

### Dallas World Aquarium

The Dallas World Aquarium aids conservation and education by housing many animals that are threatened or endangered as part of a cooperative breeding program with other zoos around the world.

**Hours:** Daily from 9:00am–5:00pm

**Cost:** \$17.95 per person

15 minute walk from the hotel

### George W. Bush Library and Museum

The George W. Bush Library and Museum serves as a resource for the study of the life and career of George W. Bush, while also promoting a better understanding of the Presidency, American history, and important issues of public policy. Plan for a visit of approximately 90 minutes.

**Hours:** Mondays thru Sundays from  
9:00am–5:00pm

**Cost:** \$16 per person

20 minute drive from the hotel

### Nasher Sculpture Center

A museum oasis in the heart of downtown Dallas and home to one of the finest collections of modern and contemporary sculptures in the world.

**Hours:** Tuesday thru Sunday from  
11:00am–5:00pm

**Cost:** \$8 per person

20 minute walk from the hotel

### Perot Museum of Nature and Science at Victory Park

Stimulate curiosity in the revolutionary Perot Museum of Nature and Science. Five floors house 11 permanent exhibit halls containing state-of-the-art video and 3D computer animation with thrilling, life-like simulations where visitors can exercise their brains through hands-on activities, interactive kiosks and educational games.

**Hours:** Monday thru Saturday from  
10:00am–6:00pm

**Cost:** Free to educators or Pre-Book Group  
Admission is \$10 per person

20 minute walk from the hotel

WIFI CODE 

**Access: Omni Meetings**

**Password: MBAFOCUS**

# SPONSORS

## **VMock Inc.**

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 resume and target specific careers. VMock founders are MBAs from Kellogg School of Management and Chicago Booth.



## **Liberty Mutual Insurance**

Insurance is an exceptionally complex industry that is influenced more than most industries by global economics, technology advancements, rising analytic sophistication, and ever-evolving customer expectations. Employees have the opportunity to work on projects that address many of these challenges head on. We are pushed to solve real business problems and develop new solutions that will directly impact our company success. We hope that your students will think about joining our team!



## **GMAC**

GMAC® is a non-profit council of the world's leading business schools and the proud owner of the GMAT® exam, the most reliable predictor of academic success in graduate management studies. Among its portfolio of products and services, GMAC offers two resources that may be of interest to employers and professionals in Career Services: the annual Corporate Recruiters Survey and Reflect®, a soft skills assessment and development tool.



## **CareerLeader, LLP**

Since 1994, CareerLeader has been helping individuals around the globe find career success and satisfaction. Based on over 50 collective years of scientific research and experience, CareerLeader is an integrated approach to business career self-assessment built on the premise that one's interests, motivators and skills will drive future career success. [www.careerleader.com](http://www.careerleader.com)



## **EY**

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.



## Gallup

Gallup's reputation for delivering relevant, timely, and visionary research on what people around the world think and feel is the cornerstone of the organization. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology, and our consultants assist leaders in identifying and monitoring behavioral economic indicators worldwide.

GALLUP®

## MBA-Exchange.com

Since 1998, MBA-Exchange.com connects MBAs and employers across the world. It helps students and alumni access and obtain the right careers for them.

- +50000 More MBA Jobs
- +400 MBA Development Programs
- Insights into +1100 MBA Employers Trusted by 120 business schools, large and small, from California to Australia.

Check out our revamped offering!

## MBA Focus

We're the market leader in b-school and diversity conference recruitment technology, connecting leading employers year-round with students & alumni from the world's top-ranked graduate business schools & professional associations. Our exclusive partnerships, combined with industry-leading recruiting products, make us the #1 choice of companies seeking vetted business leadership talent.

 MBA-Exchange.com  
Connecting MBAs and Employers across the world

MBAFOCUS®



# EXHIBITORS

## 12Twenty

12Twenty is the intelligent way to collect and report student employment data. Using innovative data acquisition technology, 12Twenty seamlessly and intuitively aggregates data, allowing career counselors to obtain coveted statistics and generate essential reports with a single click. Save time and money while learning more about students than ever before.



## The Academies, Inc.

The Academies, Inc. (established in 2001) trains and certifies university career coaches world-wide, with curriculum steeped in practical neuroscience research, teaching career services professionals brain-based coaching methods to keep students out of fight-flight-freeze mode so they can proactively prioritize and own their job search.



## Asian MBA (AMBA) Int'l

AMBA organizes annual conference and career expo to help Asian students to find internships and jobs in both U.S. and Asia. Also, manages online community of Asian MBAs to facilitate the networking, to pass on useful information, and provide job opening information through-out the year. Our 7th annual conference will be held on Oct. 16th-17th in NYC. For more info: [www.asianMBA.org](http://www.asianMBA.org)



## Beyond B-School

Beyond B-School is an online career training company that delivers recognized experts and leading-edge tools to enable graduating MBAs and alumni to excel in the job market, and ensure that your Career Services function is top-tier. Resources are available in multiple formats—online, anytime, anywhere, on any device. [www.BeyondB-School.com](http://www.BeyondB-School.com)



## Bloomberg L.P.

Bloomberg Institute is the educational division of Bloomberg L.P.—a company that has been at the heart of finance for more than 30 years. We are revolutionizing finance recruiting and training by infusing it with the same transparency, efficiency and clarity we bring to data, analytics and news through the Bloomberg Aptitude Test (BAT) and Bloomberg Market Concepts (BMC).



## CareerShift, LLC

CareerShift has continued to provide quality services to the members of MBA CSEA for over seven years. Career centers, students, alumni, outplacement firms and companies—are all recognizing it's proactive, easy to use, mobilized platform offers results. Stop by the CareerShift booth—we look forward to seeing you.



## CaseQuestions.com

CaseQuestions.com is the world leader in case interview preparation. The WSJ called its book, *Case in Point* the MBA bible. We provide several forms of online training as well as several levels of live case interview workshops, train-the trainer sessions and mock interviews.



## CollegeCareerSpeaker.com

Author of the NEW book "How to Get a Job When Everyone Says You Can't", Mike's high-energy MBA speaking is jam-packed with secrets learned and used after over 18 years of studying job hunting and career success from HUNDREDS of recruiters, HR professionals, Hiring managers, and Senior Level Executives.



## CSO Research, Inc.

CSO Research, Inc. helps launch the careers of the college-educated workforce through technology that connects students with employers. Our career center automation software, the CSO System, is used by more than 900 college campuses. Our career outcomes data collection software, The Outcomes Survey®, is used by more than 100 schools.



## Dave Fleming Speaks

Dave's "Cube Smarts" program delivers the inside scoop students need to succeed in the workplace (humility, building relationships, chasing your internal dream job). His "Inside the World of Marketing" program reviews the many disciplines within marketing (insights, promotions, brand management, etc.)—perfect for your students considering a jump or switch into marketing.



## Eclassic

English skills instruction for global talent. Interactive online English language courses support international professionals who need quality and clarity in communication. This includes skills for presentations, workplace etiquette, small talk, formal communication, networking, expressing opinions...and many more.



## EllenCoaching, LLC

Ellen Bartkowiak is a Certified Career Coach who has worked with full-time, part-time and executive MBAs over an impressive 15-year leadership and career-coaching career. Networking is her passion. Consider Ellen for your next Orientation to get MBAs moving, connecting and polishing up their soft skills to be ready for Job Fairs, Interviews and Alumni Networking events.



## Evisors

Evisors engages and empowers students and alumni through mentoring. We build and maintain private-labeled Alumni Mentorship Platforms (ampPs) that connect students and alumni seamlessly for mentoring sessions. By unlocking the collective knowledge and goodwill of alumni, we not only engage alumni the way they want to be engaged, we also help improve career outcomes for students and alumni.



## GoinGlobal

GoinGlobal is the market leader in supporting the world's leading academic institutions with expert-researched career and employment resources. The constantly updated database includes career guides for 90-plus locations, a proprietary H1B visa search engine, corporate profiles and more than 16 million job and internship listings. Contact Mary Anne Thompson president@goinglobal.com, or call 1.800.989.1190.



## Handshake

A fully featured modern and mobile career services management platform that can manage appointments, job postings, mentorships, events, reporting, interview scheduling, and much more.



## The International Advantage, LCC

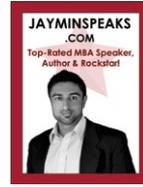
The International Advantage, LCC provides consulting to universities and other organizations that work with international students. With the help of data, research, and experience, the firm also provides advanced job search training to help international students, with a focus on international MBAs, achieve their job search goals.



# EXHIBITORS

## JayminSpeaks.com

Jaymin is a top-rated MBA speaker and author of seven books who has delivered 100+ workshops to a myriad of MBA programs in the US and around the world, helping thousands of students Network and Interview like ROCKSTARS. Jaymin delivers dynamic, relatable presentations to full-time, part-time, and Executive MBA students, as well as MS and undergraduate students.



## Jobtreks Inc.

Jobtreks is a web and mobile org tool created by career advisory experts, Weil & Wein. Jobtreks replaces the “clunky Excel spreadsheet” and guides the user through a proven approach to finding a job. The user accesses our proprietary database of companies that recruit MBAs and undergraduates. Jobtreks was launched at three leading MBA schools.



## MBA Veterans Network

MBA Veterans is a professional networking organization dedicated to connecting military veteran students and alumni of the Top-40 ranked US and Top-20 ranked Non-US MBA programs with the world’s premier employers and each other through our annual Career Conference, digital networking platform, and social media resources.



## MBACASE

MBACASE is the premier provider of case interview training, coaching and materials. The MBACASE dynamic and experienced trainers, taught 6,000+ students at 45 business schools in 8 countries last season. Founder David Ohrvall is the author of Crack the Case System, an innovative, video-assisted guide to mastering the case interview.



## MBAs Without Borders at PYXERA Global

MBAs Without Borders matches talented and experienced MBA graduates to skill-based, pro bono consulting assignments in emerging markets worldwide. Through long-term technical assistance, MBAs Without Borders Advisors enable organizations in emerging and frontier markets to acquire the latest tools and techniques needed to strengthen capacity, improve services, and support systemic change.



## Management Consulted

Founded and staffed by ex-consultants from McKinsey and Bain, Management Consulted is the premier global website to support candidates in finding, applying, and interviewing for top consulting jobs. We offer popular workshops on resume/cover letter editing, case and fit interviews, and corporate strategy skills – as well as platform access to our resources – for 35+ partner schools (and growing!).



## National Association of Women MBAs

The National Association of Women MBAs (NAWMBA) is a not-for-profit organization dedicated to empowering female business professionals, to assisting women into leadership positions in business, and to enhancing the diversity of the workforce worldwide. We serve four related client groups: female MBA students, female business professionals and MBA-level entrepreneurs, universities and corporate partners.



## Next Step Partners

Next Step Partners is a Career and Leadership Development firm whose second editions of their *MBA Career Handbook* and *Career Handbook for Working Professionals* have recently launched. These career handbooks are must-have resources for anyone looking to take the next step in their careers and cover everything from exploration to negotiation. Print and interactive digital formats are available. Contact [Rebecca@NextStepPartners.com](mailto:Rebecca@NextStepPartners.com).



## Pinch Yourself Careers

Pinch Yourself Careers helps you increase employee engagement, productivity, and job satisfaction through strengths-based development. Your career development program or university deserves better than the 13% average engagement worldwide. Help your team get stronger by putting their natural talents to work.



## Qualtrics

Qualtrics is the world's leading insight platform provider. Over 7,000 enterprises worldwide, including half of the Fortune 100, rely on Qualtrics enterprise survey technology to collect, analyze and act on customer, employee, and market insights, from one central location. Learn more at [www.qualtrics.com](http://www.qualtrics.com).  
(Not in attendance at the conference)



## RelishMBA

RelishMBA is an online recruiting platform for MBA students, corporate recruiters, and career services offices at top business schools. With personalized company recruiting branding pages, access to student profiles through filtered search, data-driven matching, and relationship management tools, RelishMBA helps users centralize the MBA recruiting process to improve hiring and career decisions.



## SixFigureStart

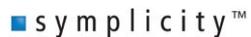
SixFigureStart® is a consulting firm comprised exclusively of former Fortune 500 HR executives:

- We work with universities to coach their students into dream jobs, using advanced strategies in networking, interviewing, negotiation and more.
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