



2016 Executive MBA Council Conference

“Redesign & Renewal”

piloting the waters of transformation



23 – 26 October 2016 • Hilton Riverside • New Orleans, LA

(As of 14Oct2016)

Saturday, October 22		
12:00 p.m. – 5:00 p.m.	Director’s Program** <i>Roundtrip transportation provided</i> <i>Buses load 11:30 am – Hotel first floor shuttle bus entrance</i> <i>(**pre-registration and fee required)</i> <i>Sponsored by:</i> Tulane University-Freeman School of Business	Tulane University
12:00 p.m. – 6:00 p.m.	EMBAC Registration Desk	3 rd Floor Registration Counter
Sunday, October 23		
7:30 a.m. – 4:45 p.m.	Executive MBA Toolkit* <i>(*pre-registration and fee required)</i> <i>Breakfast served in Fulton at 7:30 am</i>	Fulton
7:30 a.m. – 5:30 p.m.	EMBAC Registration Desk	3 rd Floor Registration Counter
8:00 a.m. – 12:00 p.m.	Director’s Program** <i>Roundtrip transportation provided</i> <i>Buses load 7:15 am – Hotel first floor shuttle bus entrance</i> <i>(**pre-registration and fee required)</i> <i>Sponsored by:</i> Tulane University-Freeman School of Business	Tulane University
12:00 p.m. – 5:30 p.m.	Setup and Exhibit Area	The District
7:30 p.m. – 9:30 p.m.	Opening Night Reception <i>Meet and reconnect with colleagues, and enjoy a beautiful New Orleans evening!</i> <i>Sponsored by:</i> Chicago Booth; Simon Business School at University of Rochester; University of Washington, Foster Executive MBA; Vanderbilt University, Owen Graduate School of Management & Right Management	The District
Monday, October 24		
7:30 a.m. – 5:30 p.m.	EMBAC Registration Desk	3 rd Floor Registration Counter
7:30 a.m. – 5:30 p.m.	Exhibit Area	The District
8:00 a.m. – 9:00 a.m.	Breakfast <i>Sponsored by:</i> Tulane University-Freeman School of Business	The District

9:00 a.m. – 9:30 a.m.	Welcome to New Orleans	<i>St. Charles Ballroom</i>
9:30 a.m. – 10:00 a.m.	Research <i>Executive MBA Council Center for Research</i>	<i>St. Charles Ballroom</i>
10:00 a.m. – 10:30 a.m.	Coffee Break <i>Sponsored by:</i> Corporate Members	<i>The District</i>
10:30 a.m. – 11:45 a.m.	Plenary Session I: Reinventing You Dorie Clark <i>Marketing Strategy Consultant, Professional Speaker and Adjunct Professor of Business Administration, Duke University</i>	<i>St. Charles Ballroom</i>
11:45 a.m. – 12:45 p.m.	Lunch <i>Sponsored by:</i> Emory University, Goizueta Business School	<i>The District</i>
1:00 p.m. – 2:00 p.m.	Concurrent Sessions	
Session 1 <i>(Recharging Tools)</i>	Social Engagement Platform and Strategy for Alumni and Prospective and Current Students Nicholas Archer, University of Colorado	<i>Jackson</i>
Session 2 <i>(Reengineering Operations)</i>	Cash Cow, Star, Q Mark, or Dog: How Your EMBA Program Fits in Your School's Program Portfolio Marci Armstrong, Cox School of Business, Southern Methodist University Tami Fassinger, Owen Graduate School of Management, Vanderbilt University	<i>St. Charles Ballroom</i>
Session 3 <i>(Reengineering Operations)</i>	Seismic Shifts: How Declining Corporate Sponsorship and the First Wave of Millennials Has Changed the EMBA Landscape Melissa Holland, EMBA Miami, Kellogg School of Management, Northwestern University Richard Daniels, Terry College of Business, University of Georgia	<i>Magazine</i>
Recruitment & Admissions 1 <i>(Rethinking Practices)</i>	What Differentiates Your Program? Build and Understand Your Value Proposition Peter Ashley, Mendoza College of Business, University of Notre Dame Paul Slaggert, Mendoza College of Business, University of Notre Dame	<i>Royal</i>
Curriculum 1 <i>(Reconstructing Courses)</i>	Ramp Up Relevance with Live Case Studies Allyce Barron, Fox School of Business, Temple University Michael Rivera, Fox School of Business, Temple University	<i>Camp</i>
Career Services 1 <i>(Remapping Paths)</i>	Resource Revisit: Career Services for Today's EMBA Joan Coonrod, Goizueta Business School, Emory University Laurie Sedgwick, Johnson Graduate School of Management, Cornell University Jeffrey Leopold, University of Virginia Darden School of Business	<i>Canal</i>
2:00 p.m. – 2:15 p.m.	Non-refreshment break	
2:15 p.m. – 3:15 p.m.	Concurrent Sessions	
Repeat Session 1 <i>(Recharging Tools)</i>	Social Engagement Platform and Strategy for Alumni and Prospective and Current Students Nicholas Archer, University of Colorado	<i>Jackson</i>

Repeat Session 2 (Reengineering Operations)	Cash Cow, Star, Q Mark, or Dog: How Your EMBA Program Fits in Your School's Program Portfolio Marci Armstrong, Cox School of Business, Southern Methodist University Tami Fassinger, Owen Graduate School of Management, Vanderbilt University	<i>St. Charles Ballroom</i>
Repeat Session 3 (Reengineering Operations)	Seismic Shifts: How Declining Corporate Sponsorship and the First Wave of Millennials Has Changed the EMBA Landscape Melissa Holland, EMBA Miami, Kellogg School of Management, Northwestern University Richard Daniels, Terry College of Business, University of Georgia	<i>Magazine</i>
Recruitment & Admissions 2 (Rethinking Practices)	Putting the Corporate Sponsor on a Pedestal – Experiences from Selling EMBA in Sweden Håkan Ericson, School of Business, Economics and Law, University of Gothenburg, Sweden Per Cramér, School of Business, Economics and Law, University of Gothenburg, Sweden	<i>Royal</i>
Curriculum 2 (Reconstructing Courses)	Supplementing EMBA Student Learning with Industry Knowledge and Expertise Ann Feyerherm, Graziadio School of Business and Management, Pepperdine University	<i>Camp</i>
Career Services 2 (Remapping Paths)	Creating Rising Stars: Helping EMBA Students Elevate Their Management Perspectives John Worth, Virginia Commonwealth University	<i>Canal</i>
3:15 p.m. – 3:45 p.m.	Coffee Break <i>Sponsored by: Corporate Members</i>	<i>The District</i>
3:45 p.m. – 4:45 p.m.	Concurrent Sessions	
Session 4 (Recharging Tools)	Customer Relationship Management (CRM) for Alumni and Corporate Connections! Dale Pangborn, Wisconsin School of Business, University of Wisconsin-Madison	<i>Jackson</i>
Session 5 (Reengineering Operations)	Applying Customer Experience (CX) Best Practices to Managing, Designing and Measuring the Student Experience (SX) Douglas Bowman, Goizueta Business School, Emory University	<i>St. Charles Ballroom</i>
Session 6 (Reengineering Operations)	The Ins and Outs of Building Enduring International Partnerships Melissa McCrae, Beedie School of Business, Simon Fraser University Juli Bennett, Owen Graduate School of Management, Vanderbilt University	<i>Magazine</i>
Recruitment & Admissions 3 (Rethinking Practices)	The GMAC Executive Assessment: The London Business School Experience Brett Hunter, London Business School Manish Dharia, Graduate Management Admission Council®	<i>Royal</i>
Curriculum 3 (Reconstructing Courses)	EQ: Nothing Soft About It – In Fact, It's the Hard Part of Business Carin Cole, Simon Business School, University of Rochester Karen Dowd, Simon Business School, University of Rochester Rebecca Estrada-Worthington, Graduate Management Admission Council Todd Nielsen, Matrix Insights	<i>Camp</i>
Career Services 3 (Remapping Paths)	Military Career Transitions: Proven Techniques to Assist Experienced Military Students with their Civilian Transition Process Shawnice Meador, UNC Kenan-Flagler Business School, University of North Carolina-Chapel Hill	<i>Canal</i>

4:55p.m. – 5:55 p.m.	Concurrent Sessions	
Repeat Session 4 <i>(Recharging Tools)</i>	Customer Relationship Management (CRM) for Alumni and Corporate Connections! Dale Pangborn, Wisconsin School of Business, University of Wisconsin-Madison	<i>Jackson</i>
Repeat Session 5 <i>(Reengineering Operations)</i>	Applying Customer Experience (CX) Best Practices to Managing, Designing and Measuring the Student Experience (SX) Douglas Bowman, Goizueta Business School, Emory University	<i>St. Charles Ballroom</i>
Repeat Session 6 <i>(Reengineering Operations)</i>	The Ins and Outs of Building Enduring International Partnerships Melissa McCrae, Beedie School of Business, Simon Fraser University Juli Bennett, Owen Graduate School of Management, Vanderbilt University	<i>Magazine</i>
Recruitment & Admissions 4 <i>(Rethinking Practices)</i>	Digital Advertising: Your Secret Recruitment Weapon Jay Kelly, Converge Consulting Ann Oleson, Converge Consulting	<i>Royal</i>
Curriculum 4 <i>(Reconstructing Courses)</i>	Integrating Liberal Arts with Management Education: The IE Brown Experience Ignacio Gafo, IE Business School, Instituto De Empresa Patrick McHugh, Brown University	<i>Camp</i>
Career Services 4 <i>(Remapping Paths)</i>	Your Most Important EMBA Strategy Project: Your Career Jamie Breen, Haas School of Business, University of California, Berkeley Luke Kreinberg, Haas School of Business, University of California, Berkeley	<i>Canal</i>
Refer to sign-up sheets for specific reservation times	Small Group Dinners (Optional)*** <i>Dine at your own expense at local restaurants. These dinners are recommended for newer attendees, but all are welcome. Sign-up at the registration desk for a specific restaurant.</i> <i>(***pre-registration required)</i>	<i>Meet in Hotel Lobby</i>
Tuesday, October 25		
7:00 a.m. – 5:00 p.m.	EMBAC Registration Desk	<i>3rd Floor Registration Counter</i>
7:00 a.m. – 5:00 p.m.	Exhibit Area	<i>The District</i>
7:45 a.m. – 8:45 a.m.	Breakfast <i>Sponsored by:</i> UNC Kenan-Flagler EMBA Programs	<i>The District</i>
8:45 a.m. – 10:15 a.m.	EMBAC Exchange and Bud Fackler Award Presentation <i>The year in review, looking ahead and open forum with our executive director, Michael Desiderio</i>	<i>St. Charles Ballroom</i>
10:15 a.m. – 10:45 a.m.	Coffee Break <i>Sponsored by:</i> Corporate Members	<i>The District</i>
10:45 a.m. – 12:00 p.m.	Plenary Session II Disruptive innovation: What's next for EMBA Programs? Alana Dunagan <i>Researcher, Clayton Christensen Institute for Disruptive Innovation</i>	<i>St. Charles Ballroom</i>

12:00 p.m. – 1:00 p.m.	Lunch <i>Sponsored by:</i> Annodyne, Inc.	<i>The District</i>
1:15 p.m. – 2:15 p.m.	Concurrent Sessions	
Session 7 <i>(Recharging Tools)</i>	Next Gen B-Schools: Innovative Content Delivery and Transformation Jennifer Steben, Inkling Tony Sheehan, London Business School	<i>Jackson</i>
Session 8 <i>(Reengineering Operations)</i>	China Elective Essentials: Leveraging Partnership with CKGSB Alan Chen, Cheung Kong Graduate School of Business Mary Darby, Cheung Kong Graduate School of Business	<i>St. Charles Ballroom</i>
Session 9 <i>(Reengineering Operations)</i>	The Student Advisory Committee: From Cappuccino to Curriculum Catherine Molony, The Wharton School, University of Pennsylvania Bernadette Birt, The Wharton School, University of Pennsylvania Peggy Bishop Lane, The Wharton School, University of Pennsylvania Diane Sharp, The Wharton School, University of Pennsylvania Barbara Craft, The Wharton School, University of Pennsylvania	<i>Magazine</i>
Recruitment & Admissions 5 <i>(Rethinking Practices)</i>	Quality Time with Applicants: EMBA Interview Best Practices Dan McCleary, Fuqua School of Business, Duke University Caroline Grimes, Goizueta Business School, Emory University	<i>Royal</i>
Curriculum 5 <i>(Reconstructing Courses)</i>	Catch The Wave: Innovation in Experiential Learning Design Gary Nelson, Study.Net Sarah Toms, Wharton Computing and Instructional Technology (WCIT), University of Pennsylvania	<i>Camp</i>
Career Services 5 <i>(Remapping Paths)</i>	Strategic Conversations with Corporations Barbara Singer Cheng, Executive Core Paul Slaggert, Mendoza College of Business, University of Notre Dame	<i>Canal</i>
2:15 p.m. – 2:45 p.m.	Coffee Break <i>Sponsored by:</i> Corporate Members	<i>The District</i>
2:45 p.m. – 3:45 p.m.	Concurrent Sessions	
Repeat Session 7 <i>(Recharging Tools)</i>	Next Gen B-Schools: Innovative Content Delivery and Transformation Jennifer Steben, Inkling Tony Sheehan, London Business School	<i>Jackson</i>
Repeat Session 8 <i>(Reengineering Operations)</i>	China Elective Essentials: Leveraging Partnership with CKGSB Alan Chen, Cheung Kong Graduate School of Business Mary Darby, Cheung Kong Graduate School of Business	<i>St. Charles Ballroom</i>
Repeat Session 9 <i>(Reengineering Operations)</i>	The Student Advisory Committee: From Cappuccino to Curriculum Catherine Molony, The Wharton School, University of Pennsylvania Bernadette Birt, The Wharton School, University of Pennsylvania Peggy Bishop Lane, The Wharton School, University of Pennsylvania Diane Sharp, The Wharton School, University of Pennsylvania Barbara Craft, The Wharton School, University of Pennsylvania	<i>Magazine</i>
Session 10 <i>(Reengineering Operations)</i>	Our World in Numbers: Using Data to Make Decisions Elmer Almachar, Northwestern University Tanya van Lill, Gordon Institute of Business Science, University of Pretoria Brian Mahoney, Percept Research	<i>Royal</i>

Curriculum 6 <i>(Reconstructing Courses)</i>	Integrating Critical Thinking Throughout the EMBA Curriculum Rob Sheehan, Robert H. Smith School of Business, University of Maryland	<i>Camp</i>
Career Services 6 <i>(Remapping Paths)</i>	Creating Innovative Career Programming Across Populations and Campuses Rachel Loock, Robert H. Smith School of Business, University of Maryland Jennifer Kinder, Robert H. Smith School of Business, University of Maryland	<i>Canal</i>
3:45 p.m. – 4:30 p.m.	Regional Breakout Meetings Latin America – Canal Europe/Middle East/Africa – Camp Asia/New Zealand/Australia – Royal West US/Canada – Magazine Southwest – Jackson Southeast – St. James Ballroom Northeast US/Canada – St. Charles Ballroom Midwest US/Canada – Jefferson Ballroom	
6:15 p.m. – 6:45 p.m.	Staggered Bus Loading Buses depart from hotel first floor shuttle bus entrance	
7:00 p.m. – 9:00 p.m.	Mardi Gras World* <i>(*pre-registration required)</i>	<i>Mardi Gras World</i>
Wednesday, October 26		
8:15 a.m. – 11:00 a.m.	EMBAC Registration Desk	<i>3rd Floor Registration Counter</i>
8:15 a.m. – 11:00 a.m.	Exhibit Area	<i>The District</i>
8:15 a.m. – 9:15 a.m.	Breakfast	<i>The District</i>
9:30 a.m. – 11:00 a.m.	Plenary Session III Design thinking: inspiration...ideas...implementation David Schonthal <i>Clinical Assistant Professor of Innovation and Entrepreneurship, Kellogg School of Management, Northwestern University</i> <i>Sponsored by:</i> Kellogg School of Management, Northwestern University	<i>St. Charles Ballroom</i>

**We hope you enjoy your stay in New Orleans.
Your Executive MBA Council Planning Committee!**

Joe Ambrosetti, Georgia Tech University – Co-Chair
Caryn Lang, Tulane University – Co-Chair
Angie Bauman, Washington University in St. Louis
Michael Desiderio, EMBAC
Colette Feldges, Northwestern University
Matthew Gibb, HEC Paris
Darlene Gorrill, EMBAC
Nikkole McCartin, University of Nevada, Las Vegas
Karen Mc Lintock, EMBAC
Gary Nelson, Study.Net
Don Purdy, University at Albany
Linda Thompson, EMBAC

Special recognition for their time, talent and work on behalf of this conference:

Sean Luus
Dawn Mathers

Special Thanks to Conference Sponsors:

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