

2026 EMBAC Directors Program
Sunday, October 11, 2026
Emerson College – LA Campus
5960 Sunset Blvd. Los Angeles, CA 90028

- **8:00am - Buses load at Biltmore Hotel**
Add Bus pick up location
You will be able to pick up your name badge here before getting on the bus
- **8:30- 9:00am - Breakfast at Emerson College**
- **9:00-9:15am – Welcome Remarks from Emerson College and EMBAC**
Brent Smith, PhD, Associate Vice President for Executive Education and Professor of Marketing, Emerson College
Michael Desiderio, Executive Director, EMBAC
- **9:15-10:45am – Innovative Thinking for Extraordinary Outcomes**
Iris Firstenberg, PHD, Adjunct Professor of Psychology at UCLA, and Adjunct Professor of Management at UCLA
- **10:45-11:15am - Coffee/networking break**
- **11:15-12:30pm – Five Creatures Lesson: Discerning Your Moment, Meaning, and Market Potential**
Brent Smith, PhD, Associate Vice President for Executive Education and Professor of Marketing, Emerson College
- **12:30-1:15pm – Lunch**
- **1:15-2:30pm – Director’s Exchange**
- **2:30-3:00pm - Refreshment break**
- **3:00-4:15pm –The Final Cut: Sustaining Leaders Through Constant Change**
Catherine Xiang, Head of Marketing & Admissions of MBA programs office at NUS Business School
- **4:30pm - Buses load for return to Biltmore Hotel**