

## 2008 media mentions

- “Help Wanted,” and “Think Big,” *Wall Street Journal*, September 30, 2008  
“ ‘Some programs have a huge leadership component, others spend more time in practical case studies,’ says Michael Desiderio, executive director of the Executive MBA Council in Orange, Calif. ‘There are unique pieces to these programs, but the global E.M.B.A., as the E.M.B.A. in general, has a set format and at the end of the day is the same degree.’ ”
- “Honing a competitive edge,” *Dallas Business Journal*, March 7, 2008  
“Executive MBA programs took off in the 1990s, when people realized the need for advanced degrees to further their careers, Desiderio said. Now, with globalization, companies are requiring additional business acumen, and the MBA is the degree of choice. Executive MBA programs have also responded by adding an international component, which helps students learn to work in the global market, Desiderio said.”
- "Real Returns: Executive MBA Degree offers business and their organizations many gains," *HR Management*, 2008  
"In conversations with alumni from Executive MBA Programs, it quickly becomes clear how much they value their experience. They point to – often with great passion – the benefits to their organizations, their careers, and their lives."

An Executive MBA Council study also shows a satisfaction indicator among alumni that any business would envy: 99 percent of Executive MBA participants in the study would likely recommend the program to others.

According to 2007 council research, students reported a 21 percent salary increase. Students' salaries rose from a mean of \$107,097 when entering to \$130,056 after completing the program. And while only 37 percent of students in the survey expected a promotion, 43 percent of students actually received a promotion while enrolled in the program. Nearly three-quarters of students in the survey rated the overall value of their Executive MBA Program as excellent and also said that their value to their organization greatly increased.”

- "Getting an MBA Later in Life: Can B. School Help in the Later Stages of a Career?" *www.MBApodcaster.com*, September 2008  
"So Michael what is the payoff? 'The council's data shows that their salaries, the average salary rise from 107 to about 130, right? And that's average, so you're going to have some people that nothing happens to. But I think the bigger payoff in talking to folks is any business professional today is going to want to do anything they can to raise their equity, their equity, not the company's equity, but their equity in the marketplace. What I mean by that is they want to make themselves more valuable to their company, or if they are looking to change businesses to the market in general. And the language of business is taught at the MBA. And that's where you get it. But you get something else from an executive MBA. The payoff is this peer group. You can't get that anywhere else!'"
- “Interest in Exec MBA Programs Surges,” *CFO.com*, July 2008  
“In a sour economy it might seem natural for managers to chain themselves to their desks, fearful of losing their jobs or making it obvious that the company can get on in their absence. In fact, though, this has been a ripe time for executives to branch out and pursue an executive MBA, according to the Executive MBA Council.

Despite the economic malaise that settled in last summer, 2007 applications to EMBA Programs were up by 25 percent from 2005, according to the council's latest survey. ‘When economic times are tough, people want to get the best skills they can get,’ says Michael Desiderio, the organization's executive director.’ ”

- “China Beckons for M.B.A. Trips,” *The Wall Street Journal*, June 2008  
“Over the years, Argentina, Hungary, Russia and Singapore had dotted the trip lists. Now, E.M.B.A. candidates are increasingly demanding to go to China, as more managers – and prospective E.M.B.A. students – say they see themselves doing business there. In 2007, 49% of such trips were to China, according to the Executive MBA Council, an industry association. In distant second place: India, with 11% of study trips outside the U.S.”
- “2007 Executive MBA Council Survey Results Offer Industry Insights,” appeared on Reuters wire service, Investor News web, Finanz Nachrichten web, and CNBC web
- “Executive MBA Degrees Growing in Popularity,” *International Student Guide*
- “Boomers Pursue Executive MBA,” by Myra A. Thomas, boomster.com