

2016 Media Mentions

- “How an Executive MBA might propel your career as an entrepreneur,” by Michael Desiderio, *Tech.eu*, 2016
- “Why Top Companies and MBA Programs Are Teaching Improv,” by Vivian Giang, *Fast Company* online, Jan. 13, 2016
- “Executive MBA: Closing the gap on your personal leadership skills,” *ke NEXT*, February 2016
“ ‘Based on the fact that new technologies are constantly evolving and that globally everything changes all the time, companies are confronted with gaps when it comes to their employees’ leadership skills. Leading employees who have gone through an EMBA-program fill in those gaps,’ said Michael Desiderio, executive director of EMBAC, the industry association of universities and colleges that offer executive MBA programs.”
- “Aprendiendo a ser flexibles,” *Equipos & Talento*, March 2106
Bylined article, Flexible Boss, by Michael Desiderio, EMBAC executive director, appeared in the Spanish outlet dedicated to human resources, education, and management news
- “The EMBA Difference,” *Alaskan Beyond Magazine*, Elizabeth Economou, May 2016
“The increase in the number of programs ‘serves as a testament to their value in meeting the organizational thirst for leadership development,’ says Michael Desiderio, the executive director of EMBAC, which advances the cause of EMBA’s and shares information and best practices about programs.”
- “Executive MBA: Take a look at the program before you start,” *ke NEXT*, May 2016
Feature in engineering trade publication in Germany
- Coverage in *El Pais* and *Cinco Dias* in Spain, April 2016
Joint special issue about MBAs and executive education that included results from EMBAC’s 2015 Program Membership Survey
- “Dirigeantes: comment prendre le pouvoir,” *Cadre et Dirigeant* magazine, April 10, 2106
Bylined article on female leaders by Michael Desiderio, executive director, posted on a French online business magazine and also included in their daily newsletter
- Special edition, *Challenges*, weekly business magazine in France, and online, June 2016
“ ‘When the EMBA started in the 1940s, employers financed them entirely,’ says Michael Desiderio, executive director of the EMBA Council. ‘Now 40% of students pay 100% of their education fees.’ ” EMBAC also was mentioned in an accompanying piece.

- “The Last Chance of Autonomous Recruitment of EMBA Program in China: What’s Your Choice?” *Consumption Daily*, Aug. 5, 2016, and online editions
“In fact, as the workforce continues to globalize and evolve with emerging technologies, professionals equipped with EMBA’s will be better positioned to fill gaps in skills and leadership, says Desiderio.”
- “Good News for M.B.A. Students: Tuition is Now More Deductible,” by Laura Saunders, *The Wall Street Journal*, Aug. 12, 2016
“According to the Department of Education’s most recent data, about 110,000 students were pursuing graduate degrees in business in 2014. About 12,000 students were enrolled in executive M.B.A. programs in the U.S. in 2015, according to the Executive MBA Council, and three-quarters of them paid all or part of their own expenses.”
- “Flexibilidad dentro y fuera del aula,” *Ejecutivos*, Spanish business magazine, by Michael Desiderio, September 2016
- “The Necessary of Adding Improv Classes in EMBA Program,” by Duan Guangping, *Modern Consumer News*, People’s Republic of China, Sept. 9, 2016
“Additionally, the improv classes force students to actively listen, which in turn make them better communicators. ‘As an executive, an aspiring manager, you need to learn how you can influence people, and that’s done largely in how you communicate,’ explains Desiderio.”
- In fall, Executive Director Michael Desiderio participated in 12 radio interviews to discuss the EMBA industry and latest trends
- “Companies turn down the funding tap for executive MBAs,” by Adam Jones, *Financial Times*, Oct. 12, 2016
“ ‘Prospective students have to do their homework,’ Desiderio says. The trend for companies to shy away from picking up the full tab is not going to suddenly reverse in the coming years, he adds.”
- “Interested in biz school? MSU launches Detroit option for exec MBA,” by Matthew Dolan, *Detroit Free Press*, Oct. 17, 2016
“ ‘Years ago, it wasn’t common to admit students who were not fully sponsored by their employers,’ Bernie Birt, the current chair and a board member of the Executive MBA Council, said in a January blog post. ‘However, now it’s much more common for students to be partially sponsored and self-sponsored.’ “
- 2016 Executive MBA Council Survey Results Offer Insights Into Future Business Leaders, EMBAC press release, Oct. 18, 2016, appearing in a variety of outlets
- “Survey: Women steadily filling EMBA classes,” *Poets and Quants*, by Marc Ethier, Oct. 20, 2016
“It may not happen in the next few years, but executive MBA programs’ goal of closing the “gender gap” came closer to reality this year, according to an annual

survey of more than 200 colleges and universities worldwide. The 2016 Executive MBA Council Membership Program Survey found that the percentage of female students climbed to 29.7% — an astonishing 4.3% jump from 2014 and the highest enrollment on record.”

- “EMBA, camino para convertirse en líder,” *Nueva Empresa*, by Michael Desiderio, Nov. 15, 2016
- “Leveraging the Power of Technology,” by Michael Desiderio, *Home Business*, Nov. 25, 2016
“EMBA programs, which appeal to the business professional, have been strategically integrating technology into the learning environment, not as a way of supplanting the face-to-face element of EMBA programs, which is consistently cited as invaluable by current students and alumni, but as a way of extending the classroom.”
- “Executive MBA Council Survey Results Show Graduates Receive Promotions, Compensation Increases and New Responsibilities,” EMBAC press release, Nov. 29, 2016, appearing in a variety of outlets
- “The Next Step: Is an executive MBA program right for you?” by Adva Biton, *Utah Business*, Nov. 30, 2016
“ ‘For the right demographic, it can benefit anyone if they’re willing to put in the work and sacrifice that comes with working a full-time job and working towards a Master’s Degree,’ says Michael Desiderio, executive director for the EMBA Council. ‘If you’re an executive and you’re looking to take the next step in your career and look at the enterprise through a different lens, it will have value for you.’ ”
- “Presente y futuro de la educación para líderes,” by Michael Desiderio, *El Economista*, Dec. 15, 2016