

2018 Media Mentions

- “Booth’s Impact on the Executive MBA Industry,” by Meghan Keedy, Executive MBA Admissions Blog, Feb. 7, 2018
From Michael Desiderio, EMBAC executive director: “Whether in 1943 or 2018, the need for leaders who understand business, culture, strategy, and all aspects in-between is paramount to increasing the odds for success in all types of enterprises. Today, many senior leaders reach high-level positions only to discover they don’t know enough about all aspects of their business to lead with confidence. They look to an EMBA program as a way to fill those gaps and be exposed to other ways of thinking.”
- “FAU College of Business Teams Up with Kellogg School of Management to Host EMBAC USA/Southeast Regional Meeting,” press release, March 6, 2018
“ ‘EMBAC is the leading professional association of graduate business educators,’ says Ken Johnson, Ph.D., associate dean of Graduate Programs at FAU’s College of Business. ‘Their work is instrumental to its members being able to efficiently delivery high-quality business graduate education.’ ”
- New Study Shows Business Schools Must Adapt to Meet Need of Digital Generation, press release, March 6, 2018
“Results from a new research study, commissioned by AACSB International (AACSB), the Executive MBA Council (EMBAC), and the International Consortium for Executive Education (UNICON), identifies how business schools can align their educational models to meet the needs and expectations of millennials and the newest generation of learners, Generation Z.”
- “Business School Study Highlights Shifting Education Needs of ‘Digital Generations,’ ” by Ernie Smith, *Associations Now*, March 6, 2018
“*Understanding the Implications of the Digital Generation on Business Education*, also commissioned by the Executive MBA Council and the International Consortium for Executive Education, highlights the changing expectations of ‘digital generations’ in business education.”
- “Business School Graduates are More Desirable Hires as Industries Evolve and Globalization Increases,” *Los Angeles Business Journal*, March 19, 2018
“ ‘An Executive MBA is an investment in one’s future,’ says Michael Desiderio, executive director of EMBAC. ‘With an increase in demand for future leaders, these programs are a catalyst for students to explore new professions, new industries and even new countries.’ ”
- “MBA Guide: The Executive MBA Council and LinkedIn Team Up to Measure Return on Education for Executive MBA Graduates,” *Los Angeles Business Journal*, May 14, 2018

“Late last year, the Executive MBA Council (EMBAC), in collaboration with LinkedIn Marketing Solutions, answered the age old question: ‘Is an Executive MBA worth it?’ According to respondents of more than 1,000 Executive MBA (EMBA) alumni across the globe, 72 percent said the EMBA program had a positive impact on their career. For those graduates, an EMBA degree resulted in promotions, substantial salary increases over time, career changes or even launching their own business.”

- “Business School Study Highlights Shifting Education Needs of ‘Digital Generations,’ ” by Ernie Smith, *Associations Now*, March 6, 2018

“*Understanding the Implications of the Digital Generation on Business Education*, also commissioned by the Executive MBA Council and the International Consortium for Executive Education, highlights the changing expectations of 'digital generations' in business education.”

- “Executive MBA Programs: An Investment With a Sure Return,” by Michael Desiderio, Executive Director, EMBAC, *San Francisco Chronicle*, June 28, 2018

“Through a joint effort with LinkedIn, the Executive MBA Council fielded a survey that aimed to determine just that. What we found was a combination of surprises as well as things we were anticipating.”

- “Change on the Horizon for Executive Education,” by Mike Prokopeak, *Chief Learning Officer*, July 12, 2018

“According to a 2017 survey of 1,665 early to midcareer professionals, 60 percent say they are very likely or extremely likely to pursue a master’s degree in management. Further data from that study, conducted by AACSB, an association of business schools, EMBAC, a council of executive MBA programs, and UNICON, a consortium of executive education providers, show that half of them plan to pursue a specialized degree.”

- “Executive MBA Council Survey Results Show Programs More Global, Diverse and Valuable,” EMBAC press release, Oct. 9, 2018, appearing in various media outlets

- “Status anxiety? You need an EMBA Coach,” by Seb Murry, *Financial Times*, Oct. 9, 2018

“Globally, 82 per cent of EMBA programmes last year offered executive coaching, up from 68 per cent in 2013, according to the EMBA Council, an academic association.”

- “More EMBA’s Are Being Offered Online,” by Abigail Listere, *BusinessBecause*, Oct. 10, 2018

“New research from the Executive MBA Council (EMBAC) shows that business schools are changing the way their EMBA programs are taught.”

- “Moving with the times – 75 years of the EMBA,” by Jonathan Moules, *Financial Times*, Oct. 14, 2018

“The Executive MBA Council is founded to share knowledge and best practice among the 50 programmes at the time.”

- “How to further improve the global competitiveness of China’s EMBA program?,” *China News*, Oct. 18, 2018; also appeared on *ifeng.com* and its app, *ouhua.info*, *Tecent*, *whichmba*, *whichmba.net*, and *Toutiao.com*
- “Global EMBA Council 2018 Annual Conference concluded in Madrid, Chinese programme is shining,” *People.cn*, Oct. 18, 2018; also appeared on *sohu.com* and *sina.com*
- “Global EMBA Annual Conference focuses on Chinese EMBA programme, recommending to strengthen technical investment,” *China National Radio*, Oct. 19, 2018
- EMBAC Membership Program press release appeared in the following Spanish outlets in early November: *Mujer Emprendedora*, *Observatorio RH*, *RRHH Digital*, *Master Mania*, and *RRHH Press*
- “Executive MBA Program – The Nitty Gritty of Studying Abroad for a One-Year MBA Program,” *BW Education* by Vibha Kagzi, November 2018
“According to a student survey carried out by the EMBA Council, around 50% of the EMBA participants took on new responsibilities in their existing role.”
- “EMBA students put own money on line to change careers,” by Jennifer Lewington, *The Globe and Mail*, Nov. 7, 2018
“A recent survey by the Executive MBA Council, a non-profit organization of business schools from more than 30 countries, including Canada, found this year more than 45 per cent of students paid their own tuition, up from 40 per cent in 2014, without reimbursement from employers.
‘The demand is there even though more students are self-funding themselves,’ says Michael Desiderio, executive director of the California-based council. ‘It speaks to the value of the degree.’ ”
- “Executive MBA Council Survey Results Reveal Compensation Uptick and New Responsibilities Among Graduates,” EMBAC press release, Nov. 13, 2018, appearing in various media outlets
- “Survey: EMBA Boosts Pay by 14.6%,” by Marc Ethier, *Poets and Quants*, Nov. 13, 2018
“Obtaining an executive MBA remains one of the most beneficial investments an individual can make to advance their professional career, Desiderio says. As new technologies continue to reshape the global workforce, the need for leaders proficient in these technologies will be at an all-time high.

“The idea of prospective salary increases and new responsibilities, combined with the unique skills taught to EMBA graduates, makes it easy to understand why both companies and students are seeing the exceptional value in these programs,’ Desiderio says.”

- “Are you After a Promotion? Report Shows An EMBA Could Be Your Ticket To Success,” by Abigail Lister, *BusinessBecause*, Nov. 14, 2018
“Evidently, more people around the world are seeing the value of investing their time, and money, into an EMBA program. And new research from the Executive MBA Council (EMBAC) shows that EMBA rewards go further than a salary increase.”
- “What is an Executive MBA Program (EMBA)?”, *BSchools.org*
“The Executive MBA Council reported in 2011 that most EMBA students averaged 13 years of relevant professional experience.”