

## Executive MBA Council 2009 Conference Oct. 18-21 in San Diego

JULY 13, 2009 – “Leading through Challenging Times” is the theme of the 2009 Executive MBA Council Conference, which will take place Oct. 18-21 in San Diego, Calif. The conference plenary speakers will address where the economy is headed and how Executive MBA programs can ride the waves of change and continue to offer the skills and knowledge for business leaders that meet marketplace needs. The annual conference attracts participants from around the globe, offering insights into trends, new developments and best practices that impact Executive MBA Programs worldwide.

“For the first time in a long time, our conference takes place during a time of tremendous uncertainty,” says Patty Keegan, conference co-chair and senior director of the North American Executive MBA Program at the University of Chicago Booth School of Business. “As a result, the conference focuses on exploring the wide-ranging impacts of those economic changes on Executive MBA Programs, from marketing and admissions strategies to leadership development.”

“Tough economic times also magnify the importance of leadership,” says Bill Lindsey, conference co-chair, Executive MBA Council board member and associate dean and director of the Center for Executive Learning at Loyola Marymount University. “The current recession offers an opportunity for us to look at the leadership question in new ways. What are the emerging needs of leaders? And what can Executive MBA Programs do to meet those needs in terms of developing curriculum and programs?”

Conference plenary speakers include Robert Z. Aliber, professor emeritus of International Finance, University of Chicago Booth School of Business. Aliber will conduct the plenary session **The Economic Crisis and Its Significance for Business Schools**. A highly recognized expert on international financial and banking relationships and policy issues, Aliber has written, lectured and consulted extensively on the complexities of the economy. He has served as a consultant to the Board of Governors of the Federal Reserve System and to other U.S. government agencies, the World Bank and the International Monetary Fund. His books include *The Reconstruction of International Monetary Arrangements* and *The Handbook of International Financial Management*.

Plenary speaker Chris Lowney will speak on **Change, Complexity, Crashes and Culture Clash: Developing Leaders in Challenging Times**. Lowney has spent his career exploring leadership as a way of life and the practices that make great leaders. While in his 30s, Lowney was named a managing director of J.P. Morgan & Co. His career at Morgan took him to New York, Tokyo, Singapore and London. He served on Morgan’s Asia-Pacific, Europe and Investment Banking Management Committees. In 2001, Lowney left the firm and wrote *Heroic Leadership: Best Practices from a 450-Year-Old-Company that Changed the World*. Translated into 10 languages, the book was named a finalist for a 2003 Book of the Year Award from *ForeWord* magazine. In his book *Heroic Living*, Lowney maps a three-part “whole life” strategy for navigating the complicated, rapidly changing 21st century.

During the plenary session **How Do Companies Define Leaders for Today and Tomorrow?**, Stacy Waters, principal of The Waters Consulting Group, Inc., will moderate a panel of industry insiders. Panel participants include: Shannon Deegan, director of People Operations, Google; Ron Gerevas, former president and CEO, Heidrick & Struggles; and Rich Lyons, Bank of America Dean, Haas School of Business, University of California Berkeley.

At the conference, the Executive MBA Council also will present the results of its research on Executive MBA Programs and students, including developments in the executive education sector, industry trends and return on investment.

The conference site is the Westin Gaslamp Quarter, San Diego. To register or for more information about the conference, visit [www.embac.org/conference](http://www.embac.org/conference).

**About the Executive MBA Council**

The Executive MBA Council provides a place for programs to share best practices and gathers industry data. Currently the council includes more than 200 educational institutions that administer 320 plus Executive MBA Programs worldwide. For information, visit [www.embac.org](http://www.embac.org) or contact Paula Mielke, media relations, 651-647-0311 or [paula.mielke@embac.org](mailto:paula.mielke@embac.org).