

## **GMAC receives award from Executive MBA Council November 1, 2004**

The Executive MBA Council presented the Graduate Management Admission Council (GMAC) with its Bud Fackler Service Award, Nov. 1, 2004, at the annual council conference, held in San Francisco, Calif.

The Bud Fackler Service Award recognizes contributions to the Executive MBA Council and to Executive MBA Programs worldwide, including efforts to help other programs, to share best practices, and to raise the level of Executive MBA Programs. The council named the award after Bud Fackler, the late director of the Executive MBA Program at the University of Chicago. This is the first time the council has honored an organization with the award, which debuted in 1987.

“One of our strategic partners, GMAC has worked diligently to advance executive education,” says Penny Oslund, chair of the Executive MBA Council Board of Trustees. “GMAC has actively supported both the council and the industry.”

For example, the council and GMAC co-sponsor the Marketing and Admissions Program for Executive MBA staff. This intensive, three-day program focuses on positioning, branding, and competitive marketing analysis and covers topics such as admissions issues, corporate sponsor management, GMAT, financing, interviewing, selection, and recruitment. The next Marketing and Admissions Program is set for April 3-6, 2005, in Washington, D.C.

“The Marketing and Admissions Program has proven so popular that it consistently fills well before the registration deadline,” says Oslund. “Our members report that the program helps them improve their on-the-job performance.”

GMAC also has collaborated with the council on research initiatives to identify industry trends in executive education. Founded in 1953, GMAC developed the Graduate Management Admission Test, or GMAT, now a standard tool for business schools to evaluate candidates. More than 1,500 schools and 1,800 programs worldwide use the GMAT. As a non-profit education association, GMAC provides products and services that add value to graduate business schools and their students. With 121 graduate business school members in the United States and other countries, GMAC also works to increase awareness of management education.

The Executive MBA Council fosters excellence and innovation worldwide in Executive and Professional MBA Programs, as well as other in business-related degree programs for professionals. The council provides a place for programs to share best practices and gathers data that helps members improve their programs and that reveals the importance of business degree programs for professionals. The council has more than 190 members worldwide, which offer more than 280 programs.

For more information, contact Maury Kalnitz, managing director of the Executive MBA Council, at 770.352.0854 or [maury@embac.org](mailto:maury@embac.org).