Annual Report 2019-20
(July 2019 – June 2020)
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COVER PHOTO

The cover photo features Mr. Steven A. Denning on the far right. Dean Maryam Alavi from the Scheller College of Business stands to his left. Mr Denning’s family is to the dean’s left with T&M alumni.
Executive Summary

The Steven A. Denning Technology & Management (T&M) Program helps create cross-functional leaders in technology and business-related fields by building upon Georgia Tech’s outstanding programs and curriculum. Classes emphasize experiential learning and include hands-on elements, allowing Denning T&M students the opportunity to offer interdisciplinary-team solutions to real-world problems faced by the program’s corporate affiliates.

The Denning T&M Program is open to all Georgia Tech undergraduate students, which includes the Scheller College of Business, the College of Computing, the College of Engineering, the College of Design, the Ivan Allen College of Liberal Arts, and the College of Sciences.

Business and Engineering students who complete the program earn a 22-credit minor in Engineering & Business. Computer Science and IT Management students earn a minor in Computing & Business. Students from all other colleges earn a minor in Technology & Business.

<table>
<thead>
<tr>
<th>Vision: To develop a generation of collaborative, professionally adept, ethical, and successful business leaders with an openness to seeking and learning from alternative points of view and with the capability to leverage technology to improve the state of the world.</th>
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<tr>
<td>Mission: To be the flagship interdisciplinary program at Georgia Tech offering minors at the intersections of technology and business, involving rigorous academic and professional training in collaboration with world-class faculty and corporate partners across a breadth of industries.</td>
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There are two sides to the program: students and corporate affiliates, and the five-member T&M faculty/staff team, with the support of our curriculum professors, bridge these two sides. Additionally, as the alumni base expands, the team strives to incorporate them into the program whenever possible.

When it comes to supporting our students, we offer rigorous academic challenges paired with events to encourage their growth as individuals and team members. We categorize our events as career development, corporate partnerships, academic, international, alumni-centered, community building, and administrative.

When it comes to establishing and nurturing our corporate partnerships, the T&M Program team works closely with each affiliate to meet their specific innovation and hiring needs. From on-site visits by our Administrative Director and Corporate Relations & Student Counseling Manager to office takeovers, the T&M career fair, and capstone project development, mentoring, and execution, we are here to listen intently and execute process improvement to benefit affiliates and students alike.

This report includes our curriculum as well as information on our events to create a broad view of the T&M Program’s opportunities. It will touch on students, alumni, and corporate affiliates to show the unique ecosystem known across Georgia Tech as one of the the most unique offerings available to undergraduate students.
Coronavirus and T&M

Friday, March 13, 2020, was our last full day on campus before Georgia Tech sent all students, faculty, and staff home for Spring Break. At that point, it was uncertain whether or not we would return to campus for the remaining weeks of the semester. There was an air of uncertainty on Georgia Tech’s campus.

Prior to Coronavirus cases appearing in the United States, the T&M faculty and staff were closely monitoring the news from China. Faculty Director Han Zhang, T&M Professor Karthik Ramachandran, and Communications Manager Anne Lynch planned to fly to Beijing on that very day with 33 students. Unfortunately, even though we were all visa-ready for our week-long international experience, we had to cancel the 2020 trip.

As the virus progressed, it became clear that the remaining weeks of the semester would present unforeseen challenges. All of our events, including the Class of 2020’s graduation ceremony, were canceled, and all final capstone presentations went virtual. We all continued from our homes and donated all office cleaning supplies to the Georgia Tech Police Department, who remained on campus. Therefore, this annual report will reflect less events than usual due to the required cancellations.

The T&M Program Model
Faculty and Staff

The T&M Program staff have been working together under the guidance of Faculty Director Han Zhang for four years and Administrative Director Bob Burgess for six years. Sheena Brown (Academic Program Manager) handles all events, student recruiting and attrition, scholarships, and finances. Anne Lynch (Communications Manager) and John Stanford (Senior Manager, Industry Engagement & Student Counseling) partner to coach the students for career success. After offering career guidance, John passes the students back to Anne for writing advice. Between the two of them, the students receive the one-on-one attention needed to excel. John also coordinates all corporate engagement to nurture industry partnerships, while Anne maintains alumni engagement. During this academic year, Ava Gribble, Nick Gribble, Will Kamnick, Khalil Newell, and Sarah Beth Parker served as undergraduate office assistants.

Sheena Brown, Bob Burgess, John Stanford, Steven A. Denning, Anne Lynch, and Han Zhang.

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<th>Name</th>
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<tr>
<td>Sheena Brown</td>
<td>Academic Program Manager</td>
<td><a href="mailto:sheena.brown@scheller.gatech.edu">sheena.brown@scheller.gatech.edu</a></td>
<td>404.385.7688</td>
</tr>
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<td>Robert “Bob” Burgess</td>
<td>Administrative Director</td>
<td><a href="mailto:robert.burgess@scheller.gatech.edu">robert.burgess@scheller.gatech.edu</a></td>
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<td>Anne Lynch</td>
<td>Communications Manager</td>
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<td>John Stanford</td>
<td>Senior Manager, Industry Engagement &amp; Student Counseling</td>
<td><a href="mailto:john.stanford@scheller.gatech.edu">john.stanford@scheller.gatech.edu</a></td>
<td>404.385.4504</td>
</tr>
<tr>
<td>Han Zhang</td>
<td>Faculty Director</td>
<td><a href="mailto:han.zhang@scheller.gatech.edu">han.zhang@scheller.gatech.edu</a></td>
<td>404.894.4373</td>
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Leadership Update

**Dr. Han Zhang** has completed his fourth year of his six-year term as the Faculty Director of the Steven A. Denning Technology & Management Program. He is a Professor in Information Technology Management (ITM) and the Steven A. Denning Professor of Technology & Management.

Dr. Zhang’s research focuses on the economics of information technology, online trust and reputation, online word-of-mouth, and the evolution of electronic markets. His research on the institutional setup to help small businesses grow in the digital economy has been used as the basis for testimony before the Congressional House Committee on Small Business.

For the fourth year in a row, Dr. Zhang arranged a week-long trip to China for the T&M International Experience, where he encourages T&M students to experience Chinese culture through interactions with Chinese students. The group was set to travel in March to partner with the Beijing University of Posts and Telecommunications. For everyone’s safety, the trip was canceled.

Steven A. Denning Visit to Campus

On Friday, December 13, 2019, Mr. Steven A. Denning, our program’s benefactor, visited the T&M Program suite for an Alumni Holiday celebration. Thirty alumni from the cohorts of 2011 – 2019 attended along with one special guest from the Class of 2020. Mr. Denning introduced his family to the alumni and then asked specific questions on how the T&M Program has impacted everyone’s careers. He especially wanted to know how the T&M Program changed their professional life trajectory.

The next day, he gave the Commencement Address for the December 2019 Bachelor’s Ceremony and received an honorary doctorate. We are so proud of his well-deserved recognition and that he was able to meet with his T&M alumni while in town for the ceremony.
Former Georgia Tech president Bud Peterson, Mr. Steven Denning, and incoming Georgia Tech president Ángel Cabrera.

Alumni working at Georgia-Pacific with Mr. Denning.
(Laura McCray, Lisa Carlson, Angela Como, and Alex Grady)
Kari Zimmer (2015) talking about studying business and working in technical jobs because of T&M. | Henderson Johnson II (2016) talking about the first international trip to Europe and getting his PhD in Aerospace Engineering at Georgia Tech. | Lisa Carlson (2012) discussing her career at corporate affiliate Georgia-Pacific and giving back as a capstone project sponsor.

Mr. Denning with a captive audience of alumni in the T&M suite.
Mr. Denning’s Strategic Opportunities and COVID-19 Gift

After one month of COVID-19 shutdown, while trying to complete the Class of 2020 capstone projects, T&M Program Staff realized that the operating budget going forward was in jeopardy. A number of our corporate affiliates identified they were facing budget challenges resulting from the pandemic. To help with this anticipated shortfall we approached Mr. Denning with a request for additional funding.

His positive response along with carefully stewarding our available resources are helping us bridge the budget gap going forward.

The T&M Program faculty, staff, and students are all very appreciative of his generous gift to keep the program on schedule for the Class of 2021 and 2022. Mr. Denning’s continued generosity has enabled the Program to keep our experiential learning goals intact with only 4-5 students on each capstone project for the Class of 2021. Additionally, we hope to identify and plan for strategic opportunities to make the T&M Program even stronger.

We are grateful for Mr. Denning’s support and vision since 2008. His encouraging words to us this May included,

“I wish you the very best in maintaining the program’s offering and impact since the rationale for the T&M Program couldn’t be stronger.”

Admissions and Program Statistics

Sixty-two students from the T&M Program Class of 2020 completed minors in either Computing & Business, Engineering & Business, or Technology & Business. In Fall 2020, 57 students in the Class of 2021 will begin the Pre-Capstone class, and 67 students in the newly admitted Class of 2022 will begin coursework.

The incoming Class of 2022 of 67 students has an average GPA of 3.74 and spans 14 Georgia Tech majors. Majors represented include Biomedical Engineering (BME); Business Administration (BA); Chemical & Biomolecular Engineering (CHBE); Civil Engineering (CE); Computer Engineering (CMPE); Computer Science (CS); Electrical Engineering (EE); Industrial Design; Industrial and Systems Engineering (IE); International Affairs and Modern Languages; Literature, Media, and Communications, Mechanical Engineering (ME); Neuroscience, and Psychology. Women students represent 50% of this class, Asian students represent 31%, and Hispanic students represent 6%. We continue to reach out to all Diversity & Inclusion offices across campus to recruit a diverse cohort.

Additionally, beginning in the fall semester of 2015, the T&M Program has offered “Express Admission” to all incoming Scheller College of Business Dean’s Scholars. Thirty Dean’s Scholars have accepted the offer to date. Several students have stated that a key factor in their acceptance of the Scheller Dean’s Scholarship was the fact that they received “Express Admission,” which means they can declare their desire to join the program in their freshman year without formally applying or interviewing. Those accepting the offered “Express Admission” begin the T&M Program in the fall of their sophomore year.
There have been 2,184 applications received up through the Class of 2022, with 716 students accepted into the program.

95% Graduation Rate

There have been 582 students accepted through the Class of 2020, with 552 earning one of the three T&M minors.
Enrollment Growth by College (Class of 2016 – 2022)
Minors

Computing & Business Minor
Scheller College of Business – IT Management
College of Computing

Engineering & Business Minor
Scheller College of Business – all concentrations except IT Management
College of Engineering

Technology & Business Minor
College of Design
College of Sciences
Ivan Allen College of Liberal Arts

Curriculum

Tracks, Four Semesters
College of Computing, College of Design, College of Engineering,
College of Sciences, Ivan Allen College of Liberal Arts

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<td>MGT 3000: Financial &amp; Managerial Accounting</td>
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<td>Spring 1 ME 3744: Managing Product, Service, &amp; Technology Development</td>
<td>MGT 3078: Finance &amp; Investments</td>
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<td>Fall 2 MGT 4741: Pre-Capstone</td>
<td>MGT 3300: Marketing Management</td>
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Scheller College of Business – all concentrations except IT Management

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<td>ME 2112: Creative Decisions &amp; Design</td>
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<td>Spring 1 ME 3744: Managing Product, Service, &amp; Technology Development</td>
<td>ME 3141: Cutting-Edge Technologies Seminar</td>
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<td>Fall 2 ME 4741: Pre-Capstone</td>
<td>COE 3002: Introduction to Microelectronics &amp; Nanotechnology</td>
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<td>Spring 2 ME 4742: Integrated Capstone Project [4 credit hours]</td>
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Scheller College of Business – IT Management
CS 1301 is a pre-requisite (not CS 1315).

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<td>Fall 1 CS 3743: Analysis of Emerging Technologies</td>
<td>CS 2316: Data Manipulation for Science &amp; Industry</td>
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<tr>
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<td>CS 1331: Intro to Object Oriented Programming</td>
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Success Stories

We would like to celebrate success stories from the 2019-20 Academic Year (AY). We are proud of all of our students that continue to share their talents in the T&M Program. First, let us highlight Class of 2021 successes during their first year in the T&M Program.

Dr. Eric Overby teaches Analysis of Emerging Technologies, the first “T&M Program together course” each fall. On January 28, 2020, he held the “Reports from the Future” symposium – a competition that is an extension of his course. Student teams – pretending that it is the year 2029 – traveled back in time to tell us about society’s progress in achieving the United Nations Sustainable Development Goals. Class of 2021 students Max Brauer, Jacob Ward, and Miguel Bethancourt on “Team Brazilian Rainforest” discussed developments related to the intentional burning of the Brazilian Amazon rainforest due to soybean farming (Goal #15: Life on Land). Their non-presenting teammates were Valeria Boesch Neira, Noah Joyce, and Brandon Reznicek. Amber Shell, Julia Pokrzywa, and Sophia Rubino on “Team Opioid Crisis” discussed developments regarding the opioid crisis in the United States (Goal #3: Good Health and Well-Being). Their non-presenting teammates were Kate Groce, Ashlyn Sasser, and Erin Shinners.
Dr. Karthik Ramachandran teaches Managing Product, Service, and Technology Development, the second “T&M Program together course” each spring. The COVID-19 pandemic was a major disruption for the product development efforts of students. However, student teams persevered. Some of the teams quickly pivoted their projects to address some of the newly identified needs. The “MedDrop” team (Joshua Chan, Alexa Cobo, Andrew Maze, Jaydra Von Behren, and Lauren Wilch) developed the blueprint for a service that would deliver prescription medications to patients who had switched to receiving care through telemedicine. Focusing on the severe shortage of PPE during the first few weeks of the pandemic, Rob DeVarona, Carson Myers, Liz Welsko, and Erin Shinners devised a platform to arm healthcare workers with PPE using local supply sources.

Next, let us recognize individual success stories that occurred this AY.

Scheller College of Business student and T&M Class of 2020 graduate Rachel Luckcuck was named Ms. Georgia Tech at Homecoming in November 2019. Rachel was nominated and awarded this title by the undergraduate student body. Rachel’s campaign raised awareness for the Excel Program, which provides a post-secondary education for students with intellectual and developmental disabilities. Rachel has been a mentor and teaching assistant for the Excel Program for four years and formed lasting connections with her mentees and students. The T&M Program has partnered with Excel the last two years for our annual Etiquette Dinner.

In previous years, the Georgia Tech student body have named the following T&M scholars as Mr. Georgia Tech: Henderson Johnson II, Sam Medinger, James Ni. Mr. Denning met with the group along with Alex Grady, who was a Mr. Georgia Tech finalist during his November 2018 visit. We welcome Rachel Luckcuck to the group as our first Ms. Georgia Tech!
T&M Class of 2019 alumnus Darby Foster was recognized by Poets&Quants as one of the Top 100 undergraduate business majors across the country. Our Faculty Director Dr. Han Zhang writes, “Darby is the stellar student that will serve as an example to the next wave of undergraduates at Scheller. Over four years, she had a wide variety of internships (Boston Scientific, Georgia-Pacific LLC, Boeing, and Microsoft) and international experiences to view things with a global perspective (she visited Hong Kong and Shenzhen, China as a Denning T&M Program scholar). All the while, she built her foundation of being an excellent writer, brilliant communicator, and an exceptional presenter. Without a doubt, Darby will represent Georgia Tech well, and we couldn’t be prouder to have her as a Denning T&M Program and Scheller alumna.”

Additionally, T&M Class of 2019 alumnus Jason Quill was recognized by Poets&Quants as one of the Top 100 undergraduate business majors across the country. While in T&M, Jason was on the Caterpillar Inc. capstone team led by Tony Agusti. Jason writes, “I had the opportunity to work on an interdisciplinary team to optimize Caterpillar’s generator set enclosure business. This class highlighted the focus that Scheller has on teaching students practical skills that allow them to succeed within organizations. We were able to fully analyze Caterpillar’s value chain to deliver over $13 million in present value cost savings for the firm over the 9-month project.”
Corporate Statistics

The 2019-20 AY marked the official beginning of the T&M Program’s partnership with the five new corporate affiliates: Centers for Disease Control (CDC), PACCAR, Southwire, Steelcase, and Ware2Go. In addition to these five affiliates, seven continued with us (Boeing, Caterpillar, Elavon, Equifax, Georgia-Pacific, NCR, and Siemens), bringing our total to 12 corporate affiliates for the Class of 2020.

This year is the fifth year in a row where corporate affiliates could sponsor multiple capstone projects. Georgia-Pacific offered three projects: one for Innovation, one for Juno, and one for Operations. Siemens sponsored an IoT project as well as one for their Tradeshow division. We had a total of 15 capstone projects for the Class of 2020.

**Corporate Affiliate History**

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NOTES:
1. Pro-Bono project for non-profit government agency.
2. Pro-Bono project for GT community.
3. Three corporate affiliates have sponsored multiple projects from different divisions of their organization in any given year.

Georgia-Pacific 20 = Grand Total sponsored projects
Siemens 19 = Grand Total sponsored projects
Home Depot 9 = Grand Total sponsored projects
Corporate Affiliate Guest Speakers

Denning T&M Program students benefited greatly by meeting and speaking with the following corporate executives who served as guest speakers in T&M Program classes during AY 2019-20:

Centers for Disease Control:
Joel Kimmons, Nutrition Scientist

Georgia-Pacific:
Lisa Carlson, Director of Insights to Innovation, Georgia-Pacific
Duane Chatelain, Director Supply Chain Solutions, Georgia-Pacific
Natalie Gibson, Director, Koch Disruptive Technologies

Salary Statistics

Across the board, students that graduate from Georgia Tech with one of our three minors realize a financial benefit in their starting salary. Currently, we only have anecdotal information for our Technology & Business minors from the College of Design, College of Sciences, and the Ivan Allen College of Liberal Arts. For students earning a minor in Engineering & Business or Computing & Business from the Scheller College of Business, College of Computing, and College of Engineering, we have enough data to provide comparisons. The graph below illustrates the differences across the three largest colleges for alumni starting full-time jobs in the summer of 2020. Also, the average hourly rate for T&M students interning was $34.97/hour.

![Median Full-time Starting Salaries - May 2020](image-url)
Student Employment with Corporate Affiliates

The Denning T&M Program is pleased to report that a total of 28 students worked for T&M corporate affiliates during the academic year or in a summer internship. One student also started a full-time position with a corporate affiliate in 2019.

<table>
<thead>
<tr>
<th>Corporate Affiliate</th>
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<th>Major</th>
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<td>Mia Schwartz</td>
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Davis Waln (Mechanical Engineering, T&M Class of 2021) with alumnus Wama Gbetibouo (Caterpillar Section Manager, T&M Class of 2017). Davis worked as an Order to Delivery Intern.
Mia Schwartz (Business – Operations and Supply Chain Management, T&M Class of 2021) with Steelcase colleague for her summer internship as a Procurement Intern.

T&M Events by Category

As mentioned in the Executive Summary, we categorize our events as career development, corporate partnerships, academic, international, alumni-centered, community building, and administrative. This section will elaborate on these events to allow the reader to see how the Denning T&M Program supports its students and corporate partners across multiple dimensions.

Career Development Events

When it comes to career development, the T&M Program strives to provide as many hands-on workshops and events as possible to allow students to practice their communication skills frequently. By consistently interacting with our corporate affiliates, the students refine their elevator pitches and conversation skills to build confidence for competitive interviews and public speaking opportunities.

Each student starts off their T&M tenure with an official headshot in business formal to use on their LinkedIn profile. They also go through a rigorous resume review with Communications Manager Anne Lynch to stand out amongst their peers when it comes to clarity, keyword optimization, formatting, and intrigue. All students, current and on-campus alumni, are eligible to be included in a bound resume book that corporate affiliates await every fall at the Corporate Affiliate Job Fair.
At the Fall 2019 Corporate Affiliate Job Fair, Corporate Relations & Student Counseling Manager John Stanford welcomed affiliates while they set up their tables in the Tech Square Research Building. Over the course of the event, 145 students met with recruiters to explore internships and full-time positions. As referenced earlier, 29 students opted to work for a corporate affiliate. Most notable was the strong T&M alumni presence representing corporate affiliates.
Tony Burdett (NCR) speaks with Max Brauer. | Justin Jiang (T&M alumnus and Boeing) speaks with Sullivan Berry.

Devika Dutt speaks with Doug Sawyer (Georgia-Pacific) | Wama Gbetibouo (T&M alumnus and Caterpillar) speaks with a Class of 2021 student Andrew Maze.
Rob Stoker (Boeing Senior Manager, Noise, Vibration, and Emissions) speaks with Christopher Page.

T&M Alumni Corporate Affiliates
Angela Como and Lisa Carlson (Georgia-Pacific), Ellen Brown and Anne Gusler (NCR), Alex Grady (Georgia-Pacific), Wama Gbetibouo (Caterpillar), and Justin Jiang (Boeing).
During the job fair, our students pitch themselves to prospective employers and capstone project sponsors. In the more intimate setting of the T&M Suite, John Stanford and Sheena Brown host office takeovers. These events last from 10:00 am – 2:00 pm and allow the companies to pitch themselves to our students. Students enjoy these informal events to learn more about the company culture while practicing their business conversation skills.

Doug Sawyer at Georgia-Pacific Office Takeover. | John Stanford at Siemens Office Takeover with Corrie Bukle and Ebony Jackson.

Navy Nuclear Labs Office Takeover. | Southwire Onsite Tour.

Additional workshops that allow T&M students to stand apart from their contemporaries are our Business Etiquette Dinner and our Dress for Success Workshop. In the Spring of 2020, Peggy Parks, CEO of Parks Image Group, led the students in a comprehensive etiquette class. Additionally, T&M students were joined by Excel Program students and their teachers. The Excel Program is a four-year college program for students with intellectual and developmental disabilities (I/DD) leading to two separate
certificates. The Denning T&M Program suite is next door to the Excel Program, and T&M students frequently serve as mentors to Excel students. This event allowed everyone to learn together.

This year, Administrative Director Bob Burgess rigged up a camera over Communications Manager Anne Lynch, to project her place setting on a live stream projection. While Peggy Parks taught, Anne Lynch demonstrated the proper techniques to help visual learners. It made for a memorable interactive event.
Administrative Director Bob Burgess helping Excel Program student Matthew Rochester put on his tie.

Traditionally, each April, the T&M Program students that will begin coursework in the upcoming fall semester are provided a Dress for Success Workshop taught by Nicole Guerrero and Lester McCarter. They separate the class into two groups based on gender to teach the differences between casual, business casual, and business formal to prepare them for interviews and important corporate events. Unfortunately, the workshop was canceled due to COVID-19.

Civility Expert Peggy Parks teaching etiquette in front of the livefeed.
Capstone Events

Before the academic year begins, corporate sponsors solidify their capstone project and start refining it if needed with the T&M team. About one month into the semester, four pre-capstone class sessions are reserved for affiliates to give their capstone project pitches. Most students have already met the speaker at a recent office takeover, making it easier for them to envision themselves working alongside the project lead for six months. The capstone project pitches also allow affiliates to get feedback in the form of the Q&A session on how our interdisciplinary students would propose tackling their problem.

After the pitches, students vote on their top five projects. Students must justify their reasoning behind choosing a topic and say how they propose to contribute. After the T&M faculty and staff analyze the results, they place students on balanced teams and reveal the teams at the Ropes Leadership Challenge Course. Students are joined by corporate affiliates to complete group challenges and go up on the ropes. Caterpillar’s Tony Agusti proposed the idea of joining students on the ropes four years ago, and it has been implemented ever since.

Administrative Director Bob Burgess and Academic Program Manager Sheena Brown with the capstone “draft” board. | Georgia-Pacific Operations Team getting to know each other over dinner.
Corporate affiliates remain involved throughout the year as they interact with their capstone team and the T&M staff. They often stop by the suite when in Midtown to reconnect, meet with capstone team members, and chat with other T&M students in passing. In April, because of the Coronavirus, all capstone students presented their findings over video conferencing platforms. Administrative Director Bob Burgess and Senior Manager for Industry Engagement & Student Counseling John Stanford attended each of the 13 virtual final presentations to the corporate sponsors and fellow executives. The corporate affiliates were overwhelming impressed with the students ability to present virtually and how smoothly they pivoted to a new format. Fourteen out of 15 projects were recommended as Best Project of the Year by their sponsor.
Corporate Partnership and Academic Events

Understandably there is overlap between career development, corporate partnership, and academic events as these categories are interdependent. In fact, that’s what makes the Denning Technology & Management Program so unique. However, there are some events solely for our corporate affiliates to make sure they are making the most of their sponsorship. In the summer, our Administrative Director Bob Burgess and our Corporate Relations and Student Counseling Manager John Stanford conduct their Summer Tour, where they connect with as many affiliates as possible. This year, the summer tour happened virtually using video conferencing. At these meetings, they discuss best practices, potential capstone projects, and meet new employees that may begin working with the T&M Program. The Summer Tour is a great way to learn more about the company culture as well.

On the last Monday of class, all T&M students from the Class of 2020 and Class of 2021 were scheduled to meet at the Academy of Medicine for the Class of 2021 Poster Session and the Class of 2020 Commencement & Awards Ceremony. Normally, the Class of 2021 would pitch their new products to students, parents, faculty, staff, and corporate guests to compete for one of two awards: “Highest Impact” or “Most Creative.” The Poster Session is another opportunity for affiliates to interact with the younger class and get to know potential capstone team members for the next academic year. For the Class of 2020, awards would have been announced for students of the year and best capstone project as well as best capstone presentation at this event. However, due to Georgia Tech COVID-19 protocols, our biggest event of the year was cancelled. In spite of the cancelled event, T&M Program faculty and staff determined all the award winners and they are listed later in the report’s “Denning Awards” section.

Typically, a Corporate Advisory Panel Meeting is held at Top Golf so that affiliates can meet with each other as well as the T&M faculty and staff. At this end of year meeting, affiliates look back over the year and offer advice on how to continue improving the program. This year the event was canceled, yet T&M remains grateful for our partners that have been part of our journey over multiple years. Their wisdom has shaped the program and improved the benefits for new affiliates.

Doug Sawyer and Georgia-Pacific

Last fall, Doug Sawyer, one of our founding corporate partners, retired. Doug served as Georgia-Pacific’s Vice President for Long Term Asset Strategy, and over the last 11 years, he has helped shape the trajectory of the T&M Program. Doug’s passion for our students and their career development have molded countless lives, and for that, we are all grateful. He leaves behind a strong T&M Program alumni base at Georgia-Pacific. In fact, many of them have served as capstone project sponsors over the years. Thank you for everything, Doug – you are truly missed!

Doug Sawyer featured in a T&M video clip.
International Events

The sixth annual International Experience was planned for March 13 to March 21, 2020, to Beijing, China, in partnership with the Beijing University of Posts and Telecommunications. For everyone’s safety, the trip was canceled. When it is safe to do so and approved by the Georgia Tech Office of International Education, the T&M Program will resume our International Experience trips over Spring Break.

The T&M Program has enabled a total of 223 students to have an International Experience while an undergraduate student. Many students have commented that they would have missed out on the opportunity to study abroad if not for the “Spring Break travel structure” and the fact that the cost of the trip is subsidized by the T&M Program.

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<th>Students</th>
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<td>March 2016</td>
<td>Central Eastern Europe</td>
<td>&quot;From Planned to Market Economies&quot;</td>
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<td>Hong Kong and Shenzhen, China</td>
<td>&quot;A Tale of Two Cities: Hong Kong and Shenzhen, China&quot;</td>
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Total Students Impacted "TO DATE" = 223
Open Letter to the Class of 2020

Quick Glance 4/22/20

AN OPEN LETTER TO THE CLASS OF 2020

Dear Class of 2020,

Monday should have been your day. We would have gathered at the Academy of Medicine with your families and talked about how different you look compared to your T&M headshot that is scrolling across the screen at the back of the stage. You would have wandered through Karthik Ramachandran’s poster session, reminiscing on your project. How it seemed like yesterday, you were running under a hose with a prototype raincoat over your backpack— or maybe that’s just Giancarlo.

On Monday, you should have been posing with Buzz or in front of the Ramblin’ Wreck with your family or friends. Or simply parking yourself at the buffet for a cheese tasting before finals week starts. It was supposed to be a celebration to mark the end of a three-year journey. Can you remember writing your essays on why you wanted to be in T&M? And the excitement of scheduling an interview? And then the anxiety of showing up in a suit to walk through the suite back to Bob or John’s office? Finally, do you remember the feeling of receiving your acceptance email?

Through Financial & Managerial Accounting, Objects & Design, or ME 2110, you made it through— some with fewer tears than others, but there were triumphs; Taylor and Ethan’s team won best design! You also made it through two years of resume review with Anne, which is no small feat. Seriously, did she find an extra space at the end of my graduation year and send me a new copy because it wasn’t right-aligned perfectly? Luckily, John was always there to calm you down and strategize almost anything. And Sheena, with her contagious laugh, was ready to make you forget about the long list of deliverables for all of your classes. Bob was prepared for both engineering or business advice or a good story. . . did he ever tell you about the time when he was building nuclear reactors, but the government wouldn’t release the final payment until his report had been approved?

Last but not least, Han taught you the importance of being on time, and you will thank him many times over your lifetime for that simple lesson. People who show up seize opportunities. “You must be on time!” Not to mention, “T&M ROCKS!”

Many of you traveled with Han, Anne, and John to China last year. You flew drones, hiked mountains, and made lifelong friendships with our counterparts at Shenzhen University. And when this year’s trip was canceled due to COVID-19, you had a deeper empathy for the people of China shown on the news, because you had been there. The people on lockdown in Wuhan could just as easily been your friends in Shenzhen. That’s the magic of travel—the world becomes so small.

We want to recognize you all properly and find a way to celebrate. There are awards to be awarded and bragging rights to be doled out. The question is how and when. With Scheller shut down (ask Henry), your stoles arrived last week to Anne’s home in Decatur. They are meant to be worn together for your final group picture before you become alumni and join the 490 Denning scholars before you. They are meant to be worn at McCamish while your family hollers as you cross the stage and later when the balloons fall from above. But as we all well know, so much of what was meant to be has changed.

Until then, know this: you are worthy, you will be celebrated, and you are now a unique part of the Denning Technology & Management Program’s history that will never be forgotten. You are the T&M Class of 2020.

With gratitude for your hard work,
Sheena Brown, Bob Burgess, Anne Lynch, John Stanford, and Han Zhang
Alumni Events and Involvement

In July 2019, Anne Lynch traveled to New York City to host two networking events. With over 30 alumni in Greater New York, she wanted to make sure to see as many of them as possible. Over the course of the two events, she met with 16 alumni, including Kishen Raghunath, from the first graduating cohort of 2010. Another notable attendee was Gennadiy Gurevich from the Class of 2011. He told the story of meeting with the administrative and faculty directors to pitch his case for being a dedicated T&M scholar. After earning his minor, he recognized T&M as a life-changing part of his career path, and in December of 2018 became the first alumnus to designate a significant financial gift to the GT Foundation for the ongoing operations of the program. We are all grateful for his donation, and most importantly, his confidence that we continue to shape the lives of our students and graduates.


On July 16, 2019, Bob Burgess and John Stanford traveled to Seattle, Washington, to meet with Rob Stoker and Spring Beasley at Boeing. While there, they hosted an alumni event at Brave Horse Tavern. Eighteen alumni were in attendance from the 2013, 2014, 2015, 2016, 2017, 2019, and 2020 cohorts.


On October 24, 2019, 43 alumni, their guests, and T&M staff gathered at The Torched Hop Brewery for the 2019 Atlanta Alumni Event. Alumni shared stories about their time in T&M and how they would like to stay connected in the future. There was a consensus that T&M had significant positive impacts on their careers.
On Friday, December 13, 2019, as mentioned earlier, we hosted an Alumni Holiday Party with our benefactor Mr. Steven A. Denning. Thirty alumni from the cohorts of 2011 – 2019 attended along with one special guest from the Class of 2020.

Another way alumni stay connected to the T&M Program is by critiquing midterm capstone presentations. We divide the teams over five class periods and group the projects thematically. That way, alumni can pick a date that focuses on an area of their expertise. Some alumni also attended over a live stream from locations across the United States. This year’s themes were Consumers, Prototypes, Data, Warehouses, and Switchgear/Human-Centered Design/Logistics.

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<thead>
<tr>
<th>Company</th>
<th>Theme</th>
<th>Date</th>
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<tbody>
<tr>
<td>Georgia-Pacific JUNO</td>
<td>Consumers</td>
<td>Monday, February 17, 2020</td>
</tr>
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<td>NCR</td>
<td>Consumers</td>
<td>Monday, February 17, 2020</td>
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<td>Boeing</td>
<td>Prototypes</td>
<td>Wednesday, February 19, 2020</td>
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<td>Siemens – IoT</td>
<td>Prototypes</td>
<td>Wednesday, February 19, 2020</td>
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<td>Southwire</td>
<td>Prototypes</td>
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<td>Elavon</td>
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<td>Monday, February 24, 2020</td>
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<td>Equifax</td>
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<tr>
<td>Siemens – Tradeshow</td>
<td>Data</td>
<td>Monday, February 24, 2020</td>
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<td>PACCAR</td>
<td>Warehouses</td>
<td>Wednesday, February 26, 2020</td>
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<td>Steelcase</td>
<td>Warehouses</td>
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<td>Ware2Go</td>
<td>Warehouses</td>
<td>Wednesday, February 26, 2020</td>
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<tr>
<td>Caterpillar</td>
<td>Switchgear, Human-Centered Design, Logistics</td>
<td>Monday, March 2, 2020</td>
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<td>CDC</td>
<td>Switchgear, Human-Centered Design, Logistics</td>
<td>Monday, March 2, 2020</td>
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<td>Georgia-Pacific Innovation</td>
<td>Switchgear, Human-Centered Design, Logistics</td>
<td>Monday, March 2, 2020</td>
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<tr>
<td>Georgia-Pacific Operations</td>
<td>Switchgear, Human-Centered Design, Logistics</td>
<td>Monday, March 2, 2020</td>
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Themed lineup for midterm capstone presentations.


Thirty-one alumni across all graduating classes volunteered to critique midterm presentations.
Alumni LinkedIn Initiative

In June 2019, we created a Higher Education page on LinkedIn for the Denning Technology & Management Program to post public content about our program, students, corporate affiliates, and alumni. Most importantly, our 552 alumni can add the T&M Program under their LinkedIn Education section to officially list the minor they earned at Georgia Tech. Once added, alumni become searchable in a directory based on location, company, career field, major, and skillset. This directory can also be queried by keyword to find alumni with expertise in anything from machine learning to corporate finance to diversity and inclusion. There are currently 485 registered alumni, which is an 88% participation rate. We also have 1,042 followers of this LinkedIn page.

Students, alumni, corporate affiliates, and headhunters can use the alumni directory to find experts, future colleagues, mentors, speakers, and former classmates. It has connected alumni in Pittsburg at Carnegie Mellon, in London across industries, and even internal to Google for lunch networking. Current students have used the directory to reach out to alumni who worked at their target companies, navigated being an F-1 visa holder, and advice on pursuing an MBA. Corporate affiliates can now easily target alumni for recruitment. It has also facilitated city-specific alumni networking.

The T&M Program’s dynamic public presence on LinkedIn enables connectivity and relationships in a way that wasn’t possible before. These relationships have the potential to drive innovation, build community, and impact future income. You can access the page at:


Banner for public LinkedIn group featuring T&M students with Shenzhen University students.

Screenshot from LinkedIn alumni directory.
Community Building Events

The T&M Program understands that a strong community fosters academic success and future alumni engagement. When the opportunity presents itself, and the student interest is there, the program has financially backed additional opportunities for our scholars. Over the last year, we sponsored the Ideas to Serve competition through the Institute for Leadership and Social Impact. The competition allows Georgia Tech students to explore social problems for the problem discovery track or solve a problem in the ideas track. Anne Lynch served as a judge for the video pitch competition.

Additionally, ten students completed a four-week improvisation workshop series with teacher Lesly Fredman. In 2015, Lesly Fredman partnered with the T&M Program to teach improvisational techniques to our pre-capstone students. The goal was to foster a strong group dynamic, enable students to respond fluidly to questions during interviews and presentations, and learn more about full-body communication. Ms. Fredman’s coaching has evolved to small group workshop series and one-on-one coaching to go deeper into relevant subject matter. In the fall of 2019, ten students completed her four-week series, and they are pictured below.

Administrative Events

Lastly, when it comes to running the T&M Program, certain administrative events allow us to recruit potential students, welcome the newly admitted students, help students build community, and then celebrate our program’s graduates.

The academic year kicked off with the Fall Orientation for both the Class of 2020 and Class of 2021. At this event, students mingled and had dinner in mixed groups so that the older students could pass on advice to the younger students.

Every October, we host the Prospective Student Information Session during the application period, which ends at exactly 11:59 pm on October 31st every year. Business ITM major Rachel Luckcuck from the Class of 2019 was the MC of the event for the second year in a row, and she engaged a student panel. The panel spoke on all aspects of the program and the three minors and then answered audience questions. Over 150 prospective students attended the event.

On March 2, 2020, after admissions decisions have been made, we host the Orientation and Welcome event to introduce the newest students from the Class of 2022 to each other and the corporate affiliates.

Alex Grady (Georgia-Pacific and T&M alumnus) | Tony Agusti (Caterpillar) talking to students.

Zoe Klesmith (Boeing and T&M alumna) | Zoe Klesmith talking with new students.
Student speaking with Katie Huie (Elavon) | Victoria Massaro (Equifax and T&M alumna) and Jeff Dugger (Equifax) welcome new students from the Class of 2022.

The academic year usually ends with the Commencement and Awards Ceremony where capstone teams graduate team by team and awards are announced for the best capstone project, best capstone presentation, students of the year, and best individual presenters. The younger cohort also receives awards for “Best Final Presentation” and “Most Likely to Have Impact” for their competition in Dr. Karthik Ramachandran’s Managing Product, Service, & Technology Development. A student of the year is also announced. This year’s award winners are listed below.

**Denning Awards**

**Class of 2020 Best Capstone Project 1st Place (tie): Caterpillar** won based on the criteria of milestone completion and quality, feedback from corporate sponsors, and teamwork.

Tina Lu, IE
Davis Massey, BA
Ryan Mecca, IE
Ted Vlady, AE
Class of 2020 Best Capstone Project 1st Place (tie): Equifax won based on the criteria of milestone completion and quality, feedback from corporate sponsors, and teamwork.

Karan Achtani, CS  
Stockton De Laria, BA  
Lucas Nativio, CMPE  
David Yeh, MSE

Class of 2020 Best Capstone Project 2nd Place: Georgia-Pacific Operations won based on the criteria of milestone completion and quality, feedback from corporate sponsors, and teamwork.

Elena May, CS  
Jacob Porter, IE  
McKade Stewart, IE  
Lauren Yeap, IE

Class of 2020 Best Capstone Presentation 1st Place (tie): This year NCR won for their outstanding work on their capstone presentation.

Anneliese Leach, BME  
Mitch McCurry, CS  
Garrett Prellberg, BA-ITM  
Shukan Shah, CS  
Topher Sullivan, BA

Class of 2020 Best Capstone Presentation 1st Place (tie): This year Ware2Go won for their outstanding work on their capstone presentation.

Thomas (Ford) Coleman, BA  
Kiran Gite, IE  
Henry Harris, CS  
Richard McClure, BA  
Charlie Ye, CS
Class of 2020 Best Capstone Presentation 2nd Place: Siemens IoT won second place for their outstanding work on their capstone presentation.

Nikita Deshpande, IE  
Shivani Mehrotra, EE  
John (Patrick) Ramsey, BA  
Giancarlo Vargas, CHBE

Class of 2020 Outstanding Student Awards:

Stockton DeLaria (Equifax), Rachel Luckcuck (Siemens Tradeshow), Garrett Prellberg (NCR), Taylor Spuhler (PACCAR), Ted Vlady (Caterpillar), and Michelle Voykovic (Siemens Tradeshow).
Class of 2020 Best Individual Presenters Awards:

Brett Broughton (Boeing), Pranav Gandham (Southwire), and Chris Sewell (CDC)

Class of 2021 Outstanding Student Award:

Kate Groce (Media and Communications Major)

Class of 2021 “Best Final Presentation” Project Award 1st Place: Spot Your Tot

Katie Anderson, Nikita Dani, Devika Dutt, Louis Grady, Sid Vemuri
Class of 2021 “Best Final Presentation” Project Award 2nd Place: Social Media Blunders

Max Brauer, Ross Cefalu, William Groover, Daniel Smith, and Jacob Ward

Class of 2021 “Most Likely to Have an Impact” Award 1st Place (tie): UVC3

Sullivan Berry, Kate Groce, Kimberly Molina-Veronico, Sebastian Russell, and Ashlyn Sasser

Class of 2021 “Most Likely to Have an Impact” Award 2nd Place: MedDrop

Joshua Chan, Alexa Cobo, Andrew Maze, Jaydra von Behren, and Lauren Wilch
Scholarships

**Boeing Scholarship:** The Boeing Scholarship was established in 2014 to be awarded to underrepresented undergraduate students at the Georgia Institute of Technology who have been selected to participate in the Steven A. Denning Technology & Management Program.

<table>
<thead>
<tr>
<th>Nathan Girmay, CE</th>
<th>Anna Klaussen, CS</th>
<th>Kar Shin Lin, CS</th>
<th>Thushara Mudireddy, CS</th>
<th>David Zimmerman ME</th>
</tr>
</thead>
</table>

**Robert L. Branner, Jr. Scholarship:** The Robert L. Branner, Jr. Scholarship Endowment Fund was established in 2011 to be awarded to students who have been selected to participate in the Steven A. Denning Technology & Management Program.

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<thead>
<tr>
<th>Sara Reese Howard, BA</th>
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</table>

**Holland-Roller Scholarship:** The Holland-Roller Endowment Fund was established by the donor for Denning T&M undergraduate College of Engineering students at the Georgia Institute of Technology. The scholarship is in memory of L. Aubry Holland, ME 1937 (1915-2003).

<table>
<thead>
<tr>
<th>Mike Adamo, BMED</th>
<th>Joyce Johnson, IE</th>
<th>Noah Joyce, CMPE</th>
<th>Merritt Kendzior, MSE</th>
<th>Connor Meeds, ME</th>
<th>Shivani Mehrotra, EE</th>
<th>Jake Owens, BMED</th>
<th>Jaydra von Behren, BMED</th>
<th>Nicole Wang, CMPE</th>
</tr>
</thead>
</table>
Laughter Scholarship: The Laughter Scholarship Endowment Fund was established by the donor to be awarded to Aerospace Engineering undergraduate students at the Georgia Institute of Technology who have been selected to participate in the Steven A. Denning Technology & Management Program.

Lonnie A. “Aubry” Holland Technology & Management Scholarship: Aubry Holland was the founder of the Holland-Underwood Foundation, and this scholarship is in his memory.

Judy D. and Stephen P. Zelnak Jr. Denning Technology & Management Program Scholarship: The scholarship endowment fund was established by the donor Stephen P. Zelnak, Jr., IM 1969 to be awarded to students who have been selected to participate in the Steven A. Denning Technology & Management Program.

Thomas (Ford) Coleman, BA
Claire Corbin
BA
Louis Hou,
BA-ITM
Michelle
Liang, BA-ITM
Garrett
Prellberg,
BA-ITM
Christopher
Sewell,
BA-ITM

MBA Mentor Initiative

Over the last four years, our capstone projects have been supported by full-time MBA students. In the spring of 2016, the T&M program hired a grader, Rob Smith, to grade final capstone reports. Rob’s help inspired us to think about adding more help, so in the fall of 2016, Rob returned, and another MBA student, Carson Moore, was hired. As it turned out, Carson was a T&M alumnus from the Class of 2011. These two MBA students helped grade the written reports and oral presentations for the Class of 2017, both fall and spring semesters.

Zach McClure was hired beginning in the fall of 2017 due to Rob’s graduation. Both Carson and Zach brought more to the table than just grading. They added coaching to their duties and checked in our students weekly.

With Carson graduating from the MBA program in the spring of 2018, Zach helped hire three new full-time MBA students, Elizabeth Noe, Jack Beall, and Stephen Spicher, in the fall of 2018. We officially named these four students “MBA Mentors” and divided the 13 project teams among the four mentors for the Class of 2019. While they still helped with grading, their primary focus was coaching the capstone teams. Because they helped the students succeed on the front end, the quantity of revision work was reduced on the back end.

In the fall of 2019, four new full-time MBA students were hired – Julie Deng, Eric Frey, Shrinka Roy, and Luke Sewell. The 15 projects for the Class of 2020 were divided between the seven MBA mentors, and all efforts were switched to coaching. All MBA Mentors worked about five hours per week, with their goal being to increase the project’s quality and the strength of the students’ presentations and reports. The plan going forward is to hire four new MBA Mentors each fall, so that at any one time, there are eight to distribute between the capstone projects.
Class of 2020 Capstone Projects

The backbone of the Denning T&M Program is the capstone project. Each year, our second-year students carefully weigh their options and select five projects (ranking them 1 – 5 as well) where they believe they will be able to contribute significantly and learn the most. Then the T&M Program faculty and staff carefully form the teams using a wide array of criteria. This academic year we had 15 projects split between our 62 Class of 2020 cohort members. The general flow of how the capstone projects are completed is shown below:

![T&M Program Capstone Project Work Timeline](image)

Michelle Voykovic and Rachel Luckcuck working on their Siemens Tradeshow capstone presentation in the T&M suite.
The following pages display and summarize each of the Class of 2020 capstone projects.

**Boeing: Boeing Engine Nacelle Redesign**  
Sponsor: Ryan Kerns (Propulsion Loads and Stress Analysis Engineer and T&M alumnus)  
MBA Mentor: Luke Sewell

The Denning Technology & Management Program capstone team worked on a redesign to the engine nacelle system to decrease weight and provide other quantitative and qualitative advantages to Boeing, as well as aircraft operators. The capstone team focused on the mechanisms involved in opening the fan cowling door, a subsystem of the nacelle. A rigorous design process of ideation, evaluation, and modeling determined feasible solutions for nacelle redesign was performed.

The team.
Caterpillar (Best Capstone Project - Tie for First Place):
Sponsor: Anthony Agusti (Project Manager) and Mark Gibson (M&A Integration Manager)
MBA Mentor: Luke Sewell

The Denning Technology & Management Program capstone team conducted over 20 interviews across Caterpillar’s value chain, including dealers, suppliers, and engineers, and summarized insights into a marketing strategy. The capstone team provided recommendations for the implementation of their proposed design.
The Denning Technology & Management Program capstone team partnered with the Centers for Disease Control and Prevention (CDC) to explore technological solutions for mitigating an office building’s environment and its direct impact on employee health, productivity, and overall wellness. The capstone team conducted research by reviewing industry publications and interviewing subject-matter experts across three stakeholder groups: researchers and building health advocates, architects, and facility managers. A high-fidelity prototype mobile application and business strategies to bring the proposed solution to market were provided. This solution should contribute to increasing the health and safety of the public, which is a fundamental priority of the CDC.
The Denning Technology & Management Program capstone team investigated whether artificial intelligence (AI) can improve the Elavon sales process. Three solutions were explored, selected based on the availability of resources and the compatibility with existing efforts within Elavon.

Jin Kim with the team.
Equifax (Best Capstone Project - Tie for First Place):
Sponsors: Jeff Dugger (Principal Data Scientist) and Sarah Harbinson (Director of Innovation)
MBA Mentor: Julie Deng

The Denning Technology & Management Program capstone team identified opportunities for Equifax. In their report, the capstone team demonstrated how visualization tools and publicly available bank data can help Equifax maximize market share.
Georgia-Pacific – Innovation:
Sponsor: Alex Grady (Innovation Manager and T&M alumnus)
MBA Mentor: Eric Frey

The Denning Technology & Management Program capstone team recommends that Georgia-Pacific implement a tool developed by the capstone team. Overall, the tool will improve the efficiency of the sales process and help Georgia-Pacific leverage new technology to empower their sales force to win prospective customers.
Georgia-Pacific – Juno:
Sponsor: Alan Shuman (Vice President – Insights to Innovation)
MBA Mentor: Julie Deng

The Denning Technology & Management Program capstone team recommends that Georgia-Pacific (GP) pursue relationships with quick service restaurants (QSRs) to support a recycling technology. The capstone team provided GP with a spreadsheet-based decision support system (DSS) to guide development of this project further.

The team with Lisa Carlson (Director of Insights to Innovation and T&M alumna).
Georgia-Pacific – Operations (Best Capstone Project - Second Place):
Sponsors: Angela Como (Manager of Business Operations Retail TAD Towel and T&M alumna) and Ron Traub (Senior Director of Manufacturing Logistics)
MBA Mentor: Elizabeth Noe

The Denning Technology & Management Program capstone team worked with Georgia-Pacific (GP), specifically to improve logistics. The capstone team provided recommendations for solutions to be phased-in that will allow GP to create flexibility for the paper mill under study.

Savannah O’Connor with the team.  | The team at the GP plant in Palatka, Florida
**NCR (Best Capstone Presentation - Tie for First Place):**
Sponsors: Dirk Izzo (Senior Vice President, Hospitality) and Don Zimmerman (General Manager, Hospitality Solutions Group)
MBA Mentor: Shrinka Roy

The Denning Technology & Management Program capstone team worked with NCR to create a solution that will provide better use of the data collected. The capstone team developed a proof-of-concept mobile app that enhances the use of available data. The capstone team provided further recommendations for the rollout of this new mobile app.
PACCAR:
Sponsors: Brian Dillon (Distribution Center Manager) and Michael Sethna (Senior Product Director)
MBA Mentor: Jack Beall

The Denning Technology & Management Program capstone team has partnered with the PACCAR Parts facility in Morrow, Georgia, to improve efficiency. PACCAR is a global designer and manufacturer of premium trucks under three nameplates: Kenworth, Peterbilt, and DAF. Within PACCAR is a division called PACCAR Parts, which is an after-market supplier of truck parts to retailers and dealers. The team provided detailed suggestions and prototypes to achieve the targeted increase in productivity with minimal investment in both time and capital. The capstone team suggested the continuation of testing of new ideas to increase cost savings.

Michael Sethna, the team, and PACCAR rep.
Siemens IoT (Best Capstone Presentation - Second Place):
Sponsors: Clayton French (Product Owner), Navneet Sharma (Software Engineer), and Malika Tandon (UX/UI Designer)
MBA Mentor: Eric Frey

The Class of 2020 Denning Technology & Management Program capstone team partnered with Siemens’ Digital Enterprise Labs division to research new market opportunities. From the technical and economic analysis performed, the capstone team provided Siemens with recommendations and a prototype design to effectively enter new markets.
Siemens Tradeshow:
Sponsor: Bryan Turnbough (Process Automation Data Scientist)
MBA Mentor: John Beall

The Denning Technology & Management Program capstone team worked with Siemens’ Process Automation business to determine the effectiveness of current marketing practices. The capstone team conducted an economic analysis and constructed a business case for the implementation of new cost-efficient solutions to enhance performance, increase sales revenue, and acquire a greater return on investment.
Southwire:
Sponsors: Alex Bunda (Spark Innovation Center Leader) and Charles Hume (Director of Digital Power Technologies)
MBA Mentor: Elizabeth Noe

Southwire asked the Denning Technology & Management Program capstone team to research a new product for data centers. After successfully researching and analyzing the findings, the capstone team recommended Southwire to move forward with their proposed design.
The Denning Technology & Management Program capstone team worked with Steelcase, the world’s largest manufacturer of office furniture, on a project that investigated the implementation of new methods to aid in the production and distribution of Steelcase products. Based on extensive research, the capstone team provided a set of recommendations for different implementations for various Steelcase working environments.
Ware2Go (Best Capstone Presentation - Tie for First Place):
Sponsors: Brian Gallagher (VP Product & Engineering), Addie Cleary (Product Analyst and T&M alumna),
and Mary Katheryn Elliott (Product Analyst and T&M alumna)
MBA Mentor: Stephen Spicher

The Denning Technology & Management Program capstone team worked with Ware2Go, a UPS-backed startup that connects e-commerce merchants to warehouses that have extra capacity to define and implement a technological solution that would improve warehouse operations.
GEORGIA TECH
DENNING TECHNOLOGY & MANAGEMENT PROGRAM
CLASS OF 2021