Table of Contents

Executive Summary ............................................................................................................................ 3
Coronavirus and T&M ......................................................................................................................... 3
Faculty and Staff ............................................................................................................................... 4
Leadership Update ............................................................................................................................ 5
Steven A. Denning Visit to Campus ..................................................................................................... 5
Mr. Denning’s Strategic Opportunities and COVID-19 Gift ............................................................... 8
Admissions and Program Statistics ..................................................................................................... 8
Corporate Statistics ........................................................................................................................... 9
Corporate Affiliate History ................................................................................................................ 9
Salary Statistics ................................................................................................................................ 10
Doug Sawyer and Georgia-Pacific ....................................................................................................... 10
Alumni Events and Involvement ......................................................................................................... 11
Alumni LinkedIn Initiative ................................................................................................................ 17
Class Photos ..................................................................................................................................... 18

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.

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.

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.

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.
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.

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

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!
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.

Maya Holikatti (2020) and Michelle Liang (2020) | Garrett Prellberg (2020) and Peter Fechter (2019)


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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<tr>
<th>Company</th>
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<tr>
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<td>Siemens – Tradeshow</td>
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Themed lineup for midterm capstone presentations.

First Row: Ryan Morrissey (2017), Christina Darland (2019), Victoria Massaro (2019), and Anne Lynch (Communications Manager).


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:

Class Photos

GEORGIA TECH
DENNING TECHNOLOGY & MANAGEMENT PROGRAM
CLASS OF 2020