I am delighted to share another year of initiatives and accomplishments at Georgia Tech Scheller College of Business. Our dedication to continuous growth and advancement at Scheller has been richly rewarded and we celebrate the many accomplishments achieved including Scheller College’s recognition as a Top 10 Best Business School for MBAs (public university) by Bloomberg Businessweek. Additionally, our faculty were acknowledged for their tremendous dedication and expertise with Princeton Review’s ranking Top 5 Best MBA Classroom Experience and the Jones MBA Career Center was selected as one of the Top 3 MBA Career Centers in the U.S. by Financial Times.

Our namesakes and gracious benefactors, Roberta and Ernest Scheller, Jr., made another extraordinary philanthropic commitment to Scheller College, providing funding for the Institute’s Tech Square Phase III initiative. This impressive new construction phase will further increase Scheller College’s footprint within Atlanta’s renowned Tech Square innovative R&D hub and provide exceptional space for the continued growth and expansion of Scheller College.

We were also excited to celebrate the 10th anniversary of the Dean’s Scholarship Program. To date, the program has awarded more than $3M in scholarships to 131 of the best and brightest high school seniors across the United States for our undergraduate program. As one of our most important and personally rewarding initiatives at Scheller College, we are grateful to founder Joe Evans for his vision and to the continued support of our many thoughtful and generous donors. The Dean’s Scholarship Program’s great success continues to positively impact the lives of its recipients and further enhance the quality of Scheller College graduates.

And finally, I am honored to have been reappointed as Dean of Scheller College for another term. It has been, and continues to be, an honor to serve Scheller College, Georgia Tech, and the many wonderful faculty, students, staff, and alumni who are such a vital part of this high energy, forward-thinking, and collaborative school. Their collegiality, hard work, and dedication to the College are unparalleled and I look forward to our continued success.

Dean Maryam Alavi
Stephen P. Zelnak, Jr., Dean’s Chair and Professor of IT Management
LEADERSHIP
Georgia Tech announced the reappointment of Maryam Alavi, PhD, as Dean of Scheller College of Business and Stephen P. Zelnak, Jr.'s Chair. Rafael Bras, Provost and Executive Vice President for Academic Affairs, commended Alavi on her contributions to the College and noted several stellar achievements during her previous tenure, including increases in the business school's rankings, growth in quality and diversity of the flagship Full-time MBA program, advocacy for gender equality and women in business, and notable outreach to the business community and alumni.

GROWTH
Georgia Tech announced plans for Tech Square Phase III, an impressive expansion of Atlanta's renowned Tech Square, anchored by Scheller College of Business. Directly attributable to the generous philanthropic support of Roberta and Ernest Scheller, Jr., Phase III will include Scheller Tower, which will expand the College's footprint within Tech Square. Honored by the Association of University Research Parks, Tech Square is home to twenty-two Fortune 500 innovation centers, the Advanced Technology Development Center, and the Enterprise Innovation Institute.

DIVERSITY & INCLUSION
Scheller College continues to be lauded for its efforts in advancing diversity and inclusion. This year's honors included Dean Maryam Alavi receiving the prestigious 2019 Diversity Champion Faculty Award from Georgia Tech; Scheller being named as one of only two colleges in the United States to achieve gender parity in an MBA program; acclamation by numerous diversity organizations for the success of Scheller College and Morehouse School of Medicine’s M.D./MBA dual-degree partnership; and the College’s unwavering support for its Women@Tech programs.

AT A GLANCE
Scheller College’s nationally-ranked business programs include its Top 10 Undergraduate Program, Top 10 Full-time MBA (public university), Top 10 Evening MBA (public university), Top 20 Executive MBA program, and #3 MBA Career Services. Other globally-recognized programs include Scheller’s PhD program with seven concentrations, two interdisciplinary Master of Science degrees, and nine dedicated business centers and initiatives.
Dean Alavi Honored with Georgia Tech’s 2019 Diversity Champion Faculty Award

Georgia Tech awarded Dean Maryam Alavi the prestigious 2019 Diversity Champion Faculty Award at its 11th Annual Diversity Symposium earlier this year. The Institute recognized Alavi for her continual efforts in creating diverse, inclusive, and equitable communities at both Scheller College of Business and Georgia Tech.

Under Alavi’s leadership, Scheller College launched a highly successful implicit bias workshop as part of its new student orientation for incoming MBA students. Dedicated to developing principled business leaders, the workshop is part of Dean Alavi’s commitment to increasing diversity and fostering inclusion in the college’s curriculum, culture, and community. Previously selected as Woman of the Year by Women in Technology (WIT) in 2017, Alavi has also authored Multifaceted Diversity Effort Strengthens Diversity Not Only at Business Schools but Campus-wide for the Atlanta Business Chronicle in 2018. Dean Alavi is a frequent speaker and panelist on the topic of diversity and inclusion in the workplace.

Scheller College’s Executive MBA Program Achieves Gender Parity

Georgia Tech Scheller College of Business’ Executive MBA (EMBA) program became one of the first nationally-ranked business schools to achieve true gender parity in an MBA program, announcing that 50% of the incoming 2019 EMBA Global Business students were women. Already tracking above the national average for female enrollment, this impressive achievement further demonstrates the Executive MBA program’s dedication to building a highly-diversified student population.

“*This is a proud moment for Georgia Tech Scheller College of Business,*’ said Dean Maryam Alavi. “*Our strategic focus on diversity and inclusion is making a true difference. We wholeheartedly believe a diversified cohort enhances the MBA experience for all, as each student enriches the classroom with their unique experiences, expertise, insights, and participation.*”

Increased female MBA enrollment has been a major goal of leading business schools across the U.S. for the past decade. While many have worked hard towards attaining gender parity, most have not reached the 50-50 mark in student enrollment. Poets & Quants reports only the University of Southern California Marshall School of Business has previously attained gender parity in an MBA program.

Dean Alavi attributes the gender parity success of the Scheller EMBA program primarily to three college objectives: the dedication of efforts to specifically reach out to women in all areas looking to advance their careers; the ROI of Scheller’s EMBA student experience with both top-ranked academics and global experiential learning opportunities; and the recognized distinction that comes with earning an MBA from Georgia Tech.

Scheller MBA Student and Diversity Inclusion Fellow, Kiera Patterson, Co-founder of ABLE Alliance

Scheller College of Business student, Kiera Patterson, has been named a 2019 Diversity and Inclusion Fellow by Georgia Tech’s Diversity and Inclusion (DI) Fellows Program that is dedicated to accelerating cultural transformation. The program promotes diversity and inclusivity on campus through a network of ambassadors focused on building a culture of inclusive excellence.

Kiera is currently a Full-time MBA student at Scheller College and a proud “Double Jacket,” having earned her undergraduate degree in Industrial Engineering at Georgia Tech. Prior to returning to graduate school, Kiera was a Project Manager for AT&T. A strong advocate for disability awareness and rights, Kiera is excited to be part of the Diversity and Inclusion Fellows Program.
In spring 2019, Kiera joined with Diversity and Inclusion Fellow, Cassie Mitchell, professor at Georgia Tech’s Department of Biomedical Engineering, and Anna Kirkpatrick, PhD student in the Algorithms, Combinatorics, and Optimization program, to co-found the ABLE Alliance, a new Georgia Tech organization for students, staff, and faculty with disabilities and allies. The organization aims to improve on-campus disability inclusion via access and resource sharing, community/social support, and professional/career mentoring opportunities.

Designated an official Georgia Tech student organization, the ABLE Alliance engages with the Institute’s Excel Program, Center for Assistive Technology and Environmental Access (CATEA), Tools for Life, and the Office of Student Disability Services (OSD).

ABLE Alliance projects include a student-to-student social mentoring program for undergraduate, graduate, and transfer students with disabilities entering Georgia Tech, as well as hosting various sports events this fall, including the Titans (Atlanta’s local wheelchair handball team) at Georgia Tech’s Campus Recreation Center.

The organization is also engaged with Google’s workplace accessibility team and accessibility technology team to present an ABLE lunch-and-learn with Google next spring, followed by a networking blitz with Google employees. The focus will be on interviewing with a disability, workplace accommodations, disability team integration, and accessibility technologies.

As part of her duties as co-founder of the ABLE Alliance’s Professional Development Chair, Kiera is currently spearheading a professional mentoring program with Georgia Power, focused on pairing students with Georgia Power industry partners, as well as creating a Georgia Power-ABLE Alliance seminar for Spring 2020.

In her free time, Kiera loves cheering on any Atlanta sports team, trying new restaurants for her Instagram food blog, “BuzzOnFood,” and traveling.
Scheller College’s Business Analytics Center Hosts Symposium on AI Applications for Natural Disasters

Scheller College’s Business Analytics Center (BAC) hosted senior executives in supply chain, logistics, and risk management from The Coca-Cola Company, Delta Air Lines, Georgia-Pacific, Southern Company, UPS, and other leading Atlanta corporations for the symposium, AI for Good: How One Concern is Using AI to Improve Disaster Preparation & Response.

Sponsored by The Coca-Cola Company, Haley Barbour, former governor of Mississippi, opened the session with insights he gained from his experience in the aftermath of Hurricane Katrina.

Central to the discussion was One Concern’s AI application that predicts and quantifies the impact of natural disasters. Using machine learning to remove the elements of human bias and insufficient data during times of crisis, One Concern provides real-time situational awareness, enabling decision-makers and government agencies to respond quickly, best allocate limited resources, and minimize loss of life.

Samir Malviya, general manager at One Concern and Greg Brunelle, director of global engagement and senior emergency advisor for the company, presented an overview of One Concern’s methodology, along with real-life case studies where their breakthrough technology had been applied and lives saved. An interactive session with attendees focused on the application and potential impact of artificial intelligence in planning and responding to natural disasters.

Attendees praised the session. “Opportunities like this are a big reason we see so much value in working with the Business Analytics Center at Scheller,” said Rod Bates of The Coca-Cola Company. “This type of work brings together so many disciplines across so many areas of business needs—not just Business Analytics and AI, but public policy, sustainability, corporate citizenship, crisis planning emergency response, and business continuity and risk management.”

IMPACT Speaker Series

Hosted by Scheller College and the Institute for Leadership and Entrepreneurship, IMPACT is a weekly speaker series providing opportunities for students and the community to learn from successful leaders in the corporate and non-profit sectors.

Highlights from this year’s Speaker Series: (In order of appearance)

- Kathy Walters, President, Georgia-Pacific Consumer Products Group
- Gareth Hedges, President, The Redwoods Group
- John Peak, Co-founder and Managing Partner, Candid Partners
- Lesley Grad, Sr. Vice President, Community Foundation for Greater Atlanta
- Rick Lane, CEO, Trading Technologies
- Alex Ross, VP and Chief Data Science Officer, Honeywell
- Kathryn Finney, Founder and Managing Director, digitalundivided
- Judith Winfrey, President, PeachDish
- Sarah Morrison, CEO, Shepard Center
- Bill McGahan, Founder, GeorgiaWorks
- Bill George, former CEO, Medtronic
- Dr. Beatriz Rodriguez, Chief Diversity Officer, The Home Depot
- Matt Pfaltzgraf, Founder, Softgiving
- Polly Sattler, Sr. Sustainability and Resilience Planner, Hartsfield-Jackson Atlanta International Airport
- Keith Parker, President and CEO, Goodwill of North Georgia
- Becky Blalock, former CEO, Southern Company; Author of DARE
- Ryan Jones, CEO, Florence Healthcare
- Robby Espinosa, Product Strategy Manager, Oracle
- John Hardman, CEO & Director, WildArk
Financial Times Ranks Scheller’s Jones MBA Career Center Top 3 in U.S. and Top 5 in the World

Financial Times 2019 rankings placed Scheller College of Business’ Jones MBA Career Center at #3 in the U.S. and #5 in the world for best MBA career services. Consistently praised externally by major publications and internally by Scheller MBA students, the Jones MBA Career Center maintains strong partnerships with leading corporations across the nation and around the world. With a student-to-advisor ratio of 25:1, both students and companies are assigned a dedicated staff team member.

Executive Director Dave Deiters credits a well-rounded mix of MBA students from technical and non-technical backgrounds providing employers a diverse pool of strong candidates as a contributing factor to the center’s success. “We have a talented and diverse set of students who are well-equipped to meet tomorrow’s work demands. Here at Scheller College, we build business leaders who are innovative, collaborative, and entrepreneurially-minded. Additionally, employers value that our students are analytically-skilled or as we like to say ‘Tech Savvy, Business Smart.’ They are problem solvers.”

In addition to Financial Times’ national ranking, Poets & Quants also named Scheller College of Business among the Top 5 business schools for best job placement, with a 90-day-post-graduation employment rate of 97.2%.
The 4th Industrial Revolution

Industry 4.0, also known as the 4th Industrial Revolution, has taken the world by storm. It’s a term frequently bandied about in the media, but not always clearly understood by the consumer or even some industry managers.

The genesis of the Industry 4.0 concept started in Germany in 2011, a result of a strategic initiative by the German government to enhance their global competitiveness in the manufacturing industry. As a leading industrial nation, this initiative sought to boost Germany’s global manufacturing competitiveness. The initiative’s goal was to capitalize on new technologies and concepts in an effort to revolutionize modern-day manufacturing capabilities. The result was the launch of Industry 4.0. Quite simply, its impact on worldwide manufacturing was staggering. As the digital revolution filtered into every aspect of the manufacturing industry, the Industry 4.0 paradigm became a perfect framework to further drive and implement emerging technologies.

To understand the hallmarks of this new revolution, it’s useful to review the previous three industrial revolutions. The First Industrial Revolution started around 1784, triggered by the invention of steam power and the subsequent steam engine. For the first time in human history, mechanization became a substitution for human labor, resulting in incredible industrial productivity and growth. This initial revolution lasted until the invention of electric power in the late 1800s, which allowed new, unprecedented industrial growth. Along with this new power source came the invention of assembly lines. This subsequent adoption of mass production systems led to the Second Industrial Revolution, which lasted for almost a century.

Then in the 1970s, high industrial productivity through automation and economies of scale from mass production systems boosted production to levels never previously achieved. With the advent of computers, particularly the application of computers and robotics in manufacturing along with computerized applications in product design and manufacturing, we reached the Third Industrial Revolution, where computerization and automation took over the manufacturing world.

This Third Industrial Revolution lasted approximately 50 years until the rapid evolution of disruptive digital technologies began to create a new digital revolution. With the advent of wireless and mobile technologies, the proliferation of the Internet, big data, artificial intelligence, Internet of Things (IoT), machine learning, etc., an unprecedented digital transformation began in many important business processes, including manufacturing and supply chain. These new digital transformations profoundly impacted business models in organizations, including the traditional manufacturing paradigm. This paradigm shift triggered the start of the Fourth Industrial Revolution.

For a manufacturing system to qualify as Industry 4.0, the system should be capable of the following:

**Real-Time Connectivity**: the ability of machines, devices, sensors, and people to connect and communicate with one another via the Internet of Things (IoT) and/or other means of connectivity.

**Digital Transformation**: the ability of information systems to create a virtual/digital copy of the physical world using sensor data to process real-time information.

**Intelligent Decision-Making**: the ability of cyber-physical systems to make decisions on their own, and to perform tasks as autonomously as possible.

The Internet and advancements in digital technologies have caused several disruptive consumer and market trends that pose serious challenges for the manufacture, supply, and delivery of these goods to consumers. Additionally, technologies (particularly digital technologies) are influencing generational changes in consumer communication methods. Millennials and Gen Zs use digital and mobile devices much more in their consumer behavior, compared to the older Generation X. Consumer trends due to these generational shifts are disrupting tried-and-true traditional business models.
Industrial Revolutions

1st Industrial Revolution 1784
Replacement of Human Labor with Machine Power

2nd Industrial Revolution 1870
Electric Power and Mass Production Systems

3rd Industrial Revolution 1970
Computerization and Automation

4th Industrial Revolution 2015
Integration of Physical and Cyber Systems

Key Concept

- Water Power
- Steam Power
- Mechanization

Technologies

- Electric Power
- Assembly Lines
- Division of Labor

- CNC/DNC Machines
- CAD/CAM
- Robotics/IT/Electronics

Impact

- Productivity & Eff
- Mass Production
- Made to Assemble

- Automation
- Quality & Productivity
- Mass Customization

- Connected Enterprise
- Speed & Responsiveness

(ML = Machine Learning)

When you factor in today’s consumer purchasing options such as online/eccommerce shopping, product personalization, voice-based shopping using voice-activated devices, speedy direct-to-consumer fulfillment, frictionless commerce, augmented and virtual reality (AR/VR) based shopping devices, etc., there is now a fundamental and impactful shift in consumer business models.

The challenging aspect of these new digital purchasing trends by consumers is the impact on the consumer goods supply chain. In this case, the front or downstream (consumer) end of the supply chain has become digital, but the rest of the supply process, including manufacturing, is still “physical,” primarily consisting of physical devices and processes. Thus, a seemingly insurmountable challenge for an industry’s supply chain is how can the “physical” speed of the supply chain keep up with the “digital” speed of the front/consumer end of the chain?

This is where the Industry 4.0 paradigm comes into play, enabling the manufacturer’s physical speed and supply chain operation to match the consumer’s digital purchasing speed.

Physical-to-Digital: Capturing information from the physical world to create a digital record of the structure of the supply chain and what’s happening in it.

Digital-to-Digital: Harnessing the power of advanced algorithms and machine-to-machine communication to enable advanced analytics of real-time data from multiple sources.

Digital-to-Physical: Using automation and other technologies to translate decisions and actions from the digital realm into physical outcomes in the supply chain.

To say the Industry 4.0 Revolution is a game-changer is a vast understatement. What will be interesting to see is what further “evolutions of the revolution” will incur as technologies continue to advance at a breathtaking pace. When combined with the seemingly insatiable appetite of today’s consumers for quicker, faster, and more personalized purchasing options, the impact of Industry 4.0 may well overshadow all previous manufacturing advancements. And we are barely five years into this revolution!
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Tech Square & Scheller College of Business: New Growth Initiative Planned

Georgia Tech has released plans for Phase III development of Technology “Tech” Square, the renowned innovation and business nexus located in Atlanta’s Midtown and home to the Scheller College of Business, 22 corporate innovation centers, the CODA building, numerous business incubators, and over 100 startup enterprises.

The recently completed Tech Square Phase II included the opening of CODA, a premier 21-story, mixed-use building with 645,000 square feet of office, research, and retail space. Boasting the world’s tallest spiral staircase, the massive high-rise was designed to integrate business innovation and institutional research in innovative new ways. Located next to Scheller College, CODA is fueled by a high-power computer center and is home to academic and corporate research centers, numerous business initiatives, Fortune 500 companies, and university affiliates.

Tech Square Phase III plans include over 400,000 gross square feet of office and retail space, including a twin-tower complex and large plaza with street-level retail. Due to the generous philanthropic support by Roberta and Ernest Scheller Jr., one of the Phase III high-rise towers will be dedicated to the expansion of Scheller College of Business. The newly named ‘Scheller Tower’ will substantially increase Scheller College’s footprint within Tech Square and provide additional classroom and administration space for the continued growth of the school.

“Scheller Tower will become the new home for our MBA and Executive Education programs, and it paves the way for Scheller College to continue its momentum and success as a leading business school of the 21st century,” said Dean Maryam Alavi. “We appreciate the generous and unwavering support from the Schellers, and we look forward to the construction of Scheller Tower.”
**Poets & Quants Recognizes Scheller College Excellence**

*Poets & Quants* named an exceptional number of Scheller students and programs to their nationally-awarded superlatives list.

**Highlights includes:**

**2019 Best and Brightest Executive MBA Graduates**
- Jacob Gelbaum
- Rebecca J. Von Der Heide

**2019 Best and Brightest Full-time MBA Graduates**
- Steven Murchinson

**2019 Best and Brightest Undergraduates**
- Shane Phillips
- Meredith Wolpert

**100 MBAs to Watch: Class of 2019 (Full-time MBA)**
- Michelle Albert
- Maggy Deiters
- Luke Wareham

**2019 Best “40 Under 40” MBA Professors**
- Florin Niculescu PhD
- O. Cem Ozturk PhD

**2019 Top 50 Undergraduate Business Professors**
- Jonathan Clarke PhD
- Jacqueline Garner PhD

**Scheller College of Business**
- Top 5 Business School in the U.S. for 3-Month Job Placement
- Top 10 Best Undergraduate Program (public university)
- Top 10 Best 5-year ROI for an Undergraduate Business Program

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**Corporate Knights Ranks Scheller College of Business #2 in the U.S. and #6 in the World**

*Corporate Knights* awarded Georgia Tech Scheller College of Business #2 in the U.S. and #6 in the world for its 2018 Better World MBA ranking.

*Corporate Knights* is recognized as the only major ranking organization that evaluates accredited MBA programs’ commitment to equipping graduates with the skills necessary to solve business and social challenges in a rapidly evolving global business climate.

The Better World MBA ranking evaluates curriculum, research, and centers related to sustainability, as well as faculty diversity, across *Financial Times*’ Global MBA Ranking of the top 100 schools in the world.

Since its inception in 2002, *Corporate Knights* has ranked the world’s MBA programs by how holistically they have integrated sustainability into the learning process.

Scheller College’s commitment to sustainability is led by the College’s Ray C. Anderson Center for Sustainable Business, Faculty Director Beril Toktay, and Managing Director Michael Oxman.

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**Scheller College of Business Receives 2019 “Best of the Best” Accolades**

Scheller College of Business has been named to multiple 2019 “Best of the Best” lists, including the following publications:

- *Black Employment and Entrepreneur (EOE) Journal*
- *HISPANIC Network Magazine*
- *Professional Woman’s Magazine*
- *U.S. Veteran Magazine*
Georgia Tech Honored with Higher Education Excellence in Diversity Award

For the fifth consecutive year, Georgia Tech received INSIGHT Into Diversity’s Higher Education Excellence in Diversity (HEED) Award in recognition of the Institute’s commitment to diversity, equity, and inclusion. Opened to all colleges and universities in the U.S. and Canada, the prestigious award measures an institution’s level of achievement and intensity of commitment regarding broadening diversity and inclusion on campus through initiatives, programs, and outreach; student recruitment, retention, and completion; and hiring practices for faculty and staff.

Diverse: Issues in Higher Education Features Scheller College M.D./MBA Dual Degree

Scheller College’s M.D./MBA dual-degree program with Morehouse School of Medicine (MSM) garnered national attention in Diverse: Issues in Higher Education, an award-winning news magazine dedicated to covering diversity in higher ed.

In 2017, Scheller College partnered with MSM to provide students pursuing their medical degree at MSM the opportunity to simultaneously earn their MBA at Scheller College. The business acumen, strategic thinking, and communication skills attained as part of their Scheller MBA studies allow dual-degree students to progress in leadership roles at healthcare companies, insurance companies, and government organizations following their graduation from Morehouse.

The Diverse article profiled the significance of Scheller College’s partnership with Morehouse, one of the oldest historically black colleges and universities (HBCUs) in the country, highlighted the dual-degree M.D./MBA opportunities, and featured current students enrolled in the program.
Certificate in Sustainable Business Expands Undergraduates Opportunities

Open to all Georgia Tech undergrads, the new Certificate in Sustainable Business teaches students the importance of sustainability in conducting business and its impact on critical issues facing organizations around the world.

Scheller College’s Ray C. Anderson Center for Sustainable Business vetted the viability of the certificate through intense research and student focus groups, identifying keen interest from undergraduates to deepen their engagement in sustainability through classes and experiential opportunities.

“Sustainability is part of the toolkit that will be needed for future leaders,” said Saby Mitra, senior associate dean of faculty at Scheller College. “It’s imperative that our students are prepared for a world in which companies are increasingly making sustainability part of their fundamental strategy.”

Coursework for the certificate includes classes in environmental and social sustainability or from other disciplines that build and deepen students’ understanding of sustainability.

MBA Immersive Tracks Provide Students Experiential Learning Opportunities

Scheller College’s Full-time and Evening MBA programs are leading the way in graduate students’ experiential learning opportunities with eight innovative Immersive Tracks. The specialized tracks combine academic coursework and in-depth, hands-on projects with Fortune 500 companies, nonprofits, incubators, and startup companies.

The MBA Immersive Tracks include Innovating for Sustainability, Leading Digital Transformation, Managing Technology Products, Leading New Ventures, Supply Chain Innovation, and Ti:GER Technology Commercialization, among others.

Tech Square Provides Scheller Students an Innovation Ecosystem

A nexus of innovation and entrepreneurship for business and technology, Atlanta’s Technology “Tech” Square is a mixed-use innovation hub located in Midtown Atlanta, comprising more than 1.4 million square feet and home to more than 100 startups and 22 corporate innovation centers.

Scheller College’s location in the heart of this world-renowned and nationally-awarded innovation hub provides students with unique opportunities and experiences available nowhere else — directly connecting them with the world’s leading thought generators, top business leaders, and global corporate giants.

Tech Square is also home to Georgia Tech’s Enterprise Innovation Institute, Advanced Technology Development Center (ATDC), VentureLab, and the recently opened Coda, a mixed-use development for business innovation and institutional research located next to Scheller College.

Scheller’s undergraduate and graduate programs operate as part of the Tech Square innovative ecosystem, tapping into the rich abundance of resources that provide students exceptional experiential learning opportunities with R&D centers, think tanks, and cutting-edge innovations from Tech Square’s numerous corporations and centers.

Tech Square is home to corporate innovation centers for Anthem (BCBS), AT&T Drive Studio, AT&T Foundry, Boeing, Chick-fil-A, Delta Air Lines, Dover, Emerson, Georgia-Pacific, The Home Depot, Honeywell, Keysight Technologies, NCR, Panasonic, Pratt Industries, Siemens, Southern Company, Southwire, Stanley Black & Decker, ThyssenKrupp, UCB, and Worldpay U.S.
INTERNATIONAL PRACTICUMS PROVIDE EXPERIENTIAL LEARNING FOR MBA STUDENTS

Scheller College students work with prominent companies in more than 15 countries around the world to solve real-world issues, build on previous career experience, and leverage classroom learning.
Professor Lucien Dhooge Selected for ALSB Distinguished Career Faculty Award

The Academy of Legal Studies in Business (ALSB) awarded Dr. Lucien Dhooge, Professor of Law at Scheller College, the Distinguished Career Faculty Award for his contributions in the field of law and ethics.

Founded in 1924, the ALSB is the nation’s eminent association for scholars in the fields of business, law, legal environment, and courses related to the legal field outside of professional law schools.

Dhooge is the Sue and John Staton Professor of Law at Scheller College, where he teaches international business law and ethical decision making. Dhooge received his Juris Doctor from the University of Denver and his LL.M from Georgetown University.

He has authored more than 60 scholarly articles, co-authored 14 books, and has presented research papers and courses throughout the United States, Asia, Europe, and South America. Professor Dhooge is past editor-in-chief of the American Business Law Journal.

Scheller Faculty Hosts NIST Workshop on “Privacy Framework: An Enterprise Risk Management Tool”

Scheller College of Business Professor Peter Swire and School of Interactive Computing Professor Annie Antón hosted the National Institute of Standards and Technology’s (NIST) public workshop on the development of NIST’s proposed Privacy Framework.

Currently under development, NIST envisions the Privacy Framework as a non-mandatory tool both corporations and non-profit organizations can implement to better identify, assess, manage, and communicate privacy risks. The goal is to better inform individuals of potential risks so they may enjoy the benefits of developing technologies with a greater level of confidence and trust.

In his keynote address, Professor Swire spoke on the proposed NIST Privacy Framework under consideration and stated that the new framework needs to fully engage both lawyers and engineers to be effective. Expanding on his recent article in Communications of the ACM on categorizing cybersecurity and privacy tasks, Professor Swire stated that the NIST approach fits within that broader framework.

The two-day NIST workshop took place in Atlanta’s Technology “Tech” Square, the Scheller College of Business, and the Tech Square Research Building with over 200 industry attendees participating in breakout sessions and reviewing various components of NIST’s proposed framework. The conference also featured specific discussions on privacy risk management considerations and practices, workforce needs, communications needs, and ways to make the proposed framework scalable for small and medium sized businesses.

Scheller College of Business Welcomes New Faculty

Accounting
Nicole (Nikki) Mackenzie, Assistant Professor, July 2019

Business Analytics/Information Tech Mgmt.
Frederic Bien, Lecturer, July 2019

Information Tech Mgmt.
Adrian Gardiner, Lecturer, August 2019

Organizational Behavior
Katie Badura, Assistant Professor, June 2019

Operations Management
Qiuping Yu, Assistant Professor, June 2019

Strategy & Innovation
Anne Fuller, Senior Lecturer, July 2019
Erin McGuire, Visiting Assistant Professor, August 2019
Future of Privacy Forum Awards Professor Peter Swire for Outstanding Academic Achievement

Scheller College Professor and cybersecurity expert Peter Swire was presented the Outstanding Academic Achievement award at the 10th Anniversary Celebration of the Future of Privacy Forum (FPF). Swire was recognized for his thought leadership and contribution to privacy scholarship, and is the first academic to be honored by FPF. The FPF is a nonprofit organization that serves as a catalyst for privacy leadership and scholarship, advancing principled data practices in support of emerging technologies.

An acknowledged expert on cybersecurity and privacy policies, Swire has spoken before Congress on numerous issues and is regularly featured in national publications and as a recurring expert for national news media. He recently appeared on CBS This Morning to discuss privacy issues surrounding personal data collected by popular genetic testing companies.

Swire is the Elizabeth and Thomas Holder Chair of Law and Ethics at Scheller College and Associate Director for Policy at the Georgia Tech Institute for Information Security and Privacy (IISP). He co-teaches Privacy Technology, Policy & Law with Professor Annie Antón, which takes a multi-disciplinary approach to the study of privacy and covers a range of topics including privacy engineering, privacy policies, regulatory compliance, surveillance and wiretapping.

Swire is also Senior Counsel with the law firm, Alston & Bird, LLP and a member of the National Academies Forum on Cyber–Resilience.

He served as one of five members of President Obama’s Review Group on Intelligence and Communications Technology. Under President Clinton, Swire was the Chief Counselor for Privacy in the U.S. Office of Management and Budget and the first person to have U.S. government-wide responsibility for privacy policy.
Donors with gifts from July 1, 2018 – June 30, 2019

William A. Argroves, IM 1968
Anita J. and Jerome A. Atkinson, IM 1971
Edward Baden, MBA 2005
Katherine Beacham
Anne D. Beebe
John Benesh
Lori B. Bhaskar, PhD MGT 2014
Connie L. and Roger E. Blythe, MSCI 1978
Wilson Borden, MS MGT 1994
Carol and Bruce Brooks, IM 1968
M. Scott Bryant, PSY 1990
Melissa Bryson, MGT 1994, and Mark G. Bryson
Lee R. Campe
Fred H. Carlson, CE 2001, MBA 2004
Elizabeth and George B. Caviness, EE 1988, MS MGT 1990
Don L. Chapman, IM 1961
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