Recognizing Georgia Tech Scheller College of Business’ significant strides and achievements of this past year and the blueprint we have developed for the future, it is with a tremendous sense of pride and gratitude that I provide this update. I am proud of the contributions we have made and will continue to make in Atlanta, the Southeast, and globally, by developing leadership talent for today and the future. Our recent successes could not have been accomplished without brilliant students, world-class faculty, fully engaged staff and alumni, a remarkable Dean’s Advisory Board, and wholly committed corporate and external partners. A sincere thank you to all.

To be successful, business education must navigate both (i) the powerful disruptive forces of technological and digital innovation, and (ii) seismic shifts in the business landscape. In both areas, Scheller College of Business has the unique competitive advantage of being an integral college within Georgia Institute of Technology, the world-renowned technological research university and a formidable corporate and entrepreneurial ecosystem. This advantage stations us squarely at the intersection of business and technology and allows us to continue to achieve extraordinary results in advancing our strategic goals and initiatives.

Indeed, our innovative academics and a focused, interdisciplinary approach to solving complex business problems has caught the attention of corporations and startups alike as they seek talent of the future. The next page outlines snippets of key areas tied to our strategic 2020 vision with additional details including a general timeline in my report.
INTERSECTION OF BUSINESS AND TECHNOLOGY

Our undergraduate, MBA, and Ph.D. students embrace technology, data, and analytics. This is reflected in a recent No. 4 ranking nationally in Bloomberg Businessweek for best MBA job placement and success in preparing students for the highly competitive MBA job market. Our undergraduate program ranks No. 6 nationally in U.S. News & World Report for Best Management Information Systems Program.

THOUGHT LEADERSHIP


EXPERIENTIAL LEARNING

Mutually beneficial collaborations with alumni and businesses continue to expand, allowing for advanced experiential learning opportunities for students.

DIVERSITY AND INCLUSION

In addition to hosting a conference for 300 African American, Latino, and Native American Management Leadership for Tomorrow Fellows, our staunch commitment to advancing diversity and inclusion has prompted dynamic conversations and programming for Scheller College, Georgia Tech, and the external business community.

OUR SUCCESSES AND ACCOMPLISHMENTS

Money magazine ranked Scheller College of Business No. 8 nationally as the best college for undergraduate business majors, recognizing educational quality, affordability, and career payoff.

Our academic and research accomplishments, along with strong alumni support, community engagement, and innovative executive education, continue to increase our impact on current and future business leaders.

Notwithstanding our recent successes, there still is much to accomplish. With a solid, well-tested strategy, it is now critical for us to increase our focus on attracting financial resources, further engaging alumni, and expanding our corporate and external partnerships. As we compete with other top business schools, it is imperative that we attract and retain top-tier faculty and increase the number of fellowships and scholarships to recruit diverse and exceptional students. Moreover, in an increasingly technological environment, we must remain nimble and continue to innovate in business education.

There is much to be done and we welcome your interest, feedback, and partnership as Scheller College works to successfully transform business education with cutting-edge research and in developing principled leaders with the unique capability of seamlessly co-mastering business and technology.
Vertera Acquisition Generates Economic Results

Scheller College of Business’ Technological Innovation: Generating Economic Results (TI:GER) program success stories continue. Teams of TI:GER Fellows consisting of two Scheller College of Business MBA students, two Emory University law students, and one Georgia Tech Ph.D. science and engineering student work on a startup concept, a process which includes commercializing the technology, seeking investors, and researching intellectual property.

Vertera Spine, a privately held medical device company developing and commercializing highly innovative interbody implants for spinal fusion using patented porous polyetheretherketone (PEEK) technology, was one of the startups masterminded in the TI:GER program and is now the center of one of the most lucrative deals in the ortho and spine industry.

In September 2017, Vertera Spine was acquired by NuVasive, Inc. (NUVA), a leading medical device company focused on transforming spine surgery with minimally disruptive, procedurally integrated solutions. Tiger Fellow Chris Lee, Ph.D. BME 2012, chief executive officer of Vertera Spine, said, “Vertera Spine is excited to join NuVasive to further proliferate our game-changing material technology, as they bring to bear the industry’s leading product innovation capability, as well as the scale and resources necessary to realize our full potential. Since founding the company in 2013, our goal has been to help reach more surgeon customers and their patients with this disruptive technology. Together, we will now be able to better serve the market and change the lives of patients around the world.”

Due to this acquisition, NuVasive is the only medical device company to offer porous interbody technology across both PEEK and titanium materials, thereby addressing the spectrum of surgeons’ needs and preferences for interbody implants. Gregory T. Lucier, chairman and chief executive officer of NuVasive, said, “With the addition of porous PEEK technology, NuVasive takes the next step in building out its advanced materials science technology focused on delivering the highest level of scientifically driven properties for best spinal fusion rates, including porosity, visualization, surface, and structure. This in turn helps create more predictable, improved outcomes for patients undergoing spine surgery.” The company’s go-to-market plans include adding Vertera Spine’s FDA-cleared products to NuVasive’s commercial offerings, as well as applying the porous PEEK technology to its innovation roadmap to increase its pipeline of highly differentiated products and market penetration.
Alumna Robin Bienfait is Putting a Stop to Georgia’s ‘Brain Drain’

As innovative, entrepreneurial, and technological talent from Scheller College of Business and throughout Georgia Institute of Technology leave the state of Georgia for career opportunities, we immediately question: Why are they leaving? Was there anything we could have done to keep them? What will we do without them?

Robin Bienfait, M.S. MOT 2001, holds 15 patents and has more than 30 years of experience in enterprise technology, mobility, security, development, and strategy, enterprise sales, wireless network operations, and engineering. Bienfait serves on the boards of HP and Cisco and has held positions including chief enterprise innovation officer at Global Enterprise Services and executive vice president at Samsung Telecommunications America, chief information officer, chief technology officer and chief compliance officer at AT&T Labs. This Valdosta, Georgia, native clearly comprehends the need to support Georgia’s technology-focused entrepreneurship; she decided it was time to “turn things around so that when you become a technologist in Georgia, you can stay here, whether you want to start something yourself or be part of one of the Fortune 500 companies that call Atlanta home.”

Bienfait opened a 43,000-square-foot global innovation center, Atlanta Tech Park in Peachtree Corners, focused on providing a vibrant and collaborative workplace to support startup enterprises past the incubator stage. The economic impact of keeping the best and brightest talent is significant to Atlanta. It is especially exciting to learn that eight Georgia Tech startup companies are involved.

Bienfait recently spoke to a standing-room only group of Scheller College MBA Strategy & Innovation Club students and alumni. She expressed the strength of a Scheller College MBA as providing the ability to ‘future-proof’ a student’s career because “businesses globally are driven by technology and impacted by technology…obtaining business acumen along with technical capability is the perfect combination.”

This inspired Christian Hyatt, MBA 2016, and Christian White, MBA 2016, to ask Bienfait to serve as a mentor, as they recently completed an IT risk management capstone project focused on software solutions. The top-rated project was the foundation for their joint business venture, risk3sixty.

Risk3sixty provides consulting services in risk assessment, information security, cybersecurity, and regulatory compliance. Bienfait is currently helping Hyatt and White build a software platform to automate the compliance process, allowing customers to perform functions in-house and avoid excessive paperwork, time, and money generally spent on outsourcing.

Bienfait is also a partner of Valor Ventures, a venture-capital firm investing in hypergrowth tech startups outside Silicon Valley, and founder of Emnovate, a consultancy providing services to help companies build out their software enablement and solutions and grow their business.

Beinfait’s success and passion for Scheller College is inspirational. We are proud that she continues to serve on Georgia Tech boards, hire interns, and offer full-time positions. The Robin George Bienfait Scholarship also makes an incredible impact on Scheller College MBA students.
Undergraduate Student Disrupting Warehousing and Distribution Industry

Scheller College of Business’ Dean’s Scholar and third-year undergraduate business student Sean Henry was recently named one of 50 Young Entrepreneurs Rethinking the World’s Biggest Problems by Inc. Magazine and ranked in the top 30 in America’s Got Talent.

Henry founded and serves as chief executive officer of STORD, an on-demand warehousing and distribution company that leverages capacity in independent facilities nationwide – pairing excess capacity in third-party facilities with businesses that need affordable and efficient storage solutions. “We want to transform global warehousing and distribution. We provide instant access to warehouses and supply chains on a consolidated dashboard,” notes Henry.

STORD’s proprietary software provides technology-driven warehousing and distribution to simplify the management of product and reduce costs, thereby helping clients manage multi-warehouse product flow, resulting in significantly reduced warehouse costs for customers. Simultaneously, it brings technology and new revenue to its warehouse partners.

American Shipper, a publication for executives managing, recently called STORD the warehousing startup that “bucks marketplace trend and provides a platform for companies to tap into latent contract logistics space and manage warehousing contracts.”

Henry is used to balancing school and work. While enrolled at Atlanta’s The Galloway School, Henry started multiple businesses including an iPhone repair business and an online automobile advertising and marketing business. Georgia Institute of Technology was not on Henry’s radar for college until he was invited to interview for the Dean’s Scholarship. He was astounded to see the hub of activity surrounding Scheller College, including startup firms, incubators, TechSquare Labs, Advanced Technology Development Center (ATDC), corporate innovation centers, not to mention the surrounding companies including Fortune 500 companies.

“As a student with a love for business and emerging technology, I found a community I was eager to call home right in the heart of Atlanta. I knew Scheller [College] could offer hands-on learning with a diverse and industry-experienced staff, while connecting me to the thriving technology sector in the immediate surrounding area.”

At the end of the day, Henry pointedly credits one person with his decision to select Georgia Tech: Craig Womack, Scheller College’s assistant dean and director of undergraduate programs. “Craig is the best person ever. Going through the entire process, Craig was warm, open, and fantastic at conveying what Scheller College and Georgia Tech is about. Now, as a student, my classmates and I discovered that Craig can solve anything. I cannot thank him enough.”

What’s next for this game changer? Henry is an invited guest of Forbes to its famed Under 30 Summit and looking forward to that experience. However, he is keen to spend his junior and senior years taking operations and supply chain management classes and interacting with faculty and classmates. When not in class, you’ll find Henry continuing to build a world-class company at STORD’s offices down the street from Scheller College of Business.
Sound is a fundamental element of nearly all marketing communications. However, marketers don’t have a firm grasp on what it communicates to customers, according to Michael Lowe, assistant professor of marketing at Georgia Tech Scheller College of Business, and Kelly Haws, professor of marketing at Vanderbilt University Owen Graduate School of Management.

“One research study suggests that managers too often select music and spokespeople by intuition, with limited understanding regarding how these elements might affect actual product perceptions,” Lowe and Haws wrote in their paper for the *Journal of Marketing Research*.

Lowe and Haws’ recent study found that lower pitches in voices or music in advertisements lead consumers to infer a larger product size. In their paper, “Sounds Big: The Effects of Acoustic Pitch on Product Perceptions,” the co-authors show in six different studies how acoustic pitch manipulates consumer beliefs and perception.

One study found that acoustic pitch differences in voice affect perceptions of size. Participants listened to a radio advertisement for a new sandwich at a fictitious sandwich chain where a spokesperson’s voice was digitally altered to be higher or lower. Participants who heard the ad featuring the lower-pitched voice believed the sandwich was significantly larger than those who heard the higher-pitched version. The same trend was observed in a separate study that tested the pitch level of music. Participants viewed a TV advertisement, with voiceover removed, for a laptop computer and answered several questions about their perceptions. Those who viewed a version of the ad with lower-pitched music perceived the laptop to be larger than those who viewed the higher-pitched variety.

Brick and mortar stores are struggling in the face of overwhelming competition from internet retailers. Music album sales have collapsed as streaming has become the norm, and e-book sales are decimating hardcover book sales. All of these statements are true except, possibly, the last.

Publishers frequently push back e-book release dates of books for which they have great hopes, with the intention of boosting hardcover sales. Data clearly show that when e-books are delayed, hardcover sales are higher. However, these data may not mean much, as most e-book releases are postponed as part of an entire suite of marketing, publicity, and promotional activities specifically intended to increase hardcover sales. As a result, simple correlations showing that hardcover sales are higher when e-books are delayed need not be caused by the delay itself.

In a recent paper, Jeffrey Hu, professor of information technology management at Scheller College of Business, and co-authors Hailiang Chen, associate professor of information systems at City University of Hong Kong, and Michael D. Smith, professor of information technology and marketing at Carnegie Mellon University’s H. John Heinz II College, searched for an example in which e-book releases are delayed for reasons unrelated to the promotion of the corresponding hardcover editions. They found it in a contractual dispute between a publisher and Amazon that caused e-books to be unavailable to Amazon customers for up to two months. As the unavailability of e-books was unrelated to hardcover sales promotion efforts, one can infer a causal effect of e-book unavailability on any observed increase in hardcover sales during the two-month window.

Contrast to conventional wisdom, even though the delay of e-book releases resulted in a permanent long-term loss of 44 percent of e-book sales, there was no offsetting increase in hardcover sales. Delaying e-book sales, they concluded, serves merely to reduce overall profit. How could publishers have gotten it so wrong? Hu, Chen, and Smith think they know:

“Publishers have frequently conceptualized the consumer’s decision as being driven by product choice first and then channel choice. Our results suggest that, in general, consumers choose their channel first, and then restrict their choices to products available in that channel.”
Congratulations to the recent promotions of esteemed faculty members, Alexander Oettl, Lizhen Xu, and Han Zhang. “We are pleased to have wonderful faculty on our team, making contributions at a global level,” stated Dean Maryam Alavi, Scheller College.

“Pushing the boundaries in the business world is what builds the next generation of applications, implementations, and behaviors. That’s what our faculty do here at Scheller, create the next...”
Alexander Oettl  
Associate Professor,  
Strategy & Innovation


Lizhen Xu  
Associate Professor,  
Information Technology Management

Xu joined Scheller College in 2011 in information technology management specializing in cutting-edge quantitative research methodologies that involve both analytical and empirical modeling. Xu’s interdisciplinary research interests lie in the economics of information systems and their interface with marketing and operations management. His research is published in Management of Science, Journal of Marketing Research, Information Systems Research, Production and Operations Management, Journal of Management Information Systems, and Decision Analysis.

Han Zhang  
Professor,  
Information Technology Management

Zhang received his Ph.D. in information systems from the University of Texas at Austin. His research interests include online trust and reputation, online word-of-mouth, and emotions in online communications. His research has been published in Information Systems Research, MIS Quarterly, Journal of Marketing Research, Journal of Management Information Systems, and other academic journals. He is a senior editor for Electronic Commerce Research & Applications and Journal of Information Systems & e-Business Management.

Building a Strong Foundation.  
Please also join us in welcoming the following to our Scheller College faculty:

Saba Colakoglu, Lecturer, Organizational Behavior  
Eric Condie, Visiting Assistant Professor, Accounting  
Tony Daloisio, Professor of the Practice, Organizational Behavior  
Nathan Heald, Lecturer, EXCEL  
Reza Mahani, Visiting Assistant Professor, Finance  
Tatiana Rudchenko, Lecturer, Strategy & Innovation and Operations Management  
Kathy Rupar, Visiting Assistant Professor, Accounting  
Pian Shu, Assistant Professor, Strategy & Innovation  
Laurina Zhang, Assistant Professor, Strategy & Innovation

In Memoriam
April 29, 2017, Scheller College of Business Professor Bryan Church passed away. He was beloved by faculty, staff, students, alumni, and friends. His legacy is visible in the success of his more than 10,000 students including Lason Perry, MGT 2001, audit partner at Grant Thornton, who said, “Dr. Church’s role as a professor transitioned to advisor as I approached graduation, which demonstrated his passion for his students and seeing his students succeed.” Church is survived by his wife, Lucy, a professor of finance at Kennesaw State University, and their three children, Moira, Will, and Rory.
THOUGHT LEADERSHIP

Faculty Publications January – December 2016
(Received and published)

Atlay Atasu

Terry Blum

Samuel Bond

Bryan Church

Jonathan Clarke

Andras Danis

Nishant Dass

Karie Davis-Nozemack

Lucien Dhooge


Stuart Graham

Jeffrey Hales


Matt Higgins

Narayan Jayaraman

Tiffany Johnson

Jim (Eugene) Kim


Xi (Jason) Kuang

Dong Liu


John McIntyre


Saby Mitra
Charles Mulford

Marius Florin Niculescu

Alex Oettl

Cem Ozturk

Adithya Pattabhiramaiah

Frank Rothaermel

Henry Sauermann

Arnold Schneider

Christine Shalley

Manpreet Singh

Brian Swider


Peter Swire

Peter Thompson


Beril Toktay


Daniel Weagley

Lizhen Xu

Han Zhang


Scheller College of Business Executive Education programs lead the way in partnering with companies to educate and assist in real time as they navigate disruption and change in a broad array of functional areas including supply chain and technology. The recent Technology-Enabled Supply Chain Strategies Summit was one of several highly successful programs gathering leading thinkers and practitioners to explore opportunities and challenges associated with supply chain. According to Soumen Ghosh, professor of operations and supply chain management,

“We have come to a juncture where it’s not just one technology that is impacting the supply chain; it is an entire paradigm shift and it’s happening now.”

It came as no surprise that more than 45 business leaders from global corporations gathered at Scheller College to share experiences and learn about strategies and solutions from thought leaders. The interactive and highly productive sessions gave attendees the opportunity to hear from Scheller College’s top research faculty about the latest trends and innovations influencing supply chain management today. Discussions included the ramifications of rapidly evolving technologies and customer behavior shifts on supply chain strategy – front end flip, harnessing data, next generation logistics, and value creation.
Thought leaders and researchers at your fingertips:

Front End Flip
Soumen Ghosh, professor of operations and supply chain management, pointed out that customers have the power to influence and disrupt market changes, and technology is simply the enabler. Generation Y and Generation Z grew up with the internet at their disposal; instead of waiting to be sold to, they seek out and research what they need and go directly to suppliers and purchase online. The disruption of the traditional supply chain model has caused a “front-end flip.” The front end of the supply chain is now digital and the back end is physical. Customers drive new technology and innovators, including the likes of Amazon, who first ask the customer what they want before proceeding to create the technology to make it happen. This paradigm shift has led to Industry 4.0, the Fourth Industrial Revolution – the integration of physical and cyber systems. No longer linear, today’s supply chain is a digitally connected, intelligent, and scalable network.

Harnessing Data
Saby Mitra, professor of information technology management and senior associate dean of programs, addressed the importance of harnessing data for supply chain optimization. While access to useful data continues to increase, surveys indicate that a growing number of people with access to data do not think they are getting adequate business benefit and results. There is a gap in corporations using analytics to make meaningful business changes and need to look at key performance indicators, including on-time delivery, cycle time and inventory turns. First, decide the metrics you want to improve and determine alternative actions to improve those metrics, then ask what insights data analytics can provide regarding these actions and what additional activities are required to ensure success. Combining data analytics with a deliberate approach leads to creating new solutions to drive productivity, increase value, and improve overall corporate performance.

Next Gen Logistics
Benoit Montreuil, Coca-Cola Material Handling & Distribution Chair, professor and co-director Supply Chain & Logistics Institute, presented his ground-breaking ideas for a hyper-connected supply chain utilizing the physical internet. The result: a super highway for the movement and storage of physical objects. Montreuil believes the physical internet will contribute to shrinking the inefficiencies currently plaguing the global supply chain through hyper-connectivity and a system in which supply chain logistics are enabled by an open, intermodal system and horizontal collaboration.

Value Creation
Manpreet Hora, associate professor of operations management and Ph.D. coordinator, addressed the importance of understanding and managing value from both financial and operational perspectives, including how we link existing and emerging technologies in supply chains to overall firm value. The challenge is less about investing in the latest technologies and more about translating the benefits of these technologies into value creation. When making digital investments, Hora suggests that companies follow the REC thought process.

- **Risk.** What risks might this technology bring?
- **End-to-end supply chain.** How does this technology affect the function and the end-to-end supply chain?
- **Client experience.** Has client experience improved with this technology? Digital technology is always evolving, but making smart upfront choices will help drive long-term value.
Executive MBA Team Elevates Pitch for Innovative New Business

Imagine Shark Tank in the classroom where Executive MBA students deliver a high-stakes business pitch to potential investors, industry experts, professors, and classmates. On the TV show, some contestants may manage to woo investors based on flair and potential; however, in the Scheller College of Business classroom, it takes diving into the critical thinking and strategic plans to develop well-rounded, cohesive, and compelling business plans to attract investors to secure financing.

Scheller College Executive MBA students in Management of Technology (MOT) quickly established that success in their eight-month capstone project required more than an idea to build a thriving and profitable business. It would need a strong business plan. The course requires student teams to take their ideas from concept to final distribution, developing a plan for a new technology product or service. The teams then compete by pitching their businesses to a panel of battle-tested entrepreneurs, leading venture capitalists, industry experts, and Scheller professors.

The 2017 winners were Kevin Coffey, EMBA 2016, Wessley Perry, EMBA 2016, Rob Ryan, EMBA 2016, and Clint Strickland, EMBA 2016, for their project GRANTED, an identity and access management app that replaces the need for ID badges.

Based on his own real-life experiences, Strickland, GRANTED’s chief executive officer, thought of the new business idea after taking a closer look at his morning routine. “I wake up every morning and I think: keys, wallet, badge,” he says. Strickland’s badge stood out as being antiquated in terms of function, especially for those who require access through multiple lines of security. Strickland asked himself one very important question: What if you replaced a physical ID badge with some type of service on your phone? He brought this idea to his team and it became GRANTED, an app that provides facility access by utilizing a three-point identification system synced to the user’s fingerprints.

While there are countless uses for this service, GRANTED focused on universities and colleges with their multiple buildings and wide array of users. “[Colleges] have complex security challenges, and they have consumers ready for this type of technology,” Strickland says, adding that “millennials are the perfect end-users for the product.” Interestingly, the team’s market research revealed that the average college annually produces thousands of ID cards with a significant cost for ID turnover/loss.

Successful entrepreneur, Jenny Bass, chief executive officer and president of Essve Tech and a community catalyst advisor for Georgia Tech’s Advanced Technology Development Center (ATDC), and Karthik Ramachandran, associate professor of operations management at Scheller College and the team’s faculty advisor, acknowledged that GRANTED’s researching diligence set the team apart.

As a counselor for companies with a manufacturing focus, Bass works with entrepreneurs to help them access coaches, customers, capital, as well as Georgia Tech resources and talent. Bass appreciates the importance of a well-researched proposal and said, “Team GRANTED started the project with a good idea and then were willing to do the hard work of validating that idea and making decisions based on market data rather than personal bias.” GRANTED’s faculty advisor, Ramachandran, was also impressed with their high-quality team-based project and could “immediately see the value proposition of GRANTED.”

The GRANTED team credits its professors, the rigorous EMBA curriculum, and the Tech Square startup ecosystem for honing their entrepreneurial skills and providing strong, practical business acumen. Ryan, GRANTED’s chief operations officer, says, “Our coursework and our access to top thought leaders culminated with purposeful, experiential learning, really allowing us to apply what we learned in the classroom to real-life business situations. This is the value of a Scheller College MBA.”
Reimagining Sustainability
Inaugural Carbon Reduction Challenge

More than 20 students representing several colleges within Georgia Tech, including Scheller College of Business, participated in the inaugural Internship and Co-op Carbon Reduction Challenge, an innovative co-curricular initiative funded by a grant from Ray C. Anderson Foundation’s NextGen Committee and Scheller College Dean’s Innovation Fund. The challenge was also affiliated with Georgia Tech Center for Serve-Learn-Sustain.

The students served as sustainability ambassadors during their full-time internship/co-op roles with Fortune 500 companies, NGOs, and the City of Atlanta, in functional areas including business analysis, IT, research, and engineering support. The challenge required the students to propose and implement plans to reduce carbon emissions at their place of employment. “By making sustainability a part of their everyday workplace, students discover they can commit to promoting sustainable business practices regardless of their formal corporate positions,” said Beril Toktay, Scheller College professor and faculty director of the Ray C. Anderson Center for Sustainable Business.

This August, the judges singled out Team SunTrust as the clear winner. The winning team was comprised of two Scheller College students, William Courreges-Clercq, BSBA 2017, and Sam Rubin, BSBA 2017, and four industrial systems and engineering students, senior Anjani Agrawal, Alex Ketchum, IE 2017, Nicholas Rogstad, IE 2017, and Mario Wijaya, IE 2017. Team SunTrust focused on corporate travel. Recommendations included employees switching rental car default from intermediate to economy class as well as purchasing Skype for Business-approved devices, vastly improving audio quality for conference calls thus reducing the need for the number of face-to-face meetings. SunTrust immediately implemented the rental car proposal, significantly reducing SunTrust’s CO₂ footprint while improving its bottom line.

In addition, several other innovative team project recommendations for companies, including Alcon Laboratories, BP, Delta Air Lines, and Volkswagen, were also implemented resulting in a CO₂ emissions reduction of more than 12 million pounds. Kim Cobb, earth and atmospheric science professor in the College of Sciences, is confident that “Instilling a sustainability mindset in our students is transformative in preparing them to become tomorrow’s changemakers.”

Be on the lookout for more incredible programming, initiatives, and research in 2018 from Scheller College’s Ray C. Anderson Center for Sustainable Business.
Blacks in Business

Scheller College of Business MBA students launched Blacks in Business (BiB) in August 2016. Open to all MBA students and alumni, BiB supports Scheller College’s strategic plan to foster a diverse, inclusive, vibrant, and innovative community.

BiB is already succeeding in its mission to prepare the next generation of business leaders through a series of programs, events, and philanthropic endeavors to unite Scheller College students and alumni in a bond of professionalism. Inaugural BiB President DeAndre Jones, MBA 2017, said,

“Organizations like BiB are really important because they promote inclusion by fostering a sense of belonging that is often lacking among members of minority groups. Ideally, we want to bring awareness to issues that blacks and other minorities face in business and, in turn, facilitate productive dialogues with everyone about how to overcome those issues.”

BiB kicked off the new academic year with a thought-provoking National Black MBA panel and its First Friday networking socials are proving to be a huge success. Educating, advocating, and promoting awareness of the issues faced by blacks in business, while celebrating the history and culture, is important; however, BiB members are taking it a step further to mentor and assist local black high school students to successfully prepare for and complete the college application process. Current BiB President Rene Simon, Evening MBA student, is passionate about “facilitating the educational and leadership process for black youth to make a better tomorrow.”

In addition to partnering with the local community, networking, creating thought-provoking panels, and inviting inspirational speakers, BiB members are starting fundraising efforts to provide critical scholarships needed for MBA students who do not have the means to attend important conferences including the annual National Black MBA conference.
After spending six years as an officer in the Marines, Jamie Foss, second-year Full-time MBA student, found himself at a crossroads. “I had a decision to make,” he said. “I either stay in for the long haul or get out and begin a second career.” His passion for business made the answer easy; however, the difficulty was deciding whether to immediately transition to the work force or pursue an MBA.

Foss researched business schools to find an MBA with the ROI he was looking for: academically strong, a vast alumni network, established corporate connections, and an outstanding career services department to assist him in landing a position at one of the Fortune 500 companies. After visiting Scheller College, he was sold.

“I knew I didn’t just want an MBA, I wanted a Scheller MBA. I was blown away by the culture, and atmosphere around the college’s Tech Square location, class size, focus on technological innovation, and a very engaged student body,” Foss said.

Now, a second-year MBA student and vice president of the Veteran’s MBA Club at Scheller College, Foss said, “My experience has been incredible. I couldn’t have picked a better place than Georgia Tech Scheller College of Business as a veteran. Its class structure provides an opportunity to build close relationships with classmates which mimics military experience.”

Foss plans to pursue a career in marketing within the technology sector and remains confident that Scheller College is equipping him with the foundation and skills necessary to land a job at a Fortune 500 company. This summer, Foss enjoyed his exposure to global business while applying his knowledge from the classroom during his internship at Cisco in their B2B product marketing department. He is looking forward graduation in spring 2018.
Diversity and inclusion is a priority for Georgia Tech Scheller College of Business and one of the six pillars of Dean Maryam Alavi’s 2020 Strategic Plan. Today, black, Latino, and Native American minorities represent 30 percent of the U.S. population, but they hold fewer than 3 percent of senior leadership positions and 1 percent of corporate board seats. There is a critical need nationwide to increase the number of underrepresented minorities to pursue an MBA and increase the number of leadership opportunities in the workforce.

Diversity and inclusion is critical in fostering innovation, creativity, productivity, and success in academia and the global workplace; therefore, it came as no surprise when Scheller College students, alumni, faculty, and staff jumped at the opportunity to volunteer during the summer to pull together the 2017 Management Leadership for Tomorrow (MLT) Summer Seminar.

Furthermore, it was especially impactful that AT&T, The Coca-Cola Company, Delta Air Lines, and Southern Company joined Scheller College as Innovation through Diversity Platinum Partner sponsors to host and welcome 300 pre-qualified and talented MLT Fellows, all of whom are prospective MBA candidates from around the U.S.

“Scheller College is an important strategic partner of The Coca-Cola Company, and we strongly believe in supporting our partners, particularly when they are championing causes that are near and dear to our values and core beliefs,” said Ashley Berg Jensen, vice president of diversity, inclusion, and engagement at The Coca-Cola Company.
Scheller College is a proud member of Management Leadership for Tomorrow (MLT), a nonprofit that strives to close the diversity and leadership gap by identifying and providing high-potential underrepresented minorities with a winning professional playbook to accelerate their career paths. The 2017 MLT Summer Seminar three-day event included programming designed to prepare MLT Fellows as they apply to top-ranked full-time MBA programs. “Our work with MLT is a testament to our dedication to diversity, equity, and inclusion, and our efforts to ensure that more students from varied backgrounds are enrolled in our MBA programs and move into leadership positions after graduation,” said Nancy Gimbel, assistant dean of student engagement, MBA programs at Scheller College.

Many MLT Fellows opted to arrive a day early to participate in a mock Scheller College MBA class on Revenue Management: Finding the Right Price with Scheller College’s Necati Tereyaglu, assistant professor of operations management and business analytics. They also had the unique opportunity to experience the incredible Tech Square ecosystem. Scheller College faculty and staff led tours to the AT&T Drive Studio, the Delta Air Lines Hanger, the Southern Company Energy Innovation Center, and the Advanced Technology Development Center (ATDC). “Atlanta is a hot bed of talent and one of the many reasons we have a large team here and why partnering with Scheller College is important to us,” said Glenn Lurie, president and chief executive officer, AT&T Mobility and Consumer Operations.

Delta Air Lines pulled out all the stops to kick off the opening reception and dinner at the Delta Flight Museum. “We are thrilled to partner with Scheller College,” said Joanne Smith, executive vice president and chief human resources officer, Delta Air Lines. “We are a global airline. Diversity for Delta Air Lines is a business imperative.” Dean Alavi; Andrew Davis, global chief diversity and inclusion officer at The Coca-Cola Company; Pamela Stewart, vice president of national retail sales at The Coca-Cola Company; Chuck Darville, senior vice president of marketing, innovation, and planning at Southern Company; Lurie at AT&T, and Marcus Shaw, senior director of business development at MLT, joined Smith on stage to welcome the MLT Fellows.

As you are looking at a place to go to school, you need to understand the ecosystem here in Atlanta. Innovation is everywhere in this city. You have a lot of very large corporations, like us at AT&T. You also have a lot of very small up-and-coming, and you have a lot of startups. We’ve hired thousands and thousands of people here in Atlanta.”

Seminar programming included Dean Alavi moderating a panel entitled, Culture Shifts: The Challenges and Opportunities of Workforce Transformation. The impressive panelists included Smith; Davis; Belinda Grant-Anderson, vice president of diversity and inclusion and human resources at AT&T; and Nancy Sykes, executive vice president and chief human resources officer at Southern Company. “As Southern Company builds the future of energy, diversity and inclusion is not a standalone objective, it is how we do business,” said Sykes. “It is impossible to innovate without being inclusive. Our partnership with Scheller College and MLT is an important way to help the next generation of diverse leaders and the Atlanta business community thrive.”

Dean Alavi also held a candid and powerful fireside chat entitled, Leadership in a Transforming World with Kathy Waller, chief financial officer and president of enabling services at The Coca-Cola Company. Davis also expressed that The Coca-Cola Company “truly believes that if you can be as diverse and inclusive as our 500+ brands, we can unleash the power of perspectives. Perspectives drive innovation, and ultimately drive growth.”

As a leading business school of the digital age and driven by innovation and technology, Scheller College of Business embraces the proposition that true sustainability of our global workforce can only be achieved if all are included. “Collaboration with MLT is instrumental as Scheller College works to recruit a more diverse pool of MBA candidates that will also result in connecting our corporate partners with a brilliant talent pipeline,” said Dean Alavi.
Enhancing Excellence in Business Education and Research

Job placement and student satisfaction at Georgia Tech’s Scheller College of Business are both ranked No. 4 in the nation — a one-two punch unmatched by far at any other top-50 MBA program in the U.S., according to Bloomberg Businessweek. In compiling the annual ranking, Bloomberg surveyed thousands of alumni and company recruiters.

Financial Times released its 2017 global rankings of the Top 100 Executive MBA programs and Georgia Tech’s Scheller College of Business Executive MBA (EMBA) program is ranked the no. 1 EMBA program in Georgia and the no. 15 Executive MBA program in the U.S.

“Georgia Tech has an amazing reputation and network, and I knew by leveraging these two things, I would be able to build a successful career.”

Brooke Adams, MBA 2017
MBA Associate - Operations Analysis & Performance, Delta Air Lines
The Institute for Leadership and Entrepreneurship (ILE)

Year in Review

300+ STUDENTS
Involved in social innovation initiatives

30 MBA STUDENTS
Provided pro bono consulting to 10 nonprofit partners

28 STUDENTS
Enrolled in the EXCEL Program

300 FACULTY
In the network of values-based leaders on campus

The Leadership for Social Good Study Abroad

Hungary
Czech Republic
Poland

GLOBAL SOCIAL IMPACT

17 Student Leaders
+ 8 Nonprofit Partners
+ 680 Project Hours
Scheller College Celebrates Achievements of Faculty, Students, and Staff

Scheller College honored faculty, students, and staff who demonstrate excellence at the ninth annual Honors Day on March 16. The 2017 award recipients include:

**STUDENTS**
John R. Battle Award for Student Excellence:  
**Daniel Obiorah**, BSBA 2017

Dow Chemical-P.C. McCutcheon Prize for Outstanding Student Achievement:  
**Chris Lung**, BSBA 2017

Jennifer R. and Charles B. Rewis Award for Student Excellence in Accounting:  
**Elizabeth Pickens**, BSBA 2017

Dean’s Prize for Evening MBA Student Excellence:  
**Smriti Rao**, MBA 2017

Dean’s Prize for Full-time MBA Student Excellence:  
**Kevin Boldt**, MBA 2017

Ashford Watson Stalnaker Memorial Prize for Ph.D. Student Excellence:  
**Priyank Arora**, Ph.D. Candidate, Operations Management  
**Minho Wang**, Ph.D. Candidate, Finance

**FACULTY**
Brady Family Award for Faculty Research Excellence:  
**Brian Swider**, Assistant Professor, Organizational Behavior

Brady Family Award for Faculty Teaching Excellence:  
**Morvarid Rahmani**, Assistant Professor, Operations Management

Linda and Lloyd L. Byars Award for Faculty Excellence:  
**D.J. Wu**, Professor, Information Technology Management

**STAFF**
Ernest Scheller Jr. Prize:  
**Ann Blasick**, Corporate Relations Manager, Career Services

Verlander Family Award for Staff Excellence:  
**Debra Jones**, Administrative Supervisor, Faculty Administration

Stephen P. Zelnak Jr. Award for Staff Excellence:  
**Peter Severa**, Graduate Programs Manager, MBA Programs

The event also recognized Alumni Hall of Fame, Academy, and Council members, named faculty and student scholars. The support of distinguished alumni, corporate partners, and friends enabled the endowment of many of these awards.
Georgia Tech Scheller College of Business welcomed its eighth class of Dean’s Scholars. High school students applying to enter Georgia Institute of Technology’s freshman class as business administration students are selected based on high school academics, leadership, and involvement, as well as potential for success at Scheller’s top-ranked undergraduate business program. The highly motivated and talented scholars often serve as leaders and ambassadors in the Scheller College community, taking on board positions in student organizations and serving as mentors to new students. The scholarships are made possible thanks to the generosity of Scheller College alumni and friends.

**Class of 2022:** Lauren Alexander, Ben Barnett, Brett Broughton, Nick Cooke, Stockton De Laria, McKensie Griffis, Reese Howard, Shelley Ling, Claudia Onley, Matthew Pacifico, Vivek Pai, Brandt Plomaritis, Patrick Ramsey, Christopher Sullivan, and Michelle Voykovic.

**Our Successes and Accomplishments**

**Class of 2022 Dean’s Scholars**
September 2016
CEO panel on leading innovation and the future of global commerce moderated by Walter Isaacson, president and chief executive officer of The Aspen Institute and best-selling author. Panelists included Muhtar Kent, chairman and former chief executive officer at The Coca-Cola Company, Craig Menear, chairman, chief executive officer, and president at The Home Depot, Jonah Peretti, founder and chief executive officer at BuzzFeed, and Greg Coleman, president at BuzzFeed.

January 2017
Full-time and Evening MBA annual West Coast trek included meetings and networking with alumni and executives from companies including Microsoft, Amazon, T-Mobile, Western Digital, Electronic Arts, AutoDesk, and Google.

October 2016
Coffee and Donuts with Bert & Ernie. Students, faculty, and staff hosted Bert and Ernie Scheller for coffee and donuts in the Thornton Atrium.

March 2017
Denning Technology & Management Program (T&M) undergraduate students headed to China with Han Zhang, Steven A. Denning Professor of Technology & Management and faculty director, to earn a certificate in Global Leadership on Conducting Business in China from Shenzhen University.

March 2017
2017 Business Analytics Forum attracted more than 400 industry professionals from sectors including telecommunications, finance, education, energy, and aerospace. Speakers included Tom Miller, chief information officer at Anthem, Reinhard Meister, chief executive officer at Coke One North America, and Wes Chaar, senior vice president of analytics and data science at Turner Broadcasting.
April 2017
Second year for the Business Analytics Center’s rigorous Master Modeler Competition (MMC). Graduate students across disciplines gained access to industry experts and executives as they competed in the multidisciplinary challenge.

May 2017

June 2017

July 2017

August 2017
Welcoming Class of 2021 – Scheller College welcomed freshmen at the Opening Bell reception and dinner sponsored by Acuity Brands. Paul Brown, MGT 1989, chief executive officer at Arby’s Restaurant Group and a member of the Scheller College of Business Advisory Board, served as the keynote speaker.

September 2017
Dean Alavi joined the EMBA Class of 2017 on a segment of their international colloquium to Panama. The Scheller delegation had the opportunity to meet leaders including: Pedro Heilbron, chief executive officer at Copa Airlines, Roberto Roy, BSIE 1985, minister for the Panama Canal, and Juan Carlos Varela, BSIE 1985, the president of Panama.

April 2017
Scheller College 2017 diversity panel: Create Impact, Unlock Innovation, and Drive Market Growth through Diversity and Inclusion. Panelists included Nzinga Shaw, chief diversity and inclusion officer at Atlanta Hawks and Phillips Arena, Ashley Berg Jensen, vice president of diversity, inclusion, and engagement at The Coca-Cola Company, and David Frank, partner at McKinsey & Company.

September 2017
Dean Maryam Alavi named finalist in Women in Technology’s (WIT) Women of the Year Awards celebrating women executives at the forefront of science, technology, engineering, art, and math (STEAM) industries for their accomplishments as leaders in business, innovative visionaries, and remarkable women who make a difference in the community.
Donors

The following list recognizes all donors who made gifts and commitments designated from July 1, 2016 – June 30, 2017

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Power of Giving
Development Update

Georgia Tech Scheller College of Business is grateful to our loyal students, faculty, staff, alumni, Dean’s Advisory Board, executives-in-residence, corporations, and friends who consistently step up to support the College. We have enjoyed a productive year in fundraising and participation at Scheller College, which is particularly exciting as we are not currently in a capital or comprehensive campaign.

During the last Georgia Tech-wide campaign, Scheller College’s undergraduate students benefited from the Dean’s Scholarships funded by our incredible donor community. In a similar manner, Dean Alavi and the development team have undertaken a massive effort to raise funds to strengthen and build our MBA programs with fellowship funds. We encourage all of our community to join this powerful effort. Chief development officers Scott Bryant and John Byrne also welcomed a third development director and colleague to their team, Kate Konecny. Although the development team remains lean, they are making an impact.

Increased donor participation and resources to support innovative curriculum and programming, graduate student fellowships, faculty, academic programs, centers of excellence, and event sponsorship expand our opportunities, have profound benefits, and thus inextricably link to the success of Scheller College of Business. Thank you for your support.
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Alumni Impact in the Business of Talent:
Kate Zepernick, BSBA 2013, returns as Corporate Relations Manager

Georgia Tech Scheller College of Business alumni continue to play a critical role when it comes to career coaching and recruiting. Kate Zepernick, BSBA 2013, has taken it a step further in her decision to return to Scheller College as a key member of the undergraduate program office staff. As corporate relations manager, Zepernick will help drive the strategic partnerships with recruiting companies, alumni, and other key constituents.

Zepernick is keenly aware that “everything through your life is in relationships, and knowing how to represent yourself is so important.” Scheller College undergrads are smart digital natives who embrace new technology and data; with this in mind, Zepernick is looking forward to maximizing student exposure and student access to key corporate recruiters. She will also co-teach MGT 3599 Career Development with Stan Broome, corporate relations manager. This class is instrumental in assisting students with the preparation to achieve their career goals.

As a student at Scheller College, Zepernick was a President’s Scholar, participated in the Oxford Summer Program, served as a Scheller ambassador, and was president of Alpha Delta Pi sorority. She graduated Georgia Tech with highest honors, a concentration in operations and supply chain management, and a minor in engineering and business through the Denning Technology & Management Program. Zepernick worked as a consultant in the Supply Chain Development Practice at Alvarez & Marsal and is currently completing her MBA at the University of North Carolina at Chapel Hill.

Craig Womack, Scheller College’s assistant dean and director of undergraduate programs, and his team have had a formidable recruiting year and he is excited to add to the momentum with Zepernick on board. Womack is confident she will “perfectly round out our team. Our students will benefit from her expertise and passion.”

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