In April, I had the privilege of introducing the 2014 award recipients at our Business Alumni Awards ceremony at the University Club. It being the 50th anniversary year, I couldn’t help but get wrapped up in the history of the moment. In the audience I saw alumni and friends who played a big part in the City of Pittsburgh’s inspired renaissance. Likewise, I saw alumni whose leadership is transforming other American cities and fueling economic growth in Brazil, China, India, Indonesia, South Korea, Singapore, and many other nations.

Seeing these vivid examples of our global impact got me thinking about our strategic positioning going forward. Our College of Business Administration (CBA) is celebrating record enrollment, as well as improved test scores and GPAs among the incoming class. Our Full-time MBA program was recently ranked as a Top 25 U.S. public university and a Top 50 U.S. overall university in Financial Times, The Economist, and Forbes, and in U.S. News & World Report we experienced the fourth-highest improvement of any previously ranked school, just missing the respective Top 25 and Top 50 marks. Furthermore, we recently established a new Center for Supply Chain Management that in the coming months will create new opportunities for faculty research and student projects.

The articles in Pitt Business personify our history and future direction. We are offering a new capstone program for MBA students called the Management Simulation. The course challenges them to role-play the executive team of a global organization, as they compete against their peers for market share. At CBA, new Associate Dean Audrey J. Murrell has wasted no time in implementing a number of bold changes. Her torrid pace and sweeping vision reminds me of the first one hundred days of a U.S. presidency.

The magazine also focuses on our doctoral program. We tell the interesting stories of a number of PhD graduates who later became business school deans and explore how our program enabled their success. Another article highlights the groundbreaking research of faculty member Chris Kemerer, whose insights are of interest to anyone shopping for a new electronic device.

The magazine shares personal stories, too. You may have a favorite former professor or two, but do you know the hidden talents and hobbies that they have outside the classroom? In another story, we focus on families who, for one reason or another, made going to Katz a family tradition. We also provide a window into how Katz has changed over the years by comparing the experiences of alumnae from the 1970s to today.

Each spring, we send you the magazine to keep you informed about the school. Regardless of where you live, there are a number of ways to get more involved with your alma mater. Volunteering as a student mentor, guest speaker, or company representative in a class project can be as valuable as a fundraising contribution. Go ahead and contact our Alumni Director Jim Waite — he would love to get you started.

This brings me back to the 50th annual Business Alumni Awards ceremony. That night the best of our graduates were on display. I refer not only to those who accepted awards, but to the rest of the audience as well. Collectively, our 28,000 alumni are changing the business world and making lives around them better. People just like you.
Rose Choi is starting her dream job right out of college: LinkedIn’s global sales rotational program in San Francisco. The highly competitive, management-track position will expose her to different sides of the rapidly growing social media enterprise.

“I’m beyond excited,” says Choi (BSBA ’14), whose start date is in July. The 21-year-old Philadelphia native majored in marketing and earned certificates in leadership and ethics and international business at the University of Pittsburgh’s College of Business Administration (Pitt CBA).

Choi landed her job at LinkedIn through hard work in the classroom and the completion of marketing internships with the Pittsburgh Steelers, PNC Financial Services Group, and Naeva Business. Preparing students to make an immediate impact upon graduation is a primary objective of Pitt CBA, and in this spirit, the school is rolling out new academic programs, expanding its international reach, and even claiming a newly remodeled residence hall for freshmen, says Associate Dean Audrey J. Murrell.

In August 2013, Murrell became the leader of Pitt CBA with the retirement of longtime Associate Dean Edward J. Palascak. Before Palascak, there effectively was no College of Business Administration. He helped to reinstate Pitt’s undergraduate business program in 1993, ending a long hiatus dating back to a University decision in the 1960s to disband the undergraduate program. Under Palascak’s leadership, the quality of Pitt CBA improved, as did its enrollment, from an initial class of 156 students to more than 2,000, enough to make it Pitt’s third-largest school by enrollment.

Palascak’s are big shoes to fill, but Murrell is up to the task. “In my mind, the letters C-B-A stand for community, betterment, and analytics,” Murrell says. “It’s about building community among our students. It’s about helping students better themselves and the world around them. And it’s about the analytics. How can we measure our impact and improve our ROI?”

Murrell’s strategy is already taking shape. Starting this fall, incoming Pitt CBA freshmen will live together in the Bruce Hall Living Learning Community (LLC), located just blocks away from the Cathedral of Learning. While LLC residence halls are not new to Pitt or CBA, Bruce Hall’s size and scope set it apart. The residence hall has space for about 170 students. Students live on floors dedicated to one of four themes: global business, social responsibility, business honors, and entertainment and sports. As LLC residents, students have the added benefit of interacting with dedicated faculty advisors and attending special lectures, events, and extracurricular community projects.

“We want our students to feel connected from their very first day on campus,” Murrell says. As a student, Rose Choi took charge at the Berg Cup Case Competition.
Beyond the option of studying in more than 75 locations worldwide through Pitt’s traditional study abroad programming, Pitt CBA students have access to tailored programs. The International Internship Program enables students to work at major companies in Asia, Europe, and South America over the summer. Short-term trips happen periodically, like one over 2014 Spring Break when students completing the Certificate Program in Leadership and Ethics traveled to Paris for a class project in which they studied sustainability practices at L’Oréal and FedEx. Add it all up, and about one-third of Pitt CBA students complete at least one international experience, which is three times the national undergraduate average, according to the Institute of International Education.

Pitt’s international footprint is growing. Starting next fall, in conjunction with Pitt’s Study Abroad Office, Pitt CBA will begin to offer courses at five “anchor locations” internationally, called Panther Programs. Schultz says. Of those finalized, London will have a finance focus, Sydney a marketing focus, and Florence a human resources focus. Plans call for the final location and its academic focus yet to be determined, although Buenos Aires is under consideration.

“Most universities use private for-profit third-party vendors in study abroad,” Schultz says. “We’re building more programs in-house, which makes it less expensive for students and gives them a chance to go abroad with faculty members teaching Pitt CBA courses.”

As a Pitt student, Rose Choi took that message to heart. On campus, she was the president of the school’s chapter of the professional business organization Phi Beta Lambda, otherwise known as Pitt’s Business leaders. She was selected by her peers to serve as the student graduation speaker. In Pittsburgh, she was head of campaign strategy for a marketing project that won first place in Mason’s national college competition. In Spain, she completed a sales internship for a Madrid startup through an International Internship Program.

Choi is thrilled to be starting a new life in San Francisco and feels ready for whatever business challenge comes next. “Pitt CBA hands you the tools you need to be successful. It’s up to you to use them,” she says.

CAREERS AND INTERNATIONAL OPPORTUNITIES

The Pitt CBA honors track comes on the heels of three new majors added in fall 2013: business information systems, human resources management, and supply chain management. The majors make Pitt CBA graduates more responsive to the talent needs of employers, one of the top priorities of new Career Services Director Fredrick “Fred” Kendrick.

Kendrick, who joined Pitt in November 2013, is the former director of global human resources and employee benefits at K&L Gates. In order to better serve students, his department is further integrating the services of academic and career counseling, so the two are more in sync. Additionally, students can count on more one-on-one mentoring support from the school’s Executives in Residence, who are retired senior-level professionals from a range of professions. Another change will increase Career Services’ involvement in professional student-led organizations, to improve the quality of the extracurricular experiences.

“My goal is to make sure a student’s DNA matches the DNA of the employer. It’s not just about getting a job, it’s about sustaining a career,” Kendrick says.

Global experiences are crucial on a résumé, and soon more Pitt CBA students will have them, thanks to Bryan Schultz, new director of international programs. He is driving up students’ participation rate by offering more extensive global experiences in new locations and reducing the participation cost for students.

“The ultimate goal is to get 100 percent of business students studying abroad,” Schultz says.

For us, this is another opportunity to measure our effectiveness in teaching appropriate skills, as the categories are modeled after the competencies that Fortune 500 organizations value in employees,” Murrell says.

One program in the works, another is the creation of Panther Projects. These multi-year initiatives call for student teams to complete a series of projects for the same Pittsburgh-area organization. This would work well, Murrell says, as an organization like the Greater Pittsburgh Community Food Bank. The nonprofit has received marketing support from students in the past and would benefit from supply chain management consulting as well, Murrell says.

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In attics everywhere, boxes of video tapes are collecting dust. So are vinyl records, eight-track tapes, audio cassettes, typewriters, flip cell phones, early-generation gaming systems, LaserDisc movies, and HD-DVD players.

Competition drives innovation. The items in the attic are there because at some point they were surpassed as technology evolved or they were bested by the competition. These competitions are known as standards wars. Standards wars occur when products with incompatible formats compete for the same market, and typically end when one dominant standard emerges and renders the competition obsolete.

Which technologies will win, and when will there be only one winner? These questions have been the focus of research by Chris F. Kemerer, David M. Roderick Professor of Information Systems and Professor of Business Administration at the University of Pittsburgh’s Joseph M. Katz Graduate School of Business. For more than two decades, he has studied network effects in technology systems, fertile ground for his dual background in economics and software engineering.
THE POWER OF NETWORK EFFECTS

In the 1980s, Kemerer was, like many Americans, excited about the prospect of watching movies at home, but unsure about whether to choose Sony’s Betamax or JVC’s VHΣ videotape recorder. His older brother recommended the Betamax for its superior picture quality. What could go wrong?

Of course, the market shares of Betamax and VHS, then 50-50, soon tipped sharply to VHS.

“I GOT THIS RUDE LESSON ABOUT THE POWER OF NETWORK EFFECTS FROM BUYING A BETAMAX PLAYER. IT STUCK WITH ME,” KEMERER SAYS.

Network effects occur when a product’s value to a user increases as the number of compatible devices increases. Telephone systems, credit cards, and e-mail are all examples of products subject to strong network effects. As a network grows, outside vendors begin producing more complementary goods, such as media for players, which support the product and add to its value proposition. When two incompatible technology products compete in an industry where network effects are present, at some point the installed base of one of the competitors will reach critical mass, resulting in the market tipping in its favor.

Which product offers a superior technology; or arrived first, becomes less relevant as network effects dominate, and eventually the market only has room for one product. Twenty years after Betamax, people who bought HD-DVD players ended up on the wrong side of this process as the market tipped to Blu-ray and movie studios stopped releasing movies in HD-DVD format.

Kemerer began his academic study of network effects in the 1990s, with his highly cited study of Lotus’s 1-2-3 software, then the world’s dominant spreadsheet, which he co-authored with Erik Brynjolfsson of the MIT Sloan School of Management. Using statistical analysis, they determined the economic value of individual features and user interface as well as the amount that consumers would pay for products that adhered to a standard with a large market share.

In such single-winner environments, business managers can make gaining market share their top priority. If it means subsidizing prices and temporarily operating at a loss, so be it. Once their product emerges as the standard, the company can recoup its profits handsomely. “Products with consumables have long understood this lesson — razor blades, camera film, and computer printer ink.” It has also applied to products with strict complements, like computer software or entertainment media, Kemerer says.

THE SHIFT TO WINNERS-TAKE-SOME MARKETS

Kemerer was on a family vacation at the beach when he had a breakthrough moment. His young daughter had filled up her simple digital camera’s small-capacity flash memory. Twenty years later, Betamax, and Kemerer, determined to not interrupt the vacation with a trip to a store, checked to see if his own camera’s memory card would work as a substitute. It did.

The fortuitous inter-compatibility between the two cameras raised questions in Kemerer’s mind. So he and fellow researchers — including his doctoral student Charles Liu, who made computer flash memory the subject of his dissertation and is now assistant professor at University of Texas, San Antonio — studied the market and saw not one dominant flash memory standard, but no fewer than six major types.

Using statistical analysis of data on technology attributes, retail prices, and Amazon.com sales information, the researchers determined that the power of network effects, while still a factor, was weakening because digital converters were leveling the playing field by enabling interoperability. Their research stream produced three peer-reviewed papers: the first, focused on economic theory, appeared in Information Systems Research; the second, reporting the main empirical results for flash memory, appeared in MIS Quarterly; and the third, which expanded their ideas for business managers, was published in Communications of the ACM last year.

Kemerer followed up these research papers with two new teaching case studies, developed in conjunction with current Katz doctoral student Brian Kimball Dunn, that were published by Harvard Business School. One explores the strategies of Barnes & Noble’s NOOK in the e-book reader market, and discusses consumer rejection of proprietary e-book formats. The other case focuses on Blackberry’s dire economic state in the smartphone market and, in addition to exploring its failures to adapt, surveys the landscape of multiple mobile operating systems, including Android and iOS.

Kemerer is among the first to document this market evolution and explore its root causes. His research shows that digital conversion — which for simplicity, enables iPhone’s 30-pin connector and Apple’s iPad to read the same e-book files — is a game-changer because it bridges the gaps of different formats.

“DIGITAL PRODUCTS ARE JUST ARRANGEMENTS OF ONES AND ZEROS, THAT MEANS YOU CAN POTENTIALLY CONVERT AND COPY FROM ONE TO ANOTHER, AND DO IT CHEAPLY, QUICKLY, AND PERFECTLY,” KEMERER SAYS.

In these environments, which Kemerer terms “winners-take-some,” managers are often better served to cross-license their standards to increase total market size. Here, consumers increasingly value factors such as design features and functionality over more platform compatibility.

“Multiple winners with convertible standards can be better for consumers because there is loss chance of becoming stranded by making the wrong technology choice. Further, there will be more flexibility and more applications for their devices. It’s good for manufacturers, too, as they also prefer certainty,” Kemerer says.

REDEWING THE BATTLE LINES IN VIDETEGAMES

Digital products are altering market dynamics in established industries. In his current project, Kemerer is analyzing the early videogame console market with Dunn. Historically, the winner-take-all cycles in videogame consoles have followed a pattern of rapid generational shifts, which Harvard Business School professor Clayton M. Christensen — who coined the phrase “disruptive innovation” — documented in his 1997 book The Innovator’s Dilemma.

In the years to come, technology will continue to evolve and push into new frontiers in videogame consoles and countless other devices. With markets increasingly shifting to winners-take-some outcomes, the managers who win the standards wars of tomorrow must adjust their tactics accordingly.

For the rest of us, does it mean that fewer electronic devices will clutter our future attics? Only time will tell.
Factory workers threatened to strike. Worldwide demand for their product fluctuated. New competitors entered the market. The U.S. Department of Justice opened an industry-wide investigation. Crisis after crisis tested the leadership of Saiprasad Venkataramani and his executive team.

On this day, they stood before the board of directors at their annual meeting. Compensation packages were on the agenda.

“What did we learn in the last three years?” Venkataramani, company president, asked the board, flanked by Himanshu Taranekar, vice president of finance; Dhanjay “DJ” Sharma, vice president of operations; and Prathiba Sharan, vice president of marketing.

“We learned to adapt to what the market wants. This helped guide our pricing strategy and which product attributes we focused on.”

Listening to the market worked. The company had eclipsed or hit targets for net income, fiscal quarter, including inventory and receivables. They made 75 different input decisions each day. In all, it is up to the students to decide where to sell the watches, where to make the watches, and what to price the watches. In all, they make 53 different input decisions each fiscal quarter, including inventory and shipping management, debt and dividend policies, and quality, brand, and environmental decisions. In order to make informed judgments, student teams have 15 years of historical data with which to generate business models.

“The beauty of this simulation is the core curriculum tie-in,” Magnuson says. “Our students take everything they’ve learned across the different business functions and apply it as executives. This makes them much more ready to add value on their first day of work after graduation.”

Like the real world, unexpected things happen. Wrenches are thrown in, such as the labor strife and price fixing scandal experienced by teams in Venkataramani’s universe. Future improvements to the Management Simulation are limitless, says Magnuson, who anticipates further coordination of the capstone with the MBA core course faculty and the MBA Office.

Early on, Venkataramani’s team identified a strategy. The more expensive watch would be their focal product. They invested accordingly, expending above-average marketing expenses and becoming the price leader in key world markets. Their watch developed a reputation for high quality and strong green practices. Concurrently, with the less expensive watch, their focus was to be competitive in the same metrics.

So, at the final board meeting, when recommending their compensation plan, the students confidently pointed to the balance sheet. Net income increased 47 percent during the students’ tenure. Sales revenues increased about 7 percent. The company controlled 22 percent market share. And the company had exceeded its sustainability targets by several percentage points.

The students asked for the raise, and the board gave it to them.

“The simulation brings together executive skills taught throughout the program,” says William T. Valenta Jr., assistant dean for the EMBA Worldwide program and The Center for Executive Education. “Holding it during a Global Executive Forum gives the students one final chance to interact and is an opportunity for them to see how students from other countries attack management problems.”

Because the simulation was centered on the automobile industry, macroeconomic variables including GDP growth and interest rates were important considerations, says Lawrence Feick, the professor of business administration who led the simulation. In addition to strategic and tactical decisions on production and marketing, teams needed to make decisions on purchasing market research, investing in R&D, and financing operations through debt and equity.
Like Father, Like Sons

Since its start in 1949 as a single South Hills drive-in with carhop service, Eat’n Park has grown into one of Western Pennsylvania’s largest restaurant chains, famous for its cheerful Smiley® cookies and fresh, dependable meals.

But the restaurant, with more than 75 locations across Pennsylvania, Ohio, and West Virginia, is only one piece of the company pie, albeit a sizable one. The Eat’n Park Hospitality Group features three additional restaurant brands (Six Penn Kitchen, The Porch at Schenley, and Hello Bistro), an online cookie store with sales in all 50 states (Smileycookie.com), and two dining providers that bring a restaurant-style flair to college dining halls, corporate headquarters, cultural destinations, hospitals, and senior living communities (Parkhurst Dining and Cura Hospitality).

Chairman James “Jim” Broadhurst (MBA ’66), the architect of this diverse business model, and his wife, Suzy, past director of corporate giving, have turned over management of day-to-day operations to their three sons. The company continues to grow, another generation carrying on the legacy with their own twist.

“Our ability to share best practices across our brand portfolio is an important competitive advantage,” says CEO Jeff Broadhurst (MBA ’93), who works alongside younger brothers, Mark, vice president of corporate dining and retail development, and Brooks, senior vice president of food and beverage.

Today, it is impossible to imagine Eat’n Park without the Broadhursts. In 1973, Jim was working at Pittsburgh National Bank when he was approached about becoming Eat’n Park’s chief financial officer. “Without my Katz accounting courses, I would have been ill-prepared and probably would not have gotten the job, but I was able to come in with a fundamental understanding of managerial accounting,” recalls Jim, who years later purchased the company.

Following in dad’s footsteps came naturally to Jeff and his siblings, all of whom studied hospitality management in college but had first careers elsewhere. Under their leadership, the company continues to support community initiatives and sustainability. Eat’n Park, through its FarmSource® program, gets about one-fourth of its food from farms and local suppliers within 150 miles of each location. The company donates a minimum of 5 percent of pretax earnings to local charitable organizations. It also has supported more than $1 million in employee scholarships and raised more than $8 million for children’s hospitals.

“It started with my parents,” Jeff says. “They live here and work here. It’s about supporting those who have supported us.”

This philosophy helped his father become a recipient of the University of Pittsburgh’s Legacy Laureate award and the Katz School Distinguished Alumnus award. The future looks bright for a company that today serves 50 million guests annually.

“It’s a family business now that hopefully goes on for generations,” Jim says.
Brothers in tight-knit families tend to share the same interests and tastes. They like the same music, the same clothes, the same sports, but how often do they like the same business school? Look no further than Ken Rowles (BBA '64, MBA '65) and younger brother, Kerry (MBA '66).

“I think Katz prepared us for a career in business as well as any school possibly could,” says Ken, a retired co-managing shareholder at Schneider Downs & Co., Inc. in Pittsburgh and a recipient of the Alumnus Award in 2000. His wife, Gail Nixon Rowles, is a 1966 graduate of Pitt’s School of Nursing.

Ken and Kerry’s deep and abiding love of the blue and gold, particularly its business school, was passed on to their children, some of whom went to Katz: Ken’s daughters, Kristin Rowles (MBA ’95) and Karlye Rowles (MBA ’01), and Kerry’s son, Scott Rowles (MBA-MIS ’97). Years ago, Kerry and Ken established the Rowles fellowship to provide an annual scholarship to a Katz student.

Through successful and varied careers, the children are carrying on the family legacy. Kristin founded Policy Works LLC, an environmental policy consulting firm based near Atlanta. She helps governmental and private entity clients to develop watershed plans that fairly serve all stakeholders — a major issue, for example, in states such as Georgia, Alabama, and Florida that fight over a shared water basin.

Her younger sister, Karlye, worked as a marketing manager at Schneider Downs before recently taking on a similar role in her husband’s company, Kolzir and Company, Inc., a real estate appraisal and consulting firm.

Today Karlye supports Katz as president of the Alumnae Council.

Kerry and his son, Scott, achieved business success in different ways. Kerry spent 33 years with PPG Industries, Inc. and had a variety of financial, general management, and HR career experiences. Scott, by contrast, has started several companies, including Crux Systems, a hydropower turbine company, FlowXtreme, and a manufacturer of boat ladders for pets. Today, Scott is involved in new ventures, including a hydroelectric turbine company, FlowXtreme.

A natural-born risk taker, Scott once sailed a 50-foot catamaran motorboat from the Caribbean island of Martinique to Australia. He helped build a major issue, for example, in states such as Georgia, Alabama, and Florida that fight over a shared water basin.

Almost everything was a competition in the Sheerer household. With their father timing them, the kids raced to see who could deliver the most newspapers in the fastest time on neighborhood paper routes. In school, they tried outdoing each other’s grades and plans that fairly serve all stakeholders — a major issue, for example, in states such as Georgia, Alabama, and Florida that fight over a shared water basin.

“Competition has always given us that extra push to succeed,” Sally says.

She should know. The founder of the Pittsburgh-area advertising specialty firm Paws, Inc., Sally is a former captain and MVP of the Pitt women’s basketball team, where she ranked among conference leaders in scoring, rebounds, and field goal percentage.

Her time in the Katz MBA program briefly overlapped with older brother, Ted, and they shared a few classes. Both faced challenges: Sally, the unrelenting pace of the 11-month MBA, and Ted, the high-wire balancing act of evening MBA classes while working part-time and being a husband and father.

“Deep down, I probably wanted to beat her scores on the tests, but ultimately we supported each other,” says Ted, who today is the senior vice president of the cash management department of First Commonwealth Bank.

Collectively, the Sheerer family holds eight degrees from Pitt. The parents, Martin “Tim” Sheerer (ENG ’59) and Beverly Sheerer (A&S ’60), met at Pitt and raised their children on a steady diet of Pitt football games.

John, the youngest sibling, sells electricity and natural gas to commercial businesses in a position with Frontline Power Solutions, LLC.

“Katz was one of the greatest decisions I ever made, though my family kind of made it for me,” John says.
Ready to Fly
FROM GRADUATION TO BUSINESS SCHOOL DEAN

In Chengdu, China, population 15 million and growing, the Nordic International Management Institute (NIMI) is a world removed from the country’s urban sprawl, situated on a tranquil campus of well-manicured lawns and pristine brick buildings. Established in 2012, the school is the result of an unlikely partnership between North Europe academic institutions and government agencies, and the governors of Sichuan Province and Chengdu City.

NIMI President Per Jenster (PhD ’85) says school training programs, which for the time being include non-degree international exchange and executive development programs, serve two primary audiences: Chinese companies who want to become more international and Western companies eager for business in China. The faculty is composed of full-time professors and visiting lecturers from accredited business schools in Europe, the United States, and China.

“NIMI is the first international management school in western China, which has a population of 500–600 million people,” Jenster says. “Chengdu has so much energy and opportunity. Its economy is bigger than Vietnam’s.”

With several areas of study, the doctoral program of the University of Pittsburgh’s Joseph M. Katz Graduate School of Business is well known for placing its graduates as faculty at prestigious business schools. But as Jenster’s lofty position demonstrates, the program also has a strong track record for something else: educating the future leaders of business schools. Records show that more than a dozen Katz PhD alumni have served or are serving as deans of business schools all over the world — and the ranks are growing: Peter Brews (PhD ’96) became dean of the University of South Carolina’s Darla Moore Graduate School of Business in January 2014.

While no PhD program is a bona fide training ground for future deans, the Katz program excels in several respects, including its mentoring culture, emphasis on building research skills, and absence of departments by discipline, which brings down walls and spurs greater cooperation, says Dennis Galletta, director of the doctoral program and a professor of business administration.

In every case, they are taking lessons learned in Pittsburgh to locations all over the world. In their role as deans, Katz PhD alumni have started a business program from scratch in Tanzania, reinvigorated a top-ranked business school, and put a historically black college and university (HBCU) program on the path to AACSB International accreditation. In every case, they are taking lessons learned in Pittsburgh to locations all over the world. Such was the case with Jenster, a Denmark native, who, prior to his role at NIMI, joined the marketing faculty at the University of Virginia, Copenhagen Business School, IMD in Switzerland, and China Europe International Business School.
In Dan Smith’s (PhD ’89) eight years as dean of Indiana University’s Kelley School of Business, the school doubled the size of its student body while at the same time raising admission standards, vastly improved its financial position, doubled the size of its faculty, launched graduate programs in India and Korea, and raised over $170 million in private gifts despite the economy being in the throes of a recession. As chief engineer of the transformation, Smith says he relied daily on lessons learned in the Katz doctoral program. “Going to the University of Pittsburgh for the doctoral program was singularly the best career move of my life,” he says.

Smith, a prolific scholar in strategic marketing, credits Katz for developing his ability to frame and diagnose problems and for teaching him the value of staying committed to your personal cause and institution. Former Katz faculty members C.W. Park and Gerald Zaltman and current faculty member John Prescott mentored him and continue to inspire.

“When you change the way people think, you change their life. That’s what Katz did for me,” Smith says.

After graduating from Katz, Smith joined the faculty at the University of Wisconsin, before returning to the Katz faculty and then accepting a faculty chair at Indiana University. In his current position as CEO and president of the Indiana University Foundation, Smith directs university-wide development and fundraising activities and oversees the foundation’s $1.8 billion endowment. “You’d be hard-pressed to find two activities that have changed the human condition more than philanthropy and higher education,” he says.

In his first months on the job, Martin “Marv” Roth, dean of the University of Hartford’s Barney School of Business, is taking a page from Pittsburgh’s playbook by aggressively seeking new partnerships between the business community and the university. “Just as Pittsburgh evolved around clusters in health care, technology, and other industries, in Hartford there are clusters in insurance, financial services, aerospace, and health care with which we can align our capabilities and strengths,” says Roth, who became dean in August 2013.

A Squired Hill native, Roth knows a thing or two about Pittsburgh’s transformation. He earned his bachelor’s degree in business and economics (1985), and his MBA (1986) and his PhD in business administration (1990) from the University of Pittsburgh. As a professor of marketing and international business, he taught at the Katz School, Boston College, and University of South Carolina, where he served as chair of the school’s International Business Department and as chief innovation and assessment officer, before joining Hartford.

“Katz faculty members were such great role models: smart, enthusiastic, and very effective in the classroom,” Roth says. He cites the support he received from current faculty Tom Saaty, Luis Vargas, John Prescott, and Larry Feick, the latter with whom he co-authored an international marketing simulation game used by business schools worldwide.

Roth says the structure of the Katz doctoral program, because it wasn’t partitioned into departments, helped prepare him for leadership roles. “Running a college is more like running a business,” he says. “If your knowledge is limited to one functional area, you won’t be successful. The type of environment at Pitt gave us a much broader perspective.”

Before he entered academia, Anthony Nelson (MBA ’81, PhD ’91) cut his teeth in the manufacturing sector. First at National Steel Corporation, then at Champion International Paper, he managed the design and implementation of complex industrial information systems and supply chain networks.

“I ate, breathed, and slept information systems. That was my training,” Nelson says.

Now dean of Bowie State University’s College of Business, his skill set is significantly broader. Highlights from his tenures, which began in 2007, include the establishment of the Bowie Business Innovation Center, creation of the student Entrepreneurship Academy, and implementation of the school’s first assessment and assurance of learning strategy in pursuit of AACSB International accreditation.

“I’ve taken my MIS process improvement background and parlayed it into the ability to shape and design this dean’s position and the College of Business into something that is constantly improving,” Nelson says.

Nelson, who previously served as the dean of Grambling State University’s College of Business, credits the Katz doctoral program, where he studied information systems, for kindling his love of research. “That value for research follows me throughout my career, to this very day, through supporting faculty research agendas, course releases, and trips to conferences,” Nelson says.

Bowie State, which is located near Washington, D.C., Baltimore, and Annapolis, is Maryland’s oldest historically black college and university. “I think being the dean is a great job, but it’s very trying — definitely not for the shy and the innocent,” Nelson says.

NAACHIEVING EXTRAORDINARY RESULTS
CULTIVATING HOMEGROWN TALENT
RIDING INDUSTRY TO ACADEMIA
DOING WELL BY DOING GOOD
ANSWERING HIS NATION’S CALL

In the 1980s, Boon-Siong Neo was an accountant at Royal Dutch Shell in Singapore when the National University of Singapore recruited him for a nationalistic venture: Would he go abroad to earn his doctorate and then return home to build up Singapore’s higher education infrastructure?

“Our mission was to transform a business school in Singapore from a teaching institution into a research institution,” he recalls. “I was one of the first to come back, not with just a PhD in information systems, but one of the first PhDs, period.”

The investment in Neo (MBA ’88, PhD ’89) paid off. After the role of director of a research center, departmental chair, and vice dean, he became dean of Nanyang Technological University’s business school at the age of 38, serving from 1999 to 2004, a time when the program catapulted from rankings obscurity to one of the world’s leading programs.

Neo, now a professor and chairman of Nanyang Business School’s Executive Programs, selected Katz over all other U.S. business schools because it offered a top-ranked MIS program and the ability to earn his degrees in three years. “The courses were very rigorous, and it was helpful that the professors understood my goal to get my PhD done quickly,” he says.

Today, Neo is director of multiple corporate boards, including Shell in Singapore when the National University of Singapore served on more than 20 boards in total. Additionally, he continues to answer the call to civic duty as an advisor to the Singapore government on IT, economic development, social, and health issues.

“IT’s unusual for a professor in a business school to spend half his time with corporations, half with the government,” Neo says.

PUTTING PEOPLE FIRST

R. Charles Moyer (MBA ’88, PhD ’71) has led business programs to new heights as former dean of University of Louisville and Wake Forest University, but there was a time when he was like any other doctoral student, sweating over his first teaching lecture.

In that moment, it wasn’t a TA or a fellow doctoral student who quelled his nerves, but the dean of the Katz School, H.J. Zoffer. “I’ll always remember that. He was the dean and he took the time to come and give me his tips,” Moyer recalls.

Terrific, caring faculty made Katz stand out then, as it does now, says Moyer, who sought to replicate that model as dean of Wake Forest’s Babcock Graduate School of Management from 1996 to 2003 and dean of Louisville’s College of Business Administration from 2003 to 2015. During his tenure, the schools instituted new programs and centers, recruited distinguished faculty, and achieved positive recognition in the rankings.

Moyer, a renowned finance scholar, was a 2004 recipient of the Katz School Distinguished Alumnus Award. Louisville officials knew he was a huge college basketball fan, so when recruiting him for the deanship, they turned to their big guns. Moyer had this message waiting on his answering machine: “Charlie, this is Rick Pitino calling from the University of Louisville. We’ve had a great year recruiting, and we’d love to add you to the team.”

“I screamed at my students. ‘You have to go and seize the opportunity for yourself and the future of your country!’” he says.

Today, Moyer is director of the Academy of Management. Cordano credits the Organizations and the Natural Environment (ONE) interest group of the Academy of Management. Cordano recalls.

“When I first thought of environmental topics, people said you should go into public policy. I said, ‘No, this is a business issue.’ There were virtually no business schools with this topic,” Cordano recalls.

Then Cordano met William C. Frederick, a pioneer in establishing Katz as a leader in business and society issues. Cordano jumped at the chance to conduct research and teach classes in the emerging field of environmental management, and subsequently taught at Wright State University and Ithaca College, where he served as chair of the management department and interim dean.

In July 2011, Cordano became dean of Merrimack College’s Girard School of Business, located about 30 miles north of Boston in the quiet town of North Andover. The business school’s 800 undergraduates and 50 graduate students collectively make up nearly a third of the college’s entire student population.

“I’ve done a fair amount of research since I left Katz,” Cordano says. After graduation, he became division chair of the Organizations and the Natural Environment (ONE) interest group of the Academy of Management. Cordano credits the Katz doctoral program for introducing him to top researchers, especially his dissertation chair, Irene Hansen Frieze.

ALLEVIATING POVERTY IN AFRICA

Kyung-il Ghymn’s (PhD ’76) retirement from the University of Nevada, Reno, where he taught marketing and international business for 28 years, did not last long. Almost immediately, he traveled to Tanzania’s capital city, Dar es Salaam, to lay the groundwork for a private business school financed by the Korea Church Mission.

Established in 2011, the United African University of Tanzania (UAUT), which also offers an engineering program, will graduate its first class of students next year. Ghymn, who served as co-founder, says the school’s curriculum, while a far cry from that of an elite, accredited institution, helps to address the continent’s three national enemies: ignorance, poverty, and disease.

“When I was at the Katz School, I learned that teaching marketing techniques for underdeveloped countries was far better than giving them millions in foreign aid. Africa needs business education to reduce poverty,” Ghymn says.

Ghymn has since become dean of Georgia Christian University near Atlanta but still returns to UAUT to teach. The school faces a unique set of challenges: overcoming the language barrier of students whose native tongue is Swahili and the financial difficulty of their severely limited incomes. But through hard work and dedication, the faculty and staff make do. Starting next year, student internships in South Korea, China, and the United States will be offered, Ghymn says.

Ghymn is inspired by the potential he sees in his UAUT students. “I scream at my students. ‘You have to go and seize the opportunity for yourself and the future of your country!’” he says.

TRAILBLAZING IN ENVIRONMENTAL MANAGEMENT

Mark Cordano (PhD ’93) gravitated to the environmental side of business — topics such as energy usage, waste management, soil erosion, and chemical outputs — long before business schools established programs in the subject.

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The 50th Annual Pitt Business Alumni Association awards, held in April, was a milestone occasion as we honored the achievements of this year’s outstanding award recipients and reflected back on 50 years of history.

For more information about the awards or to nominate an alumnus or friend of Pitt Business for future awards, visit www.katz.pitt.edu/awards.

Texas Instruments
Corporate Appreciation Award

Texas Instruments Incorporated (TI) is a global semiconductor design and manufacturing company that sells products to more than 100,000 electronics designers and manufacturers worldwide.

With 2013 revenues of more than $12 billion, TI offers a broad array of integrated circuits central to almost all electronic equipment. During the past few years, TI underwent a strategic transformation to shift its primary focus to analog and embedded processors, known as the semiconductor engines of the Internet age. This market segment offers TI growth opportunities in a number of directions, including inside of the industrial and automotive markets.

TI has been a Fortune’s “World’s Most Admired Company” for 10 consecutive years and made the Thomson Reuters “Top 100 Global Innovators” list for two consecutive years. TI has been named seven times to the Dow Jones Sustainability Index for its leadership in corporate economic, environmental, and social performance. TI is the first semiconductor company to earn certification from the U.S. Green Building Council.

As the owner of more than 40,000 patents, TI has been behind many landmark innovations over the years, including the first commercial silicon transistors, the first integrated circuits, and the first electronic hand-held calculator. TI’s innovative spirit was established more than 80 years ago, when Geophysical Service Inc. pioneered signal processing technology as a tool for locating underground oil reservoirs.

Today, TI’s semiconductors are used across a wide variety of industries, including industrial, energy, medical, safety and security, and consumer products. TI’s goal is to help its customers unlock the world as it could be: smarter, safer, greener, healthier, and more fun. Based in Dallas, Texas, TI has more than 32,000 employees and the industry’s largest sales and support staff.
Susan E. Arnold was president of global business units at Procter & Gamble when she retired after more than 25 years with the company. In this position, she was responsible for 300 brands worth $50 billion in sales worldwide.

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Arnold broke the glass ceiling at P&G, serving as the first female leader of P&G’s global beauty business and first female vice chair. As head of P&G’s global beauty and health business, Arnold oversaw brands such as Pantene, Head & Shoulders, Herbal Essences, Wella, Hugo boss, Gillette, Pringles, Old Spice and Old Spice. Her leadership contributed to P&G’s overall growth during the decade of the 2000s and established P&G as one of the world’s leading beauty companies.

Arnold was known for her strong business intuition, decisive leadership, focus on customers, and commitment to workplace diversity. She was instrumental in embedding sustainability into P&G’s products and operations. Overall, Arnold led P&G’s varied businesses to record results.

Arnold now serves on the boards of directors of Walt Disney Co. and McDonald’s Corp. In addition, she is an operating executive at the consumer and retail practice of The Carlyle Group, one of the world’s largest private equity firms. In this role, Arnold advises the strategy and acquisition potential of target companies and evaluates personnel and leadership.

Arnold holds a bachelor’s degree in liberal arts from Tulane University in 1982. After earning an MBA with a finance concentration from Katz, she joined the Ford Motor Company. She worked in the Controller’s Office of Powertrain Operations and later became a financial analyst in Powertrain Operations New Product Programs before moving into manufacturing line management.

Mitchell earned his bachelor’s degree in liberal arts from Tulane University in 1982. After earning an MBA with a finance concentration from Katz, he joined the Ford Motor Company. He worked in the Controller’s Office of Powertrain Operations and later became a financial analyst in Powertrain Operations New Product Programs before moving into manufacturing line management.

Mitchell and his wife of 25 years, Jennifer, have four children: Max II, 22, attending Lynn University; Rachel, 21, attending Rice University; and six grandchildren.

Kulpapat Siridom (PhD-KGSB ’87, PhD-JRS ’87)

Kulpapat Siridom is the president and CEO of Crane Co., a global diversified manufacturer of highly engineered industrial products, headquartered in Stamford, Connecticut, with more than 12,000 employees and $4 billion in revenue. He is also a member of the P&G Board of Visitors.

At Crane, Mitchell held a position of increasing responsibility: corporate vice president of operations (November 2004), president of Crane’s $1.2 billion fluid handling group (April 2006), executive vice president and chief operating officer (July 2008), and president of Crane’s HVAC division (May 2011), president and chief operating officer (April 2013), and president and CEO (January 2014).

Prior to Crane, Mitchell held a variety of managerial roles with leading manufacturers. He served as senior vice president of global operations for the Pentair Inc. Tool Group from 2004 to 2008. The $1 billion division of Pentair was a manufacturer of consumer and professional power tools under the Porter-Cable, Delta, and DeWalt brands.

Prior to this experience, Mitchell held operating roles with the Danaher Corporation, including vice president of operations of Jody H-No-Holes, manager of Danaher Business System; director of operations for Matsco Tools; and vice president of operations and general manager of Veedol Root.

Siridom is an independent director on the boards of The Thai President Foods PLC (chairperson of audit committee), Thai Wacoal PLC (chairperson of nominating committee and corporate governance committee), President Bailey PLC (audit committee), and the Siam Commercial Bank PLC (audit committee).

Siridom has also assisted the Thai government in increasing its key industries’ visibility, such as the oil and gas, finance, and insurance sectors. He has been chair of the Thai Business University’s Board of Trustees and chair of the Thai Business University’s Board of Visitors. Siridom has served as a director of the Thai President Foods PLC and several other companies in Thailand and Asia.

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For more than 25 years, Kulpapat Siridom has served in leadership roles at Thammasat Business School in Thailand. From 2010 to 2011, Siridom was dean of the school’s Faculty of Commerce and Accountancy, and during her tenure, undergraduate and master’s students were more global case competition winners.

Siridom, who has published extensive research about Thai equity markets, is an advisor to the option trading platform of the Stock Exchange of Thailand. She is a former director and committee member of the Agricultural Futures Exchange of Thailand and a former advisor of Nakornpanom University.

George A. Davidson Jr. was a founding member and first president of the Pitt Black MBA Network (PBAN), an alumni organization dedicated to help present and future diversity students at Katz. Established in 2010, PBAN has a membership of about 400 individuals, which, besides offering support to the alumni, also underwrites scholarships for diversity students. George A. Davidson Jr. is the first African-American to be elected as chair of the Finance Committee of the BBA National Honor Society.

Retired executive Gloster B. Current Jr. was a founding member and first president of the Pitt Black MBA Network (PBAN), an alumni organization dedicated to help present and future diversity students at Katz. Established in 2010, PBAN has a membership of about 400 individuals, which, besides offering support to the alumni, also underwrites scholarships for diversity students. George A. Davidson Jr. is the first African-American to be elected as chair of the Finance Committee of the BBA National Honor Society.

Current serves on the boards of directors and audit committees of A. O. Smith Corporation, a $2 billion global manufacturer of commercial and residential water heaters, boilers, and water filtration equipment. At P&G, where he served from 1968 to 2001, Current was vice president of corporate affairs and assistant to the CEO of Northwestern Mutual Foundation. He directed the team responsible for corporate philanthropy totaling $17 million annually and served as the liaison to Northwestern Mutual’s Board of Trustees.

Prior to this position, Current served as vice president and chief marketing officer for Lincoln Financial Group from 2001 to 2007. At Lincoln, he directed all facets of the company’s brand campaigns, advertising, Internet, promotions, and event management. One of his signature achievements was leading the initiative to secure 25-year naming rights at Lincoln Financial Field, home of the Philadelphia Eagles NFL football team.

Earlier Current served as a vice president at Citibank and held key leadership roles at KFC Corporation, Del Monte Foods, Inc., and Procter & Gamble. Current earned his bachelor’s degree from Howard University. During his time at Katz, Current was president of the business student government and won the 1972 J. Marshall Alan Robinson Prize for Meritorious Service.

Davidson’s contributions have been recognized by the University, as well, for he is a Legacy Laureate, the recipient of the Distinguished Alumni Award of the School of Engineering, the recipient of the Alumni Association’s Distinguished Meritorious Service Award, and the recipient of the 225th Anniversary Medalist. Davidson’s contributions have been recognized by the University, as well, for he is a Legacy Laureate, the recipient of the Distinguished Alumni Award of the School of Engineering, the recipient of the Alumni Association’s Distinguished Meritorious Service Award, and the recipient of the 225th Anniversary Medalist.

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For Ryan Teeter, the rock climbing comes more than just a stretching ground for his next big adventure. It is also the perfect venue for a first date. “It’s fun and good exercise. One of you holds the rope and the other scales the wall,” he says, adding this is how he and his wife began their courtship.

Many of Teeter’s hobbies are daring. He likes bouldering, which involves climbing up massive rocks and hopping to the next one. “Hinche National Park is a great place for it. You’re surrounded by beautiful red rock,” he says.

Teeter enjoys still diving and has plunged from three stories high into the water. He is a certified scuba diver with more than 100 different dives under his belt, including a fish that swam by while bloody chum was dropped into the water to summon sharks, while Teeter’s music teacher said it was ready for the challenge of a double-reed instrument.

“I really wanted to play the oboe,” she recalls, “but the band already had an oboist, so I got to be the bassoonist.”

The second choice worked out quite well. Bartholomew honed her bassoon-playing talents in a youth symphony before later earning a music scholarship to Mount Saint Vincent College in northeastern Ohio, where she played in the school’s wind ensemble and woodwind groups — all while majoring in accounting.

“I bought half my college education with my bassoon,” says Bartholomew, who later became the vice president of accounting and controller of FedEx Ground, responsible for company-wide functions including M&A accounting, SEC reporting, and SOX compliance.

Today, Bartholomew is a member of the North Suburban Symphony Band in Pittsburgh and a band that acts as West Wind (all its woodenwind players all once lived west of Pittsburgh). She also regularly attends Pittsburgh’s very own Bassoonapolooza, which attracts bassoonists from the skill level of the Pittsburgh Symphony Orchestra on down.

“As of 30 years of playing, I can’t imagine stopping,” she says.

“Woodworking is in my blood. I picked it up from my dad. He had a number of woodworking tools,” Kimpel says.

Stained glass is another hobby Kimpel has been perfecting. The painstakingly slow process requires carefully cutting glass, then fitting the cut glass into lead came, soldering the joints, and brushing the lead with gun bluing, which turns the lead a deep steel-gray color. Several doors in his home display Kimpel’s colorful stained glass designs, one of which he salvaged from his wife’s family’s old house.

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Richard Franklin is a versatile, classically trained guitarist and composer who once supported himself as a professional musician and continues to release albums of his original jazz compositions, available through iTunes, Spotify, and Bandcamp.com. He did.

In the 1970s, Franklin drew effusive praise from Pittsburgh music critics for his interpretations of Brazilian composer Heitor Villa-Lobos’s work in concertos with the Wilkinsburg, McKeesport, and Pittsburgh Symphony Orchestras. He learned from guitarist greats Sashko Rapa and Carlos Barbosa-Lima at Carnegie Mellon University, where he earned a bachelor’s and a master’s degree in fine arts and later taught as a Visiting Lecturer in Guitar and Harmony.

“Nobody goes into music expecting to make a lot of money. It’s a really tough way to make a living,” Franklin says. “Music is in his family. His father, the late Harry Franklin, was a world-class pianist who could trace his musical lineage to the famed 19th century Hungarian musician Franz Liszt, and was a member of the Pittsburgh Symphony Orchestra, as well as head of the music department at Carnegie Mellon University.

Later, Franklin became interested in jazz and highlighted various groups playing in Pittsburgh clubs. These days he is performing less frequently due to releasing solo albums. His songs have a jazz influence, although pinning him to one style is impossible, as smooth jazz, fusion, swing, bebop, and rock are all present.

While Franklin has many musical influences, The Beatles’ performance on The Ed Sullivan Show is what inspired him to play guitar. “It was beyond exciting, I can’t even begin to articulate how important they are in terms of my musical self,” Franklin says.

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Nicole Coleman is one of the few, if only, students to graduate from the University of Pennsylvania with a Bachelor’s degree in Business and the fine Arts. The double major was, like a double life, the Wharton students were snobby toward the art students, and the art students thought the Wharton students sold their souls for money.

“As an undergraduate, I was living in two different worlds with very little overlap,” she says. Although business remains her first love, Coleman artistic side continues. Her office provides gallery space for her paintings and print-making art. On the wall is her abstract painting of molecular forms, down to the atoms and matrices – her take on the interior of a sweet gum fruit. Next to it are anatomical prints of human bones, the inspiration for which were Coleman’s own broken tibia, fibula, and humerus bones. Behind her is a metal etched drawing of a flying monkey from The Wizard of Oz, updated for modern times by a helicopter blade affixed to the crown of its head.

Photo immersion is like meditation for Coleman. When a research paper is giving her trouble, she can put it aside, work on an art project, and come back feeling refreshed.

“Art for me has always been an escape,” she says. “I try to turn off my analytical brain that is running my analytical brain that is running...
Bibiana “Bibie” Boerio

In fall 1975, Bibiana “Bibie” Boerio began the Katz One-Year MBA program as the only student in the class with a degree in textiles and design. While she knew fashion principles by heart, business terminology was like a foreign language.

“Starting from day one, it was like drinking from a fire hose with all spigots on at full blast,” Boerio says.

Fortunately, Boerio was thirsty. She studied hard and quickly befriended her classmates and professors, some of whom became lifelong friends. In fact, after becoming an accountant at Ford Motor Company — the start of 51 years there — she sent one of  her favorite professors, Jim Rossell, an autographed copy of the global balance sheet she prepared for the company’s annual report with the comment, “Thanks to you!”

“Professor Rossell was a crusty old soul with this tough exterior. Here I was, this ‘home ec’ major getting a business degree, but he never skipped a beat, working with me and the others who had much more of  an accounting background to make sure we all learned it,” Boerio recalls.

For the past year, Boerio has served as the interim president of  her alma mater, Seton Hill University. At Ford, she broke the glass ceiling quickly befriended her classmates and professors, some of whom became lifelong friends. In fact, after becoming an accountant at Ford Motor Company — the start of 51 years there — she sent one of  her favorite professors, Jim Rossell, an autographed copy of the global balance sheet she prepared for the company’s annual report with the comment, “Thanks to you!”

“Professor Rossell was a crusty old soul with this tough exterior. Here I was, this ‘home ec’ major getting a business degree, but he never skipped a beat, working with me and the others who had much more of  an accounting background to make sure we all learned it,” Boerio recalls.

As a student, Boerio had little leisure time. She attended a number of football games at the old Pitt Stadium, but sadly not the game when Tony Dorsett ripped off 303 yards against Notre Dame. But she mostly studied, studied, and studied some more. “I don’t remember having much fun,” she says.

Right after college, Jamie Harshman landed a coveted job as an internal auditor at Ernst & Young. Despite her aptitude for compliance reporting and the potential for promotion, she felt a career switch was in order.

“Even though I’m good with numbers, I learned that my true passion is in the people side of  business, and that’s why I decided to go back to grad school for human resources,” Harshman says.

The decision paid off. Harshman (MBA ‘14) bolstered her résumé with an internship in PNC Financial Services Group’s Living Well Department and through her leadership positions at Katz. She was president of  Katz’s chapter of  the National Association of  Women MBAs (NAWMA), which hosts an array of  alumnae networking and professional development events. Harshman helped start “lean in” circles featuring experts in subjects important to female businesswomen, such as time management and contract negotiations.

“We serve as a support system for women MBAs,” Harshman says. “It should not always be about competing and trying to be better than one another. It’s about helping each other out.”

Harshman admires Chalene Johnson, an American fitness entrepreneur. Johnson’s home fitness programs have sold more than 10 million copies, and she wrote the best-selling book Peak: 30 Days to Turbocharged Habits, A Bangin’ Body, and the Life You Deserve. “Chalene is a role model because she used wellness and fitness, two passions of  mine, to become a successful businesswoman,” she says.

As a human resources professional, Harshman is looking forward to the opportunity to address gender and diversity issues, including the salary gap between men and women.

“It’s clear there still is not equality. Work remains to be done,” Harshman says.

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The Center for Supply Chain Management has been established at Katz and CBA, a new resource center for experience-based learning, supply chain management research, and enhanced industry partnerships.

CBA students, Joshua Yoskosky (finance and pre-law) and Joseph Fogiato (marketing and supply chain management), are hailed as heroes for rescuing an elderly neighbor from an Oakland house fire in January 2014.

Accounting doctoral student Michele Frank receives the 2014 Deloitte Foundation Doctoral Fellowship. The $25,000 prize is awarded to 10 students nationally each year.

Since 2012, the Katz Full-time MBA program has climbed the most spots of any ranked school in the U.S. News & World Report annual rankings.

Katz students win the 2014 Pittsburgh Association for Corporate Growth (ACG) Cup for the third straight time.

Faculty member Jay Sukits is a recipient of the Pitt 2014 Chancellor’s Public Service Award.

Four Pitt graduates are among the Top 10 scorers on the CPA Exam in Pennsylvania in 2013.


Katz Full-time MBA program ranked No. 1 in the U.S. for salary increase. (Financial Times)

Katz and CBA marketing faculty ranked No. 16 in the world for marketing research based on productivity in four preeminent academic journals. (DocSIG)

The Katz MBA program has the No. 1 return on investment (ROI) in the United States and 19th-best ROI in the world. (The Economist analysis of select schools, May 2014)

Katz Full-time MBA program is ranked in the Top 25 of U.S. public universities and the Top 50 in U.S. universities. (Financial Times, Forbes, The Economist)

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The second-annual BNY Mellon Katz Invitational hosted 14 top business schools and awarded $18,000 in prizes to the winning teams.

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CBA students win the 2013 Mazda National College Marketing Challenge for their creative campaign, “What Drives You?,” to market the Mazda3 to young people.

CBA student and Pitt men’s basketball player Cameron Wright is the recipient of 2014 ACC Skip Prosser Award, given to the conference’s top scholar-athlete.

Four Pitt graduates are among the Top 10 scorers on the CPA Exam in Pennsylvania in 2013.

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Mark Your Calendar

October 24: Annual 51+ Pitt Business Luncheon
Pitt Business alumni who graduated more than 51 years ago are invited to attend the Annual 51+ Pitt Business Luncheon.

October 24: Pitt Business Homecoming Social
A tradition that grows in numbers each year, the Pitt Business Homecoming Social is not to be missed as part of 2014 Homecoming activities.

www.business.pitt.edu/alumni/events