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UPDATE

WISCONSIN SCHOOL OF BUSINESS
SPRING 2020



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WISCONSIN
SCHOOL OF BUSINESS

UNIVERSITY OF WISCONSIN-MADISON

TOGETHER
FORWARD®



With much to learn from this challenging time, one observation has become clear to me: Business Badgers are extraordinarily resilient. I've seen it in our students, who took their learning from the classroom to their couches with a can-do attitude. I've seen it in our faculty and staff, who transitioned 183 courses to alternative delivery in one week's time and continue finding creative ways to serve our students and perform their work.

And, of course, I've seen it in our alumni. You all have your own stories of how the COVID-19 pandemic has affected you—from helping your companies pivot, to facing job loss or other financial insecurity, to caring for kids who are home from school. Some of you are confronting the immediate reality of this virus as family, friends, and colleagues fall ill. Yet even in this trying time, there are real signs of strength within this community that knows how to rise above.

This is certainly not how I expected my first spring in Madison to unfold, but I keep finding bright spots. We welcomed 1,094 WSB graduates into alumnihood this month, each with their own stories of perseverance and a promising path ahead of them. We developed new opportunities for alumni engagement in the virtual environment, including topical webinars, expanded career resources, and online networking chats. And,

we celebrated a Badger win in ESPN's simulated NCAA men's basketball tournament, which was almost as good as the real deal!

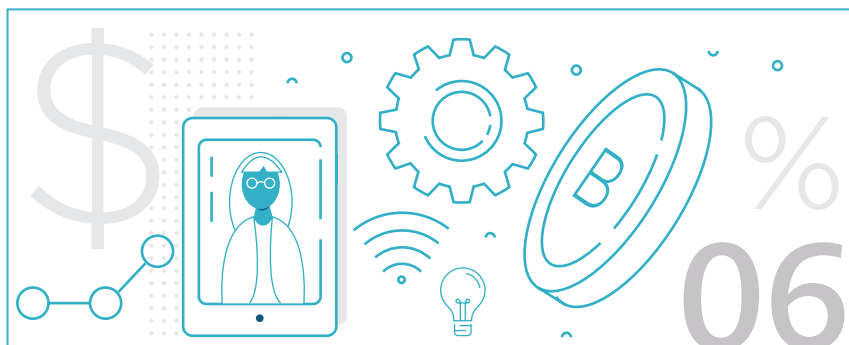
Indeed, much has changed in all of our lives since we started working on this publication, including many of the alumni featured in these stories. Though largely written before the pandemic, there is a thread of resilience that weaves through these pages. I suspect you'll recognize it in champion wrestler Lee Kemp (page 8), Broadway producer Jennifer Melin Miller (page 12), and the rising professionals in our 8 to Watch feature (page 16).

Ultimately, I hope you recognize it in yourself, for I have come to view resilience as one of the defining characteristics of the WSB community. May your Badger grit carry you through this difficult and uncertain time. I wish you and your loved ones well.

Sincerely,

Vallabh "Samba" Sambamurthy
Albert O. Nicholas Dean
Wisconsin School of Business

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» Taking a Pulse

We asked, you answered. Last year, the Wisconsin School of Business reached out to Business Badgers to take the pulse of our alumni.

The Alumni Pulse Survey is a new biennial engagement that collects and measures interests, opinions, and perceptions of the School. The resulting data illustrate the breadth and strength of our network and help WSB create lifelong value for alumni.

We sent the survey in October 2019, and it garnered more than 1,800 complete responses. The respondent pool is representative of WSB's alumni population.

Below is a topline view of the results. For a detailed report, visit go.wisc.edu/wsb-pulse.

ON BEING AFFILIATED WITH WSB:

82% *have engaged with WSB in the past year*

90% *say it's important to feel connected to fellow alumni*

92% *agree that WSB delivers a high quality education*

92% *are proud to be associated with WSB*

93% *say WSB is important to them personally; nearly half also consider WSB as part of their identity*

ON WHAT'S UNIQUE ABOUT WSB:

*"Strong sense of **belonging**"*

*"Alumni help students gain **unique experiences**"*

*"**Engaged** alumni network"*

UPDATE

SPRING 2020

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» *WHAT INSPIRES YOU?*

“The Wisconsin School of Business community has taught me that dedicating yourself, demonstrating a tenacious work ethic, and being grateful for each opportunity you earn can lead to wonderful accomplishments. I am honored to have been a part of this program and am excited to continue to show my utmost support for Wisconsin as a Business Badger alumna!”

—RACHEL GREENBERG (BBA '20)

INCOMING INVESTMENT BANKING ANALYST, GOLDMAN SACHS



Binnu Palta Hill, assistant dean for diversity and inclusion at WSB, leads a panel discussion called “Cancel Culture: Do Our Mistakes Define Us?” during a Diversity Lunch & Learn at Grainger Hall on March 2. The monthly series is a popular learning opportunity for students, faculty, and staff.

COVID-19 Pandemic Disrupts Spring Semester

The 2019-20 academic year at UW-Madison took a dramatic, unexpected shift as the COVID-19 pandemic worsened worldwide.

All instruction shifted to alternative delivery on March 23, with WSB pivoting 183 courses in one week’s time. Although in-person instruction ended, learning and connection continued as dedicated faculty, staff, and students moved from traditional classrooms to remote locations.

In addition, the university shifted all summer term courses online. WSB already offered many of its summer courses

online and now additional options will be available.

The university found creative and innovative ways to honor graduates, despite the postponement of commencement, which had been scheduled for May 8-9. At WSB, each program hosted a virtual commencement event, while a special projection cast each graduate’s name on the exterior of Grainger Hall the evening of May 9.

Alumni also got involved by sending congratulatory video messages that were shared with students.

Resources for Alumni During the Pandemic

WSB Career Resources are available to alumni as they navigate a changing professional landscape. mycareer.wsb.wisc.edu/alumni

Webinars cover a range of topics relevant to today’s workplace. go.wisc.edu/wsb-webinars

WSB Alumni website is a place to get involved, read school news, and hear perspectives from fellow alumni in the “Ask an Alum” series. wsb.wisc.edu/alumni

Badger Bridge: Reach out to fellow alumni. go.wisc.edu/badgerbridge

Supply Chain Major, Business Certificate Added

Two new programs for undergraduates will tap into WSB strengths and provide further opportunities for students.

The School will offer a new undergraduate major in supply chain management for the 2020-21 academic year. The new offering enhances WSB's existing portfolio of supply chain management programs, which includes a one-year master's degree and a full-time MBA specialization.

WSB has been a leader in supply chain management education since 1991 when it established the Grainger Center for Supply Chain Management and began developing some of the nation's first educational programs in this discipline. Through the Grainger Center, WSB has offered an undergraduate certificate program in supply chain management for more than 25 years.

WSB will also launch a Summer Certificate in Business Fundamentals for nonbusiness undergraduate students. The program, which was designed from the start to be completed fully online, offers the chance for students who are off campus or pursuing internships to receive a credential for taking business coursework. It begins in Summer 2020.



New Master's Degrees Create Opportunities for Students

Students and professionals wanting to gain skills to lead in the arts, creative, and social sectors will be able to do so with a new one-year MA in Arts and Creative Enterprise that launches in Fall 2020 through WSB's Bolz Center for Arts Administration.

The degree joins other new master's offerings at WSB. In academic year 2019-20, the School launched MS programs in business

analytics, real estate, and supply chain management.

WSB also joins four other UW-Madison schools and colleges for the May 2020 launch of the new MS in Design + Innovation. The 12-month collaborative program is a response to a stated need from employers for better creative and problem-solving skills in job candidates.

Professor Joan Schmit Earns Mentoring Honor

Joan Schmit, American Family Insurance Distinguished Chair of Risk Management at the Wisconsin School of Business, received a university award for her work mentoring female faculty.

Schmit's nomination for the Slesinger Award for Excellence in Mentoring came from the entirety of women faculty at WSB. The award celebrates the often hidden work of individuals who help women faculty achieve their goals and reach their highest potential at UW-Madison.

Schmit has served on the WSB faculty since 1988, holding several key leadership positions throughout her tenure. •

Redesigned MBA Creates Greater Flexibility

A proposed redesign of the evening MBA program will offer more flexibility and accessibility to better serve today's students.

The reimagined program, called the Professional MBA, will feature a blended delivery format, with 50% online, 50% in person. This structure offers the flexibility that working professionals seek through online delivery while retaining the strong cohort and relationship building that is unique to face-to-face delivery. Built as a platform that enables innovation, the program

will introduce a curriculum designed around a system of digital badges that will allow students to customize their program based on their career interests. It can be completed in as little as two years or as many as five.

The Professional MBA is anticipated to launch in Fall 2021 after moving through the university's shared governance approval process. It will run congruent with WSB's full-time and executive MBA programs, which are not affected by this redesign.

2020 TO

2030



» NOW YOU KNOW

What might the 2020s mean for business? WSB faculty offer ideas based on their research and experience.

Q: What changes do you see in your field in the next decade?

INNOVATION



HART POSEN

The next decade's most innovative new product is probably already here. At least, sort of.

Hart Posen, professor of management and human resources and the Richard G. and Julie J. Diermeier Professor in Business, studies innovation and believes most people think about it incorrectly.

"The notion that innovation is a lightbulb moment is not only fiction, but it undermines the innovation process," Posen says. "The real process often involves a lot of recombining and imitating other things. We just don't realize it."

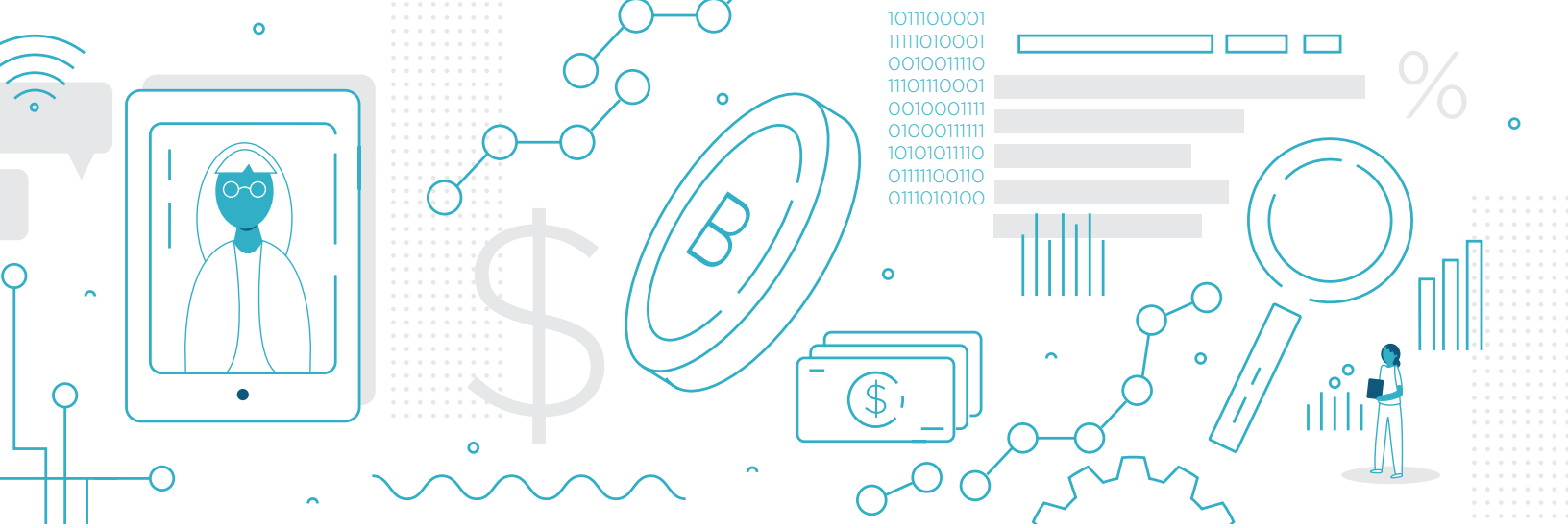
That misconception, Posen says, can have implications on how firms innovate and on policies geared toward encouraging innovation.

Posen uses the iPod as a prime example. Apple introduced it in 2001, but other portable digital music players beat it to the market by two or three years. The iPod wasn't that different from other companies' portable music players, but it moved the idea forward with a device that worked neatly with a computer software solution to manage users' music libraries, and easily load music onto the player.

"The innovation wasn't the iPod. The innovation was recognizing and adding a critical component to a product that was already there," Posen says.

You look ahead by looking back or looking around, Posen says, which is why "the next big thing" is probably out there already—in some unfinished, undiscovered form.

"It's probably just sitting there waiting for that one other part," Posen says.



BRAND AND PRODUCT MARKETING



PAGE MOREAU

In an era of same-day delivery and shopping for cars via cellphone, it's clear that technology has upended the entire retail industry. This disruption forces brands to

consider not just what they'll do in the coming years, but what they will mean to people.

"Technology has changed how people function in society, and that has an impact on brands," says Page Moreau, professor of marketing, John R. Nevin Chair in Marketing, and faculty director for the Center for Brand and Product Management.

Beyond impacting delivery, Moreau says, technology has changed how people interact with a brand. "Brands aren't orchestrating the environment in which consumers are making their decisions anymore," she says. If a customer's first physical exposure to a product is a beat-up brown box that shows up at their door rather than a beautiful display at a store, will that affect perception of the brand?

Brands might become less important if people work more remotely, Moreau says, with less of a need to express identity through brands if there is less contact with other people.

On the other hand, customers might become truly brand loyal because of one big human element—laziness. When your smart speaker prompts you to reorder your last purchase, it's easier to comply than to shop around and consider other options. Companies will have to understand the different ways people make decisions.

"We're just seeing the tip of the iceberg," Moreau says.

BANKING



JIM JOHANNES

Anyone who saw their bank change from Norwest to Wells Fargo or M&I to BMO Harris already knows banking has changed over the years. Look for more waves of change in

the next decade, says Jim Johannes, professor of finance, Aschenbrener Chair in Finance, and senior associate dean for faculty and research.

"When I started teaching, we had 14,000 U.S. banks, now we have 5,000," says Johannes, who came to WSB in 1984. "There's a dramatic change in the banking landscape and that's going to continue."

The structure of banking will change, too. That already has begun, with the emergence of "shadow banks" that compete with traditional banks. Traditional banks make loans funded with pooled customer money. Shadow banks make loans with funds pooled from investors. Quicken Loans is the most common example.

Shadow banks aren't regulated the way banks are. Because of that, shadow banks are accepting some of the risk banks have avoided since 2008's financial crisis.

"What will be the regulatory structure that shadow banks will have to abide by so the banking system is more stable, not less stable?" Johannes says. "That's a huge issue."

Digital currencies will make their presence known, too, Johannes says, leaving unanswered what that will mean for banks.

"Digital currencies will become more common at some point because the world demands them," he says.

RISK AND INSURANCE



JOAN SCHMIT

As the world becomes increasingly intertwined, challenges loom for the insurance industry, says Joan Schmit, professor of risk and insurance and American Family Insurance

Distinguished Chair in Risk Management and Insurance.

"With economies interdependent and powerful networks sharing information, the insurance industry's ability to provide the level of needed capital when major events unfold is unclear," Schmit says. "Storm systems are becoming more frequent and stronger, and assets exposed to their damaging effects are rising in value. Beyond these physical outcomes are the intangible assets people place in the cloud, which could be lost in one major event through network disruptions and/or hacking."

Insurer partnerships with governments and the capital markets will become more common to deal with these interconnected loss events, Schmit says.

At the same time, the sources of data and the ability to employ them with artificial intelligence are increasing, adding value to what insurers can accomplish, Schmit says. They can predict losses more precisely, understand consumers more deeply, and offer their services more efficiently. Yet they are more likely to rely on automation, changing the nature of work in the insurance field.

"More data scientists, more behavioral economists, more systems engineers will be needed," Schmit says. "The future is exciting, and the need is large." •

» *Back Where He Belongs*

Decades after his Olympic dream was crushed, Lee Kemp shares a message of resilience

BY JANE BURNS | PHOTO BY JIM NEWBERRY

Lee Kemp (BBA '79, MBA '83) has a message for anyone who will listen. And though he made his name in sports, the former world champion wrestler's message goes far beyond that.

It's about resilience. It's about dealing with disappointment. It's about changing course and moving on. It's about having a Plan B, a Plan C, a Plan D, and then maybe finding a way back to Plan A.

Kemp was an Olympian, an Olympian who didn't get to go to the Olympics. Favored to win a gold medal in 1980, Kemp instead stayed home with 465 other athletes when the U.S. boycotted the Moscow Games. It's a situation familiar to this year's Olympians, who have to wait until 2021 after the Games were postponed due to the COVID-19 pandemic.

"Adversity hits us all, just like the rain falls on us all," says Kemp. "Sometimes we cause our own pain, but sometimes we're innocent bystanders who just get zapped."

Not only is Kemp the best to ever wear a Badgers' wrestling uniform, he's one of the best ever in the nation. Fewer people recognize his greatness as time goes on because of that boycott, the missed gold medal, and the shape Kemp's post-athletic career



could have taken. Until the 1990s, the Olympics were for amateurs only. Publicity after winning gold was the only way to earn a living through sports.

"I thought I'd be on the Wheaties box making money as an Olympic champion," he says. "Wrestling doesn't bring a lot of money, but my dreams after that had come with the hope of winning a gold medal."

Last year, a documentary about his life was released, *Wrestled Away: The Lee Kemp Story*. The filmmaker had approached Kemp after hearing his story. Kemp was a little hesitant, but agreed.

"It's kind of embarrassing when a movie about your life will reveal the most unpleasant and devastating things that have ever happened to you—and then you're trying to sell it," Kemp says.

The documentary tells the story of Kemp's youth, wrestling career, business career, personal and professional challenges, and finding his way back to the sport he loves. Kemp used the skills he learned from his undergraduate degree in marketing to help get the film made and promoted.

Kemp won three NCAA titles as a Badger. From there he won three world championships and Olympic glory was on the horizon. Then in March 1980, President Carter announced that the U.S. would boycott the Moscow Olympics because of a Soviet invasion of Afghanistan.

"If you're not a sports person, it might not seem like a big deal. I don't want to give the impression that sports is the most important thing in the world, but to me, it was a tragedy," Kemp says. "It blindsided all of us. We all had to get back up and be resilient."

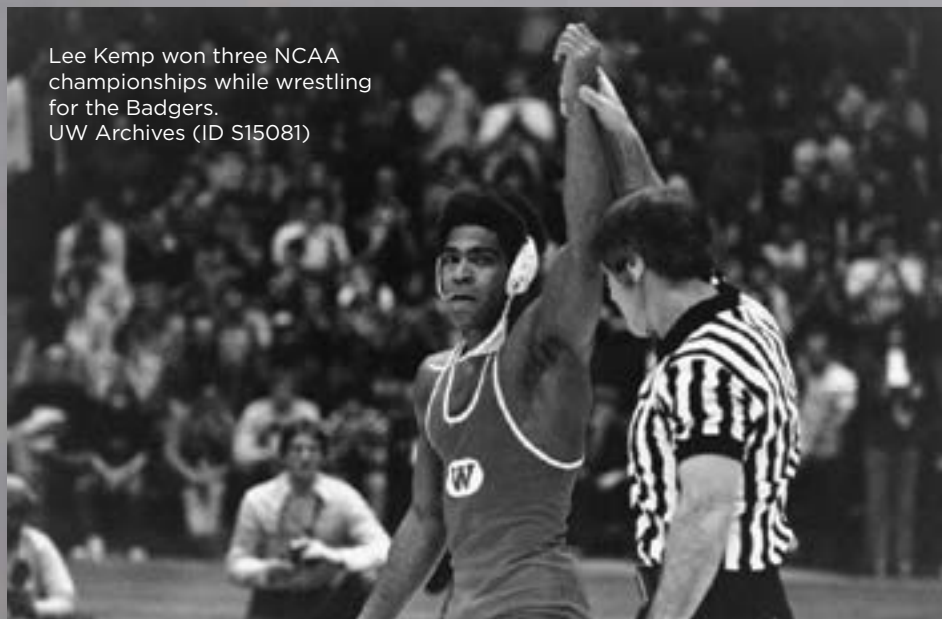
Kemp continued to train in Madison, this time for the 1984 Olympics. He also went back to school for his MBA.

"I felt I needed to do something that someone couldn't take away from me, and that was my MBA," he says.

Kemp didn't qualify for the 1984 Olympics. With his Olympic dream over, he moved ahead with his business career.

"Having a business education opened a lot of doors for me," he says. "I was always able to get a good

Lee Kemp won three NCAA championships while wrestling for the Badgers.
UW Archives (ID S15081)



job with good companies because of my degrees."

He worked in Chicago at Burrell Communications, a pioneering multicultural marketing and advertising firm. He also worked as an associate product manager for Clairol in New York.

Through a UW-Madison contact, a Ford Motor Company executive reached out to Kemp about the company's dealership program. Intrigued by the opportunity to run his own business, he signed on.

"Talk about marketing, wow. You wear all the hats there," he says. "You're young, you've got energy, and confidence. You take it and go."

He took a struggling dealership in

Forest Lake, Minnesota, and turned it into one of the top dealerships in the Twin Cities metro area. It was named four times to *Black Enterprise's* list of Top 100 minority dealerships in the U.S. Yet the troubles of the auto industry in the 2000s forced Kemp to sell, and with the loss of his business Kemp was left searching for the next professional chapter in his life. It came in the form of a previous chapter: wrestling.

A friend suggested he apply to be a wrestling coach for the 2008 Olympics. Kemp thought that was a fool's errand since he had been out of the sport for so long, but he earned a spot with the U.S. national team in 2006 and became one of two coaches selected to lead the team for the 2008 Games.

Now he's fully back in the sport he had left behind. He lives in Sacramento, California, where he started a wrestling club and does speaking engagements. He imparts a message of inspiration to not just sports audiences, but organizations and businesses, too.

"All these interconnected things led to where I am now, and it's overwhelming when I think of it," he says. "With speaking and coaching, I want to inspire people. I'll be doing something like this for the rest of my life." •

"I felt I needed to do something that someone couldn't take away from me, and that was my MBA."

—LEE KEMP (BBA '79, MBA '83)

Don't Fear Missing Out

Liad Weiss' research shows worrying might not be rational, but it could be helpful

PHOTO BY PAUL L. NEWBY II

It happens all the time—you check Facebook and see friends enjoying a Badgers' bowl game without you because you have to work. Then a different game gets scheduled on the night you have concert tickets. That “fear of missing out” (FOMO) makes you question your choices time and time again. But let's say that due to a work commitment on the evening of the concert you miss out on both the game AND the concert. Why does that feel worse than just missing the game? You couldn't have done both those things at the same time anyway, so why do you feel like you missed out on so much?

Liad Weiss, an assistant professor of marketing, researches the psychology behind consumer choice. Through his work, he finds that people's choices sometimes don't follow a purely rational or economic logic, but being aware of how and why consumers make choices can benefit marketers and consumers alike.

WSB: How does your research go beyond simply identifying a “fear of missing out” to explore its impact?

Liad Weiss: In our research we ask how feelings of loss (or “opportunity cost”) associated with FOMO might drive us to change our behavior: When might we put more effort into making sure we don't miss out? This is a question that has implications for marketers, consumers, and policymakers.

We found situations in which we associate a failure to act with an inappropriately large loss, leading our fear of missing out to get irrationally stronger. In other words, we overestimate the opportunity cost, producing a cognitive bias—a kind of blind spot—that leads us to pursue our plans more vigorously.

WSB: So it's not all bad?

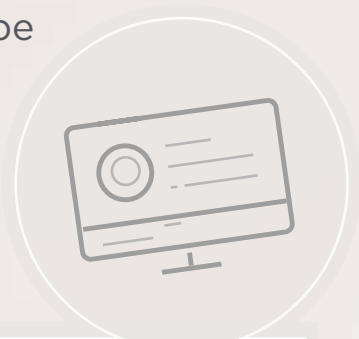
LW: Exactly. FOMO may make us feel frustrated and dissatisfied with life choices, but our research shows that it may also inspire us to seek out and take advantage of more opportunities.

WSB: Is your mind playing a trick on you?

LW: As humans, we have all these heuristics, or shortcuts, by which we operate, and they are oftentimes useful; life is complicated and we don't want to make all the calculations every time we make a choice. But sometimes these shortcuts play tricks on us. That's where my research comes in—I like to understand what leads us to make choices that seem illogical.

WSB: What was the inspiration for this research?


LW: It's a funny story. I was a first-year PhD student at Columbia and my cubicle mate was telling me how every Monday at 9 a.m. he had a lecture at Columbia and another



“It's not easy to understand consumers because we are all biased. This is why we need research data.”

—LIAD WEISS
ASSISTANT PROFESSOR
OF MARKETING





class at the same time at NYU. Every Sunday night he'd set multiple alarm clocks because he was afraid if he didn't wake up he'd miss both classes. I'd say, "You can't miss both, you can only go to one of them!" His behavior was illogical, since it was based on a misperception that he could miss out on more than the one class that he could actually attend. He was overestimating the opportunity cost of sleeping in! This was interesting to me because economists tell us that people tend to underestimate opportunity cost, but his behavior showed the opposite.

WSB: Was yours the first research that identified that people sometimes overestimate their opportunity cost?

LW: Yes. That's a unique aspect of it because the idea up until then was that we tend to underestimate the cost of our missed opportunities. Our research shows that the

opposite happens when multiple conflicting opportunities (for example, a bowl game and a concert on the same evening) are available for us. This insight seems especially relevant for our age of social media. As users, we regularly receive updates about different events taking place right now. Our research suggests that rather than realistically realizing that we can actually attend only one event at any one time, we erroneously think that we could have had it all, and therefore mistakenly behave as if by staying home we in fact miss it all.

WSB: How do students react to learning about these kinds of research outcomes?

LW: It's a challenge because students are consumers, so they think they can predict what consumers will do. I'll describe different situations and ask, "What do you think will happen here?" Students share their predictions, and they'll often be wrong. The idea is to help students realize that it's not easy to understand consumers because we are all biased. This is why we need research data.

WSB: Do you see that light bulb moment in your students when they understand?

LW: Yes, and it's nice. I think the research provides some really cool insights for students. Sometimes I'll get an email that says, "I just landed my dream job in New York after I told them in my interview about what we'd learned in class and they thought that was so insightful." That's a later effect of that light bulb moment and it's really gratifying when that happens. •

Interview conducted and edited by Jane Burns

A photograph of Jennifer Melin Miller, a woman with shoulder-length brown hair, smiling and sitting in a red theater seat. She is wearing a blue and black patterned top. Her arms are crossed over her lap, and she is wearing a watch and rings. The background shows rows of red theater seats.

Jennifer Melin Miller's theater success will take center stage in her home city when *Hadestown* comes to Minneapolis' Orpheum Theatre, where this photo was taken, during a tour planned for 2021.

» *There's No Business Like...* *Show Business*

Jennifer Melin Miller's skills in strategy and marketing took her from theater fan to Tony Award-winning producer | BY JANE BURNS | PHOTO BY PAUL L. NEWBY II

Each month when Jennifer Melin Miller (BBA '94) heads to New York, she has a very specific goal: to fall in love.

Her trips to the Big Apple have nothing to do with romance, however. They have everything to do with finding a play in development that moves her and sparks a desire to

invest or take on a bigger role in bringing it to the stage. It's a formula that brought her a Tony Award last June and puts her behind the scenes of popular theatrical productions on Broadway and beyond.

"People ask if it's my experience with arts that has made me successful in investing or producing

on Broadway, but what it comes down to is business," says Miller. "Each show is like an individual company that is being run."

Miller earned the Tony Award as a co-producer for the musical *Hadestown*, which won eight awards including Best Musical. That musical featured fellow Badger André De

Shields (BA '70) as an original cast member, who won a Tony as Best Featured Actor in a Musical.

Miller's production company, Minneapolis-based North Star Theatricals, has also invested in and/or produced several shows since 2015, including *Jagged Little Pill*, *Mean Girls*, *Hello Dolly!*, and *Waitress*. A producer's role can be as simple as investing, or a more involved role that Miller equates to being on a corporate board. As a co-producer of *Hadestown*, Miller's role went beyond investing to advising on strategy and marketing, too.

"The business of Broadway is fascinating," she says. "I always say I'm a businessperson and a talentless theater fan."

Yet a show needs the talents of someone who believes in it and helps bring it to the stage, and doing so has been a dream come true for Miller. She began going to shows while growing up in the Twin Cities. Her parents were in business and she chose that same path, majoring in marketing and management at WSB. An interview set up through WSB's career center got Miller thinking about living and working in New York. She moved two weeks after graduating to work for News America Marketing and indulged her theater fandom as best she could.

"My office was near Times Square and any time I had the money, I'd go to the half-price ticket booth to get tickets to anything I could," she says.

Miller stayed in New York 12 years, with marketing and advertising roles at The New York Times Company, Hearst Magazines, Time, Inc., and American Media. She

"The business of Broadway is fascinating. I always say I'm a businessperson and a talentless theater fan."

—JENNIFER MELIN MILLER

(BBA '94)



Jennifer Mellin Miller (far right) was part of the cast, crew, and production team that stood on stage at the Tony Awards when *Hadestown* was named Best Musical last year.

returned to Minneapolis and became senior vice president of international development at Minnetonka Moccasins, a footwear manufacturer. She also earned an MBA at the Carlson School of Management at the University of Minnesota. In 2014, she founded her own company, JMM Consulting. Miller works with one client at a time advising in marketing, managing teams, business development, or strategy.

It was her work in footwear that helped Miller take a big step into the theater world. Heading to Europe for a shoe industry trade show in 2012, she asked a theater director friend to suggest a show for her to see in London. She bought a ticket to *The Curious Incident of the Dog in the Night-Time* without knowing anything about it.

"I remember sitting there crying so hard, and I was by myself," she says. "I was weeping and hanging on to the person sitting next to me, a complete stranger."

Convinced the show would one day come to Broadway, Miller wanted to invest in it and asked her friend to help her make connections to do so. She invested and her instinct proved correct—the show arrived on Broadway in 2014 and won a Tony Award for Best Play.

Miller had been turned away from past efforts to invest in shows

because she had no experience in it. With *Curious Incident*, her friend vouched for her and the show's success sent her on her way. A year after forming North Star for her own theatrical investments, she launched a production partnership, Stone Arch Theatricals, to make larger investments in shows.

For Miller and her partners, the investments are a passion project, not something they liken to a wealth management plan.

"Nobody has a crystal ball and you can't make money on them all," Miller says. "You know enough about the industry and the market to make an informed decision. You take risk in a different way because you really love it."

Future projects for Miller include this fall's scheduled Broadway debut of *MJ*, the Michael Jackson musical, and *The Devil Wears Prada*, which has its pre-Broadway run in Chicago scheduled for 2021. She also is looking for a project to develop as executive producer, in which she would essentially be the project's CEO. Like any good love story, it's worth waiting for the right one to come along.

"It's been such a gift to be able to spend my time in something I love and care so much about," she says. •



» *The Importance of Inclusion*

Business Badgers value inclusive environments at every stage in their careers

BY SIRI PAIRIN

At the Wisconsin School of Business, cultivating an equitable, diverse, and inclusive environment is a priority—one that we've identified in our strategic plan, *Roadmap 2025*. We know that our culture defines who we are, what we do, how we grow, and why we succeed. We seek to grow the demographic diversity of our students, faculty, and staff, while celebrating diversity of thought and perspectives in the classroom and workplace. Understanding and advancing diversity and

inclusion is a lifelong journey, with each individual at a different juncture in that journey. The challenge of building and sustaining an inclusive environment is shared by every member of the WSB learning community.

We asked three WSB community members to weigh in on this important topic. Together—whether as a student, as an alum, or as dean—we all act as equal partners in learning.



LAUREN BAYER (BBA '20)

Marketing and International
Business Major



NÍZIDA ARRIAGA (MBA '91)

Manager of Fixed Income,
Wespath Benefits & Investments



VALLABH SAMBAMURTHY

Albert O. Nicholas Dean,
Wisconsin School of Business

Q: Why is an inclusive environment important to you?

As a student: “Inclusion is a moral imperative. I have friends who need to remind themselves that they have a right to take up space and peers who have yet to realize they have that right.

From a student perspective, learning can't happen when everyone in the room doesn't feel empowered to bring their whole selves. I want—for my peers and for myself—a learning environment where everyone is able to bring their full self. Simply being present doesn't ensure someone has a voice that's being heard, and that's why actual inclusion is so important.”

— Lauren Bayer

As a business professional: “As businesspeople, we are driven by a job well done and delivering for our clients and stakeholders. The best environments to drive good results like that are inclusive environments—those with a culture that seeks different points of view, welcomes new ideas, empowers people, and recognizes the value of diverse perspectives.

An inclusive environment is important for me not only because it allows for better results, but also because it is more interesting, and it is the right thing to do.”

— Nízida Arriaga

As the dean: “At WSB, we are not just teaching our students knowledge, we are also nurturing in them behaviors, attitudes, values, and beliefs. Inclusive thinking is an important mindset for us to encourage because it helps build a school and a workplace where people feel welcome, safe, and respected.

Much of a business school education centers on conversations between students, faculty, and staff—people who come from all different backgrounds and value different elements of their work. Having an inclusive mindset is important to those conversations, because that's how you make every person feel valued and how you expand your own horizons.”

— Vallabh Sambamurthy

Q: How do you contribute to creating a culture of inclusion?

As a student: “I believe the best way to foster a culture of inclusion is to gain a deeper understanding of what it actually means. In the student organization I am a part of, Alpha Kappa Psi, I helped pass a bylaw adding membership requirements that led to increased learning opportunities about topics relating to diversity and inclusion.

Now, I am able to empower myself and others to better tackle the topics of diversity and inclusion by learning about and engaging with these lessons through workshops, roundtable discussions, lectures, and other immersive experiences.”

— Lauren Bayer

As a business professional: “We can provide training and hold managers accountable, but sincere, real inclusion is much more than that. For me, an inclusive environment is one that is open to the most qualified, creative, and innovative people, no matter their external markers or our preconceived notions. It is one that understands that differences are what make a group stronger and offer opportunities based on skill, not perceived externalities.

Inclusiveness requires respect and an open mind to listen closely to others. At times all it takes to start the conversation is to say ‘hello.’”

— Nízida Arriaga

As the dean: “Responsibility to promote an inclusive culture begins with me, both as a leader and as an individual. Not only do I believe in being inclusive, I have to practice it before I can preach it. An inclusive leader can build trust and authenticity.

As dean, I am surrounded by a lot of smart, dedicated, passionate people—I want to make sure they feel valued and that their opinions are welcome. Building an inclusive culture can help everyone in the School grow, adapt, and respond to change with open minds.”

— Vallabh Sambamurthy •



TO WATCH UNDER 40

Meet eight Wisconsin
School of Business
graduates making an
impact on their industries

BY JANE BURNS AND SIRI PAIRIN
PHOTOS BY PAUL L. NEWBY II



PRANAY KAPADIA (BS '05, MBA '07)

City: San Mateo, California

Title: Co-founder and CEO, Notable

Previous jobs: Product roles at Intuit; vice president of project management at Blend

Why he's among the 8 to Watch:

Kapadia founded Notable, a software company that is transforming health care by freeing up physicians' administrative burdens and allowing them to focus more on patient care. Using artificial intelligence, Notable's wearable, voice-powered system uses Apple Watches to help physicians collect patient data.

Accepting the challenge:

Kapadia began his career at Intuit after earning his MBA and asked for the company's most challenging assignment. He landed it—creating multicurrency

QuickBooks accounting software.

When he launched Notable in 2017, the challenge was right in its name. "If you look closely, it says 'not able.' Everyone said, 'You're not able to do that.'"

Key career moment: Globalizing QuickBooks opened Kapadia's eyes even more to the business of software and how it could transform lives. He left Intuit to enter the startup world first with Blend, a digital lending platform.

Helping health care: Growing up in India, Kapadia wanted to be a doctor but couldn't afford medical school. Instead, he came to UW-Madison



to study computer science. His physician wife once remarked that her job's paperwork made her and her colleagues "the highest paid data collectors in the world." That sparked Kapadia's idea for Notable.

The impact of a WSB degree:

Kapadia loved finding ways to solve problems with computers, but knew he couldn't transform anything by himself. "Even if you have the solution for a global problem, to scale it and actually solve it is not a one-person job." Earning an MBA got him out from behind the computer to learn the skills and meet people who could help advance his ideas.

Advice to students and young professionals:

Kapadia says he spent much of his youth trying to fit in but eventually realized it was more productive to follow his passions and curiosity. "Once you realize you're not supposed to fit in a certain mold, embrace it and realize that everyone else is different, too."

EMILY BREMER (BS '11, MBA '19)

City: Burlington, Vermont

Title: Brand manager-content marketing, Seventh Generation

Previous jobs: Marketing roles at Trek Bicycle, including marketing manager roles for both the product and women's divisions, and senior marketing manager

Why she's among the 8 to Watch:

Bremer's strong commitment to applying her business knowledge in a mission-driven company has led to increased global marketing roles at Trek Bicycles and Seventh Generation, which sells eco-friendly paper, cleaning, and personal care products.

Key career moment: Getting a foot in the door at Trek, a company for which she was eager to work, sent Bremer on her way. An avid cyclist, she took a customer service job there shortly after graduating with a psychology degree, then made connections within the company to take advantage of opportunities. "I was quite persistent. I know you often hear, 'Take risks in your career,' but it's true. I put myself out there quite a few times and didn't always get the

outcome I wanted. It's all part of the growth process."

Eyes on her work: Bremer was part of a Seventh Generation team that recently launched a climate crisis call-to-action campaign with a TV commercial that aired during the State of the Union address and was featured in *The New York Times* and *Forbes*.

Making an impact: Bremer's strongest motivation is working to improve the lives of people and the planet, first through encouraging bicycling at Trek and then through sustainability at Seventh Generation. Undergraduate work in psychology and child development opened her eyes to what makes people tick, and an MBA helped her learn how to put that into action.

The impact of a WSB degree:

Bremer considers herself a "forever learner." She sought an MBA to get back to a formal education setting, enhance her marketing skills, and learn more about the businesses where she wanted to work. "I know that completing my MBA helped land me where I am today."

Advice to students and young professionals:

Seek out a mentor, and don't be shy about it. "There is so much power in asking someone you admire to be your mentor."





DREW VERNON (MBA '12)

City: Simsbury, Connecticut

Title: Marketing director, Tonies

Previous job: Brand manager, The LEGO Group; assistant brand manager, Kao and Procter & Gamble; stockbroker

Why he's among the 8 to Watch: Vernon's creative approach to working with products have made an impact not just on his company, but in the lives of the children who use them. Vernon was behind the launch of LEGO's Prescription for Play, a partnership with pediatricians promoting parent-child play that quickly grew nationally. This spring, he joined the German toy company Tonies for its U.S. launch.

A passion for innovation: After earning his MBA at WSB, Vernon developed new technologies and products at Procter & Gamble and Kao. "After that, I jumped at the chance to work with something I'd been passionate about since I was a kid."

All work, some play: Vernon landed a job at LEGO through Wisconsin connections, and will continue to work in the toy industry with Tonies. "Sure, there are meetings and emails, but there's a fair amount of play. You're in a good mood at work because you're making kids happy."

A self-starter: Before getting his MBA, Vernon was a stockbroker who wanted to work in marketing. While at WSB he launched a blog about brands and marketing to offer insights in those fields. He credits the blog with helping him land the internship that led to his full-time job at Procter & Gamble. "So many people wait to be picked, but one of my mantras is that if you want something to happen you need to make it happen. You have to pick yourself."

The impact of a WSB degree: Vernon's MBA gave him the ability to take his ideas and follow through. "What I took away from Wisconsin was that toolbox of how to think and how to approach a problem. That's far more valuable than coming out with a specific set of answers to a specific set of questions."



ALBA ROSALES (MBA '19)

City: Lakeville, Massachusetts

Title: Director of food safety and quality assurance, Ocean Spray

Previous job: Research and development positions at Greenleaf Foods, Tyson Foods, and Kraft Foods

Why she's among the 8 to Watch: With a background in science and business, Rosales is driving change and growth in the food sector with experience leading teams in innovation, product development, and food safety.

From scientist to business leader: Rosales' love of research took her to a career journey as a quality leader, senior scientist, and people manager. Her interest in how food science and business worked together influenced her next positions, enabling growth in the organizations she was part of. "As part of my day-to-day job, I am constantly operating as a hands-on mentor to my team and as a business consultant to my cross-functional partners," she says.

Coming full circle: Product safety and innovation come together for Rosales in her current position, in

which she leads a global team of 14 located in North America, South America, Europe, and Asia-Pacific. As Ocean Spray brings new products to the market, her work will be key. "My team is enabling innovation by ensuring we bring new products with consumer safety at the center and quality in the forefront," she says.

The impact of a WSB degree: Rosales appreciates how the executive MBA taught her to better manage people, be equally comfortable with business and technical concepts, and gain the business knowledge to make informed decisions about contracts, supply chain, accounting, marketing, and other areas. "I already had a career in food science. It was more about, 'How do I apply what I'm learning to my career and my field?'"

Rising to the challenge: Rosales grew up in El Salvador and could speak limited English when she came to graduate school in the U.S. in 2006. "I was afraid to even have a conversation with people," says Rosales, who now speaks English fluently and enthusiastically. "It wasn't easy, but now I look back and think, 'That was pretty cool.'"

Advice for students and young professionals: Be open to opportunity, even if it takes you off the original path you saw for yourself.



AMY FALLUCCA (BBA '08)

City: Milwaukee

Title: Founder and CEO at Bravent

Previous jobs: Vice president of human resources at Centare; technical recruiter and account executive at Brooksource

Why she's among the 8 to Watch: Fallucca started her own human resources consulting business that helps small to mid-sized companies across the U.S. recruit, hire, and assess their people operations. Her expanding company, founded in 2016, has doubled its revenue every year so far. She was named one of *Milwaukee Business Journal's* 40 under 40 in 2019.

Breaking the mold: "When I had my first child, I wanted something that had more flexibility. One of the reasons I started Bravent was because I really didn't see a lot of opportunities for people like myself—moms with young kids—to work part-time and flexible jobs. I want to challenge my customers—and demonstrate through my business—that the traditional nine-to-five workday model isn't necessarily the only way to get work done and achieve great outcomes."

Making an impact: As a volunteer and former board chair of Girls on the Run of Southeastern Wisconsin, Fallucca gives her time to an organization dedicated to helping young girls learn healthy lifestyle habits, focus on character development, and stay active by running. The program, which has chapters across the country, impacted more than 2,200 girls in Milwaukee just this year.

The impact of a WSB degree: "When you start out in your career, you think your employer is going to be doing things by the textbook, and they're not. What I liked about WSB was that we learned the textbook theory behind things, but then also learned through real-world case studies how things actually played out in real companies."

Advice to students and young professionals: "It's all about relationships and connections; start building a professional network right away. Stand out and make an impact, because nobody's going to do it for you."

"I want to challenge my customers—and demonstrate through my business—that the traditional workday model isn't the only way to achieve great outcomes."

—AMY FALLUCCA (BBA '08)
FOUNDER AND CEO, BRAVENT

NICK MILLOT (BBA '12)

City: Chicago

Title: Vice president at Related Companies

Previous jobs: Analyst at Wells Fargo

Why he's among the 8 to Watch: Named one of *Crain's Chicago's* 20 in their 20s, Millot has distinguished himself in the real estate world, quickly rising from analyst to vice president of development at Related. He oversees some of Chicago's biggest real estate projects, including One Bennett Park and 400 North Lakeshore Drive.

A hands-on childhood: Millot grew up living in fixer-upper houses his parents bought and renovated. "I learned different aspects of real estate: what kind of value could come from working on projects yourself, the relationships you could build, and not just the numbers side of it—which I came to learn more at WSB—but really the construction side of it, and what it means to tear apart a wall and rip out flooring and rebuild something from the ground up."

Day-to-day challenges: From start to finish, the projects Millot works on require input and collaboration from many different teams and stakeholders. He says the biggest challenge is finding a middle ground between all the designers, architects, contractors, and lawyers involved.

The impact of a WSB degree: The biggest lesson Millot took away from his time at WSB is balancing both analytical and interpersonal skills in his work. "As a developer, you can run all of the economics, you can have the perfect site, and you can really think you've hit a home run. But until you go and create those relationships with your contractors or your designers, it's not going to be a success. Being able to do the numeric, behind-the-scenes work and being able to form relationships is really the strongest lesson I learned."

What inspires him: "The most rewarding part is seeing tenants using the spaces that you have worked with your team for six years to design and construct."





ADRIANNA FIE (MBA '17)

City: Minneapolis

Title: Global consumer insights associate, General Mills; owner, Flotsam + Fork

Previous jobs: Retail positions in the specialty food industry

Why she's among the 8 to Watch: Fie brings unique insights as a former food professional to her work at General Mills and also owns a kitchen and home goods business that specializes in imported products through a brick-and-mortar store and online.

Roundabout way to an MBA: Fie earned her undergraduate degree in jewelry arts, then got a master's in food studies. Wanting to further apply her food knowledge, she researched MBA programs and learned about WSB's career path in consumer insights and market research. "I thought, 'I can't believe this is a job.' It was exactly what I love—understanding why people eat what they eat and understanding people in general."

Big company, small company: Fie relishes the opportunity to work simultaneously at a Fortune 500 company and in her own small business, where her husband runs the day-to-day operations. "I'm constantly learning about new practices, best practices, and how to translate them into my business."

The impact of a WSB degree: A marketing strategy class provided Fie with great insight about the importance of building a brand. "It was a good reminder that your product might be similar to other products, but the way you bring it to the world can be different and that's what brings customers to you."

Cheese as a marketing tool: While earning her MBA, Fie launched and managed a specialty cheese department at a local grocery store. It became an opportunity to do real-time market testing. "There were certain descriptors you could use about cheese and you could see people's faces light up and they'd say, 'Oh yeah, I'm going to buy that one.'"

Advice to students and young professionals: Be flexible, even if you are passionate about your ideas. "Always look to adjust to consumer tastes, the marketplace, and the competition because things always change."



LUIS M. OTERO (MBA '11)

City: Madison, Wisconsin

Title: Director of strategic initiatives,
Exact Sciences

Previous jobs: Vice president-marketing, EDAP
TMS; group marketing manager, Beckman Coulter;
product manager, Boston Scientific; senior
engineer/project manager, Johnson & Johnson

Why he's among the 8 to Watch: With a background in engineering and business, Otero helps Exact Sciences develop and bring to market products that provide early cancer detection, including the company's flagship colon cancer screening test, Cologuard. He also led the commercial launch of a telehealth program and works on mergers and acquisitions, pipeline products, and other strategic initiatives throughout the growing company.

Key career step: After earning an engineering degree at MIT, Otero worked at Johnson & Johnson as a senior engineer and project manager. He gained experience

in product development and product launches, but realized he wanted to make a deeper impact solving problems in the field of health care. That led to his decision to pursue an MBA in marketing.

Far from home: Otero grew up in Puerto Rico and hadn't planned to return after graduating from MIT. But the Johnson & Johnson opportunity was based there, so he returned home for seven years. From the warmth of Puerto Rico, he visited Wisconsin for the first time as he was deciding on an MBA school. "It was cloudy, it was grey, it was cold ... I fell in love with it. I just felt so welcomed by everyone at the business school."

Staying connected: Otero gives back to WSB as an advisory board member for the Center for Brand and Product Management and helped Exact Sciences create an experiential learning project for MBA students this spring. A former collegiate volleyball player, Otero is also on the UW Athletic Department's Fan Advisory Board.

The impact of a WSB degree: The network that comes with it. "Building those relationships proves helpful, not just when you are in school. Even now there are people I can text and say, 'Have you ever had a problem like this? How do you approach it?'"

What inspires him: Being able to use his engineering and marketing skills to bring products to the market that can help have a positive impact in people's lives. •

1940–1949

Kenneth Becker (BS '49) has now been retired for 36 years. He considers economics the reason for any success of his business. It played such an important part of his career that he thinks it should be required for two years for any Wisconsin School of Business graduate. Calculus also helped him a lot because it made him think before making decisions. He is happy to be able to contribute to UW-Madison. He is still trying to learn how to catch fish.

1950–1959



Eugene "Gene" G. Schulz (BBA '50, MBA '51), a veteran of WWII, was awarded the French Legion of Honor Medal in

Chartres, France, in a ceremony on Sept. 13, 2019, honoring his service in liberating Chartres with the U.S. Army in 1944.

Paul L. Holt Jr. (BBA '52) retired in Troy, Ohio. He produced the book, *Holt Families*.

Allan Hubbard (BBA '52, LLB '57) died February 4, 2020, at Agrace Hospice in Fitchburg, Wisconsin, of bladder cancer. He retired in 1991 as chief legal counsel for the Wisconsin Department of Revenue.

Jerald Hage (BBA '55) wrote his 18th book, *Knowledge Evolution and Institutional Transformations: Action Theory to Solve Adaptive Problems* (Anthem Press), which represents 60 years of work. It explains how knowledge growth punctuates the equilibrium of society; provides 50 action theory solutions for adaptive problems; and indicates ways of creating an equal society, an innovative economy, and more participatory democracy while synthesizing sociology, economics, and political science.

1960–1969

Richard Markos (BBA '64, MS '67) serves as the owner of Markos

Wholesale Apparel. The La Crosse, Wisconsin-based company has operated since 1901 and supplies stores, hospitals, educational institutions, and other government agencies with a variety of work and play clothing and footwear.

Edward D. D. Lalor (BBA '66, JD '69) recently retired and closed his labor and employment arbitration business.



Max Kummerow (BS '67, MS '73, MS '80) has been researching overpopulation and unsustainable

economic activity and presenting papers at organizations including the Ecological Society of America, the National Center for Science Education, and the Population Association of America.

Steve Cain (BBA '68) recently marked the fourth anniversary of managing the Midwest office of Fairfield Capital Group, LLC, which consults with middle market companies that need equipment leasing or financing service.

Barry Shore (PhD '68) retired from the University of New Hampshire after 45 years of teaching and started an online education company with his grandson, Zach Shore. SixSigmaGlobalInstitute.com offers programs in Lean Six Sigma and Agile project technologies and draws from Barry Shore's experiences in the classroom and teaching these topics around the world.

1970–1979

Johan Peter Meidell (MBA '70) is a machine tool distributor in Norway. He got a Master of Law degree at University of Oslo 2007. He is a member of Ekeberg Rotary Klubb and a Paul Harris Fellow as of 2020. He has one son and one daughter, and is a grandfather to a girl (2) and a boy (1).



Marcy Newman (BBA '70) was recently honored by being on the cover of *Illinois Super Lawyers* magazine.

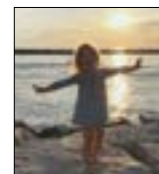
William Soman (BBA '70) received a Juris Doctor degree from the University of Miami School of Law in 1974. Since 1981, he has practiced law in Miami, specializing in a real estate and corporate practice. His emphasis has been in complex real estate transactions, tax free exchanges, and representation of mortgage lenders regarding foreclosure and other litigation.



Bruce Corner (MS '73) finally retired (or so he hopes) to the beach in South Carolina after a journey through Price Waterhouse, Western Publishing Company, Lake Shore, Inc., and, most recently, SSI Technologies, Inc., for the past 27 years.



James Neupert (BBA '75, MBA '78) led a 75-minute ethics case study discussion in February for the Wisconsin Full-Time MBA Program and the next day for researchers at the Morgridge Institute for Research. Neupert covered an ethics "meltdown" in new product development at Guidant Corporation's vascular surgery division.



Bruce Gilbert (BBA '76), former general counsel to Universal Health Services, Critical Homecare Solutions, and CarePoint Health, just released his second album with *The Missing Years*. The album, called *Twisting in the Wind*, is available on Spotify, Apple Music, YouTube, CD Baby, Amazon Music, and Pandora.

Shuku Nishihata (MBA '76) is still active with the Elliott Group, a major player in the petrochemical industry. At the age of 68, he had major heart and bladder cancer surgery at the same time, and returned to work in 45 days. At the age of 71, he qualified as an EMT and volunteers in Jeannette, Pennsylvania. He plans to teach EMT English in Tokyo in 2024.

Jim Janik (BBA '78, MS '82) stepped down as president and CEO of Douglas Dynamics in January 2019 after 19 years guiding the company to significant growth in the

» ALUMNI SPOTLIGHT



LINDA GORENS-LEVEY (BBA '82),

a partner at General Capital Group, was awarded the Mary Ellen Stanek Award for Diversity in Corporate Governance. The award, presented by the Greater Milwaukee Committee and Milwaukee Women inc, is given to one individual and one corporation annually that have demonstrated a commitment to promoting diversity resulting in increased gender diversity in leadership in Milwaukee. Gorens-Levy (center) also recently helped launch a professional mentorship and career development program to promote diversity and inclusivity at the C-suite level.

truck equipment industry. Janik is staying active as executive chair. He remembers graduate business school Friday night get-togethers with great fondness.

1980–1989

Ken Goldman (MA '84) retired from Drexel University in December 2019 as a senior associate vice president of institutional advancement after 23 years of service. This also marked the conclusion of his 37-year career in not-for-profit fundraising serving the arts and education in five states. Goldman says the best parts of this profession were the great people he met over the years and across the country, resulting in many lasting friendships.



Pat Koppa (BS '87, MS '97) assumed the role of president at

PFlow Industries on October 31, 2019. Pat had previously served as president of Forrer Interiors and Power Test. Prior to that he had held various leadership positions at Harley-Davidson and served in the U.S. Navy's nuclear submarine force. He and his wife, Laura, continue to reside in Glendale, Wisconsin, where they've raised four children and are now empty-nesters, with two current undergrad Badgers. Go Bucky!



Don White (BBA '89) became a realtor after teaching for 23 years and earned the "Rookie of the Year" award for First Weber's East Madison office in 2019.

1990–1999



Alice Ferris (BA '91, MBA '94) will be honored by the Association of Fundraising Professionals (AFP) with its Founders'

Medallion for extraordinary contributions to the organization and the fundraising profession. She is the 21st recipient of the award, which is given at the discretion of the AFP president and CEO.



Heather (Schmidt) Pahl (BBA '92) and **David Pahl (BS '93)** purchased Martin Jewellers in 1997 from a family member. They relocated to Shawano, Wisconsin, and, after three

years of hard work and extensive renovations, the store was awarded Retailer of the Year by the Shawano

Chamber of Commerce. Martin Jewellers will celebrate 60 years in business this summer.



Dana Hermanson (PhD '93) is the Dinos Eminent Scholar Chair at Kennesaw State University. He was named Outstanding Educator by the Auditing Section of the American Accounting Association for 2020.



Mirwais Qader (BS '93, MBA '00) is helping Rochester Community and Technical College transform its business using technology. He coordinates major change management activities both within IT and within the management team of the institution—establishing a new service delivery model for the student lifecycle. As of January 2020, Qader also started working on his doctorate in leadership on the recommendation and support of the college president.



Caryn Steinberger (BBA '93) pursued a career in marketing after graduating from UW-Madison, which led to a consulting business, and, ultimately, to opening a children's clothing business. That led to owning and operating a company that consisted of six 24-hour fitness facilities. Steinberger is now CEO of a startup app launching later this year.

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Sheila Godreau (MBA '94) received Ceridian HCM's 2019 Working Mother of the Year award during *Working Mother's* 100 Best Companies Gala Awards Dinner

in New York City. She has been at Ceridian for 16 years, where she works as director of strategic risk initiatives. On a personal note, she is celebrating three years of being in complete remission from metastatic breast cancer. She is a loving wife to husband Juan Alector and proud mother of Ozzie and Melanie.



Jen Levenhagen (BBA '95) was promoted to regional vice president, business manager-retail/consumer packaged goods at

Salesforce. Levenhagen has worked at Salesforce for five years, based out of her home office in Woodbury, Minnesota. On, Wisconsin!

2000–2009



Kimberly Cozza (BBA '01) recently joined Newmark Knight Frank, a global full-service commercial

real estate firm, as an executive managing director. She will be part of its national production management team in its Multifamily Capital Markets division. Prior to joining, Cozza took six months off to enjoy some world travel including Morocco, Portugal, and Thailand.



Brad Feldman (BBA '03) got married in November 2019 to Carrie Lauterstein. The nuptials took place at Hotel Emma in San Antonio, Texas.

He is a senior managing partner with Interra Realty, a boutique real estate brokerage firm in Chicago that specializes in the brokerage of multifamily properties.



Chase Brieman (BBA '04) of CBRE's Madison, Wisconsin, office, was recently promoted to senior vice president.

He is part of CBRE's Advisory and Transaction Services group, specializing in office and industrial sale and lease transactions, as well as tenant and buyer representation.



Peter Owen (BBA '06) moved to New York City after college to start a career with Ford. In 2014, he earned his MBA from Columbia

and joined the board of the AMA New York. He served as the AMA New York president from 2018-2019. He spoke at the 2019 Marketing Hall of Fame. In 2018, he joined IBM where he currently works as a sales enablement leader. He loves hearing from fellow Badgers. Go Bucky!

Matt Krumenauer (MBA '09) is vice president of special projects for the U.S. Endowment for Forestry and Communities, Inc., a 501(c)3 perpetual endowment focused on saving forests and helping rural communities. He leads Restoration Fuels, a subsidiary

of the endowment that is building markets for national forest health restoration by manufacturing renewable fuels from treatment residuals that are a replacement for coal.



Kavi Turnbull (MBA '09) founded Don Kavi Kombucha in Medellin, Colombia. The company brews and distributes

kombucha throughout Colombia, while operating a taproom in the Laureles neighborhood of Medellin.

2010–2019



David Gilbert (BBA '10) launched Elder Care Homecare, a concierge senior health care business in New York, in 2016. He has been

working to streamline processes, improve patient care management, and leverage technology to improve patient solutions in their homes. He has 200 employees and launched Elder Care's first satellite office.



Kelly M. Peiffer (MBA '11) was hired by the Las Vegas Convention and Visitors Authority in its new Midwest role, director

of national accounts for Chicago. She is tasked with driving convention business to Las Vegas from all associations and corporations with contract signature out of Wisconsin and Illinois. She previously held roles at Visit Milwaukee and Visit Seattle for almost 20 years.



Kendra Armstrong McAdams (MBA '12) and Scott McAdams were married on

November 16, 2019, in Charlotte, North Carolina. **Tess Gruenstein (MBA '12)** served in the wedding party as a bridesmaid. Also in attendance were fellow MBA '12 classmates **Maren Berge** and **Kate Geier Cummings**. McAdams is human resources manager at Bank of America, supporting its Wholesale Credit division. Following

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DOROTHY CONDUAH (MBA '02), currently on the faculty at Madison College in the Accounting Department, is the recipient of the 2020 WICPA Excellence Award-Accounting Educator for excellence in teaching, mentoring, and promoting the accounting profession.

ALUMNI SPOTLIGHT



JESSE OCANAS (BBA '18)

recently began a position as an internship services specialist with a nonprofit organization, Year Up, in its Chicago office. Year Up's mission is to close the opportunity divide by ensuring that young adults gain the skills, experiences, and support that will empower them to reach their potential through careers and higher education. His team is responsible for helping manage the experience of over 150 interns in Chicago.

a honeymoon in Jamaica, the couple moved to Charlotte.



Andrew Butts (BBA '12) recently graduated from the University of

Minnesota with a master's in science, technology, and environmental policy. He has started a nonprofit initiative to help anyone in the U.S. find and sign up for green energy. The Green Neighbor Challenge is building the first national database of "green pricing" programs and secured fiscal sponsorship through the Powershift Network in January.



Michael Jackson (BS '04, MBA '13) joined the Wisconsin athletic department as an associate athletic director in January 2020. He brought 15 years of experience in sales, marketing, and business development, most recently as chief marketing and development officer at Northwestern Mutual. Jackson is a former two-sport student athlete at Wisconsin.

Seonjoo "Sean" Park (BBA '13, MAcc '14) recently joined MongoDB, a NoSQL document database platform solution company, as a senior tax manager. He was previously at ABN AMRO Bank as an assistant vice president of U.S. corporate and institutional banking after over four years with PwC, where he was a manager in the international tax services—financial services group.



Thushan Hemachandra (MBA '14) left his role in product management at

Rexnord in Milwaukee in summer 2019 to spend six months with wife, Jill, and their two young boys in Sri Lanka, the country of his birth. Thushan moved back to the States in late 2019, settling close to family in the Iowa City, Iowa, area and joined Alliant Energy to drive strategic growth for its transportation and logistics business.



Luis A. Valdez-Jimenez (JD '15, MBA '15) was awarded the *Hartford Business Journal's* Corporate

Volunteer of the Year Award for his nonprofit board of directors and community leadership. Valdez-Jimenez served on the board of directors for the local United Way, will serve as president of the Connecticut chapter of Prospanica (the association of Hispanic professionals), and serves on the board of directors for 360 Federal Credit Union.

Amy Walsh (BBA '16) was recently promoted to an area manager position with Clarios.



Emily Ott (BBA '17) was recently promoted to business systems analyst 2 at TDS. In her junior year of college, Emily attended a networking event at WSB. There,

she met TDS recruiters and earned an internship and then a full-time job as business systems analyst 1 on TDS' HRIS team (supporting HR systems, payroll, time, and benefits).



Niraj Amin (MBA '18) started a new job with Thomas Jefferson University Hospital in Philadelphia in mid-

February. He had worked in supplier-side market research and is excited to be in the type of role he wanted when he returned to school for his MBA.



Isaac Chesler (BBA '19), a Marine Corps officer, graduated from The Basic School in Quantico, Virginia on April 1, 2019, and was selected as a

communications officer. Chesler will attend a Basic Communications Officer Course in 29 Palms, California. He looks forward to sharing his leadership experience with future Business Badgers.

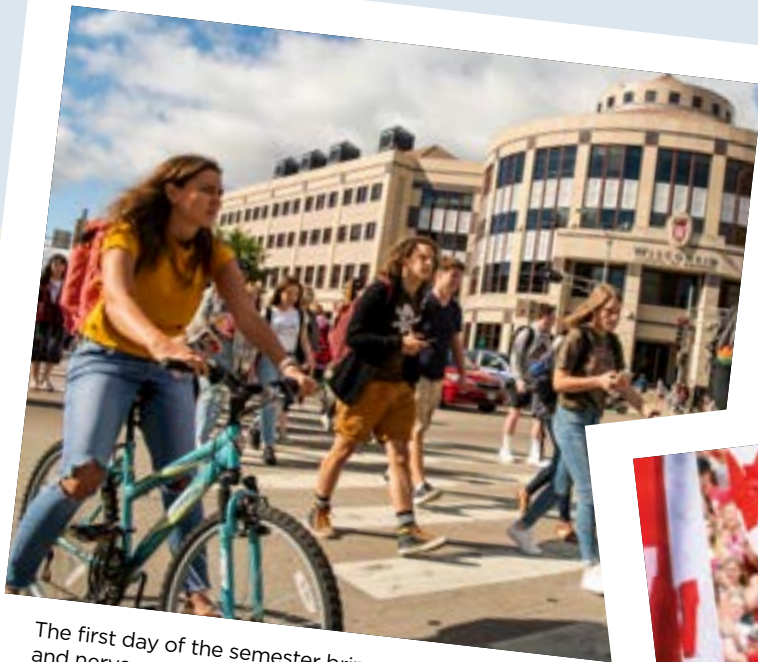


Tori Matkin (BBA '19) recently transitioned to the Oplytic and eMagazines team in downtown Chicago. Both internet companies are co-

founded by Andrew Degenholtz and operate cohesively in one office. Oplytic works in the affiliate marketing space, while eMagazines is a technology platform that supports the mobile reading experience. Matkin handles managing performance campaigns for Oplytic and social media content for eMagazines. •



Read more Class Notes at go.wisc.edu/wsb-update



The first day of the semester brings a mix of excitement and nerves as students pass Grainger Hall on their way to class.



It's hard to beat the energy of Camp Randall on game day, especially when Bucky Badger makes his anticipated appearance.

ICONS OF CAMPUS

Some places—and the experiences they inspire—are so iconic that they defy the fading of memory, whether it's been a few months or several years since you've been there. UW-Madison's campus is filled with many such places, those locations that bring our campus experiences to life and help define what it means to be a Badger. The photos shared here capture some of campus' most beloved places and moments...and likely a healthy dose of nostalgia, too. •

Photos by Jeff Miller and Paul L. Newby II



Rain or shine, Library Mall serves as the gateway to the city as students trek to State Street and the Capitol Square for dining, shopping, and entertainment.



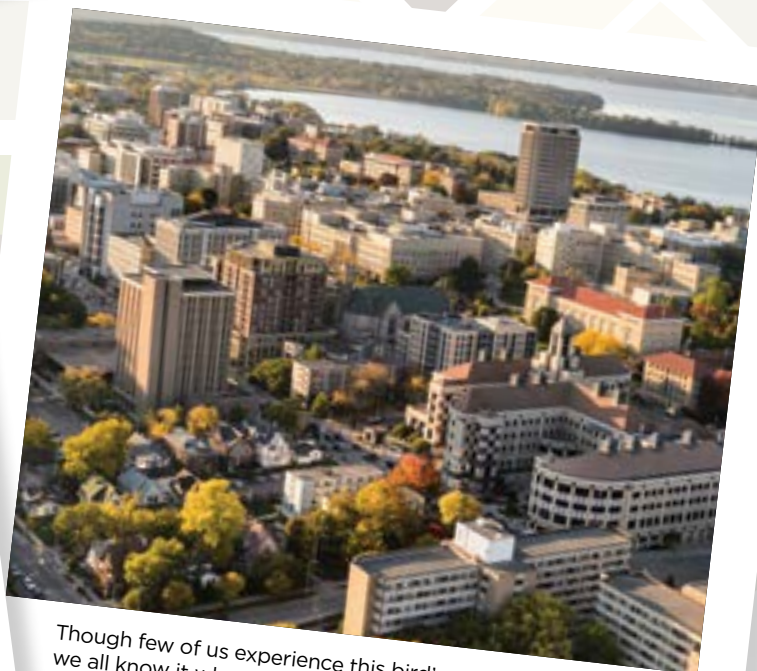
Abe Lincoln holds watch over the entire UW experience, prominent in everything from that first campus tour to graduation day photos.



In a typical year, the opening of the Union Terrace announces the arrival of spring—a welcome celebration of sunshine, fresh lake air, and ice cream.



The inflatable Statue of Liberty made a triumphant return to Lake Mendota in 2020, four decades after the famous 1979 prank.



Though few of us experience this bird's eye view firsthand, we all know it when it we see it. There's no denying the beauty and stature of UW-Madison.



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