



# 2013 Executive MBA Council Conference

## “Igniting Innovation”



20 - 23 October 2013 • Omni Galleria Houston • Houston, TX

(As of 22Aug2013)

Saturday, October 19		
3:00 p.m. – 6:15 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Regency Foyer</i>
Sunday, October 20		
8:00 a.m. – 5:30 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Regency Foyer</i>
12:00 p.m. – 5:30 p.m.	SETUP AND EXHIBIT AREA OPEN	<i>Regency Foyer</i>
8:00 a.m. – 5:00 p.m.	EXECUTIVE MBA TOOLKIT* <i>(*pre-registration and fee required)</i> <i>Continental Breakfast served in Regency Ballroom Foyer at 8:00 am</i>	<i>Regency B/C</i>
12:00 p.m. – 5:30 p.m.	DIRECTORS’ FORUM LUNCH & PROGRAM** <i>Roundtrip transportation provided</i> <i>Buses load 11:15 am – Hotel Lobby</i> <i>(**pre-registration and fee required)</i> <i>Sponsored by:</i> <i>Rice University</i>	<i>Rice University</i>
7:30 p.m. – 9:30 p.m.	WELCOME RECEPTION <i>Meet and reconnect with colleagues, and enjoy a beautiful Houston evening!</i> <i>Sponsored by:</i> <i>University of Chicago Booth School of Business; USC Marshall School of Business; University of Virginia Darden School of Business; University of Washington, Foster School of Business</i>	<i>Outside Pool Area and Mokara Deck</i>
Monday, October 21		
7:00 a.m. – 5:30 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Regency Foyer</i>
7:00 a.m. – 5:30 p.m.	EXHIBIT AREA OPEN	<i>Regency Foyer</i>
8:00 a.m. – 9:00 a.m.	BREAKFAST <i>Sponsored by:</i> <i>Emory University’s Goizueta Business School &amp; UNC Kenan-Flagler EMBA Programs</i>	<i>Regency Foyer</i>
9:00 a.m. – 9:45 a.m.	WELCOME TO HOUSTON AND EMBA VIDEOS!	<i>Regency D/E/F/G</i>
9:45 a.m. – 10:15 a.m.	RESEARCH <i>Executive MBA Council Center for Research</i>	<i>Regency D/E/F/G</i>
10:15 a.m. – 10:45 a.m.	COFFEE BREAK <i>Sponsored by:</i> <i>Corporate Members &amp; Berkeley MBA for Executives</i>	<i>Regency Foyer</i>

10:45 a.m. – 11:45 a.m.	<p>PLENARY SESSION I: CREATING A BRAIN-FRIENDLY LEARNING ENVIRONMENT</p> <p>Roderick Gilkey <i>Professor in the Practice of Organization and Management</i> <i>Professor of Clinical Psychiatry</i> <i>Emory University</i></p> <p style="text-align: center;"><i>Sponsored by:</i> <i>Washington University in St. Louis-Olin Business School</i></p>	<i>Regency D/E/F/G</i>
12:00 p.m. – 1:15 p.m.	<p>LUNCH</p> <p style="text-align: center;"><i>Sponsored by:</i> <i>The University of Texas at Dallas</i></p>	<i>Grand Salon</i>
1:15 p.m. – 2:15 p.m.	<p>CAREER SERVICES 1 &amp; CONCURRENT SESSIONS (1 - 6)</p> <p>CONCURRENT SESSION TRACKS KEY</p> <ul style="list-style-type: none"> <li> <b>CS Career Services</b></li> <li> <b>SI Strategic Initiatives</b></li> <li> <b>CI Curricular Innovations</b></li> <li> <b>OA Operations Advancements</b></li> <li> <b>G Globalization</b></li> </ul>	
<p><i>Session 1</i></p> 	<p>REVOLUTIONIZE YOUR RECRUITMENT: AN AFFORDABLE FOR-PROFIT SALES MODEL</p> <p>Manette Frese, Loyola University in Maryland Barbara Coward, Percept Research</p>	<i>Regency B</i>
<p><i>Session 2</i></p> 	<p>OVERCOMING RESISTANCE TO INNOVATING AT GLOBAL EDUCATION</p> <p>Silvia Sampaio, FGV-EAESP Ryan Rodrigues, University of Toronto</p>	<i>Regency C</i>
<p><i>Session 3</i></p> 	<p>IGNITING YOUR EMBA ADVISING STRATEGY</p> <p>Renee Hirschberg, MIT Johanna Hising DiFabio, MIT</p>	<i>Colonnade A</i>
<p><i>Session 4</i></p> 	<p>ALIGNING METRICS TO BUSINESS OBJECTIVES</p> <p>Ted Curran, Carnegie Mellon University Eric Shiarla, Interworks</p>	<i>Colonnade B</i>
<p><i>Session 5</i></p> 	<p>CHANGING THE CORPORATE CONVERSATION</p> <p>Kimberly Young, University of Missouri, Kansas City Pat Cassady, University of Missouri, Kansas City</p>	<i>Regency E/F/G</i>
<p><i>Session 6</i></p> 	<p>GAME ON! GAMIFICATION AND THE EXECUTIVE MBA</p> <p>Velle Kolde, Washington State University</p>	<i>Regency D</i>
<p><i>Career Services 1</i></p> 	<p>THE CHANGING EMBA STUDENT PROFILE: IMPLICATIONS FOR CAREER SERVICES</p> <p>Susan Dearing, UCLA Anderson School of Management</p>	<i>Regency A</i>

2:30 p.m. – 3:30 p.m.	CAREER SERVICES 2 & CONCURRENT SESSIONS (REPEAT OF 1 - 6)	
<i>Session 1</i> 	<b>REVOLUTIONIZE YOUR RECRUITMENT: AN AFFORDABLE FOR-PROFIT SALES MODEL</b> Manette Frese, Loyola University in Maryland Barbara Coward, Percept Research	<i>Regency B</i>
<i>Session 2</i> 	<b>OVERCOMING RESISTANCE TO INNOVATING AT GLOBAL EDUCATION</b> Silvia Sampaio, FGV-EAESP Ryan Rodrigues, University of Toronto	<i>Regency C</i>
<i>Session 3</i> 	<b>IGNITING YOUR EMBA ADVISING STRATEGY</b> Renee Hirschberg, MIT Johanna Hising DiFabio, MIT	<i>Colonnade A</i>
<i>Session 4</i> 	<b>ALIGNING METRICS TO BUSINESS OBJECTIVES</b> Ted Curran, Carnegie Mellon University Eric Shiarla, Interworks	<i>Colonnade B</i>
<i>Session 5</i> 	<b>CHANGING THE CORPORATE CONVERSATION</b> Kimberly Young, University of Missouri, Kansas City Pat Cassady, University of Missouri, Kansas City	<i>Regency E/F/G</i>
<i>Session 6</i> 	<b>GAME ON! GAMIFICATION AND THE EXECUTIVE MBA</b> Velle Kolde, Washington State University	<i>Regency D</i>
<i>Career Services 2</i> 	<b>MANAGING STUDENTS' EXPECTATIONS</b> Luke Kreinberg, The Berkeley Haas MBA Program Steve Hernandez, The Wharton School, University of Pennsylvania	<i>Regency A</i>
3:30 p.m. – 4:00 p.m.	<b>COFFEE BREAK</b>  <i>Sponsored by:</i> <i>Corporate Members &amp; Berkeley MBA for Executives</i>	<i>Regency Foyer</i>
4:00 p.m. – 5:00 p.m.	CAREER SERVICES 3 & CONCURRENT SESSIONS (7 - 12)	
<i>Session 7</i> 	<b>WHAT'S THE RIGHT DIGITAL STRATEGY FOR YOUR BUDGET?</b> Kyle Waldowski, Annodyne Anthony Campisi, Annodyne Carin Conlon, University of Rochester	<i>Regency E/F/G</i>
<i>Session 8</i> 	<b>PROMOTING A CULTURE OF SOCIAL RESPONSIBILITY IN A GLOBAL BUSINESS ENVIRONMENT</b> Rafael Ramírez de Alba, IPADE	<i>Regency B</i>
<i>Session 9</i> 	<b>MANAGING A GLOBAL EMBA PROGRAMME (LONDON, DUBAI, HONG KONG, NEW YORK)</b> Dina Dommett, London Business School	<i>Regency C</i>
<i>Session 10</i> 	<b>DIGGING DEEPER INTO THE PROGRAM SURVEY DATA</b> George Bobinski, Binghamton University Karin Wiström, Stockholm School of Economics Louise Kapustka, University of Washington	<i>Regency D</i>

<p>Session 11</p> 	<p>RE-THINKING THE EMBA</p> <p>Stephen Barnett, Florida International University Angel Burgos, Florida International University</p>	<p>Colonnade A</p>
<p>Session 12</p> 	<p>ASSESSMENT OF LEARNING: GOING BEYOND THE GRADE</p> <p>Hui-Teng Hoo, Nanyang Technological University/Nanyang Business School</p>	<p>Colonnade B</p>
<p>Career Services 3</p> 	<p>EXECUTIVE MBA COACHING THAT DELIVERS: A THREE-PART PROGRAM</p> <p>Joseph Ambrosetti, Cornell University Elizabeth Mannix, Cornell University</p>	<p>Regency A</p>
<p>5:15p.m. – 6:15 p.m.</p>	<p>CAREER SERVICES 4 &amp; CONCURRENT SESSIONS (REPEAT OF 7 - 12)</p>	
<p>Session 7</p> 	<p>WHAT'S THE RIGHT DIGITAL STRATEGY FOR YOUR BUDGET?</p> <p>Kyle Waldowski, Annodyne Anthony Campisi, Annodyne Carin Conlon, University of Rochester</p>	<p>Regency E/F/G</p>
<p>Session 8</p> 	<p>PROMOTING A CULTURE OF SOCIAL RESPONSIBILITY IN A GLOBAL BUSINESS ENVIRONMENT</p> <p>Rafael Ramírez de Alba, IPADE</p>	<p>Regency B</p>
<p>Session 9</p> 	<p>MANAGING A GLOBAL EMBA PROGRAMME (LONDON, DUBAI, HONG KONG, NEW YORK)</p> <p>Dina Dommett, London Business School</p>	<p>Regency C</p>
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<p>Session 12</p> 	<p>ASSESSMENT OF LEARNING: GOING BEYOND THE GRADE</p> <p>Hui-Teng Hoo, Nanyang Technological University/Nanyang Business School</p>	<p>Colonnade B</p>
<p>Career Services 4</p> 	<p>IGNITING CHANGE: A CAREER SHIFTING MODEL FOR EMBAS</p> <p>Susan Dearing, UCLA Anderson School of Management</p>	<p>Regency A</p>
<p>Refer to sign-up sheets for specific reservation times</p>	<p>SMALL GROUP DINNERS (OPTIONAL)***</p> <p><i>Dine at your own expense at local restaurants. These dinners are recommended for newer attendees, but all are welcome. Sign-up at the registration desk for a specific restaurant.</i></p> <p><i>(***pre-registration required)</i></p>	<p><i>Meet in lobby at your designated time</i></p>

Tuesday, October 22		
7:00 a.m. – 5:00 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Regency Foyer</i>
7:00 a.m. – 5:00 p.m.	EXHIBIT AREA	<i>Regency Foyer</i>
8:00 a.m. – 9:00 a.m.	BREAKFAST  <i>Sponsored by: Robert H. Smith School of Business &amp; SMU Cox School of Business</i>	<i>Regency Foyer</i>
9:00 a.m. – 10:15 a.m.	EMBAC EXCHANGE AND BUD FACKLER AWARD PRESENTATION <i>The year in review, looking ahead and open forum with our executive director, Michael Desiderio</i>	<i>Regency D/E/F/G</i>
10:15 a.m. – 10:45 a.m.	COFFEE BREAK  <i>Sponsored by: Corporate Members &amp; Berkeley MBA for Executives</i>	<i>Regency Foyer</i>
10:45 a.m. – 11:45 a.m.	PLENARY SESSION II NEW DIMENSIONS:EMBA IN THE BUSINESS SCHOOL OF THE FUTURE Peter Lorange <i>President, Lorange Institute of Business Zurich</i>  <i>Sponsored by: Neeley Executive MBA Program at TCU</i>	<i>Regency D/E/F/G</i>
12:00 p.m. – 1:15 p.m.	LUNCH  <i>Sponsored by Cornell University</i>	<i>Grand Salon</i>
1:15 p.m. – 2:15 p.m.	CAREER SERVICES 5 & CONCURRENT SESSIONS (13 - 18)	
<i>Session 13</i>  	CREATING PARTNERSHIPS THAT MATTER – STRATEGIC CO-OPETITION Sarah Perez, UNC Kenan-Flagler Business School Russell Davis, The Fuqua School of Business at Duke University	<i>Regency B</i>
<i>Session 14</i>  	INNOVATIONS IN LEADERSHIP LEARNING: A SOUTH AFRICAN CASE STUDY Lyndon Worrall, Legacy Ventures Dr. Graham Abbey, Bath University	<i>Regency C</i>
<i>Session 15</i>  	GOING MOBILE WITH EXECUTIVE MBAS Cheryl Oliver, Washington State University	<i>Regency D</i>
<i>Session 16</i>  	THE INTERACTION WITH SPONSORING COMPANIES Mads Christoffersen, Technical University of Denmark Jesper Christiansen, Technical University of Denmark	<i>Regency E/F/G</i>
<i>Session 17</i>  	HOW EMBA STUDENTS LEARN AND TEACHERS TEACH Matthew Goode, University of Minnesota Robyn Blilie, University of Minnesota Eliza Helweg-Larsen, Andromeda	<i>Colonnade A</i>
<i>Session 18</i>  	RETHINKING AND REVITALIZING THE EMBA CURRICULUM David Springate, University of Texas at Dallas	<i>Colonnade B</i>

<p><i>Career Services 5</i></p> 	<p>LET YOUR STRENGTHS GUIDE YOUR CAREER</p> <p>Rob Sheehan, University of Maryland</p>	<i>Regency A</i>
2:15 p.m. – 2:45 p.m.	<p>COFFEE BREAK</p> <p style="text-align: center;"><i>Sponsored by:</i> <i>Corporate Members &amp; Berkeley MBA for Executives</i></p>	<i>Regency Foyer</i>
2:45 p.m. – 3:45 p.m.	CAREER SERVICES 6 & CONCURRENT SESSIONS (REPEAT OF 13 – 18)	
<p><i>Session 13</i></p> 	<p>CREATING PARTNERSHIPS THAT MATTER – STRATEGIC CO-OPETITION</p> <p>Sarah Perez, UNC Kenan-Flagler Business School Russell Davis, The Fuqua School of Business at Duke University</p>	<i>Regency B</i>
<p><i>Session 14</i></p> 	<p>INNOVATIONS IN LEADERSHIP LEARNING: A SOUTH AFRICAN CASE STUDY</p> <p>Lyndon Worrall, Legacy Ventures Dr. Graham Abbey, Bath University</p>	<i>Regency C</i>
<p><i>Session 15</i></p> 	<p>GOING MOBILE WITH EXECUTIVE MBAS</p> <p>Cheryl Oliver, Washington State University</p>	<i>Regency D</i>
<p><i>Session 16</i></p> 	<p>THE INTERACTION WITH SPONSORING COMPANIES</p> <p>Mads Christoffersen, Technical University of Denmark Jesper Christiansen, Technical University of Denmark</p>	<i>Regency E/F/G</i>
<p><i>Session 17</i></p> 	<p>HOW EMBA STUDENTS LEARN AND TEACHERS TEACH</p> <p>Matthew Goode, University of Minnesota Robyn Blilie, University of Minnesota Eliza Helweg-Larsen, Andromeda</p>	<i>Colonnade A</i>
<p><i>Session 18</i></p> 	<p>RETHINKING AND REVITALIZING THE EMBA CURRICULUM</p> <p>David Springate, University of Texas at Dallas</p>	<i>Colonnade B</i>
<p><i>Career Services 6</i></p> 	<p>ADAPTIVE LEADERSHIP</p> <p>Insights Learning and Development</p>	<i>Regency A</i>
3:45 p.m. – 4:45 p.m.	<p>REGIONAL BREAKOUT MEETINGS</p> <p>Latin America – Windsor Europe/Middle East/Africa – Regency B Asia/New Zealand/Australia – Regency A West – US/Canada – Regency D Southwest – Regency E/F/G Southeast – Regency C Northeast – Colonnade B Midwest – Colonnade A</p>	
6:15 p.m. – 6:30 p.m.	STAGGERED BUS LOADING	<i>Hotel Lobby</i>

7:00 p.m. – 9:00 p.m.	ARMADILLO PALACE* <i>(*pre-registration required)</i> <i>Sponsored by:</i> <i>University of Michigan Ross School of Business</i>	<i>Armadillo Palace</i>
<b>Wednesday, October 23</b>		
8:00 a.m. – 11:00 a.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Regency Foyer</i>
8:00 a.m. – 11:00 a.m.	EXHIBIT AREA	<i>Regency Foyer</i>
7:45 a.m. – 8:45 a.m.	BREAKFAST	<i>Regency Foyer</i>
9:00 a.m. – 10:15 a.m.	PLENARY SESSION III DISCUSSION WITH THE DEANS: BLAZING NEW FRONTIERS  Panel Participants: Rafael Gomez Nava – IPADE M. Eric Johnson – Vanderbilt University Judy D. Olian – UCLA  <i>Sponsored by:</i> <i>Kellogg School of Management, Northwestern University</i>	<i>Regency D/E/F/G</i>
10:15 a.m. – 11:15 a.m.	CONCLUDING SESSION: IGNITION AND LIFT OFF TRANSFORMING IDEAS TO NEXT STEPS <i>Facilitated by:</i> <i>Jeanne Simmons</i> <i>Associate Dean, Marquette University</i>	<i>Regency D/E/F/G</i>

**We hope you enjoy your stay in Houston.  
Your Executive MBA Council Planning Committee!**

Lina Bell, Rice University – Co-Chair  
Rafael Ramirez de Alba, IPADE – Co-Chair  
John Burrows, University of Texas at Austin  
Anthony Campisi, Annodyne, Inc.  
Melissa Cote, Rice University  
Kevin Davis, Texas Christian University  
Michael Desiderio, Executive MBA Council  
Darlene Gorrill, Executive MBA Council  
Karen Mc Lintock, Executive MBA Council  
Joyce Mueller, University of Michigan  
Ellen Skinner, Yale University  
Su-Lan Tenn, York University  
Linda Thompson, Hurd and Associates

**Special recognition for their time, talent and work on behalf of this conference:**

Sean Luus  
Dawn Mathers

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