2018 EMBAC Conference

"Dream. Discover. Disrupt."

14 – 17 October 2018 • Melia Castilla • Madrid, Spain

(As of 25Sep2018)

Saturday, October 13		
4:00 p.m. – 6:00 p.m.	**EMBAC REGISTRATION DESK**	*Segovia*
Sunday, October 14		
7:30 a.m. – 8:00 p.m.	**EMBAC REGISTRATION DESK**	*Hall Foyer*
8:00 a.m. – 5:00 p.m.	**EMBAC TOOLKIT*** *(*pre-registration and fee required)* *Breakfast served in Hidalgo at 8:00 am*	*Hidalgo*
8:00 a.m. – 5:15 p.m.	**DIRECTOR'S PROGRAM**** *Roundtrip transportation provided* *Buses load 7:45 am – Hotel Lobby* *(**pre-registration and fee required)* *Sponsored by:* ***IE Business School***	*IE Business School*
12:00 p.m. – 5:30 p.m.	**SETUP OF EXHIBIT AREA**	*Hall Foyer*
8:00 p.m. – 10:00 p.m.	**OPENING NIGHT RECEPTION** *Meet and reconnect with colleagues* *Sponsored by:* ***Chicago Booth, Vanderbilt University*** ***and University of Virginia Darden School of Business***	*Poolside – weather permitting*
Monday, October 15		
8:30 a.m. – 6:45 p.m.	**EMBAC REGISTRATION DESK**	*Hall Foyer*
8:30 a.m. – 6:45 p.m.	**EXHIBIT AREA**	*Hall Foyer*
8:30 a.m. – 9:30 a.m.	**BREAKFAST** *Sponsored by:* ***University of North Carolina at Chapel Hill, Kenan-Flagler Business School*** ***and Kennesaw State University***	*Hall Foyer*
9:30 a.m. – 10:15 a.m.	**WELCOME TO MADRID**	*Auditorio*
10:15 a.m. – 10:45 a.m.	**INDUSTRY INSIGHTS: THE SHAPE OF 'THINGS' TO COME** Michael Desiderio, Executive Director, EMBAC	*Auditorio*
10:45 a.m. – 11:15 a.m.	**COFFEE BREAK** *Sponsored by:* ***Corporate Members***	*Hall Foyer*

11:15 a.m. – 12:30 p.m.	**PLENARY SESSION I:** **CONVERSATION WITH FOUR DEANS** Moderator: Carsten Linz, Business Development Officer and Global Head of the Center for Digital Leadership, SAP Panelists: Antonio Batista da Silva, Jr., Dean *Fundação Dom Cabral (FDC)* Martin Boehm, Dean *IE Business School* Marion Debruyne, Dean *Vlerick Business School* Nicola Kleyn, Dean *Gordon Institute of Business Science (GIBS), University of Pretoria* *Sponsored by:* ***MIT Executive MBA***	*Auditorio*
12:30 p.m. – 1:30 p.m.	**LUNCH** *Sponsored by:* ***Washington State University***	*Cervantes*
1:45 p.m. – 2:45 p.m.	**CONCURRENT SESSIONS**	
Dream, Discover, Disrupt 1	**INTEGRATING EMERGING TECHNOLOGIES INTO THE EMBA CURRICULUM** Pamela Foster Brady, University of Texas at Dallas	*Auditorio*
Dream, Discover, Disrupt 2	**BEYOND INNOVATION: EXTREME DISRUPTION IN FORM AND CONTENT OF EXPERIENTIAL LEARNING FOR EMBA PROGRAMS** Gary Nelson, Study.Net Colette Feldges, Kellogg Graduate School of Management Steven Thompson, Kellogg Graduate School of Management Jolanta Golanowska, IE Business School	*Escudo*
Career Impact 1	**CAREER ACCELERATION PROGRAMME** Jane Charlton, London Business School Fiona Lennoxsmith, London Business School	*Comendador*
Program Management 1	**TILTING AT WINDMILLS?: CHATBOTS CAN DISPROVE YOUR TECH FEARS (AND MAKE STUDENTS THINK YOU'RE COOL)** Christine Wainwright, University of Washington	*Patio 3*
Admissions & Marketing 1	**USE OF PERSONALITY TESTS IN ADMISSIONS** Anders Paalzow, SSE Riga Karin Wiström, Stockholm School of Economics Helena Bergelv, Stockholm School of Economics	*Doblón*
Alumni Engagement & Corporate Relations 1	**DYNAMIC ALUMNI ENGAGEMENT THROUGH EMBA STUDENT MENTORING** Terese Waldron, Saint Joseph's University Karen Baptiste (Class of 2008), Johnson & Johnson Brendan Fenton (Class of 2008), Bristol Myers Squibb	*Patio 1*
2:45 p.m. – 3:00 p.m.	**NON-REFRESHMENT BREAK**	
3:00 p.m. – 4:00 p.m.	**CONCURRENT SESSIONS**	

Dream, Discover, Disrupt 3	**RETURN ON EDUCATION: RESULTS FROM EMBAC-LINKEDIN RESEARCH PARTNERSHIP** Elmer Almachar, Northwestern University George Bobinski, Binghamton University	*Auditorio*
Dream, Discover, Disrupt 4	**USING STORIES TO ENGAGE AND INSPIRE OTHERS** Lorraine Vaun-Davis, iOpener Institute for People & Performance Jo Bishop, iOpener Institute for People & Performance Alison Greenwood, Cambridge University	*Escudo*
Career Impact 2	**STRATEGY FOR SUCCESS: ESTABLISHING RELATIONSHIPS BETWEEN EMBAS AND CAREER SERVICES** Bronwen Sanders, New York University Donna Humphrey-DeLosh, University of Michigan	*Comendador*
Program Management 2	**NEW REGULATORY CHALLENGES TO AND RESOLUTIONS OF CHINESE EMBA PROGRAMS** Yibin LI, Tongji University	*Patio 3*
Admissions & Marketing 2	**IGR AND THE EMBA INTERVIEW: INCORPORATING INTER-GROUP RELATIONS AND DIALOGIC TECHNIQUES IN THE ADMISSIONS INTERVIEW TO ENHANCE DIVERSITY AND INCLUSION** Claire Bruno, Villanova University Rita Di Carlo, Villanova University Brighid Dwyer, Princeton University	*Doblón*
Alumni Engagement & Corporate Relations 2	**FROM STUDENTS TO STAKEHOLDERS: DEVELOPING GENUINE ALUMNI RELATIONS** Catherine Molony, University of Pennsylvania Greg Hagin, CCS Fundraising and Wharton MBA Program for Executives alumnus	*Patio 1*
4:00 p.m. – 4:30 p.m.	**COFFEE BREAK** *Sponsored by:* ***Corporate Members***	*Hall Foyer*
4:30 p.m. – 5:30 p.m.	**CONCURRENT SESSIONS**	
Dream, Discover, Disrupt 5	**INCORPORATING VIRTUAL LEARNING IN EMBA: PROVIDING VALUE FOR VIRTUALLY EVERYONE** Regina Fetterolf, Boston University Questrom School of Business Lara Zelman, Boston University Questrom School of Business	*Auditorio*
Dream, Discover, Disrupt 6	**CHINA'S "BELT & ROAD" INITIATIVE AND THE EMBA METAMORPHOSIS** Jiandong Ju, Tsinghua University PBC School of Finance Kan Cai, Tsinghua University PBC School of Finance Jingwei Wang, Tsinghua University PBC School of Finance	*Escudo*
Career Impact 3	**EXECUTIVE CHALLENGE: INTEGRATING CORPORATE LEADERS INTO THE EXECUTIVE MBA PROGRAM** Vernon Jones, University of Calgary	*Comendador*
Program Management 3	**NEW HEIGHTS FOR STAFF ENGAGEMENT AND PERFORMANCE** Rob Sheehan, University of Maryland Joyce Russell, Villanova University Christopher Ken Mays, University of Maryland	*Patio 3*
Admissions & Marketing 3	**IT'S MORE THAN JUST A PARTY: MAKING YOUR MILESTONE MATTER** Makini Allwood, University of Chicago Patty Keegan, University of Chicago Lisa Koengeter, University of Chicago Lucy Marquardt, University of Chicago	*Doblón*

Alumni Engagement & Corporate Relations 3	**LEVERAGING YOUR ALUMNI FOR MAXIMUM PROGRAM IMPACT** Robin Mladinich, Georgia State University Melody Paris, Georgia State University	*Patio 1*
5:30 p.m. – 5:45 p.m.	**NON-REFRESHMENT BREAK**	
5:45 p.m. – 6:45 p.m.	**CONCURRENT SESSIONS**	
Dream, Discover, Disrupt 7	**THE HYBRID EXECUTIVE MBA: TRANSFORMING THE EMBA PROGRAM LANDSCAPE THROUGH TECHNOLOGY** Natasha Munshi, Saint Mary's College of California Yung-Jae Lee, Saint Mary's College of California Mukul Kumar, Hult Business School Megan Forristall-Udeya, University of Arizona, Eller College of Management	*Auditorio*
Dream, Discover, Disrupt 8	**HOW A CURRICULUM INNOVATION CAN RECREATE A PROGRAM AND LEVERAGE INTERNATIONAL PARTNERSHIPS – THE STORY OF FDC AND HEC PARIS PARTNERSHIP** Marcele Carneiro Gama Viana, Fundacao Dom Cabral Christine BALDY-NGAYO, HEC Paris	*Escudo*
Career Impact 4	**THE STUFF CAREER DREAMS ARE MADE OF - THOUGHTS AND TOOLS ON PERSONAL DEVELOPMENT AND CAREERS (FRAMEWORKS, EXPERIENTIAL LEARNING, COACHING)** Fiona Sandford, Imperial College London Business School Terry Clark, Imperial College London Business School	*Comendador*
Program Management 4	**DEAN TRANSITIONS: MAINTAINING PROGRAM EXCELLENCE WITH STUDENTS AND STAFF** Greg Hanifee, Northwestern University Jamie Breen, University of California, Berkeley Silvia McCallister-Castillo, Yale University	*Patio 3*
Admissions & Marketing 4	**TRUTH BE TOLD: DIGITAL MARKETING DREAMS, FAILURES AND REALITIES FOR BUSINESS SCHOOLS** Ann Oleson, Converge Consulting Toby McChesney, Santa Clara University Nicole Hitpas, Emory University	*Doblón*
Alumni Engagement & Corporate Relations 4	**ALUMNI ENGAGEMENT - TURNING SOUR RELATIONSHIPS TO WINE** Nikkole Liesse, University of Nevada, Las Vegas	*Patio 1*
Refer to sign-up for specific reservation times	**SMALL GROUP DINNERS (OPTIONAL)***** *Dine at your own expense at local restaurants. These dinners are recommended for newer attendees, but all are welcome. Sign-up for a specific restaurant on the conference app.* *(***pre-registration required)*	*Meet in hotel lobby*
Tuesday, October 16		
8:30 a.m. – 5:30 p.m.	**EMBAC REGISTRATION DESK**	*Hall Foyer*
8:30 a.m. – 5:30 p.m.	**EXHIBIT AREA**	*Hall Foyer*
8:45 a.m. – 9:45 a.m.	**BREAKFAST** *Sponsored by:* ***EAE Business School***	*Hall Foyer*

9:45 a.m. – 11:15 a.m.	**EMBAC EXCHANGE AND BUD FACKLER AWARD PRESENTATION** *The year in review, looking ahead and open forum with our executive director, Michael Desiderio*	*Auditorio*
11:15 a.m. – 11:45 a.m.	**COFFEE BREAK** *Sponsored by:* ***Corporate Members***	*Hall Foyer*
11:45 a.m. – 1:00 p.m.	**PLENARY SESSION II** **SHIFTING MINDSET – BERKELEY METHOD OF TEACHING ENTREPRENEURSHIP & INNOVATION INDEX** Gigi Wang, Industry Fellow and Faculty Member *University of California-Berkeley, Sutardja Center for Entrepreneurship*	*Auditorio*
1:00 p.m. – 2:00 p.m.	**LUNCH** *Sponsored by:* ***iOpener Institute for People and Performance and UCLA Anderson School of Management***	*Cervantes*
2:15 p.m. – 3:15 p.m.	**CONCURRENT SESSIONS**	
Dream, Discover, Disrupt 9	**REINVENTING REMOTE LIVE CLASSES WITH TECHNOLOGY** Jolanta Golanowska, IE Business School	*Auditorio*
Dream, Discover, Disrupt 10	**INTEGRATING CAREER MANAGEMENT DIRECTLY INTO THE CURRICULUM: THE KELLEY SCHOOL OF BUSINESS MODEL** Richard Magjuka, Indiana University	*Escudo*
Career Impact 5	**CAREER SKILLS AT THE LEADERSHIP LEVEL** Luke Kreinberg, University of California, Berkeley Jamie Breen, University of California, Berkeley	*Comendador*
Program Management 5	**IF YOU BUILD IT, WILL THEY COME? HOW TO ASSESS MARKET NEEDS TO DELIVER PROGRAMMATIC SUCCESS** Angela Bostick, Emory University Ed Leonard, Emory University	*Patio 3*
Dream, Discover, Disrupt 11	**DISRUPTION, INNOVATION, AND ENTREPRENEURSHIP IN EMBA EDUCATION** Gaston Fornes, ESIC Business School	*Doblón*
Alumni Engagement & Corporate Relations 5	**THE UNTAPPED MARKET** Barbara Singer, Executive Core, LLC D. Katherine Spiess, University of Notre Dame	*Patio 1*
3:15 p.m. – 3:45 p.m.	**COFFEE BREAK** *Sponsored by:* ***Corporate Members***	*Hall Foyer*
3:45 p.m. – 4:45 p.m.	**CONCURRENT SESSIONS**	
Dream, Discover, Disrupt 12	**CHALLENGE AND CHANGE** Oleksandr Savruk, Kyiv-Mohyla Business School Volodymyr Pavelko, Kyiv-Mohyla Business School	*Auditorio*
Dream, Discover, Disrupt 13	**RETHINKING THE INTERNATIONAL RESIDENCY: UNIQUE MODELS FOR INTERNATIONAL TRAVEL PROGRAMS** Lauren Reppa, WorldStrides ISA Katrina Loganimoce, University of Oregon Frank Fletcher, University of San Francisco	*Escudo*

Program Management 6	**MAKING EXPERIENTIAL LEARNING INITIATIVES MEANINGFUL FOR THE EXECUTIVE AUDIENCE - LESSONS LEARNED FROM THE IE BROWN EMBA PROGRAM** Patrick McHugh, Brown University Ignacio Gafo, IE Business School	*Patio 3*
Admissions & Marketing 6	**USING THE EXECUTIVE ASSESSMENT TO IMPROVE ADMISSIONS OUTCOMES: LEADING EMBA PROGRAMS DISCUSS THEIR EXPERIENCES** Sarah Fairbank, Owen Graduate School of Management, Vanderbilt University Brett Hunter, London Business School Dan McCleary, Duke University Manish Dharia, Graduate Management Admission Council	*Doblón*
Alumni Engagement & Corporate Relations 6	**EXECUTIVE MBA (EMBA) INNOVATION DESIGNED UNIQUELY FOR THE LEADERSHIP AND TALENT NEEDS OF A LARGE HEALTHCARE ORGANIZATION IN THE WEST MICHIGAN REGION** Mahendra Joshi, Grand Valley State University Diana Lawson, Grand Valley State University	*Patio 1*
4:45 p.m. – 5:30 p.m.	**REGIONAL BREAKOUT MEETINGS** Latin America – Auditorio (upper seats – right side) Europe/Middle East/Africa – Patio 1 Asia/New Zealand/Australia – Auditorio (upper seats – left side) West US/Canada – Doblón Southwest US – Auditorio (lower seats) Southeast US – Comendador Northeast US/Canada – Escudo Midwest US/Canada – Patio 3	
7:30 p.m. – 7:45 p.m.	**STAGGERED BUS LOADING FOR CIRCULO DE BELLAS ARTES EVENT**	*Meet location TBA*
8:00 p.m. – 10:00 p.m.	**CIRCULO DE BELLAS ARTES*** *(*pre-registration required)*	*Circulo de Bellas Artes*
Wednesday, October 17		
8:15 a.m. – 11:00 a.m.	**EMBAC REGISTRATION DESK**	*Hall Foyer*
8:15 a.m. – 11:00 a.m.	**EXHIBIT AREA**	*Hall Foyer*
8:15 a.m. – 9:15 a.m.	**BREAKFAST**	*Hall Foyer*
9:30 a.m. – 11:00 a.m.	**PLENARY SESSION III** **LIFELONG LEARNING IN THE DIGITAL AGE** Nick van Dam, Partner and Global Chief Learning Officer *McKinsey & Company* *Sponsored by:* ***Amazon Kindle Education***	*Auditorio*