

2011 media mentions

- “Executive MBA,” Kaplan GMAT Blog, by Lucas Weingarten, Dec. 14, 2011
“Some good information resources are the EMBA program websites at the business schools you are thinking of attending and The Executive MBA Council website.”
- “Executive MBA Council eBook Offers Prospective Students a Comprehensive Guide to the EMBA Experience,” EFMD blog, Wednesday, Dec. 7, 2011
“The Executive MBA Council has just released EMBA Up Close: What You Need to Know About the Executive MBA, an eBook that offers prospective students a resource as they explore the Executive MBA.”
- “Evolution of the Executive M.B.A.,” by Stacy Blackman, MBA Admissions: Strictly Business, blog on *U.S. News & World Report* web site, Aug. 5, 2011
“The rise in applicant volume can also be attributed simply to age and experience, says Michael Desiderio, executive director of the Executive M.B.A. Council, an association of more than 200 colleges and universities that administer more than 300 programs. The programs target older students, typically already employed, who want assistance ascending the final steps of the corporate ladder. The average age of E.M.B.A. students in 2010 was 37.1, according to Executive M.B.A. Council data, and these older students turned to the degree as a safe haven from the brutal investment world and to keep pace with younger employees that are increasingly entering the workforce with advanced degrees, Desiderio claims.”
- “Rethinking Executive MBA Programs,” by Francis Petit, *MIT Sloan Management Review*, July 21, 2011
“According to the 2010 Executive MBA Council Program Survey, just 30% of students enrolled in executive MBA programs received full tuition reimbursement from their employers, down from 35% in 2006 and 44% in 2001. Students increasingly pay for themselves. In 2010, 35% of the students paid for themselves, compared with 9% in 2001. Surprisingly, the shift has not had a major impact on overall enrollment, as the industry has experienced enrollment growth on the international level.”
- “Going global: A New Breed of Executive MBA,” by Matt Symonds, *Forbes*, July 31, 2011
“With no need to sacrifice your job, the Executive MBA is looking like a sound investment for seasoned managers with an eye on a place in the C-suite. The most recent survey conducted by the Executive MBA Council reported a 3 percent increase in inquiries on the previous year. Despite one or two notable exceptions (the Harvard Business School and Stanford GSB are yet to offer an EMBA course) it appears that schools around the world have been taking note, and placing international expansion and global business practice at the top of the executive agenda.”
- “Should you do an EMBA abroad?” by Mike Doherty, *The Globe and Mail*, Aug. 25, 2011
“Globalization has made studying in other countries more viable for students; they can apply the lessons they’re learning at their jobs back home. According to Michael Desiderio, executive director of the EMBA Council, more and more programs are ‘reaching out beyond their borders [as] students are willing to consider programs outside their region...How far depends on the brand of the school.’ In Thacker’s case, Wharton’s name appears to have opened doors for him in the U.S. arm of TD; demonstrating his mobility also proved important.”

- “Executive MBA Council Reports Five-year Trends from Annual Membership Program Survey” press release distributed via BusinessWire, Oct. 26, 2011
Posts include Yahoo! Finance, MarketWatch, *New York Daily News*, *Boston Globe*, *Miami Herald*, *San Francisco Chronicle*, and *Houston Chronicle*

- “Betting on an E.M.B.A.,” by Geraldine Fabrikant, *New York Times*, July 22, 2011
“According to the Executive M.B.A. Council, about 30 percent of students receive full tuition reimbursement, down from 35 percent in 2006. Still, programs continue to proliferate. The E.M.B.A. Council, representing 213 universities with 315 programs, adds 7 to 10 members a year, says Michael Desiderio, its executive director.

Most executive M.B.A. students have jobs—average work experience is 13 years; management experience 8.5. One might think that in tough times, the already employed would hunker down and hang on for dear life. But applications have risen slightly over the past five years, Mr. Desiderio says. ‘I think some figured, ‘Why not invest money in something I can control myself,’ as opposed to an uncertain market elsewhere—e.g. stocks, real estate, etc.’ ”

- “Employer Assistance with MBA Tuition On Wane: Economic Downturn Brings Decline in Help, But Enrollment in MBA Programs Remains Strong,” by Kathleen Megan, *The Hartford Courant*, Aug. 3, 2011
“The sluggish economy has brought with it a dwindling of tuition assistance from employers for students pursuing masters of business administration degrees, particularly for those in executive MBA programs still appears strong.”

- “Executive MBAs for under \$50,000? Yes, they exist,” by John A. Byrne, contributor, *management.fortune.cnn.com*, May 16, 2011
“They may not have the cachet of a Columbia or a Wharton, but we found nearly 50 business schools in the U.S. that offer executive MBAs for less than \$50,000 in total tuition.” Source for data: Executive MBA Council

- “New iPad & iPhone App for EMBA Applicants,” by John A. Byrne, *poetsandquants.com*, May 12, 2011
“Here’s what we liked: Skip to the very bottom of the app and tap on the globe icon above the words ‘EMBA Schools.’ Up will pop a map of the world with red pushpins representing the B-school that offer Executive MBA programs and are members of the EMBA Council.”

- “Trains, planes and EMBA,” by Rebecca Knight, *ft.com*, April 11 2011
“Last year, nearly 18 per cent of all EMBA students traveled at least 250 miles from their home to school, while 6.5 per cent traveled from another country, according to figures from the Executive MBA Council. In 2008, only 6 per cent of students traveled at least 250 miles to get to their programmes.”

- “Paying for your EMBA? How your company can help,” by Joan Ramsay, *Globe and Mail Update*, Canada, March 16, 2011
“A decade ago, almost two thirds of EMBA students in Canada were fully paid for by their companies, she (Beatrix Dart) noted in an interview. But around 2002, she says, ‘it started to slide downward,’ with about two-thirds of the students either paying their own way or getting partial support from their employers. That has held steady, with about 34 per cent of Canadian EMBA students fully funded, 27 per cent partially funded and 40 per cent self-sponsored in 2010, according to statistics from Orange, Calif.-based Executive MBA Council.”

- “The World’s Most Expensive MBA Program: \$172,200,” by John A. Byrne, *poetsandquarts.com*, March 4, 2011
“ ‘It’s like anything else, whether you’re talking about buying Pepsi or Sam’s brand of cola,’ says Michael Desiderio, executive director of the Executive MBA Council, the trade group representing EMBA Programs. ‘There is a value inherently tied to a brand.’ In fact, the average cost of an EMBA program, says Desiderio, is only \$65,655. ‘So it’s a huge continuum, ranging from a low of \$30,000 to a high of \$170,000.’ ”
- “Executive M.B.A. Pay and Demand on the Rise: Savvy executives turned to the degree and thrived amid economic turmoil,” by Brian Burnsed, *USnews.com*, Feb. 28, 2011
“The average age of E.M.B.A. students in 2010 was 37.1, according to Executive M.B.A. Council data, and these older students turned to the degree as a safe haven from the brutal investment world and to keep pace with younger employees that are increasingly entering the workforce with advanced degrees, Desiderio claims.”
- “Biz School for Executives Entices Students,” by Alec Luhn, *The Moscow Times*, Jan. 31, 2011
“Russia came late to the EMBA game, as EMBA Programs were taught in the West for more than 50 years before the Russian incarnation. The Chicago School of Business created the first EMBA program in 1943, and more than 300 programs now exist worldwide, according to the Executive MBA Council, an international business education association.”
- “M.B.A. programs proliferating around Bay Area,” by Bridget Riley, *San Francisco Business Times*, Jan. 7, 2011
“The average executive M.B.A. student is 37 years old, with eight years of managerial experience and 13 years of professional experience, according to a 2010 survey by the Executive M.B.A. Council, a nonprofit association of schools. People who go through executive M.B.A. programs typically see a 9 percent increase in salary, though Bay Area programs such as Berkeley-Columbia report average increases of 20 percent.”
- “Exec MBA Grads Reaping Rewards” *Investors.com*, Jan. 7, 2011
“The Executive MBA Council survey says students’ average salary and bonus package at the start of their MBA programs was \$127,955. The survey says it rose to an average of \$142,534 by the end of their programs.”
- “Salaries of Recent Executive MBA Graduates Continue to Rise” news release distributed via BusinessWire
1,596 views; also posted on more than 250 key portals and news sites, including: Yahoo Finance, MarketWatch.com, Timesunion.com (Albany Times), AND.com (Anchorage Daily News), ContraCostaTimes.com (Contra Costa Times), ElPasoTimes.com (El Paso Times), Euroinvestor.co.uk, Ibtimes.com (International Business Times), IdahoStatesman.com (Idaho Statesman), KCBS.com (San Francisco), Weareaustin.com (KEYE TV Austin), KansasCity.com (Kansas City Star), ABC TV websites in assorted markets, Kentucky.com (Lexington Herald), Mpr.org (Minnesota Public Radio News), NYDailyNews.com (New York Daily News), and UPI.com (United Press International)