

INSIGHT

Fall 2019

Pioneers

*Women leaders
chart new paths*

Influence

*Improving lives
and communities*

Powerful

*Business
programs
boost careers*

EMPOWERING

SUSAN KOSS Charts course to top with expert credentials

50 1969-2019
CELEBRATING
YEARS

50 1969-2019 CELEBRATING YEARS

SCHOOL OF BUSINESS ADMINISTRATION

OAKLAND UNIVERSITY

HONORING OUR PAST
CELEBRATING OUR PRESENT
CREATING OUR FUTURE

50th Golden Gala Celebration

The 2019-20 academic year marks the golden anniversary of the School of Business Administration at Oakland University. A full year of events celebrating the School's first five decades of achievements will culminate in a gala celebration Friday, May 29, 2020, followed by a brunch on Saturday, May 30, 2020, where Oakland University business alumni and friends are invited to join Business School Dean Michael A. Mazzeo, Ph.D., and University leaders to honor the school's rich history and celebrate its vibrant future. See outside back cover for details.



Celebrating Fifty Formative Years

1969

The Department of Economics and Business Administration at Oakland University transforms into the School of Economics and Management, offering a BS in Management.

1971

First master's program in business called the Master of Science in Management begins.

1980

Master of Science in Management evolves into the MBA.

1986

Board of Trustees approves School of Business Administration as new name. By this time, the School is offering courses and majors in accounting, finance, marketing, human resources management and information systems.

1988

Earns prestigious accreditation of its undergraduate business and MBA programs from AACSB-International.

1999

First Executive MBA cohort starts classes.

2000

Moves into Elliott Hall, which is named for Nancy and R. Hugh Elliott.

2007

ACHIEVE and Business Scholars programs for undergraduate business students launches.

2010

Stinson Student Advancement Center, which provides a one-stop area offering student services, meeting and lounging areas, opens.

2011

The Tim and Marsha Healy Café opens, serving Elliott Hall visitors a selection of fresh food items and Starbucks products.

2011

Ideas 2 Business program begins.

2015

\$2-million Student Managed Investment Fund, powered by The Kresge Foundation, in new Data Analytics and Trading Floor Lab welcomes first students.

2019

First Business Honors cohort enrolls.

Since its inception, the School was housed in North Foundation Hall. Later it moved to the first two floors of West Vandenberg Hall. The School then relocated to Varner Hall before moving to its current home in Elliott Hall.



TYLER TERPENING defines determination. Always preparing for the next challenge, Tyler is earning a Graduate Certificate in Business Analytics to complement his supply chain management experience in the US Navy and excel as a Supply Chain Analyst at General Motors.

STRENGTHEN YOUR SKILLS

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MESSAGE FROM THE DEAN

Community

Synergy with the community is key to cultivating success — for our students and alums as well as for our programs and partners. Connected to the community since its beginning, the OU School of Business has consistently pursued programs that strengthen partnerships, provide students with opportunities, and advance business education and research.



Programs that reflect business community priorities strengthen the educational experience for our students, encouraging them to reach higher while offering access to resources that support their quest. Transformational scholarships and programs that challenge students to ask questions and discover solutions are part of the winning formula whose sum results in Oakland business alums employed as highly valued members of leading organizations around the world. It's also why employers regularly seek our new graduates for career positions, leading to a 95% post-graduation employment rate.

The determination of our alums in leveraging their education and experience to make a difference clearly demonstrates the value and power of community. ➤

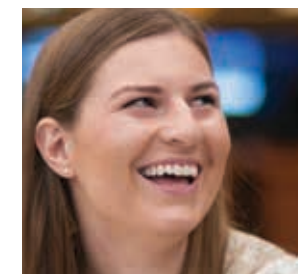
Michael A. Mazzeo, Ph.D.
 Dean and Professor of Finance
 Oakland School of Business Administration



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Robert Hall

The tenacity to explore, adapt and trust her instincts has guided Susan Koss' career. She's now top in her field as managing director and partner at O'Keefe and an expert in business valuation and forensic accounting services.

EXPERTISE PROPELS ACCOUNTING ALUM TO TOP

By Rene Wisely

Calculating the variables that lead to a satisfying and successful career is not always a simple equation. Initially interested in medicine, Susan Koss, ACC '94, changed direction after working in a hospital during high school. While exploring an interest in engineering, a calculus class helped her decide that career path didn't add up. She discovered the right answer for her in an intermediate accounting class her sophomore year at Oakland University.

"It made sense. I liked balancing my checkbook to the penny each month," she says. "I liked having the numbers right."

That tenacity to explore, adapt and trust her instincts has guided her career since. She's now top in her field as Managing Director and Partner at O'Keefe, a Bloomfield Hills, Michigan-based consulting firm that provides financial and strategic advisory services.

Koss uses her accounting and CPA skills daily. She's also an expert in business valuation and forensic accounting services, providing expert testimony in court and in preparing complex financial analyses used in business turnarounds. That expertise led Crain's Detroit Business to honor her as one of its Notable Women in Finance in 2018.

"This industry really didn't exist when I was a student at Oakland University, so it wasn't a career I could have imagined," Koss says.

It's one in which she excels, says Patrick O'Keefe, founder and CEO, O'Keefe.

"Sue projects confidence and her pleasant nurturing demeanor has assisted in growing the young professionals at our firm," he says. "She has established herself as a leader among her peers."

BOLSTERING HER CREDENTIALS

Koss is one of a small group of women in Michigan with her skillset. It's readily apparent in a courtroom, where few women in the state qualify as an expert in economic damages related to business disputes and personal claims. Not only is Koss a licensed CPA, but the National Association of Certified Valuators and Analysts (NACVA) named her a Certified Valuation Analyst (CVA), and she was awarded the Accredited in Business Valuation (ABV) and the Certified in Financial Forensics (CFF) designation by the American Institute of Certified Public Accountants (AICPA).

These are special skills she sought after working in international accounting at DaimlerChrysler Corp. (now FCA) and as divisional controller at a software company undergoing a merger, a valuable foundation for a career at O'Keefe.

The finance and valuation industry evolved significantly since she joined O'Keefe in 2001. "I'd go to conferences with 100 people and only three were women including me," she says. According to the Bureau of Labor Statistics, the number of female accountants grew 21 percent between 1983 and 2012.

EXPANDING THE NETWORK

Her experience and those statistics spoke volumes. They motivated her to get actively involved in the industry. Koss is a past chair and past recording secretary of the Michigan Chapter of International Women's Insolvency and Restructuring Confederation (IWIRC). She is an active member of Oakland University's Accounting and Finance Advisory Board. She is also a member of the Michigan Association of Certified Public Accountants (MACPA).

She learned the importance of professional development and industry involvement as an OU accounting student, where she was involved in Beta Alpha Psi and OASIS. "At OU, the faculty members instilled in us the idea of joining professional groups to network and reminded us to stay in contact with people who could serve as mentors," Koss says. "All the things I was able to do (as a student) gave me the basis for my career and what I've accomplished."

As an advisory board member, Koss stays connected to the University as well as to her faculty mentors, such as Professor of Accounting Joseph Callaghan, Ph.D., who shares her interest in valuation.

"(Susan's) management style, personality and collaborative skills make her stand out professionally," Callaghan says. Today's accounting students can learn a lot from Koss' career, Callaghan adds. "Work hard, collaborate and give back. Do these things and you will succeed." 🌙

"This industry really didn't exist when I was a student at Oakland University."

Susan Koss



"I've had several women from FCA — in the US and Canada — approach me to share that seeing me in my current position has inspired them to keep pushing themselves to grow professionally."

Maria Zehnder



"It is empowering for women to have the opportunity to learn from and engage with other women, and women leaders."

Amy Martin

Maria Zehnder FUEL FOR SUCCESS

By Rene Wisely

With an accounting degree from Oakland University, experience in competitive gymnastics, and an internal drive to set and achieve challenging goals, Maria (Fernanda) Zehnder, ACC '03, steered her career to the CFO office of FCA Canada Inc.

"I always set high goals for myself, even as a young child," she says. Born in

Maria (Fernanda) Zehnder ACC '03 credits her Oakland University business education, combined with her experience as a competitive gymnast, in helping her find her path and rise to the top.

Argentina, Zehnder moved to Michigan at age six when her father, who worked in the automotive industry, was transferred.

"I enjoyed the satisfaction of a challenge, and more so, the feeling of accomplishment when I achieved a goal," Zehnder says. "I dreamed of leading a team and being in a position where the decisions I made mattered."

THE RIGHT PATH

Zehnder credits her Oakland University business education combined with her experience as a competitive gymnast in helping her find her path and rise to the top. "I never would have predicted the path I've taken to be in the position I am today," she says. "However, what I would have told you is that I would have pushed myself to achieve whatever goal I set my mind to."

Since joining Chrysler Group LLC (now FCA) in 2007, Zehnder held positions in several areas of accounting and finance before being named Chief Financial Officer (CFO) of FCA Canada in 2016.

At OU, she perfected her time management skills and learned the art of believing in herself. "The OU professors not only taught me the material to earn an accounting degree, they also allowed me to see I was really good at the material I was learning," she says.

That knowledge, confidence and perseverance paid off. Before Zehnder graduated she had several full-time offers in hand from the then "Big 4" and other regional accounting firms. "It was then that I decided to pursue my CPA license and start my career in public accounting," she says. She launched her career at Plante Moran in 2003 and earned her CPA certification in 2004.

SERVING INSPIRATION

Today, women account for about 12.6 percent of CFO positions in leading businesses, nearly double the percentage from a decade ago¹. That makes Zehnder an influential role model.

"I've had several women from FCA — in the U.S. and Canada — approach me to share that seeing me in my current position has inspired them to keep pushing themselves to grow professionally," she says. "This is something that I'm very humbled by and a responsibility that I take very seriously."

Zehnder's professional drive not only motivates her FCA peers, but also fuels her to encourage women in the industry to expand their horizons. ➤

¹ 2018 Crist | Kolder Associates study

Amy Martin IN THE DRIVER'S SEAT

By Rene Wisely

As a mentor to women entering the workforce, Amy Martin, ACC/FIN '93, advises to focus on networking. "As you build your network, the world gets smaller and your opportunities will grow."

Now Vice President of Finance and Chief Financial Officer for General Motors Canada, Martin's career is a testament to this advice. From her days as an Oakland University business student, taking classes and getting involved in student organizations, her commitment to excellence and networking shines.

The expertise Amy Martin ACC/FIN '93 honed and the connections she made throughout her career set her on a path to CFO and Vice President of Finance at General Motors Canada.

Whether it's crossing the globe to live in São Paulo, Brazil, for a two-year work assignment, followed by a three-year stint near Toronto, Canada, or immersing herself in an accelerated statistics class while pursuing a double major at OU, Martin welcomes challenges.

"I couldn't have written this script, but I enabled it by being open-minded about each opportunity along the way and making the most out of each position," Martin says.

Martin launched her career at Arthur Andersen thanks to the connection she made with the company through her business student organization leadership and participation.

"I was involved in two organizations at OU that focused on networking: OASIS — Oakland Accounting Students Information Society — and Beta Alpha Psi, an honorary accounting fraternity," she says. "It was through OASIS I was introduced to Arthur Andersen's International Trade and Customs Group. I immediately knew this was the practice area I was interested in pursuing."

The expertise she honed and the connections she made as an International Trade Customs Consultant at Arthur Andersen led to her first position at General Motors. At GM, Martin continued to rise as

she took on roles of increasing responsibility moving from Customs Specialist to Global Customs Director before being promoted to her VP and CFO leadership position in 2017. She is also a member of GM Canada Board of Directors and GM Canada's Executive Committee.

"Twenty-two years later and there is never a dull moment because it's always challenging and rewarding," she says.

A self-described advocate for women in business, Martin is active in professional women's organizations as well as involved in programs that encourage young girls to consider careers in STEM fields. She is on the leadership team of GM's Women in Finance organization and a Women's Council mentor. She received a GM WOMEN recognition award for her commitment to integrity, leadership and the empowerment of women at GM. She regularly serves as a mentor for several women and men.

"It is empowering for women to have the opportunity to learn from and engage with other women, and women leaders," she says. "We need women well represented at all levels and positions." In the past, Martin has spoken about how equal representation of men and women in business generates a breadth of opinion, improves team outputs and the decision-making process. ➤

Women in Business MENTORSHIP MATTERS

By Sarah Swarz

 Sarah Swarz

Rebecca (Braga) Stoutenger, ACC '13/MAcc '14, (left) found being a mentor empowering. She and her mentee, Shea Allor (right), grew from the mentorship experience.

As more women are climbing the leadership ladder, they are discovering how the power of mentorship magnifies career success and satisfaction for the mentor and mentee. It also creates a continuum where professionals who benefited as mentees pay it forward as mentors.

That's the shift a new Women in Business (WIB) mentor program at OU's School of Business seeks to maximize by creating a dynamic network of experienced women business professionals paired with female undergraduate business students.

That satisfaction is exactly what mentor Meghan (Chamberlain) MacDonald, MKT '12, experienced as a member of the pilot program. "Many people played an influential role in shaping my career. I embraced getting



Top: Eight pairs of professionals and students participated in the Women in Business mentor program pilot. Bottom: Tiffany LeDonne-Smith, academic adviser and program manager, is expanding the program this fall.

involved in this mentor program to pay it forward," says MacDonald, chief of staff, Bosch. "To my surprise, it was much more. Nothing compares to the mentor-mentee relationship."

The mentors and mentees in the program echo that sentiment, recognizing the benefits span beyond the formal program.

"Empowering" is how Rebecca (Braga) Stoutenger, ACC '13/MAcc '14, describes the feeling of sharing her career triumphs and obstacles while guiding her mentee through an internship search and interviews. "I loved watching my mentee grow," adds Stoutenger, finance leader, American Axle & Manufacturing. "I'm proud to provide her advice, then watch her use it to be successful. She has grown so much as a professional."

Her mentee, Shea Allor, project management major, appreciates the valuable counsel Stoutenger shared. "It was a great opportunity to ask questions and gain insight from someone who has real experience," Allor says. Allor credits the program and Stoutenger for equipping her with the confidence to navigate future career challenges.

Beyond providing her mentee, Kristiana Bozinovski, then a senior in management information systems, with guidance on landing her first career position, MacDonald encouraged Bozinovski through the transition from student to professional. "I saw myself in her," MacDonald says. "I remember how I felt in the months leading up to graduation — as though the whole world was changing."

That connection proved pivotal to launching Bozinovski's career. During her job search, when Bozinovski learned of opportunities that meshed with her qualifications and career goals she sought MacDonald's advice and inspiration.

"Meghan mentored me through the stages of searching for my next opportunity, and supported me through preparing for interviews, and reviewing and negotiating offers," Bozinovski says.

Following the successful pilot with eight mentor-mentee pairs last winter semester, the program is poised to expand to provide more emerging and established professionals the chance to hone their skills and grow their network. ➤

Get involved

The Women in Business Mentor Program at the OU business school empowers students with access to professional role models who can offer valuable perspective and inspiration to students as they navigate from college student to business professional.

- Program runs September to April.
- Mentor-mentee pairs meet once a month in person or via video call, including kick-off event in September and final luncheon in April.
- Activities can include job search and interview advice, resume review, job shadowing as well as others that meet the mentees' needs.

Contact Tiffany LeDonne-Smith at tledonne@oakland.edu or visit <http://bit.ly/WIBMentorOUB> to learn more about becoming a mentor for the 2020-21 academic year.

Flex your mentorship muscle

You don't need to be part of a formal program to be a mentor. Guiding promising young professionals is rewarding for both mentor and mentee. Mentors experience advantages like developing their own coaching and leadership skills. Here are some tips adapted from LeanIn.org:

- Dedicate time and energy to your mentee's success while being clear about your availability. Establishing expectations on both sides is important.
- Give honest feedback that fosters growth.
- Introduce your mentee to promising networking opportunities to help expand their career.



Leadership Evolution INVESTIGATING WHOLE-PERSON LEADERSHIP

By Liz Lent

© Robert Hall

Dr. Michelle Hammond, assistant professor of management, focuses on the process of leadership development.

Few experiences in business are as invigorating or, in some cases, terrifying as ascending to a leadership role. The assumption that some people are born leaders while others simply do not have what it takes is a significant source of anxiety.

Oakland University Assistant Professor of Management Michelle Hammond, Ph.D., has spent much of her career focused on the process of leadership development, including how people grow to become confident individuals who are comfortable taking the reins, whether on the job, in their communities or in their own homes.

Even people long admired as being consummate leaders – think Teddy Roosevelt or Abraham Lincoln – had to work for that mantle.

“People we see as natural born leaders developed that skill over time, so much that it now seems they were born with it,” says Dr. Hammond, who not only teaches and conducts research on leadership but also consults, guiding executives forward in this area.



Dr. Hammond urges her students to observe how their leadership impacts those around them. She elevates the lesson beyond theory into the real-world.

“I build a lot of reflection into my teaching,” she says. “Whether it’s undergraduate business students or our Executive MBA students, I ask them to look at their whole lives and where leadership fits. Emotional regulation, for example, is important for a leader. I suggest they see how they can practice those skills with their family and friends as well as at the office.”

She also encourages her students to explore their assumptions about leadership and team dynamics. “They can mean different things to different people,” Dr. Hammond says. To foster clarity, her students sign a contract before beginning group projects. The contract defines their role within the team, covering how they will participate to how they will contribute their ideas. “It helps them be better leaders and better team players,” she says.

For many people, their own expectations about how a leader should act or what responsibilities a leader must shoulder stand in the way of seeking those roles, even when the roles are offered to them. “I see a lot of people who really struggle with self-doubt,” says Dr. Hammond. “There are perceptions of risk – what if I can’t do it?”

Dr. Hammond’s goal is to promote understanding so people can grow and evolve, and realize that they do not have to captain the entire ship alone. “It’s about self-awareness, how we see ourselves as leaders and how we can lead outside our positions,” Dr. Hammond says. “That means implementing ideas about leadership into every facet of life, including what people do as parents or as coaches of their kids’ teams, or in serving on a neighborhood committee.”

“It’s about how we see ourselves as leaders and how we can lead outside our positions.”

Dr. Michelle Hammond

As a professor, Dr. Hammond works to ensure OU business students comprehend the real-world applications of what they learn. Recently,

she welcomed a corporate leader from Webasto, a German-based automotive roofing company with its North American headquarters based in Rochester Hills, to talk with her Executive MBA class about his role in transforming Webasto’s corporate culture, a move that enhanced profitability and, just as importantly, fostered the creation of a highly engaged workforce.

Outside the classroom, Dr. Hammond continues to innovate through research. Currently, she is looking at the risks women leaders face as they seek new roles in the workplace and is conducting an expansive investigation of leadership development outside the workforce. She also plans to study how groups lead. “We’ve studied a lot at the individual level,” Dr. Hammond says. “Now we want to delve into how we can enhance and improve collective leadership at organizations and build those changes into company cultures.”

Select research publications

Promoting Identity Development in Leadership Education: A multi-domain approach to developing the whole leader, *Journal of Management Education*. 43(1), 10-34. Hammond, M., with Clapp-Smith, R., Palanski, M. 2019

Whole-Person Leadership: Leading in the workplace and beyond, *Organizational Dynamics/Elsevier*. 46(3), 133-139. Hammond, M., with Lester, G. V., Clapp-Smith, R., Lester G., Palanski, M. 2017

Beyond (Just) the Workplace: A theory of leadership development across multiple domains, *Academy of Management Review*. 42(3), 481-498. Hammond, M., with Clapp-Smith, R., Palanski, M. 2017



EMPOWERING OTHERS TO BUILD THEIR BEST LIFE

By Mary Gunderson-Switzer

Garrett MacLean

Doing the right thing is an example Serena Scott learned from her parents, Samino Scott II, MKT '97, MBA '01, and Trina Govan-Scott, FIN '96.

At seven years old, Serena Scott took it upon herself to organize a water bottle campaign during Flint's water crisis. She made posters, collected bottles from her Farmington Hills classmates and personally delivered 30 cases of donated water to her peers at a Flint elementary school.

Doing the right thing is an example Serena learned from her parents, Samino Scott II, MKT '97, MBA '01, and Trina Govan-Scott, FIN '96.

"I'm so proud of Serena's compassionate heart. She moves us to do our best each and every day," Trina humbly says.

The Scotts are also dedicated to empowering others to build their best life

by equipping Detroit-area youth with tools to find their niches and by being proactive problem-solvers to address economic disparity.

Professionally, Trina carries out that mission as Vice President of Diversity and Inclusion for Quicken Loans; for Samino, it's as a work-based learning director for The United Way (UW) for Southeastern Michigan's College and Career Pathways program.

LEAD UP, LIFT UP

At Quicken, Trina develops the strategy and infrastructure that fosters a culture of inclusion and diversity. Her team at Quicken focuses on recruiting diverse talent, engaging and developing team members through programs such as mentorship for aspiring and existing leaders, educating on the importance of diversity within the workplace, strengthening communities and supporting diverse suppliers.

"The company philosophy is one of commitment to both the organization and stimulating economic development within the urban core, and that's a vision I fully embrace," Trina says.

Meshing Trina's exemplary people skills with business smarts has proven to be a powerful combination to lift up others. One of her most worthwhile accomplishments was managing a nationwide Ernst & Young mentoring program that impacted more than 1,000 youth in 32 U.S. cities.

"Much of my career success is a result of my background in finance, in giving me the ability to assess, analyze and evaluate variables and develop creative solutions to complex problems," Trina says. "I consider it my obligation and a privilege to offer my expertise, skills and passion to organizations dedicated to worthy causes."

Samino discovered his calling at UW's College and Career Pathways program. Currently a Ph.D. candidate in Educational Studies, Samino puts his skillset to use by integrating academics with career-based learning and real-world experiences for area youth. The program includes career days, job shadowing, workplace tours, mentoring and resume reviews/mock interviews, culminating in paid internships.

"It's gratifying to guide students through high school, on to college, and then to exciting careers in teaching, business and entrepreneurship," Samino says. "Working as an OU admissions counselor after graduation, I met students who weren't sure what career path to take. It ignited a passion in me that's evolved to where I am today."

He's particularly proud of UW's new partnership with Detroit Public Schools Community District (DPSCD), which helped realign the region's largest urban school district's dual enrollment program. By 2020, students in all 22 high schools in the DPSCD will be able to earn transferable college credits by dually enrolling in community college classes that lead to industry certifications, two-year and four-year degrees.

LISTEN UP, FILL UP

"We're all shaped by our individual experiences, which impacts our perspectives," Trina reflects. "If we want to bring about positive change, we must be respectful and really listen to where others are coming from."

That philosophy is deeply rooted in Trina's upbringing. "During my childhood, my parents owned a hotel," Trina explains. "They were both so gracious. The hotel was a place for people to come and go who didn't have the best situations.

My siblings and I worked the front desk. I remember asking one day, 'Why is that lady coming in here again?' My father pulled me aside and said, 'You greet everyone as if you've never seen them before, with a smile on your face, making them feel welcome.' That's the message I carry with me every day."

Another vital message Trina lives daily is the value of teamwork, which was exemplified during her days playing for OU's women's basketball team. "Whether you're readying the water bottles before the game, playing in the game or sitting on the bench supporting, everyone has a role that makes the whole thing work," Trina says. "So as a leader, I encourage everyone's voice and expertise, which helps me make the wisest decisions I can. It's always a team effort."

Trina is a valued member of many teams, often saying "yes" to give of herself to worthy causes. She serves as an advisory member of the Midnight Golf Program, a mentorship program for underserved Detroit-area youth, and was a board member of the Detroit Police Athletic League. She recently joined the Oakland University Alumni Advisory Board.

"I'm involved because I really want young people in our community to have the same opportunities I've had," she says.

The Scotts are sustained in their community efforts with their own village of support. "You know when the waiter comes to your table and refills your water throughout the meal?" Trina asks. "Well, we have such loving family and friends around our table daily, who fill up our glasses when we feel depleted and that's a blessing."

Those are the blessings the Scotts are determined to pour back into their community. ➤

"I consider it my obligation and a privilege to offer my expertise, skills and passion to organizations dedicated to worthy causes."

Trina Govan-Scott



PERSISTING THROUGH ADVERSITY

By Liz Lent

Using the odds stacked against her as motivation, Clare Grzegorzewski, MIS '19, was determined to attend and succeed in college. In her sophomore year of high school, Grzegorzewski and her sisters faced the heartbreaking loss of their parents, who passed away within weeks of each other.

In the face of this tremendous loss, Grzegorzewski persisted, finishing high school and researching colleges. At Oakland University, the Hamtramck native discovered resources, support, a home and a future. "OU is exceptionally helpful in providing assistance for many students who feel lost like I did," she says.

A first-generation college student who worked steadily since her junior year of high school, Grzegorzewski wasted no time getting involved. In addition to her academic coursework, she was a Business Ambassador, a peer-to-peer tutor, Vice President of the Association for Information Systems, and a member of the Women in Business and Glee Club.

A full course load, community involvement and a job to help pay for school all made Grzegorzewski eligible for numerous scholarships, including the prestigious Crestmark scholarship.

"Oakland University's Business School is full of extremely talented students. Being selected to receive this award was a defining experience for me," said Grzegorzewski. "Crestmark's investment gave me the flexibility to dedicate more time to academic and volunteer activities on campus."

In 2016, Crestmark Bank marked its 20th anniversary by creating a \$100,000 scholarship fund to help ease the financial burden of deserving juniors and seniors majoring in business at Oakland University. The fund awards \$20,000 in scholarships a year through 2020.

"Thanks to the Crestmark scholarship I was able to explore personal and career interests, which put me in a better position to enter the job market," she says. The proof: Grzegorzewski was hired for a full-time position in IT consulting at KPMG, LLP, before she graduated.

"The best part of my experience as an OU business student was the intimacy of the program," she says. "OU Business professors and advisers have a genuine interest in seeing students succeed. I made lasting connections with the faculty. I know I can continue to depend on them as a resource as I begin my career. I would not be where I am today without the support of the campus community at Oakland University." 🍷

© Kyle Wills

First-generation college student Clare Grzegorzewski discovered resources, support, a home and a future at the Oakland University School of Business.



Cheryl (Bartlebaugh) Boodram, MKT '17, focuses on the future. As Vice President of Sales and Marketing for Chief Financial Credit Union, she prides herself on developing innovative products to benefit her customers and community.

That commitment motivated Boodram to return to college after a decade away from school. "When I graduated from high school, I needed to get out in the business world and discover my passion," she says.

Her discovery began in restaurant management before moving to finance as a part-time teller at Chief Financial. Her service industry experience, community awareness, work ethic and talent fueled her advancement. Her career flourished as she rose through the ranks, leading the firm's indirect lending program then developing the organization's sales and marketing department.

With confidence in her professional direction, Boodram was ready to pursue her undergraduate degree. Boodram's desire to earn her degree far outweighed the challenges of juggling work, family and school. Her determination coupled

with the inspirational discussions she had with classmates and professors kept her motivated.

"I believe we are all here with the purpose to help others; it is how we are meant to achieve that purpose that is ours to discover. I'm going to keep aiming high and seeking out innovation."

Cheryl (Bartlebaugh) Boodram

"Discussing real-world applications of concepts with Oakland business professors was one of the best parts," she says. Boodram also appreciated her classmates' youthful enthusiasm as well as their kindness in helping her get the hang of seemingly small things like Google Docs. "My classmates reminded me what the world looks like when you don't think of limitations first," she says.

Strong backing from her colleagues and leadership at Chief Financial also kept her going. "My CEO, who traveled a

similar educational path, was unfailingly supportive," she says.

Her OU business courses meshed seamlessly with her career. "I was so blessed to take Sustainability, Marketing and Management and Social Entrepreneurship early on," she says. "Chief Financial has folded social responsibility into its culture, so I put what I learned to use immediately."

Chief Financial's mission to be "more than money" by inspiring strategic partnerships to change lives fit with Boodram's personal and professional desire to elevate giving back to the next level. In 2015 Boodram created Chief Financial's iCare program to incentivize its dealership partners to donate to community nonprofits, raising more than \$100,000 in its first year. In 2016, Boodram developed the Share the Rewards program to allow Chief Financial members to earn donations for community partners by making everyday purchases. These rewards exceeded initial projections.

"I believe we are all here with the purpose to help others; it is how we are meant to achieve that purpose that is ours to discover," Boodram says. "I'm going to keep aiming high and seeking out innovation. My motto is: I didn't come this far, to only come this far." 🍷

Determination to make a difference fueled Cheryl (Bartlebaugh) Boodram, MKT '17 to return to school after a decade away.



© Sara Swarz

Steven Lazarevich FIN '19 gained proficiency in investment analysis and valuation as well as a deep understanding of what moves the market as a Portfolio Manager for the Oakland Student Managed Investment Fund.

SMIF PORTFOLIO RETURNS

APRIL '16 – APRIL '19 (SINCE SMIF INCEPTION)

SMIF PORTFOLIO +36.27% S&P 500 +39.906%

DECEMBER '18 – APRIL '19 (SINCE SMIF REBALANCING)

SMIF PORTFOLIO +17.41% S&P 500 +13.70%



© Sarah Swarz

Advisory board members listen intently to OU business Portfolio Manager investment analysis and recommendations.

ADVISORY BOARD MEMBERS

Experts from top-level finance and investment companies serve as a sounding board to review, challenge and fine tune the class' portfolio recommendations, as well as supplement the class curriculum by serving as guest lecturers and sharing their personal experiences in the asset management profession.

Brian Edgar, senior vice president, investments, UBS Financial Services

Brad Garrigues, investment associate, The Kresge Foundation

Tom Kenny, partner, portfolio manager, Seizert Capital

Robert Manilla, chief investment officer, The Kresge Foundation

John Lesser, president, Plante Moran Financial Advisors

Chris Liparoto, senior VP, wealth management, Merrill Lynch Wealth Management

Phil Serra, first VP, investments, Merrill Lynch Wealth Management

Jacob Vandervennet, investment banking associate, Seneca Partners

GOOD INVESTMENTS

By Liz Lent

Impact investing is moving from the margin to the mainstream. A decade ago, only a few financial institutions pursued cause-driven investing. Today the practice of using financial gains for good is realizing remarkable growth.

Through their work developing investment plans for the benefit of The Kresge Foundation, one of the region's largest nonprofit grant-making and social investing organizations, Oakland University students in the business school's Student-Managed Investment Fund (SMIF) are part of that growth.

Launched in Fall 2015, the SMIF relies on student portfolio managers to invest funds and raise resources for The Kresge Foundation, which powers this hands-on,

real-world learning experience. Under the guidance of expert professors and active advisory board members, SMIF students flexed their newly acquired wealth management know-how to increase assets from \$2 million to \$2.375 million from Fall 2015 to Winter 2019.

"In eight semesters of Oakland's SMIF, students worked diligently to screen securities and determine value through a discounted cash flow and relative comparison process within sectors of the S&P 500," says Robert Uptegraff, Jr., professor, finance, and SMIF faculty adviser. "The major goal is to manage and maintain the SMIF portfolio while endeavoring to exceed S&P performance on a risk-adjusted basis."

PORTFOLIO WITH PURPOSE

For students, the SMIF curriculum elevates their learning, allowing them to dive deeply into the rewards of wealth management while also supporting the strategic philanthropy that guides The Kresge Foundation's mission. The SMIF was created from Kresge's \$3.6 billion investment portfolio, which supports Kresge's mission to expand opportunities in America's cities through grantmaking and social investing in arts and culture, education, environment, health, human services and community development in Detroit.

OU SMIF portfolio managers gain proficiency in portfolio construction, investment analysis and investment

valuation as well as hone analytical skills assessing how current news and events alter and influence specific investments and market performance.

"As portfolio managers, we get a comprehensive overview of the market, a deep understanding of what moves the market, and insight on methods to value securities," says Steven Lazarevich, FIN '19, financial reporting analyst, Guardian Industries. "The most rewarding aspect of the class is presenting your months of research, diligence and valuations to the advisory board."

"The presentations are the culmination of a semester's worth of very hard work and plenty of late nights," agrees Joseph

Wysocki, FIN '17, wealth management adviser, Plante Moran. "Presenting helped me realize how much I learned and how much I could grow in a short time."

The intense experience coupled with the presentation and leadership skills students develop in the program influences their success in securing internship and career positions at top firms.

"The class taught me how to be thorough in my research, confident in my own work, and diligent in managing my schedule. I was constantly learning new things," says Wysocki. "The fast-paced, professional atmosphere prepped me perfectly for what I encounter on a day-to-day basis as a full-time professional." 🐾

CAREER AND INTERNSHIP OUTCOMES

92% professionally employed following graduation

25% professionally employed before graduation

Program graduates launched careers at firms like:

**Ally • Comerica • Crestmark Bank • Delphi
Faurecia • FCA • Magna • Meritor • Merrill Lynch
Northwestern • Mutual • Penske • Plante Moran
The Kresge Foundation**



Aiming Higher BUSINESS HONORS PROGRAM

Ryan is confident Oakland's Business Honors Program will give him a solid foundation to launch a successful career.
MAJOR: Finance
MINOR: Business Analytics

"Taking business courses every semester starting with our first one allows Business Honors students to test the waters before choosing a major and career."

- HIGH SCHOOL INVOLVEMENT**
- Student Council
 - National Honor Society
 - Lacrosse
 - Soccer
 - Cross Country
 - Disc Golf Club

Talented students benefit from an educational experience that matches their academic preparations and aspirations. High achieving, motivated high school students seeking a college business education that will spark intellectual exploration, deepen business mastery and develop professional poise can reach their full potential through the new Business Honors Direct Admit Program at the Oakland University School of Business.

"The Business Honors Program offers incoming freshmen the chance to create an educational experience that matches their academic preparations," says Nivedita Mukherji, associate dean, OU Business

School. "Students in each cohort are immersed in a highly interactive, stimulating program that delivers customized classes, leadership and professional development experiences, powerful experiential learning and international activities, and access to personalized student support services and advising."

The first standalone Business Honors Program at a Michigan university, the Oakland University Business Honors Program creates a close-knit community inside the school. Admission to the program is limited to exceptional students who are chosen on a competitive basis.

Students in the inaugural Business Honors cohort began taking classes in Fall 2018. The students enroll in special Honors section pre-core and core business courses as a cohort. They also take part in customized seminars, business immersion excursions, and guest speaker and networking events together.

Meet a few members of the cohort who are flourishing in an academic climate that encourages examining topics, asking questions, challenging assumptions and expanding their horizons. ➤

Julia is taking advantage of the full college experience, complete with a strong curriculum and wealth of leadership and extracurricular activities available in the Business Honors Program.
MAJOR: Accounting
MINOR: Business Analytics

"The smaller class sizes and individual attention create a high-quality learning experience. Professors truly care about their students' well-being and education."

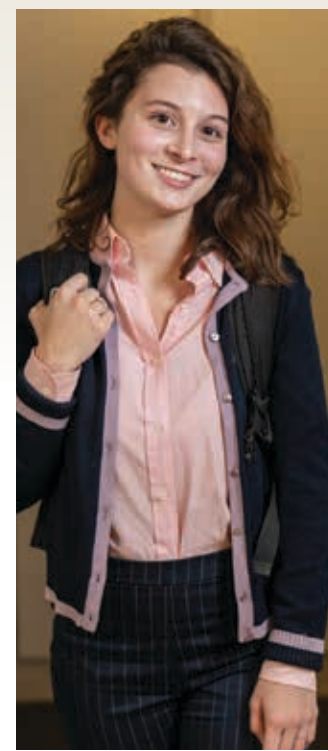
- HIGH SCHOOL ACADEMIC AWARDS**
- Summa Cum Laude
 - Phi Beta Kappa
 - Presidential Award for Excellence
 - Honor Roll

- OU INVOLVEMENT**
- Women in Business
 - Presidential Scholar
 - Admissions Ambassador
 - Glee Club



Business Honors Program overview

- Interactive program, enhanced business curriculum
- Focused leadership and professional development experiences
- Powerful experiential and international activities
- Personalized student support services and guidance
- Small class sizes, specialized courses and sections
- Strong network of peers, mentors and professionals
- Opportunity to declare major by end of freshmen year.



Shelby is exploring a career path that marries her equestrian experience and interest with marketing and data analytics.
MAJOR: Marketing
MINOR: Business Analytics

"With the opportunity to be a part of both Oakland's Honors College and the Business Honors Program, I knew I would receive an excellent education. Both programs push me to my full potential. The Business Honors Program will grant me the skills to help me find my career."

- HIGH SCHOOL INVOLVEMENT**
- High Academic Honors
 - Equestrian Team Captain
 - Great Lakes Cutting Horse Association
 - Saddle Up! Monthly Contributor



Max is gaining insight into new career paths thanks to excursions to businesses in the region, meetings with professionals from multiple industries and internship opportunities available for freshmen.
MAJOR: Finance and Accounting
INTERNSHIP: Merrill Lynch

"I'm impressed with the individualized learning, experiential activities, career and internship opportunities and dedicated support available through Oakland's Business Honors Program."

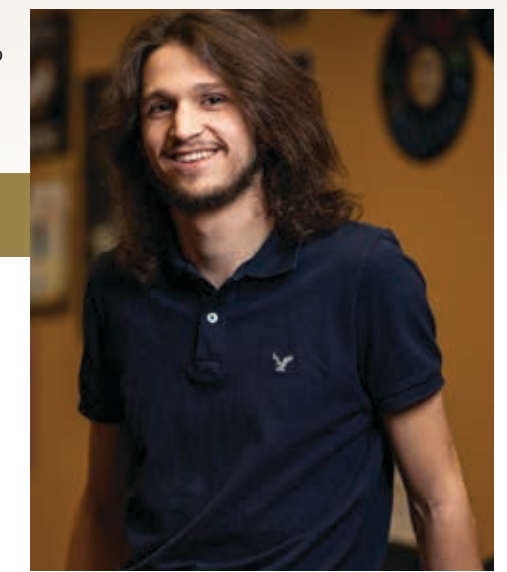
- HIGH SCHOOL INVOLVEMENT**
- Valedictorian
 - National Honor Society President
 - Student Congress
 - Business Professionals of America
 - DECA State Qualifier
 - Presidential Scholar

Joshua is enhancing his extensive volunteer credentials with business and leadership knowledge and experience that will transform his goal to improve his community.
MAJOR: Operations Management
SPECIALIZATION: Project Management

"The Oakland University Business Honors Program is unbelievable. I'm creating amazing friendships, connections and growth as part of the program."

- HIGH SCHOOL INVOLVEMENT**
- Valedictorian
 - National Honor Society Vice President, President
 - Student Council Representative
 - FIRST Robotics
 - Drama
 - Band
 - Key Club

- OU INVOLVEMENT**
- Student Program Board
 - Student Congress
 - WOUX
 - Society of Operations Management





© Garrett MacLean

Dennis Jordao and Fernanda Turco, GM professionals from Brazil, are strengthening their business acumen with an OU Executive MBA.

CATALYST FOR CAREER MOMENTUM

By Michael Silverstein

From Brazil to Michigan, two General Motors employees with different backgrounds discovered Oakland's Executive MBA program. They zeroed in on key benefits to advance their careers: strengthening business acumen and building high-level leadership skills.

With dual bachelor's degrees in engineering and law, combined with proven global product development experience and cross-functional team leadership, Denis Jordao, senior product engineer, knows an MBA is essential to drive his career forward. "Through my research into MBA programs, it became apparent that the educational quality of the Oakland University Executive MBA (EMBA) program makes it a tremendous value. I'm confident it will prepare me well for my future," he says.

The EMBA's focus on leadership and career development piqued Fernanda Turco's interest. While seeking to deepen her business education and experience, she recognized that strong leadership skills deliver the power to boost careers.

"The leadership emphasis and rigorous business curriculum is a clear differentiator for OU's Executive MBA program," says Turco, GM's Marketplace marketing manager. "As a leader, you need to have the ability to know what each part of

the organization is doing, what they are communicating and how to use the data effectively."

An Executive MBA degree will complement Turco's business development and project management experience, as well as build on her undergraduate degrees in business and industrial management.

While earning an EMBA is elemental to their career aspirations, both speak to the benefit of putting what they learn into action immediately. "The emphasis on case studies and real-world situations means I'm able to apply what I learn the next day," says Jordao. "I have a better understanding of what we are doing at the company and in my department."

Learning alongside experienced, high-potential professionals in a cohort model enhances the curriculum. "Discussing the concepts with classmates from different industries, countries and roles brings the concepts we are learning to life," adds Jordao.

The alternating weekend schedule, full-service student support and OU's central location rounds out the Oakland University Executive MBA as the perfect choice for these busy, full-time professionals.

"The personal touch and concierge approach OU's Executive MBA staff provide is vital," says Turco. "From facilitating enrollment, procuring books, to assisting with financial aid and billing questions, everything is handled, so I can focus on learning." ➤

About the Weekend Executive MBA

Designed for working professionals in or aspiring to leadership roles, the Executive MBA at Oakland University boosts your career momentum while allowing you to maintain your life. With a laser focus on essential business concepts and global perspective combined with proven leadership courses, the rigorous curriculum includes topical issues, C-suite presentations and professional development components. The fully inclusive 21-month program meets Friday afternoons and Saturdays on alternate weekends. Learn more at oakland.edu/emba.

BOOSTING BUSINESS EXPERTISE

By Starr Brown

With an electrical engineering degree from Georgia Institute of Technology in hand, Akash Maheshwari launched his career as a drive graduate trainee at Continental. In his first two years, assignments took him to Auburn Hills, Michigan; Lindau, Germany; and Yokohama, Japan. Upon returning to the United States, Maheshwari was quickly promoted from engineer to project manager to team leader, focusing on assisted and automated driving applications.

To supplement his engineering expertise and better prepare for managerial roles, the head of his business unit recommended Maheshwari enroll in a business program. Though Maheshwari didn't feel ready to commit to an MBA, he began researching options.

Maheshwari found his match in the Business Essentials Graduate Certificate program at Oakland University's School of Business Administration. OU's program met all his criteria: internationally accredited, flexible schedule with online or on campus courses, convenient location and credits earned can be applied to an MBA.

"I was eager to learn more about business. I had a lot of questions. Oakland University Business Essentials Graduate Certificate program seemed the ideal avenue for answers," Maheshwari says. The program delivered on his expectations. "The real-time aspect of what I'm learning in the program is great. There are so many topics we cover in the reading and discussions that apply to the group I manage."

For example, Maheshwari says he drew directly from what he learned through the program's initial courses to develop a quarterly state of the union as well as visualize the game plan for the next two to three years for his team.

Going forward, Maheshwari is eager to delve deeper into core business disciplines through managerial accounting and financial management to further round out his business acumen.

In addition to the immediately applicable lessons, Maheshwari appreciates how flexible the program is for a full-time professional since the entire certificate can be completed online or on campus. ➤



Business Graduate Certificates

Boost your business acumen, refresh your skills and enhance your professional experience with a graduate business certificate. These 15-credit hour programs are ideal for working professionals who possess a bachelor's degree and want to gain a fresh perspective or new skills. Learn concepts you can apply immediately while building a foundation for a strong future.

- Business Analytics
- Business Essentials
- Finance
- Information Security Management

Learn more at oakland.edu/business/grad

© Garrett MacLean

Akash Maheshwari, engineering project manager and team leader, Continental, is supplementing his engineering expertise with management skills.

Business Briefs



PRESTIGIOUS ACCREDITATION

The Association to Advance Collegiate Schools of Business (AACSB) extended the accreditation of the business and accounting programs at the School of Business Administration at Oakland University. Founded in 1916, AACSB is the longest-serving global accrediting body for business schools and the largest business education network advancing students, educators and business worldwide.

AACSB accreditation is the hallmark of excellence in business education and has been earned by less than five percent of the world's business schools, according to AACSB, placing Oakland's Business School among a very exclusive group. Only 187 institutions in the world hold additional AACSB accreditation for their accounting programs, a distinction held by the top one percent of business programs in the world. The Business School at Oakland University has held AACSB accreditation since 1988.



© Kyle Wills

EXECUTIVE ADVANTAGES

As part of its executive lecture series, the Oakland University Executive MBA program hosted industry leaders whose experience and insight connects the program's innovative curriculum to real-world business challenges. This year's lectures included The Future of Work by George Corona, president and CEO, Kelly Services; Risk Awareness in the Pursuit of Executive Leadership by Ken Janke, retired senior adviser and senior vice president, investor relations, Aflac; and Transformational Leadership by Brigadier General John D. Slocum, Commander, 127th Wing, Selfridge ANGB (pictured left).

NEUROMARKETING ETHICS

The *Harvard Business Review* interviewed OU's Steve Stanton II, Ph.D., professor, marketing, about how marketers can address the consumer backlash and ethical implications of neuromarketing in its January 2019 issue. HBR talked with Dr. Stanton and his coauthors about their paper in the *Journal of Business Ethics* about the power of neuromarketing, privacy concerns and what organizations should watch for when working with neuromarketing research firms.



BEST PRACTICE

In extending the b-school's elite accreditation, the AACSB-International highlighted the School's ACHIEVE career and professional development program. The AACSB named ACHIEVE a best practice, recognizing the involvement of industry professionals who lead workshops and serve as mentors. Collectively, 61 returning and 32 new business professionals contributed 648 hours to the ACHIEVE program in the 2018-19 academic year. Sponsors Oakland University Credit Union and Oakland University Alumni Association support quality networking events that bring students and professionals together.



SUMMER LEARNING

High school students explored business essentials, actuarial science and global business at three OU Business School summer camps. Designed to spark interest in versatile, dynamic and rewarding business career paths, camp activities included hands-on activities, field trips and guest lectures from area business professionals. Campers also gleaned college readiness tips and learned about business degrees. Thanks to these sponsors whose support enriched the camp experience: Consumers Energy, Ally Financial, Genisys Credit Union, EY, KPMG, and Rocket Mortgage by Quicken Loans.



ACCOMPLISHED ALUMS



© Lay's

The Oakland County Executive's Elite 40 Under 40 welcomed Nicholas Kristock MKT '13, MBA '14, CEO, Empathy 313, and founder and executive director, Fleece and Thank You, to its 2019 class. Now in its eighth year, the program recognizes and spotlights dynamic leaders under the age of 40 who are making a difference in Oakland County and beyond. Kristock was recognized for his work with Empathy 313, an innovative software platform that helps charities connect donors to the gift recipient.

Lay's selected Kristock to be one of its "everyday smilers" in the potato chip brand's latest Operation Smile campaign. The program will donate up to \$1 million in proceeds to Operation Smile. Shoppers can see Kristock's smile on bags of Cheddar and Sour Cream, Wavy Hickory BBQ and Deep Dish Pizza flavors.



Oakland University's Young Alumni Chapter recognized Tej Yale MKT '13, MBA '16, founder and CEO, ThinkImpact1st and ThinkHelping, with a 2019 10 Within 10

Award. The award recognizes young alumni who have made an exceptional impact within their professions and communities. Through his work, Yale is assisting nonprofit organizations such as the Epilepsy Foundation of Michigan and Koman Greater Detroit with digital marketing.

STUDENT EXCELLENCE

The members of OU's DECA team put their skills, experience and education to the test against collegiate DECA members from around the world at the DECA International Career Development Conference in Orlando, Florida. Four Oakland business teams placed in the top ten in Human Resources Management, Event Planning, International Marketing and Business to Business Marketing categories.



© Sarah Swarz

First place winners MIS students Bevin Thomas and Alyssa Lipinski (Addison Hutchinson not pictured).

Three Oakland School of Business teams scored first, second and third place in the sixth annual ISACA Scholarship Competition. Hosted by the Detroit Chapter of Information System Audit and Control Association (ISACA), the contest challenges student teams to work on a real-world cybersecurity case and present their analysis and recommendations to a panel of professionals. The top three teams walked away with honors and cash prizes.



WOMEN EMPOWERED

Students from the Women in Business student organization learned from local leaders at the Women Empowered event hosted by the Auburn Hills Chamber of Commerce. Students met and networked with OU President Ora Pescovitz (pictured with students), Ana Almeida, customer business unit vice president, Faurecia North America, and Ursula Scroggs, president and managing director, DKSS CPAs + Advisors.

CULTURAL CONFIDENCE

A group of Oakland University undergraduate and graduate business students set flight for Poland and the Czech Republic during winter break to gain global business knowledge firsthand. Led by Professor Frank Cardimen, the whirlwind itinerary took the group to meet with business leaders at organizations such as the American Chamber of Commerce in Poland; LOTTE Wedel, CAN-PACK, Abanana Advertising Company, Eli Lilly and American Axle and Manufacturing. Students also gained cultural insight through guided tours, concerts and visiting famous landmarks.



FINANCIAL GAME

Students from OU's Managing Investment Funds course joined an international group of current and future finance industry leaders at the Global Asset Management Education (GAME) forum in Quinnipiac, New York. The three-day conference gathers renowned finance experts, professionals, academics and students from around the world to discuss pressing issues facing investment professionals, interact with industry leaders, and learn best practices in investment management. At this year's forum, students heard from leaders from Richard Bernstein Advisors LLC, Goldman Sachs, JP Morgan Funds, Bloomberg News and the CFA Institute. Support from an anonymous donor helped make the trip possible for Oakland business students.



BOARD OF VISITORS FOR THE OU BUSINESS SCHOOL

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 Rochester, Michigan 48309-4485

CASE COMPETITIONS

Oakland Business Scholars put strategy and leadership skills to the test in campus case competitions. Working in small teams, Scholars develop business plans and presentations to share with judges. In one competition last year, sponsored by the OU Credit Union, Scholars strategized to determine the best complementary service offering for an existing business. In the second case, sponsored by the Marketing and Sales



Executives of Detroit, Scholars developed and presented marketing strategies to help an organization grow annual sales. In each

case, members of the winning teams received a scholarship equivalent to one credit hour.



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SCHOOL OF BUSINESS ADMINISTRATION

SAVE THE DATE FOR

50
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**CELEBRATING
YEARS**

HONORING OUR PAST
CELEBRATING OUR PRESENT
CREATING OUR FUTURE

Golden Gala Celebration

May 29, 2020 | Royal Park Hotel | Rochester, Michigan

Join us

At the Golden Gala to commemorate the golden anniversary of the Oakland University School of Business Administration. This weekend we will honor the School's rich history and celebrate its vibrant future when we welcome you and your guests to a delightful evening that will feature an engaging keynote speaker, seated dinner, and afterglow with music and dancing.

Golden Gala

Friday, May 29, 2020
Royal Park Hotel, Rochester, MI

Celebratory Brunch

Saturday, May 30, 2020
Banquet Rooms, Oakland Center, Rochester Hills, MI

EVENT SPONSORSHIPS AVAILABLE.

Event details, ticket and sponsorship information
oakland.imodules.com/SBACelebrates50

For more information, contact Kristen Cometto, Director of Philanthropy, kcometto@oakland.edu, (248) 370-2121