

»» Meet Drew Petersen, the Alumnus Leading UW's Board of Regents P. 12

UPDATE

WISCONSIN SCHOOL OF BUSINESS | FALL 2019

» KELLY LINSTROTH

Director of Marketing and
Fan Insights, Chicago Cubs

FIELDS OF OPPORTUNITY

Business Badgers
Build Successful
Careers in Sports
P. 14

+

It's No Joke:
Mark Burns Helps
Companies Harness
Humor P. 10



WISCONSIN
SCHOOL OF BUSINESS

UNIVERSITY OF WISCONSIN-MADISON

TOGETHER
FORWARD®



I was asked recently how I would describe the Wisconsin School of Business alumni network.

After traveling to five cities on my alumni tour, meeting hundreds of alumni here in Wisconsin, and engaging with scores more in our tele-town hall last month, it was an easy question to answer.

You are a loyal community. You remain curious and eager to learn. You are hard workers who are not afraid to build something from the ground up. You are willing to help each other and this School. And you are committed to doing good. Above all, your pride in the institution carries beyond Camp Randall, Grainger Hall, and Madison to wherever you live and travel. This is what makes WSB unique—and a lifetime commitment.

I've been inspired by my interactions with the Business Badger community, as I am when I read the stories in this publication. Our graduates lead across many industries, as illustrated in the stories that follow. You'll read about alumni running the behind-the-scenes business of sports (page 14), as well as those leading in companies with missions as varied as early cancer detection (page 8) to storytelling through humor (page 10). It's a wonderful mix that captures just a small snapshot of the tremendous impact our alumni community makes on this world.

As we look ahead to next year, we'll be sharing the outcomes of our strategic planning process, identifying the specific opportunities that have emerged, along with an updated mission, vision, and set of values. I look forward to sharing our direction with the alumni community in January and to setting goals and metrics in the months that follow. Later in the spring, we'll form action teams that will articulate the concrete steps needed for implementation. I'll be looking for ways to deepen our connection with the alumni network in different ways, and I hope you will take advantage of opportunities to get involved. I invite you to participate now by contributing to the WSB Fund, which will support the important opportunities we pursue in the years ahead.

To the entire family of WSB alumni and friends, I thank you for the warm welcome you have given me as dean. You have shared your experiences, insights, and hopes for the future of WSB, and I accept with great responsibility the privilege of working with the Business Badger community to lead us there.

Together Forward,

A handwritten signature in dark ink, reading "V. Sambamurthy". The signature is fluid and cursive, with a stylized "V" and "S".

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

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» Badgers Across the Globe

The world is smaller than you think—especially when you're a Badger! From Pacific Island beaches to New York City cafés, UW-Madison alumni run into each other all over the world. •



NEW YORK CITY

JACOB ERLICHMAN (BBA '19)

EQUITY RESEARCH ASSOCIATE ANALYST,
THE BUCKINGHAM RESEARCH GROUP IN NEW YORK CITY

I was doing some work at a coffee shop on the Upper West Side in New York City with a current student and we were talking about topics related to UW-Madison. The gentleman sitting next to us suddenly chimed in about his time at UW in the '80s and how his career had taken him from Los Angeles to New York, through several different industries. I realized through this alumni connection the valuable principle of not necessarily planning too far ahead, and letting your journey play out.

TAHITI

CURTIS ROCHETTE
(MBA '11)

SENIOR ASSOCIATE,
BRIDGE INVESTMENT GROUP
IN SALT LAKE CITY

I am Polynesian and was living in Tahiti in 2014. I was walking through a beachcomber hotel when I heard, "What's up, dude!"

Not knowing how this person even knew that I spoke English, someone pointed at the visor I had on with the motion W. I knew immediately it was a Badger—two of them—honeymooning there. I run into Badgers and Wisconsin folks all across the U.S., but in another hemisphere? Amazing.

MEXICO CITY

JEFF SCHLINSOG
(BBA '84)

PRINCIPAL,
PRICEWATERHOUSECOOPERS LLP IN MILWAUKEE

I was at the International Actuarial Association meeting in Mexico City in November 2018. At lunch I sat at a table of attendees—none of whom I knew. To my immediate left was Jeng-Shiu "Daniel" Ye (MS '96), a fellow Badger. Not only were we fellow Badgers of the same major, we had several friends and contacts in common. Never underestimate how many fellow Badgers are out there!

PHILIPPINES

BILL GRAF (BBA '11)

PARTNER, KREINDLER GRAF IN MADISON

I was in a hostel on the beach in El Nido, Palawan, wearing a "Wisco" shirt while checking in and two people spotted me and yelled, "Go Badgers!" Turns out they were in Air Force ROTC with some of my friends, and we had a handful of friends in common. Badgers really are everywhere. You can be walking a beach solo on the other side of the world and run into people you know. You're never alone when you're a Badger.

UPDATE

FALL 2019

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Cover photo by Paul L. Newby II



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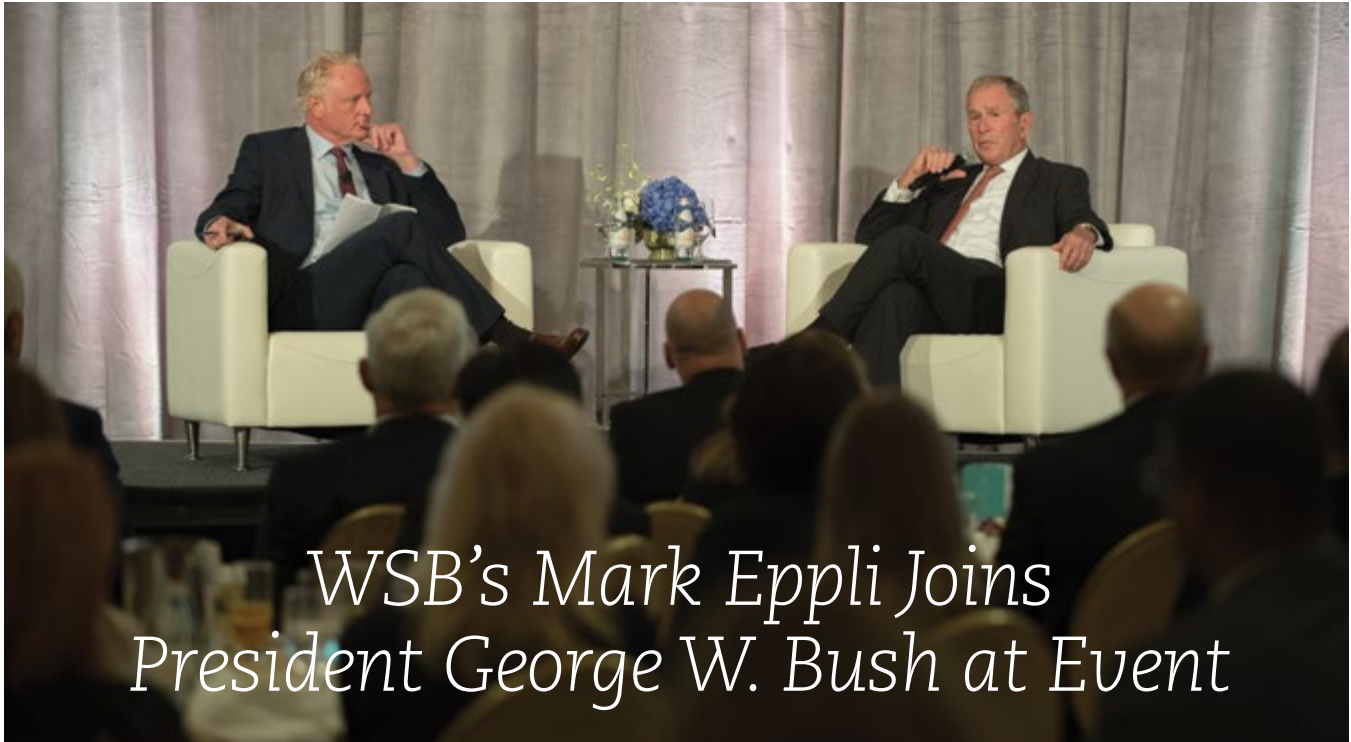


Photo by Paul L. Newby II

» *WHAT INSPIRES YOU?*

“An urge to help others drives my passion for making an impact on society because I understand the impact someone’s support can have. I am grateful for my mentors who helped me in my transformative journey from a remote village in India to the Wisconsin School of Business, which was nothing short of a miracle. Now as a Badger, I am even more eager to help others!”

—**HRIDOY KR DAS (MBA '20)**



WSB's Mark Eppli Joins President George W. Bush at Event

Mark Eppli, director of WSB's James A. Graaskamp Center for Real Estate, had a lofty task at a recent leadership conference: facilitating a discussion with a former U.S. president.

Eppli interviewed George W. Bush, 43rd president of the United States and founder of the George W. Bush Presidential Center, at the 2019 Federal Home Loan Bank of Chicago (FHLBank Chicago) Annual Management Conference in August.

Eppli's conversation with President Bush took place before an audience of approximately 500 industry professionals and discussed themes of making decisions in the face of uncertainty, a focus that aligned with the former president's recent book, *Decision Points*.

"It was truly a special opportunity to personally interview President George W. Bush," says Eppli, who has been an independent FHLBank Chicago board member for seven years and serves on the organization's Risk and Affordable Housing Program Committees.

"One of the many aspects of his talk that was particularly insightful for the audience was how, as president, he often had to make decisions quickly, under extreme pressure, and with the best information available at the time. Business leaders similarly are required to make organizational decisions with incomplete information and in the midst of uncertainty."

WSB's Eckhardt Named Discovery Fellow at WID

Jon Eckhardt, associate professor of management and human resources and the Robert Pricer Chair in Enterprise Development, was named a Discovery Fellow at UW-Madison's Wisconsin Institute for Discovery (WID).

The Discovery Fellows program establishes research collaborations with faculty of exceptional ability in order to expand the scope of research and promote WID's interdisciplinary mission. Discovery Fellows are nominated and selected from across campus for five-year appointments.

Eckhardt's research includes the use of information in entrepreneurship, firm formation, venture finance, and initial public offerings. His most recent project is a multiyear study of student entrepreneurship and university entrepreneurial ecosystems.

#5

among public universities
for power of business
schools' alumni networks

Bloomberg Businessweek Touts Alumni Network

WSB has always known it holds a special bond with its alumni, and now the rest of the world knows it too. The School ranked #19 worldwide—and fifth among public universities—in a *Bloomberg Businessweek* survey that rated the power of business schools' alumni networks.

The publication surveyed more than 15,000 full-time MBA alumni from 126 schools for its annual rankings. WSB ranked highly

for the statement, "My school's alumni network has helped me build my career."

The WSB alumni network—which is more than 40,000 strong and growing each year—is known for its active involvement in recruitment, mentorship, and career guidance. New students regularly mention WSB's alumni as a key factor in their school decision.

Bucky in the House

WSB's annual Homecoming Bash in October at Grainger Hall had a special—and popular—guest, Bucky Badger. The celebration also had 440 alumni, friends, and family who enjoyed food, music, networking, and a Badger football victory over Michigan State.



New Initiative Connects Business With Humanities

A new WSB seminar for first-year students seeks to find common ground in two areas that are often taught in isolation from each other—business and humanities.

The initiative was made possible by a grant from the National Endowment for the Humanities (NEH) that created a partnership between WSB and the College of Letters and Science. It's part of a wider campus initiative: First-Year Interest Groups (FIGs). FIG seminars help incoming undergraduate students transition into the university's academic environment by learning together in a small cohort that takes three courses around a specific topic.

The new business-led FIG course, "The Sociology and History of American Marketing and Consumer Society," is taught by Thomas O'Guinn, professor and chair of

WSB's Department of Marketing and the Irwin Maier Distinguished Chair in Business.

"Marketing, and the consumer culture it helped produce, isn't just about some bag of commercial techniques," O'Guinn says. "Marketing was made by, and in turn made, the character of contemporary society. You can't adequately teach our history without some deeper recognition and history of marketing."

The FIG course is created specifically for direct-admit business students—those who received admission to WSB directly out of high school.

The NEH grant also funds a partnership between WSB and UW-Madison's Center for the Humanities that brings high-profile speakers to campus in a series titled "Foreseeing the Future."

Business Casual

Newsletter Will Keep Alumni Up to Date About WSB

This fall, WSB launched a newsletter for alumni and friends to help keep the Business Badger connection strong, right from your inbox.

Business Casual is an informal and informative digest of news and features, delivered every other month.

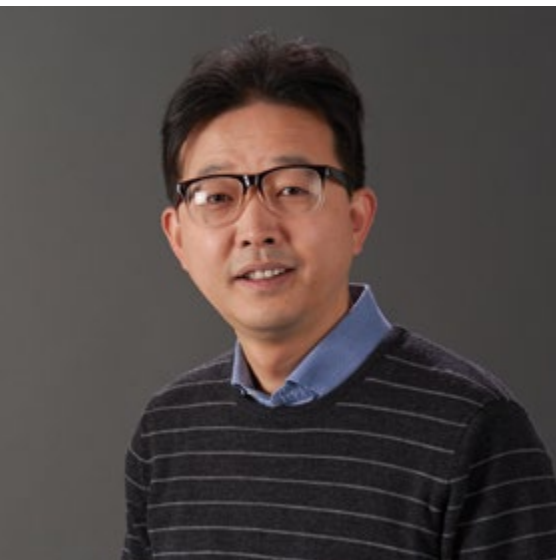
WSB's alumni relations team created *Business Casual* based on alumni feedback that expressed a desire to stay up to date about the School while continuing to learn from it, too.

>> If you haven't received *Business Casual* or want to share it with friends, you can sign up at go.wisc.edu/wsb-biz-cas

» NOW YOU KNOW

WSB research that answers important questions

BY JANE BURNS



SUNG KIM

Peter T. Allen Professor, Department of Operations and Information Management

» Q: Does a fear of punishment keep workers from ‘cyberloafing’?

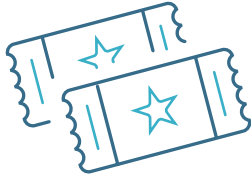
You know you do it—check a quick news headline or your Twitter feed in between tasks at work. You know who else knows you do it? Your boss. The question is: Does that matter?

Sung Kim, Peter T. Allen Professor in the Department of Operations and Information Management, looked at what happens when an organization creates and enforces policies to thwart what’s known as “cyberloafing.” Formal controls do curb cyberloafing, and Kim’s research gives clues to how and why.

Kim and his research partners

found that cyberloafing is contagious among co-workers and it’s habitual. Without sanctions for cyberloafing, workers worry very little about doing it. With the possibility of punishment, however, that changes. That means employee education and awareness of the rules are important, too.

Once a formal policy is in place, checking Facebook or online shopping at work feels like a bad idea, and seeing a colleague called out for it will make others think twice about doing the same thing. If the habit of cyberloafing is contagious, breaking the habit is, too.



» Q: Do tangible or cash rewards motivate employees more?



WILLIE CHOI

Money can be an effective motivator for a job well done, but many employers believe rewards like gift cards or travel vouchers are even better. That's why they spend billions

each year on noncash rewards instead of cash bonuses.

Research by Willie Choi, associate professor of accounting and information systems, found that firms' theories hold true. They stand up in part because of three differences between cash bonuses and tangible rewards.

First, employees perceive cash rewards as an extension of their salary, while seeing tangible rewards as separate. Second, employees typically spend cash rewards like their paychecks—in utilitarian ways—but spend noncash rewards on splurge items.

Finally, employees view cash rewards much like their paycheck in that they come to expect them. However, they see noncash rewards as an unexpected windfall.

Choi found that each reason in and of itself didn't change motivation, but their combined effects did. Most importantly, the research showed that noncash rewards do indeed motivate employees to achieve goals.

That's important information for employers as they make compensation choices. A travel voucher, a movie pass, or a gift card could be more than an employee perk; it might be a solid investment for a firm that wants to get the best out of employees.



» Q: Does regulating financial advisor fees help clients?



BRIANA CHANG

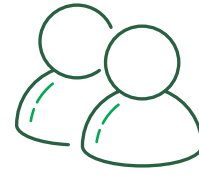
Logic says financial advisor fees provide a conflict of interest that could harm clients, who are charged regardless of how their investments perform. Regulate

those fees, the logic continues, and the advice improves and customers benefit from it.

Yet research by Briana Chang, associate professor in the Department of Finance, Investment, and Banking, suggests it's not as simple—or logical—as that. Chang and her research partner found that other factors more significantly influence the welfare of a financial advisor's client: the relative scarcity of advisors with valuable expertise (supply of information) versus clients who are uninformed (demand of information). Those factors play a larger role in how a customer's portfolio might fare than do the fees an advisor is charging.

Financial literacy education moves the dial on how those factors impact the advisor's client, and it goes beyond that. The research shows that even a small set of better-informed clients creates a ripple effect that has a positive impact on all clients.

That doesn't mean advisor fees and the conflict of interest they create are a positive. Instead, the research shows that regulating advisors' fees isn't the simple solution to helping clients. In short, seeking professional financial advice is like most things in life: Knowledge is power.



» Q: Does referring a friend have an effect on job performance?



CHARLIE TREVOR

Referring a friend can be a good way to bring a familiar person and a known quantity into an organization. It turns out there is another benefit:

better work from the person who made the referral.

Research by Charlie Trevor, professor of management and human resources and the Ruth L. Nelson Chair in Business, offers new insights into the benefits of referral hiring programs. The programs—in which employees can recommend potential candidates for a job at their company—are common, and previous research shows that referred hires perform well.

Yet Trevor and his research partners found that the employee who made the referral fares well, too. In a two-year study at a U.S. call center, data showed that employees who made a referral were 27 percent less apt to leave the company than employees who didn't have a co-worker they had referred. Those who made a referral also handled 5.1 percent more calls when the referral hire was present. In other words, those who make a referral see improved performance and a decreased likelihood that they'll quit.

At work, like anywhere else, it's always nice to have a friend. Encouraging employees to bring in a few more can help the company, too. •

»» Want more business insights you can trust? Read the latest research at go.wisc.edu/WSBresearch

» *Leading With a Mission*

Sarah Condella puts people first at one of Madison's fastest growing companies

BY SIRI PAIRIN | PHOTO BY PAUL L. NEWBY II

Since Sarah Condella (BS '03, MBA '07) joined Exact Sciences in 2012, the Madison-based molecular diagnostics company has grown from about 50 employees to more than 2,800. As senior vice president of human resources, Condella manages the challenges that come with such fast-paced growth.

"We're really managing a constancy of change," she says. "You become used to it, but not everybody is. We need to make sure we give everybody the right tools, and that we're communicating so that people are connecting to the 'why', because if you don't understand why it's happening then it seems like chaos."

At Exact Sciences, employees unite around a shared mission: to win the war on cancer through early detection. In 2014, the company launched Cologuard, the first stool DNA screening test for the detection of colorectal cancers and pre-cancers. The test—an at-home screening kit—has made early cancer detection more accessible and convenient, with nearly 3 million people using the product to be screened for colorectal cancer, half of whom were previously unscreened.

Exact Sciences' recent growth is driven partly by expanded FDA approval for Cologuard use among a wider age demographic, as well as

its acquisition of genetic research company Genomic Health. The company is also using its early detection technology to develop other cancer detection tests, including for lung and liver cancer.

This uniting goal is part of what makes the company culture so dynamic. In times of drastic transformation, Condella recognizes it as an anchor amidst all the change.

"At the end of the day—when we're all in it for the same reasons—you have every other person in this company who is willing to help because your success in any department, function, or team is contributing to that overall success," she says.

Shaping that success is integral to Condella's role leading human resources.

"When you consider some of the basics of HR—compensation, benefits, wellness programs—we look at everything holistically and focus on what creates a meaningful experience for employees," says Condella. "We've built the infrastructure to support growth in terms of having recruiting, business partner support, and a real focus on career development."

Condella, a Wisconsin native, has always been a people-focused person. Originally intending to pursue child psychology, Condella

realized her passion for human resources while working for the UW-Madison Survey Center in the years following her undergraduate degree in psychology. There, she served in a variety of roles from telephone interviewer up to manager, gaining insight into the different functions of departments and team dynamics.

"I started realizing that everything I'd learned with my background in psychology was very applicable to adults as well as children," she says. "I recognized that I love learning how people are motivated, and how that relates to the different dynamics among teams."

Condella pursued the Wisconsin





“At the end of the day—when we’re all in it for the same reasons—you have every other person in this company who is willing to help because your success in any department, function, or team is contributing to that overall success.”

—SARAH CONDELLA
(BS '03, MBA '07)

At Exact Sciences, Sarah Condella manages a constancy of change in the midst of the company's fast-paced growth.

MBA program specifically because of the human resources management specialization and how it speaks to these interests. She credits her time in the program with solidifying her passion around people, as well as helping her better understand organizational behavior, motivation, compensation, and what it takes to drive high performing teams.

“What I’m very fond of about my time at the Wisconsin School of Business is the people and the connections that we made,” she says. “Everybody had such different backgrounds. You learn to bond over the differences that you have because you can really learn

from each other in that way.”

When she’s not focused on balancing Exact Sciences’ major growth, Condella is working toward another type of balance: that between her job and being a mother to two young children. Before stepping into her current role, Condella thought that the type of work-life balance she wanted wouldn’t have been achievable, and that the nature of her position would require her to be “on” 24/7. At Exact Sciences—named a 2019 Best Workplace for Women by *Fortune* and Great Place to Work®—she has found the balance that’s right for her.

“In this job specifically, I’ve been able to set the right boundaries

and integrate work and life in a way that works for myself and my family where I don’t feel like I’m constantly pulled in too many directions,” she says. “I really try to find that balance.”

Looking forward, Condella plans to continue guiding Exact Sciences through whatever changes it might face in the future.

“I’m passionate about creating an environment where people bring everything that they can and are able to contribute in a meaningful way,” she says. “I’m really proud to be part of this mission and this team, contributing to the growth and success of this organization because we’re having a really powerful impact on people.” •

Funny Business

Mark Burns' ability to help companies tell their stories better is no joke

BY JANE BURNS | PHOTOS BY PAUL L. NEWBY II

Everyone knows the power of a good joke. It can entertain, of course. It can ease the tension of a sticky situation. It can even teach a life lesson if you're paying attention.

Mark Burns (BBA '08) knows something else about a good joke, maybe even a comedy secret: A good joke can help build a better business. Burns is founder and executive producer of Chicago-based Punch Up Creative, which helps people and companies tell their stories through comedy and satire.

Launching his own company created a perfect melding for the high school filmmaker who dreamed of a future in the movies and the college student who decided business would be a smarter choice.

"Film was always in the back of my mind but it didn't seem practical and in the end I'm glad I didn't do that," say Burns, a finance major who opted for business school over film school after he quickly fell in love with UW-Madison on a campus visit. "It's kind of crazy how in a roundabout way I found myself back in that world."

With Punch Up, Burns leads teams of professionals to create video content, produce live events, and develop experiential learning sessions. He'll work with a network of freelance actors and comedians, production crews, and writers to enliven—or "punch up"—

"Improvisation teaches you to listen better and think quickly."

—MARK BURNS (BBA '08)





“Film was always in the back of my mind but it didn’t seem practical and in the end I’m glad I didn’t do that. It’s kind of crazy how in a roundabout way I found myself back in that world.”

—MARK BURNS (BBA '08)

the often mundane aspects of the business world that are familiar to anyone from the CEO to the new hire.

“With a corporate event or a training video, you have a captive audience and a message you’re trying to get across,” Burns says. “We just help make it a little more digestible.”

Burns’ path to his own company was, in the truest sense of the word, funny. His high school zombie films—*Bad Chili* and *Bad Chili 2: Chili Con Carnage*—leaned heavily on jokes from *The Simpsons*. His college internship was with *The Onion*, the popular satirical newspaper and website then based in Madison.

By the time Burns graduated, *The Onion* had moved its headquarters to his native Chicago and he joined the company as a financial analyst, then became a business analyst. He worked with account management, contract negotiation, and monetization of content, and began his professional experience with video production.

“That was being the responsible person in a room full of sales and creative people,” says Burns who, like other *Onion* staff, sometimes appeared in the photos that accompanied the fake news stories.

From there, Burns stayed in the funny business by moving

to Second City Works, the professional services arm of the famed comedy theater that has launched the careers of a multitude of stars. Second City Works uses methods honed on the performance stage to create professional development content and events.

As a creative project manager, Burns learned how to produce videos, run events, and direct a creative team. Just as valuable was access to Second City’s classes in improvisation, writing, directing, and creative producing.

“I had no interest in being a performer but the improv class was valuable,” he says. “It teaches you to listen better and think quickly.”

After five years at Second City, Burns wanted to spread his wings and be involved in all of aspects of the projects, so he launched his own company. He knew he had the creative network to tap into, and made the leap in 2018.

With Punch Up, things like training videos become entertainment. Witnesses in a *Judge Judy*-type trial make a case for the features of a new cellphone instead of a traditional narrated video about the product. A corporate executive can get a *Tonight Show* interview treatment at an annual meeting, complete with a host and a couch, instead of

giving a speech. An internal video about corporate culture might add inside jokes about how employees want more variety in the office kitchen’s condiment selections.

“It’s totally over the top and ridiculous, but it works,” he says.

Burns is serious about what engaging employees in a company’s product or culture might mean for its bottom line. Though not always a serious guy, he’s also not the comic some people expect him to be.

“I’m not particularly funny,” he says. “At Second City I used to say I was the fun-ruiner. I’m the one who tells writers what they can’t do. I’d say, ‘We can’t have an elephant in the script. And we can’t have hang-gliding.’”

“As a producer, you’re the realist,” he adds. “But I like to let people play for a long time before I start shooting things down.”

Still, it’s an entertaining way to make a living, and he enjoys the niche that he’s created for himself with his company. After all, funny business is still business, with the same risks and rewards.

“Starting a business was like jumping out of a plane without a parachute,” he says. “But I’m lucky, it’s worked out.” •

An Advocate For The UW System

Board of Regents president and WSB alumnus Drew Petersen works to ensure that higher education in Wisconsin stays strong

PHOTO BY PAUL L. NEWBY II

When Drew Petersen (MBA '03) walks into Grainger Hall, he feels a sense of pride seeing education in action. But for the president of the UW System Board of Regents, there's also a moment of trepidation that maybe an assignment or presentation looms. That's because when Petersen comes to the Wisconsin School of Business, he does so as an alumnus of the Wisconsin Executive MBA Program.

Petersen is also senior vice president of corporate affairs at Madison-based TDS Telecommunications, where he has worked since 1997. Prior to that he worked in government, for former Wisconsin Gov. Tommy Thompson and U.S. Rep. Scott Klug.

The 18-member Board of Regents is responsible for establishing rules and policies, managing over 40,000 employees and 170,000 students, and a \$6 billion budget for the UW System. Sixteen members are appointed by the governor. Petersen has been a regent since 2013 and was elected president in June 2019. Juggling that role with his professional and other civic commitments is no easy task, a balancing act that Petersen talked about during a visit to WSB this fall.

WSB: You have pledged to be a tenacious advocate for the University of Wisconsin System. Tell us more about what that means to you.

Drew Petersen: The University of Wisconsin is one of the most impressive institutions of higher education in the nation and the world. We hire and invest in world-class faculty

and staff that change lives every day. The groundbreaking research and discoveries our campuses incubate are remarkable.

It's important to make sure we don't dilute quality during difficult budget times. We have all kinds of economic prosperity in Wisconsin right now. The economy is almost firing on all cylinders, and we'd like to make sure we don't atrophy. The UW System has a role to play in talent development, in job creation. That's the case I'm hoping to make—that now is the time to make quality investments in the UW System.

WSB: Are there specific goals and initiatives you have identified?

DP: I want to focus on three things in particular. One, building a case for reinvestment in the UW System by the legislature, by taxpayers, and by private donors. Second, focusing on growing internships and other student work opportunities because I know how pivotal they can be to success. Third is focusing on students' mental health. It's smart to select initiatives you can have success in, but it's also smart to select initiatives people can get behind.

WSB: How has your Wisconsin MBA helped shape your career?

DP: My MBA has been an absolute tailwind for success in my multiple positions held at TDS, as well as serving on the numerous boards I've been fortunate to lead.

My company is very focused on analytics. We operate as a fiber-optic broadband



provider in 35 states and want to make acquisitions and grow. We look at income demographics, household formation, stability of the economy, and regulatory treatment.

I came from the public sector and know how Washington and state government work, but what I felt was a blind spot for me was a strong financial background. Prior to having my MBA, I'd have internal business conversations and hear, "Well, Drew, you're the 'common man,' what do you think?" It's much more rewarding to say, "I

think it's a good idea and here's why," and that's because of the financial and business principles I learned as part of my MBA. That gave me a stronger voice at the management table.

WSB: How do you balance the many professional and civic roles you fill?

DP: My MBA taught me several critical thinking and executive skills, the most important being time management. I find I am able to optimize my performance, both at the office and on the several boards I serve, when I have a full schedule.

I also believe in setting an example for my children that having a public service component of your professional career is important.

Giving back to the State of Wisconsin and our communities is vital; I hope they embrace that as they mature into adulthood.

"The UW System has a role to play in talent development, in job creation. That's the case I'm hoping to make—that now is the time to make quality investments in the UW System."

—DREW PETERSEN
(MBA '03)

WSB: What would you share with your fellow Business Badger alumni about the importance of staying connected to the university or the business school?

DP: UW graduates have an important role to play in amplifying the message of how valuable their degree was to their success. There is nobody better than our alumni to tell the story of this university's value and its positive impact in helping to develop more informed citizens, a better educated workforce, and a state with strong economic opportunity. •

Interview conducted and edited by Jane Burns



In Sports Careers, Business Badgers

LEAD THE FIELD

BY JANE BURNS

It's a familiar routine, one Kelly Linstroth (BBA '03) experiences any time she tells someone what she does for a living. First, there's a nod of approval as they tell her that her job sounds really cool. Then, as if the person were following a script, Linstroth knows exactly what comes next.

"The follow-up question is always the same," she says. "It's, 'Can you get me tickets?'"

Linstroth is director of marketing and fan insights for the Chicago Cubs, and is not alone in getting that reaction to her job. From ownership and the C-suite to interns and most levels in between, Business Badgers are everywhere in the world of sports. The vast majority aren't the athletes that people have cheered over the years but instead are those who work behind the scenes. They crunch numbers, negotiate contracts, study data, and plan strategy so that everything else a sports organization does seems like just another day at the ballpark.

"There are a lot of really interesting, good jobs

to be had in the sports industry," says Ryan Oremus (BBA '97), vice president of finance for the Boston Red Sox. "If you think about a sport like baseball, everyone might want to be a general manager, but there are only 30 of those jobs. Every business needs accounting, every business needs human resources. Sports is no different."

A changing industry

In recent decades, the sports landscape has changed from being a passionate pastime to a multibillion-dollar industry, creating markets and employment opportunities along the way. Career opportunities come not just with professional and college teams, but with marketing firms, television networks, and sales teams as well as sports-related nonprofits and philanthropic organizations.

"It's not just a hobby, this is big business across the board," says David Cohn (BBA '08), executive director of First Tee of Southeast Wisconsin, a nonprofit youth

organization that teaches life skills through golf. “A lot of organizations look at it that way and are looking for students and talent that think about it that way, too.”

Some Business Badgers found unexpected opportunity in sports, and some prepared for it while they were still in college. For all, a good business foundation from WSB helped pave the road to an entertaining and influential career.

“It’s fun. You go to work and people really care about what you do,” says Kevin Mather (BBA ’84), CEO and president of the Seattle Mariners baseball team. “We’re a small business in the area, only about 200 front-office employees, but more people know what the Mariners are up to than they do about the bigger businesses.”

Mather has seen the evolution of sports as a business since his first job in the industry, as finance director for the Minnesota Twins in 1990. He was already working for the family that owned the baseball team and went to the Twins on an interim basis to establish new accounting controls. He’s been in baseball ever since.

“Back in the ’60s, ’70s, ’80s, rich guys owned the local sports teams as a community asset. Then with television, free agency, and labor laws, it turned into big business,” Mather says. “When I went to work for the Twins, the owner said, ‘This had been run like a hobby business and I wish I had made changes as soon as I bought it instead of waiting a few years.’”

Data creates marketing opportunities

Opportunity came for Linstroth after the Cubs changed ownership in 2009 and made significant investments to build out several departments,



Joe Simler got his start in the sports business world when he worked in guest services for UW Athletics during all four years of college.


Senior Manager,
Corporate Partnerships,
Dallas Cowboys

JOE SIMLER (BBA '08)

“I tell students no job can be beneath you because working in sports can be a humbling experience.”

Joe Simler means it when he says he works for a small family-owned business. That business has a big imprint, though.

Simler is senior manager, corporate partnerships for the Dallas Cowboys, the football team rated by *Forbes* as the world’s most valuable professional sports franchise, worth \$5 billion. Simler plays a key role in helping the team generate revenues.

“It’s anything related to the team,” he says. “Signage inside the stadium or our headquarters, radio advertising, mobile and digital advertising, use of the logo. Our most valuable asset is the Cowboys’ star.”

Simler joined the Cowboys in 2013, for a second time. He interned in 2008 after graduation, as the team opened a new palatial stadium. The return to Texas five years later was a far cry from his first full-time job: selling season tickets for the Phoenix Coyotes when the hockey team had gone bankrupt and was considering a move. He then went to the Green Bay Packers for corporate suite sales. When the Cowboys called, the opportunity was too good for the Wisconsin native to pass up.

“My family was more upset about it than I was,” he says.

With the 2019 season in full swing, Simler and his colleagues are working on 2020, connecting with current corporate partners and potential new ones. The pressure of the sale gives Simler an appreciation for what players experience, though they’re on TV and face far more public scrutiny.

“Teams focus on revenue-generation and sales,” he says. “It’s still a business and you have to be able to perform.”

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Kelly Linstroth is a sports fan, but the unique challenge of marketing a brand like the Chicago Cubs is what drew her to her job.

When Kelly Linstroth learned about the Chicago Cubs job that would one day be hers, she got a rush of excitement. It wasn't because she was a superfan who wanted to hang with her idols.

It was the business problem, the chance to get in on the ground floor as the organization began a process to learn more about their customers—also known as their fans.

"We had to ask, 'How do we learn who our customer is and market to them? How do we start down that path, execute it, and see how it succeeds?'" says Linstroth, the team's director of marketing and fan insights.

She had done that before. During her four years at Walgreens, Linstroth helped launch its rewards program that identifies what customers buy so the company can market to them better.

With the Cubs, Linstroth oversees marketing in all areas of fan touchpoints, including email,



digital, and social media, as well as leveraging fan data to personalize communication to them.

Linstroth's job doesn't typically involve game-day duties, though she's on call in case plans change. But just showing up for work at a place as beloved as Wrigley Field serves as a reminder to her of why she's there and who the customers are.

"I'm a Packers fan, so I know how I would feel if their fans weren't being treated well," she says. "I didn't quite understand that until I came here."

XXXXX

including the marketing department. By establishing a plan to collect and leverage fan data to better market to them, the Cubs uncovered potential revenue opportunities well beyond the cozy confines of Wrigley Field. Where once there were limited resources, Linstroth now leads a team of six within a department of 30.

"Sports teams realized that if we are to run our brands like a business, similar to consumer goods and retail, not only can we be successful on the field, we can be successful as a business," she says. "People can engage with the brand without ever going to the ballpark."

Technology has also opened up opportunities for revenue. While streaming services allow viewers to pick and choose when they watch something, sports remains must-see TV—be it on an actual TV or a digital device.

That's a big change that Paul Leff (BBA '83, MS '84) has seen since he became a part owner of the Oakland Raiders in 2007.

"Live sports is the best way for advertisers to reach audiences," Leff says.

The past decade or more has also seen a proliferation of technology-enabled data, making everything from advertising to athletic performance heavily reliant on analytics. Acquiring analytical skills is a must for industry professionals, Leff adds.

A range of careers within sports

Opportunities that go beyond working for a team are part of what WSB lecturer Moses Altsech emphasizes in a popular sports marketing class he teaches.

"When a lot of students think about sports marketing, they often don't think about working for a company that has a partnership with the Milwaukee Bucks; they want to work for the Bucks," he says. "They want to

“A lot of people are trying to specialize in sports management, but we’re not hiring sports management. We’re hiring specific needs like HR, IT, finance, or analytics.”

—RYAN OREMUS (BBA '97)

work for high-profile teams and be part of the excitement. It's like being in the auto industry and working for Lamborghini.”

But opportunity abounds beyond the teams themselves, at places like GMR Marketing of New Berlin, Wisconsin, where several WSB alumni work. GMR actively recruits at UW-Madison, hiring graduates to work with some of the world's top brands that have a presence at major sporting events such as the Olympics and the Super Bowl.

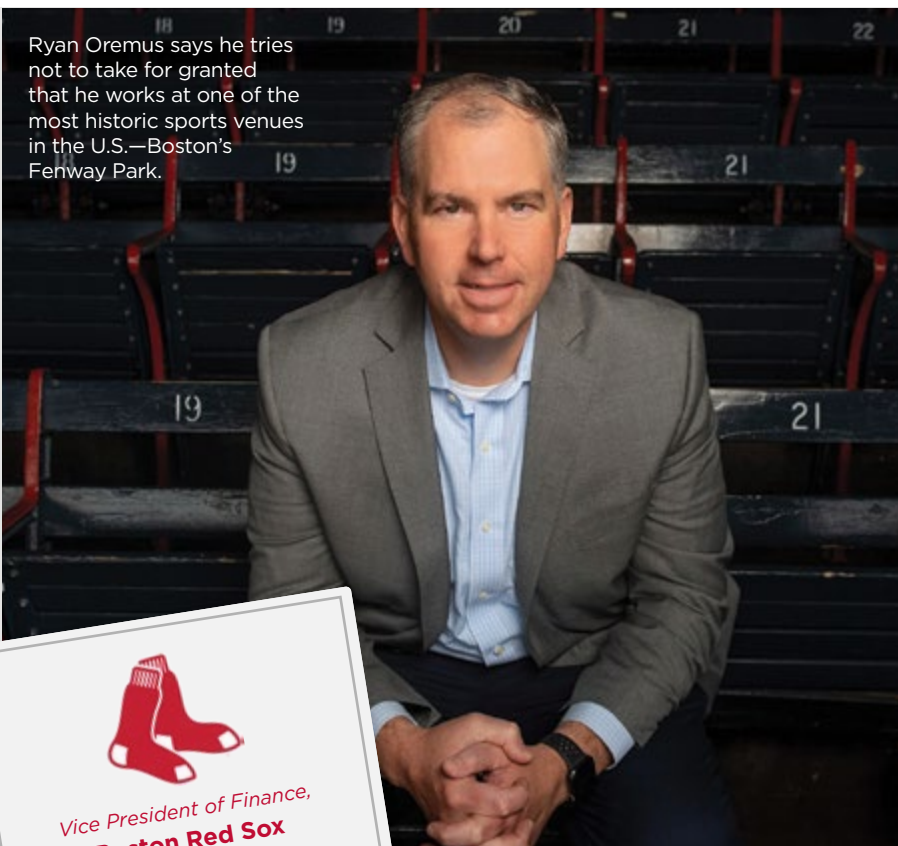
What makes the class interesting, Altsech says, is that even for people who aren't fans, sports provides the ultimate marketing case study.

“It's the intersection of where every aspect of marketing comes together: consumer behavior, marketing strategy, advertising and promotions, communications, logistics, global marketing, sales, public relations,” he says. “Everything we talk about applies to one industry that people can relate to.”

Student club helps create network

Many alumni who have taken jobs in sports over the last dozen years were members of UW-Madison's Sports Business Club. Cohn, now working for the golf-based youth

Ryan Oremus says he tries not to take for granted that he works at one of the most historic sports venues in the U.S.—Boston's Fenway Park.



*Vice President of Finance,
Boston Red Sox*

RYAN OREMUS (BBA '97)

“As a business, this is a small to mid-sized company. But I can travel anywhere, say where I work, and people immediately identify with the name.”

In some ways, Ryan Oremus' job is just like any other at a mid-sized company. As vice president of finance, he is responsible for all treasury services, risk management, payroll, and financial reporting. The big difference for Oremus, though, is that when he opens a door in his office there might be 37,371 people outside of it.

Oremus is on the staff of the Boston Red Sox, and he works at the team's venerable stadium, Fenway Park. He didn't set out for a career in sports; he was working for a paper company when he was approached about an opportunity with the team,

which was adding positions after an ownership change.

“I had the right experience and technical knowledge for what they were looking for, and I happened to know the right people at the right time,” Oremus says.

On the business side, what sets his finance position apart from others are rules set by Major League Baseball that he and his colleagues have to follow and communicate to ownership. Another big difference is what his job sounds like—being in his office during a game and knowing what's happening just by the cheers.

“A home run is louder than a double, and the crowd noise is always about five seconds ahead of the TV,” he says.

Three months after Oremus joined the Red Sox, the team won a World Series. They won three more after that.

“I've had an amazing run,” he says. “It's been a dream job.”

Continued on page 18 >



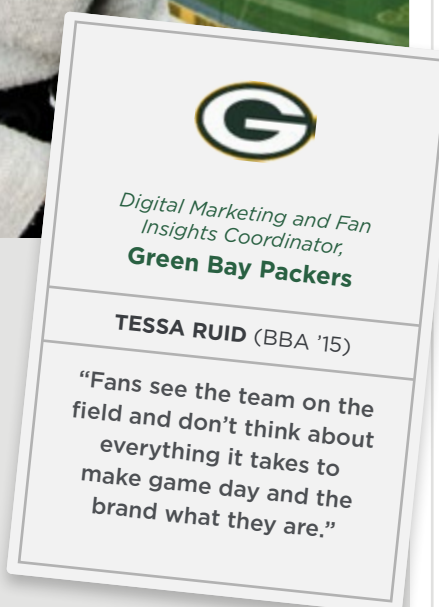
Tessa Ruid works with the Green Bay Packers brand, which means marketing to and engaging with a passionate fan base.

It makes sense when Tessa Ruid says she has been in her job for five seasons and not five years. Because in Green Bay, the Packers and nearly everyone else measure time that way, too.

As the digital marketing and fan insights coordinator for the professional football team, Ruid sees firsthand what the Packers mean to the people who follow them. She builds digital marketing campaigns and emails, oversees fan research and surveys, and analyzes data.

“Our fans are already engaged, so selling tickets isn’t the number one goal like at other organizations,” she says of the team with approximately 137,000 names on its season ticket waiting list. “It’s more how we engage with fans and market our internal business units—the restaurant, the hall of fame, stadium tours, and retail.”

A former high school athlete, Ruid originally majored in meteorology and her social media feeds are filled with dramatic weather photos at Lambeau Field.



She also had passions for business and sports, and changed her major with a goal of combining the two.

Her career got a jumpstart when the Milwaukee Bucks saw how she wrote about them on social media and invited her to share the fan perspective on their social accounts for Bucks Media Day while she was still in college. Then came internships with Fox Sports Wisconsin and the National Basketball Association headquarters in New York. She started with the Packers after graduation.

“I never thought I’d work for the team I grew up cheering for,” she says.

development nonprofit, founded the club as a WSB senior in 2007. It provides a wealth of speakers during the academic year, information on internships, and networking opportunities as students connect with sports business alumni the club brings to campus.

When Cohn was in college, he attended a conference for would-be sports professionals in Chicago and launched the club when he returned. He had come to college already interested in a sports business career and through his own initiative landed internships with the Wisconsin Section of the PGA of America, the University of Wisconsin Athletic Department, and the Milwaukee Bucks. He knew there were students interested in a sports career path that had nothing to do with being an athlete, and wanted to connect them to resources and to each other. Most of the club membership comes from WSB and the School of Journalism and Mass Communication.

“It’s an appealing field and when you told people you were starting a sports business club, they were interested,” Cohn says. “We got 125 members that second semester. It’s been cool to see where some of those members have gone in their careers.”

The club has now grown to 310 members and its president this academic year is Alec Dimmig (BBA ’20), who is majoring in business management and human resources—areas of study he believes can help him achieve his goal of working within the business operations of a professional sports franchise.

From business departments to bobbleheads

Last summer, Dimmig was a corporate partnerships intern with the Milwaukee Brewers. His work varied from researching theme opportunities such as a bobblehead night to



Milwaukee Bucks President Peter Feigin spoke to the sports marketing class this fall. He shared with students the guiding principles that became the cornerstone of the team's success.

coordinating with the baseball team's other departments.

"I really switched from having a fan's perspective to having a business perspective," he says. "There were days I worked with finance, ticketing, and suite sales and it gave me a very holistic view of how a team is run from top to bottom."

Dimmig also met many people in the organization who didn't start out working in sports, a valuable lesson in a competitive industry.

"They got experience somewhere else and then came to sports," he says. "That's what we try to stress in our club as people look for an internship or job. If it's not in sports, it's not the end of the world. It's what you get out of it that matters."

Business skills a priority

Mather says he looks for job candidates with specific business skills because those skills matter more than knowledge of the game. There are other people for the baseball part, he says.

"It's good to be a fan, but I'm not going to hire you because you went on for 10 minutes about how much you love the Mariners and baseball," he says.

The Red Sox's Oremus agrees.

"A lot of people are trying to specialize in sports management, but we're not hiring sports management," he says. "We're hiring specific needs like HR, IT, finance, or analytics."

Linstroth believes her background working with a nonprofit and with Walgreens was an advantage.

"When I went through the interview process I said, 'I'm not a big baseball fan and here's why that's a good thing,'" she says. "I

wasn't going to be blinded by my own fandom and I was going to look at it logically. It worked."

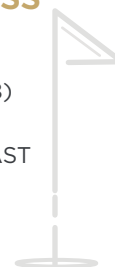
Still, the illogical world of sports fans is part of what makes her job so fun, she says. While at their core, the teams are a business like any other, the customers are in a league of their own.

"It's rewarding to market a product that people will tattoo on their body," Linstroth says. "It's that personal to them." •



"It's not just a hobby, this is big business across the board."

—DAVID COHN (BBA '08)
EXECUTIVE DIRECTOR,
FIRST TEE OF SOUTHEAST
WISCONSIN





Roommates Jaqueline Sanchez (BBA '23), right, and Hannah Brennan (BBA '23) value the community and shared experiences that Business Connect offers.

» *For Incoming Students, Connection Comes First*

Residential community gives new Business Badgers an immediate sense of belonging BY SIRI PAIRIN | PHOTOS BY PAUL L. NEWBY II

The transition from high school to college can be as daunting as it is exciting. Students face many uncertainties for the first time: moving to a new city, making friends, and navigating academic rigor at a university level. For some freshmen directly admitted to the Wisconsin School of Business, living in the Business Connect housing community helps the adjustment to college life feel a little less daunting.

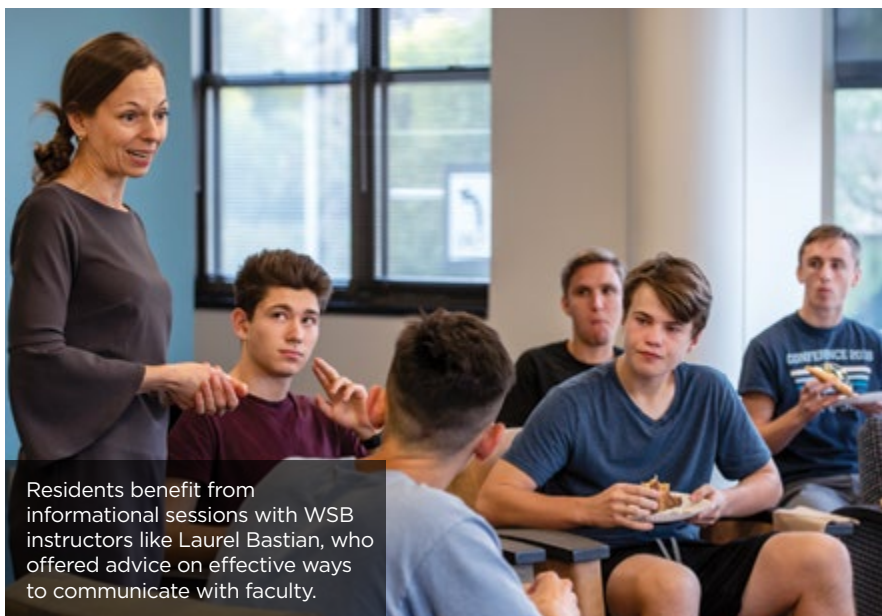
Located on the second floor of Ogg Hall, Business Connect provides students opportunities for early involvement with WSB. It connects students with alumni mentors, upperclassmen, and even recruiting employers.

“First-year business students don’t have a ton of access to the Wisconsin School of Business yet,” says Julie Duffstein, director of student life. “Most of the classes they’re taking are fulfilling general education requirements outside

WSB. Business Connect provides more access to the resources that they wouldn’t otherwise get within their first year.”

This year, the themed housing floor is offering an expanded schedule of business-specific events and resources to its 120 students.

A one-credit Personal and Professional Foundations in Business course—a requirement for all students directly admitted to WSB—is offering two of its discussion sections in Ogg Hall,



Residents benefit from informational sessions with WSB instructors like Laurel Bastian, who offered advice on effective ways to communicate with faculty.

making the course closer and more accessible to Business Connect residents. Other new Business Connect initiatives include a dinner with students and recruiting employers each semester, drop-in advising sessions with academic and peer advisors, and information sessions featuring WSB faculty and leaders. Students



“The hope is that if members of this community are all also in class together, that fosters an even greater sense of community within the classroom, which can enrich discussion and go deeper in content.”

—JULIE DUFFSTEIN
DIRECTOR OF STUDENT LIFE

are incentivized to take part in Business Connect programming through “house competitions,” in which the three wings of the floor compete against each other to earn the most points for participation.

A new initiative called the Undergraduate Business Council (UBC) Mentorship Program connects students with upperclassmen and alumni mentors together in a cohort.

In collaboration with UBC, each student is matched with an upperclassman BBA student mentor. Mentor “families” consist of two upperclassmen and six first-year students, who are then connected to one alumni mentor. The mentorship program gives students the chance to engage with their mentors individually or in a cluster, with a “Mentor Monday” event in Ogg Hall each month.

“Whether navigating career decisions, learning how to interact with professionals, or simply hearing about someone else’s path to success in the Wisconsin School of Business, the mentor-mentee relationship is key to building a strong foundation for success,” says Nicholas Bruhn (BBA ’14, MAcc ’15), an alumni mentor and senior audit associate at KPMG.

“As someone who benefited immensely from mentor relationships as a student, I want to ensure that future Business

Badgers have the resources and tools they need to succeed,” he says. “Being a mentor to new students is one way I can contribute to that mission.”

While Business Connect’s resources help create access to WSB for first-year students, a great deal of its impact lies in the community building it enables.

“The biggest resource was having someone to study with who lived right next door to me,” says Abbey Bressers (BBA ’22), who lived in the Business Connect community last year. “If I was in my room studying and I had a question on homework, I could go right down the hall to the study room and someone was bound to be doing the same thing I was doing because we all had to take the same classes.”

The sense of community and belonging that housing communities like Business Connect offer has a large impact on students’ academic success.

“It’s everything,” says Duffstein. “Feeling a sense of belonging and community is one of the top indicators of persistence in college—it helps make students feel comfortable to seek out resources.

“In the college environment, there’s so much learning that happens outside the actual classroom,” she says. “The hope is that if members of this community are all also in class together, that fosters an even greater sense of community within the classroom, which can enrich discussion and go deeper in content.”

Bressers says being part of a community of people going through the same experiences was incredibly valuable.

“I remember walking in on my first day of classes and seeing at least three people I had met the previous days who lived on my floor,” says Bressers. “I knew I would meet people with similar interests and similar goals if I joined Business Connect. I wanted to be part of a family. I was nervous to come to college, but this community was very welcoming.” •



"With my company, Campo Alpaca, I get to work all around Peru. Some of our suppliers live 5,000 meters up in the Ausangate Mountains with their alpacas. Campo has teams in Arequipa, Ausangate, Cusco, and Lima. I travel to Peru four times per year to create and pick up new products. Peru is an extraordinary country, with so many different ecosystems, cultures, and things to experience."

—KATIE LORENZ (BBA '12)
MANAGER AND FOUNDER, CAMPO ALPACA

» *Business Badgers Who...*

WORK IN UNEXPECTED PLACES



"The Madison Children's Museum is a unique, creative, wonder-filled place in the heart of downtown Madison. We take play seriously, nurturing children's creativity and curiosity through custom exhibits and programs. 'Aha!' moments happen at every turn as children and parents discover, create, and learn how to problem solve together."

—DANI LUCKETT (MA '04)
DIRECTOR OF DEVELOPMENT, MADISON CHILDREN'S MUSEUM

"I own Ruckus & Glee, a children's specialty toy store in Wauwatosa, Wisconsin. We are a local store that sells toys you may not find at larger retailers. We are a hands-on retailer in that we believe kids should try the toys in our store before buying them. I am lucky I have the opportunity to work in a place that I created and that challenges me and provides happiness for so many kids."

**—MATTHEW POULSON (MA '01)
OWNER, RUCKUS & GLEE LLC**



"My family and I lived in Israel's Carmel Mountains, just south of Haifa. Fourteen years ago, my wife, our children, and I moved from Chicago to Israel. To do so, I resigned as the partner in charge of state and local taxation at a large Chicago law firm, but continued my U.S. state and local tax practice from Israel before returning to the U.S. in spring of 2019 to join my current firm."

**—DAVID FRUCHTMAN (BBA '85)
PARTNER, STEPTOE & JOHNSON**



"I work at the Wisconsin School of Business as a marketing strategist. From working in the CPG industry at Mondelez International, to owning my own businesses, I never thought I'd end up working right back here in Grainger Hall! Every day I am able to use my skills to help promote a place and a community I'm passionate about."

**—JOSELINE NYINAWABERA (BBA '13)
MARKETING STRATEGIST,
WISCONSIN SCHOOL OF BUSINESS**



"I've spent most of my career working with farmers who make exceptional food. Since November 2018 I've been CEO of Alter Eco, a San Francisco-based chocolate company that makes chocolate bars and truffles. Our company is fair trade, carbon neutral, and organic. I love the passion and commitment of our team to make the world a better place. Nothing goes overlooked; if you come to our office and inadvertently throw compostable waste into the landfill bin, you will be corrected!"

**—MIKE FORBES (BBA '99)
CEO, ALTER ECO**

1940–1949

Dawn King-Mulhern (BA '42) has lived in Colorado Springs since 1966 and recently retired from her tax consulting business. She previously worked for IBM, teaching computer accounting.

1950–1959



Edward Rudnicki (BBA '51) and his wife, Jeanne, celebrated 70 years of marriage in August 2019.

James (Jim) Honnold (MS '54) passed away on July 10, 2019.

Alan Yaffe (BBA '57) recently completed 62 years as a funeral director in Illinois.

1960–1969

Robert Breen (BBA '64) recently wrote a book under the name R.C. Breen called *Scottsdale Glass Art Studio*. The book features a type of stained glass called faceted glass and discusses the architecture and craftsmen that create it.

Mike Horn (BBA '66, MBA '68) was appointed to the board of directors and audit committee of the International Crane Foundation (ICF) with headquarters in Baraboo, Wisconsin. ICF is a worldwide organization focused on saving the 15 species of cranes around the world, 11 of which are endangered.



Fred Stehling (BBA '66) recently completed his 19th year serving as the CEO, president, and CFO of two family-owned businesses located in Dallas, Texas. After graduating from UW-Madison in 1966, he worked for the State of Wisconsin for 31 years in six different, progressively more responsible positions, the last 19 of which were for Corrections, where he managed a \$270 million budget for all adult institutions. From 1966-1986,

he was a member of the Wisconsin Air National Guard.

Steve Cain (BBA '68) recently marked the fourth anniversary of having joined Fairfield Capital Group and continues to manage its Chicago office. The company acts as a consultant to middle market businesses that are seeking to raise capital for equipment acquisition.

Timothy Eisele (BBA '69) received the 2019 Lifetime Achievement Award from the Wisconsin Chapter of The Wildlife Society. Eisele is a freelance outdoor writer and photographer who covers the Department of Natural Resources and the Natural Resources Board for *Wisconsin Outdoor News*, and writes for other publications. He has also received the James Zimmerman Award for excellence in environmental education and communications.



Howard Johnson (BBA '69) and his former business school roommates recently met for a 50-year reunion lunch and visited their old house on West Mifflin Street. Pictured are **Mike McCarty (BBA '70)**, **Bill Knobeloch (BBA '69)**, **Howard Johnson (BBA '69)**, and **Lyle Krug (BBA '69)**.

1970–1979

Douglas Kadison (BBA '70) just relocated his office and started another business, a luxury RV park called Open Air Resorts.



Fred Sarran (BBA '71) is retiring after managing a local CPA firm for 33 years and then managing Catholic Charities for 15 years. He plans to spend time with his grandchildren and travel.

David Bruns (BBA '74) serves on the board for The First Tee of South Central Wisconsin, the American Family Children's Hospital, and Sigma Chi. He also celebrates

his 20th year as president of the Northside Town Center shopping center in Madison. He was previously a manager for Procter & Gamble and VP of sales for Memorex.

1980–1989



Charles Fox (BS '78, MBA '80) spent his days flying around the world as head of sales for an international technology company. But after beating cancer, he re-evaluated his priorities and gave up sales for the type of travel he's always loved most—searching for the most magnificent, picturesque, and fun golf courses and resorts.



Ed Bittner (BBA '81, MBA '84) is living in Dallas and is married to Kristin Rosellini of Seattle. They have two daughters—Isabella, 17, and Ava, 14, who attend Ursuline Academy. Bittner is a director with Petra and a program manager for HealthCare Capital Projects.



Steve Hird (BBA '82) retired in May as an executive director and financial advisor with Morgan Stanley in Madison. Hird

was a partner with the Finley Hird Group, which was Morgan Stanley's largest retail wealth management group in Wisconsin. Hird's career in wealth management spanned 34 years with Piper Jaffray and Morgan Stanley.



Robert Hrivnak (MBA '83) was appointed senior vice president of finance and chief financial officer of Clearwater Paper in

April 2019. He provides the strategic financial leadership and management for the Spokane, Washington-based, \$2 billion tissue paper and bleached paperboard company, which is traded on the New York Stock Exchange. Clearwater Paper has more than 3,200 employees in the United States.

» ALUMNI SPOTLIGHT



ROLLIE HEATH (BBA '59)

and his wife, Josie, were honored on October 9 by Great Education Colorado for their impact on the community. The breadth of their contributions can be seen in the organizations they have founded and supported, including the Community Foundation of Boulder County, the Public Education Business Coalition, the Women's Foundation, the Colorado Community College System, and the World Trade Center. Formerly, Heath was a member of the Wisconsin School of Business' Dean's Advisory Board and served as a Colorado state senator from 2015-2017.



Philip Greenwood (BBA '84, MBA '89, PhD '02) is closing in on his second decade at the

Wisconsin School

of Business as a senior lecturer in strategy and entrepreneurship as one of the founding instructors of the Weinert Center for Entrepreneurship. Greenwood teaches courses in entrepreneurial management, strategy, venture creation, and entrepreneurial finance in the undergraduate, Full-Time MBA, Evening MBA, and CPED programs.

Patrick Riha (BBA '84, MBA '86)

opened a barbecue restaurant in Madison after 30 years of marketing for Fortune 100 companies. He was inspired by an article about difficult restaurants to get into, read about a barbecue place in Austin, Texas, and then visited and learned more about it. He opened Beef Butter BBQ on Madison's north side.

1990–1999

Chris Bruni (BBA '90) was recently named vice president of sales strategy for Security Health Plan, part of the Marshfield Clinic Health System.



Charles Liedtke (MBA '90, PhD '97) presented at the Global Quality Futures Workshop in Hiroshima, Japan,

in August 2019 on "Advances in Strategic Planning." He is principal owner of Strategic Improvement Systems, LLC in Excelsior, Minnesota.



Gamze Ligler (BBA '90) recently started with the Wisconsin Department of Employee Trust Funds (ETF) in the Division of Trust Finance, Financial

Compliance Bureau as an advanced accountant. Ligler works primarily as a GAAP accountant in financial reporting on the ETF Comprehensive Annual Financial Report. ETF manages and administers the State of Wisconsin's benefit programs, including the pension, which is rated one of the nation's best.

Ross Kopfer (BBA '93) transitioned to Baird's Private Wealth Management office in Oconomowoc, Wisconsin, in April 2018 after 25 years as an institutional equity trader. He is a managing director and part of The Duchow Kopfer Group.

Craig Andler (BS '94, MBA '03)

launched a new social shopping app called Gravy. The app is a platform for beauty brands and influencers to host livestreamed shopping parties.



Jennifer Melin Miller (BBA '94) won a Tony Award for

best new musical as a co-producer of *Hadestown*, the Broadway musical that won eight Tony Awards last June. Miller produces and invests in commercial

theater through her company, North Star Theatricals, and as the managing member and founder of partnership at Stone Arch Theatricals.



Judith Phillips (MBA '95) accepted the role of vice president of IT governance at BAE Systems, Inc. in Reston, Virginia. Judy lives in

Phoenix with her two daughters, Samantha and Megan.

Rebecca Stibbe (BBA '95, MA '98)

was recently promoted to director of philanthropic services at the Saint Paul & Minnesota Foundation, the state's largest community foundation and the partner of choice for thousands of donors, professional advisors, nonprofits, and community organizations. She also volunteers on the board of the Metropolitan Area Agency on Aging.



Jonathan Bergman (BBA '97) was recently appointed president of TAG Associates, an \$8 billion New York-based

multifamily office. Fellow Business Badger **Neil Shapiro (BBA '92)** is a colleague, and splits his time between TAG Associates and GF Capital, an affiliated private equity firm. Both Bergman and Shapiro continue to host WSB wealth management and investment banking club students during their annual trips to New York City.

Continued on page 26 »

Sara (Wisneski) Verbsky (BBA '97) was named vice president of investor relations at Snap-on Incorporated, headquartered in Kenosha, Wisconsin.

2000–2009

Robyn Berkley (PhD '01) recently published a textbook with her friend, co-author, and fellow Wisconsin alum David Kaplan (MS '96). The textbook is entitled *Strategic Training and Development* and was published by Sage Publications.

Andrea Pelloquin (MA '01) recently moved to Seattle for a new job as manager of the Kent branch of J.W. Pepper, the world's largest retailer of print music. The company focuses sales on schools, churches, private teachers, and community organizations, and has 12 branches around the U.S., plus a large web business.



Brian Blackader (BBA '03) joined McKinsey & Company as an expert

associate partner, effective October 1, 2019. He is working in their service operations practice and is based out of the company's Düsseldorf office. This move comes after a 13-year career at Teleperformance SE, the world market leader in call center outsourcing, where he held a variety of management positions. Most notably, Brian served as CEO of the company's German-speaking market.



Michael Campbell (MBA '03) has returned to the United States after living more than 12 years in

Japan. A co-founder of the Graduate International Business Association, Campbell accepted a position with Intel Corporation as the global director of product marketing. His role combines elements of marketing and innovation with a focus on one of the company's product segments: notebook PCs.



Kristy Peters (BBA '03) was selected as one of the 50 Most Influential Women in Arizona Business in 2019 by *Arizona Business Magazine*.



Andrew Petri (BBA '03, MAcc '04) was named to Private Equity International's inaugural "Future 40: The Next Leaders of Private Equity." Petri joined Pflugstein in 2008 as controller and was promoted to CFO and CCO in 2015. He leads Pflugstein's administrative team and is responsible for all financial, tax, compliance, and administrative activities of the firm. Prior to Pflugstein, he was at EY in Chicago.



Andrew Courter (BBA '04) joined Twitter in its acquisition of Highly, the social news platform he co-founded. At San Francisco-based Highly, Courter led product design and marketing, developing inventive, opinionated products and bringing them to market.



Christina Coyne (BBA '04) relocated from Chicago to Scottsdale, Arizona in April 2019

and started Coyne Ventures LLC. She is an independent consultant in the commercial real estate industry focusing on the underwriting, due diligence, and closing processes for transactions. She was previously at EQ Office (formerly Equity Office Properties), a subsidiary of The Blackstone Group, for over 12 years. She welcomed a baby girl in August 2019.

Elizabeth Knox Oates (MBA '06) has accepted a new role as senior director of consumer insights for Ulta Beauty. In this role, she will build and lead the insights function, pushing customer centricity in strategies across the organization.



Rachel Nielsen (MBA '06) became director of finance and operations at the Urban Ecology Center in April 2019. The Urban Ecology

Center is a neighborhood-based, nonprofit environmental community organization with three Milwaukee locations. It provides environmental education programs for children and adults, maintains and enhances nearby green spaces, and conducts wildlife and habitat research in urban settings.

Alexandra Rahman (BBA '07) is moving to France to begin her MBA at INSEAD after spending nine years at Thomson Reuters in New York.



Amy Fallucca (BBA '08), CEO of Bravent and board chair of Girls on the Run of Southeastern Wisconsin, was recently

recognized in the *Milwaukee Business Journal's* 40 Under 40 awards. Fallucca founded Bravent, a human resources consulting and career coaching company in 2016 at age 30. She is working to revolutionize HR while creating flexible, part-time jobs.



Katherine Gramann (BBA '09) recently opened her first brick and mortar shop in Wisconsin's

Lake Country area. The shop, Lake Effect Co., has been online-only for the past few years, and is rooted in celebrating the beauty

» ALUMNI SPOTLIGHT



PAMELA HART (BBA '90, JD '02)

became executive director of the Center for Animal Law Studies at Lewis & Clark Law School in June 2019. She was the first person to develop and teach an animal law course at the University of Chicago Law School, as well as at UW-Madison. She is also a co-founder of Sheltering Animals of Abuse Victims, a Dane County nonprofit dedicated to recognizing the role of animals in family violence. Hart lives in Middleton, Wisconsin.

» ALUMNI SPOTLIGHT



NICK MILLOT (BBA '12)

was named one of *Chicago Crain's* "20 in Their 20s." Now vice president of development at Related Midwest, MilLOT oversees some of the biggest projects in Chicago real estate, including One Bennett Park, a new 70-story luxury residential tower in Streeterville, and 400 Lake Shore Drive, a \$1 billion mixed-use proposal that features residential units, the expansion of the Chicago Riverwalk, and the development of a public park. Prior to joining Related Midwest in 2013, MilLOT worked in the Real Estate Banking Group for Wells Fargo.

and adventure of time on and in the lake. Goods are responsibly sourced and 5% of all sales benefit the Great Lakes.

Caitrin O'Shea (BA '09, MBA '15) has been leading JUUL Labs, Inc.'s Track and Trace initiative since its inception in November 2018. JUUL began a robust traceability initiative to help identify "bad actors" in the supply chain and take appropriate measures to keep JUUL out of the hands of minors. O'Shea and the team at Excellis Health have built such traceability programs for pharmaceutical clients in the past and are leveraging that experience now in the CPG industry.

2010–2019

Jordan Weigelt (BBA '10) recently joined General Mills as senior manager of global real estate.



Drew Vernon (MBA '12) created Prescription for Play, a program to promote daily parent-child play. Building an unpaid network of over 2,000 pediatricians, the program has given 500,000 toddlers their first LEGO play experience. Catching the attention of both the LEGO Group and LEGO Foundation CEOs, Prescription for Play has been integrated into the company's corporate social responsibility agenda and will be one of three major social responsibility pillars over the next three years.

Matthew Taub (MBA '14) is executive vice president of sales and marketing for Parking Sense USA. Parking Sense is a technology company disrupting the parking and transportation industries with a cost-effective, comprehensive, and easy-to-install suite of intelligent parking solutions. The company's products reduce emissions and increase revenue by creating a frictionless parking experience.



Stephen Griffiths (MBA '15) and his wife, Jessica, welcomed their sixth child,

Jonathan, this summer. Inspired by his MBA, Griffiths launched a marketing research podcast, *Digging for Insights*, and was appointed consumer insights associate manager for Cheerios at General Mills.



Joe Ferguson (BBA '17) has accepted a promotion to a full-time position as senior acquisitions analyst at The Bascom Group, LLC, a private equity firm in Irvine, California, which was co-founded by three UW-Madison alumni.

Lynn Fyhrlund (MBA '17) is now chief information officer for Wisconsin's Milwaukee County. He will lead information technology initiatives and provide strategic technology direction for the county.

Becky Lin (BBA '17) recently transitioned to the role of global social media lead for the

management consulting firm A.T. Kearney, Inc. She is grateful for the opportunity to showcase the firm and its culture on social media.



Christiana Cudworth (BBA '18) married the man of her dreams in June, moved to Torrance, California, and

began a new role in administration and operations at a small but growing company, Across the Pond Vacations, which specializes in custom trips to the British Isles. She's excited to bring her WSB skills to the job, bolstering publicity, organization, and efficiency.

Daniel Sandmeier (MBA '18) moved to the Seattle metro area after graduation and started House Right LLC, a general contractor focused on residential remodeling and retrofitting accessory dwelling units (ADUs). His second business, Exact Glass LLC, recently acquired the business assets of King County Window and Glass, and is serving the greater King County region with replacement glass, windows, and custom glass services for decks, showers, and displays.

Tori Matkin (BBA '19) moved to Chicago and started a position at the Bureau van Dijk office of Moody's Analytics. Matkin sits on a four-person marketing team managing events and lead allocations for the company. •

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



Warm Welcome

In his early days on the job, Dean Samba learned about life at UW-Madison from a most reputable source, Bucky Badger.



Meeting Students

With the start of the semester, Dean Samba welcomed new and returning Business Badgers to Grainger Hall. He got to know WSB students by joining them for orientations, tailgates, and trainings.

Dean Samba's First 90 Days

Vallabh “Samba” Sambamurthy stepped into his role as Albert O. Nicholas Dean of the Wisconsin School of Business in August 2019. In the time since, he has toured the country, jumped around with Bucky, and gotten to know the wide network that is the Business Badger community. These snapshots capture some of the most memorable moments from his first 90 days. •



Alumni Tour

Dean Samba kicked off his five-city tour in September, engaging with WSB alumni and friends in New York, Milwaukee, Chicago, Minneapolis, and San Francisco.



Advisory Boards

Meeting with WSB's various advisory boards gave Dean Samba the chance to listen, gather feedback, and meet some of the School's dedicated advocates.



Photos by Paul L. Newby II

Celebrating Homecoming

Dean Samba enjoyed food, fun, and festivities with WSB alumni at Grainger Hall before the Badgers' football shutout against the Spartans.



Strategic Planning

Dean Samba initiated a strategic planning process, engaging internal and external stakeholders to identify opportunities that will advance the School and respond to disruptive forces over the next several years.



>>> Keep up with Dean Samba by following him on Twitter: [@deansamba](https://twitter.com/deansamba)



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