

Hult Update

Winter 2004

Happy New Year!



During Boston's cold winter months, it is with great relief that I enter into the warmth of our business school. With 52 September MBAs and several new faculty faces, the school is a welcome respite from New England's infamously chilly days. The school is buzzing with activity—we are happy that so many alumni and students participated in our bi-annual Alumni Corporate Networking Event, hosted at the school in May and November. Over 100 students and alumni were treated to presentations by employees of Goldman Sachs, Millennium Pharmaceuticals, Seatrading International and Akamai, as well as an overview of the biotech industry by Dr. Craig Schneier (Executive Vice President of Biogen Idec).

Please join me in welcoming 44 new alumni who graduated this summer. Highlights of graduation on August 1 included an entertaining speech by Richard Clark, CEO of Arthur D. Little UK, and the election of Ravi Ramamurti (Professor of Strategy) as "Professor of the Year". I was touched to receive the first gift from a Hult class—a painting of all the flags represented by the July Class of 2004 created by recent graduate, Edgar (Edge) Genosa (July '04). It now hangs in the foyer of Hult, please come see it!

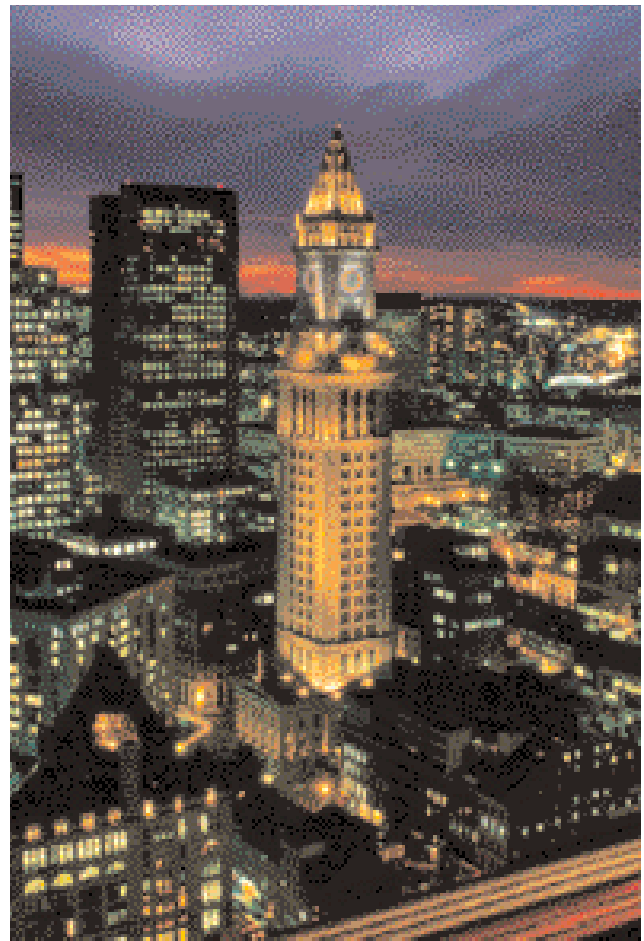
I was glad to see some of our alumni during my travels to New York and Tokyo. A highlight in New York was connecting with Martin Yupangco '01, whose company International Risk, is entering its 2nd year of business. Martin agreed to provide details for a Hult case study when the company establishes itself as a going concern. With offices in Manhattan, Singapore and Hong Kong, he is well on his way. We are making a concerted effort to maintain the internationalism (today, the term "internationalism" could be exchanged for "diversity") of our classes. We've launched the Alumni Referral Campaign, which I encourage you to participate in. The school is only as strong as its students and graduates and I am proud to announce that this year, Hult has remained the top one-year MBA program in the USA in the Economist Intelligence Unit rankings.



I wish you all a very happy new year.

With warm regards,

Lynne M. H. Rosansky, Ph. D.
President



Hult welcomes our new faculty members

John Newman
MBA, Harvard
Associate Dean and
Professor of Entrepreneurship

Julie Yao Cooper
MBA, Harvard
Professor of Quantitative Methods
and Marketing

Jane Hughes
MBA, NYU
MA, Johns Hopkins
Professor of International Finance

Patrick Cortin
PhD, Columbia
Professor of International Negotiations
and Executive in Residence

Win an iPod mini

We want to keep in touch and are asking all alumni to forward contact details of your classmates (telephone and email). As an incentive, we'll award an iPod mini to the alum who forwards us the most information. Please email your submissions by March 1 to susan.adler@hult.edu. Thanks for your help!



Hult Professor Kenneth Marks wins prestigious CEO award at Raytheon Leadership Forum 2004

Kenneth H. Marks is a busy man. Marks leads the day to day operations of a Raytheon Company subsidiary, JPS Communications (www.JPS.com), that specializes in fast-growth technology and is focused on Homeland Security. After his work at JPS is done for the day, he shuttles from his North Carolina home-base to Massachusetts, where he has been on the Hult faculty for over four years.

This summer's Hurricane Charley kept him even busier. His company, Raytheon JPS Communications, volunteered their technical interoperability expertise to support and provide critical help to relief agencies in their Florida rescue and recovery efforts. Interoperability means the ability for two or more parties (e.g., two different public safety agencies) to exchange information, when and where needed, even when disparate communications systems are involved. In the case of the hurricane, the technology was used to provide radio communications patches between the disparate radio systems being used by several different public safety agencies.

JPS addresses an increasingly critical need in the public safety industry for communications interoperability. Applications for these systems are virtually unlimited, with a primary focus on public safety. With the advent of September 11th, the US Department of Homeland Security (DHS) identified interoperability as one of its key issues to address. Marks' management team works with first responders to develop and implement interoperability solutions to improve first responder communications.

Mark's commitment to his work and his capacity for leadership was officially recognized at this year's Raytheon Leadership Forum where he received the prestigious CEO Award. Criteria for the award included performance, relationships and solutions—all components where JPS Communications excels.

Marks has consistently won high marks not only in his business efforts, but also from Hult students. As a professor at Hult, he teaches an engaging elective on "Managing Emerging Growth Companies." In his classroom, he is able to combine his real-world experience and know-how with a natural teaching style. "Teaching is part of the learning process," Professor Marks says. "This applies to managing a company, where developing and teaching executives is similar to leading a group of MBA students."

We congratulate Professor Marks on his outstanding achievements both outside and inside the classroom and are looking forward to his continued involvement with Hult.



Arthur D. Little Institute of Management established at Hult International Business School

Hult International Business School and Arthur D. Little, Inc. have recently established the Arthur D. Little Institute of Management to be located at Hult's campus in Cambridge. The Institute is dedicated to supporting advanced research on best management practices and intellectual capital development in the fields of international strategy, management and leadership.

"One of the key missions of the Hult-Arthur D. Little collaboration is to attract leading scholars and students to participate in knowledge sharing and development of new management techniques," according to President Lynne Rosansky. The Arthur D. Little Institute of Management endows the Arthur D. Little Professor of Applied Research and Management at Hult, and sponsors visiting scholars to spend the academic year at Hult advising students and faculty in their fields.

Additional scholarships have also been created for qualified Hult MBA candidates.

For graduating Hult students, one student per class will be selected to participate in a consulting internship at one of the companies in the international Altran Technologies network of more than 16,000 professionals in over 40 offices worldwide. This highly competitive internship will be awarded on the basis of academic achievement and personal interviews. Congratulations to Mari Loli Suarez (July '04) who was selected as the first intern at the ADL Boston office!

As the world's first management consulting firm and a pioneer in the field that spawned successors like BCG, McKinsey, Bain and Monitor, Arthur D. Little is an ideal partner for Hult. This close collaboration remains true to Arthur D. Little's founding mission to advance the frontier of knowledge. We will continue to update alumni on this exciting development.



Hult welcomes the Arthur D. Little Institute to campus

From the Office of Career Services...

Things are happening at Hult! Recently a group of students and alumni headed south to the NSHMBA Employment Conference in Ft. Worth, Texas. I'm happy to report that most had the opportunity to participate in several interviews with global employers represented at the conference.

In November, students participated in another outstanding Hult Alumni-Corporate Networking event featuring an Industry Panel Presentation hosted by several distinguished Hult alumni, field project presentations by current students and an introduction to the Biotech Industry by the Executive VP of Biogen Idec. The evening closed with a reception, giving guests and speakers a chance to get to know one another.

We wished the class of July 2004 a fond farewell this summer—turn to the back page for more information on where they are now!

There are many opportunities to network at Hult. Be sure to pick up the latest edition of *EMBARK* to see what's happening this week!

Best regards,

Linnea Löf
Director of Career Services



Hult students and alumni at the NSHMBA Conference with Director Löf

Hult Brown Bag Seminar Series

Every Wednesday during lunch, Hult students are invited to meet senior executives and business leaders from a wide-range of sectors for a "Brown Bag Seminar Series—Professional Career Tracks." These gatherings are a perfect opportunity for students to learn about different industries and functions.

This past fall's Brown Bag speakers:

November 3 John Felock,
Director US Sales Operations and Pricing Administration,
Bristol-Myers Squibb

November 10 Ellen Barnett,
Sr. Vice President,
Acadia Insurance Company

November 17 Jennifer Weiner,
Assurance and Advisory Services,
Ernst & Young

December 1 Carole Uhrich Shapazian,
Former Executive Vice President and Chief Operation Officer, **Polaroid Corporation**, and President, **Maytag Corporation** (presently sits on several international corporate boards)

December 8 Monique Cole,
Senior Consultant,
Vitale, Caturano & Company (formerly with **Anderson Consulting**)

Global franchising guru Peter Harwood joins Hult faculty

As the past President of Allied Domecq Retailing International, Peter Harwood spearheaded the international expansion of three of the world's best-loved consumer brands: Dunkin' Donuts, Baskin-Robbins and Au Bon Pain. Harwood has recently joined Hult's faculty to teach a new elective, "Global Franchise Management." The course covered Essentials of Franchise Management, Definitions, Motivation and Market Selection, Key Issues for Franchisors/Franchisees and International Complexities. Harwood has a degree in economics and an MBA from the London Business School.

Hult team chosen for L'Oreal's "The Ultimate Business Game" challenge

12,100 teams from 2,190 schools in 125 countries registered to compete in the intensive online competition sponsored by L'Oreal. Among the 1,500 teams selected to participate is a 3-person team from Hult! Congratulations to Triston Cui, Emilio Lapiello and John Parton who will represent Hult in this exciting project. The teams are charged with managing a virtual portfolio of beauty products and will compete for worldwide dominance against four other virtual companies. The L'Oreal e-Strat Challenge is known around the world as a showcase for great talent among MBA students. Best of luck to our Hult students!

Class Notes

We would like to hear from you! To submit updates about you or your Hult classmates, please email: susan.adler@hult.edu.

Martin Yupanco ('01) describes his dinner with President Lynne Rosansky in October as "one of the only chances I've had to catch up with ADL/Hult alums. It was great to see **Marcelo Podoroisky ('01)** (who just got married—congrats!), **John Vardis ('00)** and to meet **Piero Siveroni ('02)**."

Sonny Seung Su Kim ('01) tells us that he now works in Tokyo at PCALIFE (Prudential U.K. group) after completing a 3-year PRU Mentor Associate Program in Asia. He's playing an exciting role on the Corporate Planning Team helping to initiate and renovate projects according to local market trends.

Benedicto Jose Arcinas ('82) has been working since 2003 as the Managing Director of Structured Solutions, Inc., a financial engineering & advisory company in the Philippines.

The July 2004 class recently got together in Japan and here is what we were able to learn:

Daisuke Katsumi ('04) has started working at AIG. **Kohen Takemura ('04)** and **Makoto Kitagawa ('04)** both returned to their sponsor company Maruho, a pharmaceutical company.

Shinichi Narusako ('04) found a new position in sales and marketing at an IT venture company, MediaGrid.

Yuji Kohyama ('04) is a Vice President of the Financial Advisory Group at Mizuho Corporate Advisory Co., Ltd.

Susan Adler, Director of Recruiting, reports, "we had a fantastic time at an alumni dinner in Peru at La Gloria, a place suggested by **Juan Matutue ('03)**, now a VP of Banco del Credito. **Fernando Gallegos ('02)**, **Luis Portal ('03)**, **Jorge Morales ('04)** and **Juan Max Correa ('04)**, **Piero Siveroni ('02)** were all there. We toasted Piero's recent promotion and transfer to Bank of America New York City. Juan Matute, also known as the 'Godfather' by fellow alums, kept us laughing all night with fond Hult stories—though this may have been partly due to the pisco sours, a Peruvian drink specialty!"

Halloween festivities at Hult in October



Where are they now?

Hult alumni can be found all over the world—here's a class list of companies and positions chosen by the July 2004 class.

- AIG, Management Associate, Japan
- Almaty Catering Services, Ltd, General Manager, Kazakhstan
- Arthur D. Little Consulting, Consultant, Intern, USA
- Arvest Privat Bank, Investment Officer, Switzerland
- Banco de Credito, Senior Manager, Peru
- BioDefense Corporation, Consultant, USA
- Boston Suburban Financial Inc., Intern, USA
- Cap Gemini, Senior Consultant, Germany
- Chevy Chase Bank, Sales, USA
- Computer Associates, Director of Product Marketing, USA
- The Debt Exchange, Inc. Vice President, European Markets, USA
- Eaton Consulting Group, Management Team Intern, USA
- *EF Education, Intern, USA
- IT Sales & Marketing Associates, Intern, USA
- Kollman Corp., Program Manager, USA
- Korean Broadcasting System, Deputy Director, Korea
- *Maruho Co., Ltd, Japan
- MediaGrid, Sales & Marketing Manager, Japan
- Meriel, Procurement Manager, North America, USA
- Mizuho Corporate Advisory Co.,Ltd., (Mizuho Financial Group), Vice President, Japan
- POSCO, Senior Manager, Korea
- Secretariat of Economic Development, Economist, Brazil
- Sorell Group, Intern, USA

* More than one graduate

Alumni Referral Program

One of the greatest strengths of our program is the cultural diversity of our students. In recognition of this, we are launching an alumni referral campaign to attract prospective MBA applicants from around the globe who have demonstrated high potential for business leadership.

Each recommended candidate will receive preferred admissions consideration. Upon successful admission, we will extend a USD \$1,000 tuition scholarship.

As a token of thanks for each successful recommendation, we will be offering a plane ticket valued at USD \$500 to Boston (or a destination of your choice) to visit the school, meet with professors or just catch up with old friends.

Thank you for your efforts to help build the strongest Hult class possible. To nominate a qualified candidate, please contact susan.adler@hult.edu.

Stay in touch

It's easy to stay in touch online with Hult—simply go to <http://alumni.hult.edu> and login with your username and password. The online directory can also be used as an address book. Use it to find old friends or to network with fellow Hult alums. Be sure to update your own contact details so others can stay in touch with you.

Our alumni site also offers you a lifelong @hult.edu email address, making it even easier for friends to find you.

If you'd like your own @hult.edu email address or need a reminder of your username or password, contact wendy.li@hult.edu.

