Dear Friends,

I hope you all have been well since our last newsletter. So much has taken place since then. In the alumni area, we had our annual on-campus Networking and Alumni Back to School day in May. This combined event will take place in May every year, so mark your calendars for 2016 (May 5-6). All are welcome. Keep in mind that for those who cannot come to campus, we also have our semi-annual Continuing Education webinar. The next one is August 11, just a few weeks away. We also had a record number of projects (10) for our Active Learning Projects course. Thank you to alumni who reached out to us to work with our EMBA teams. And one of our recent alums, Stacey Mueller (EMBA 2015), was selected by Poets & Quants as one of the top 30 EMBA students in the world.

We’ve been keeping busy with our students as well. We’ve welcomed our newest IMM cohort and took our IMM Global EMBA and Executive MBA students to Istanbul for their respective residencies. It was our first time taking EMBA students to Istanbul and the success of the residencies sets a solid foundation for future visits. Our EMBA program introduced new electives for our students – social media, adoption and implementation paradox, brand management, and crisis management. These ideas were initiated by our students and is just one of the ways that students are our partners in the program.

We were honored to have Purdue President Mitch Daniels address our EMBA Class of 2016 and reflect on university initiatives and the challenges of being Purdue’s president. And more recently, some of our IMM Class of 2015 students met Mitch when the Boilermaker Special went by his house and he came out to say “Boiler Up!” (see photo on page 10).

Even with these accomplishments, we are still looking at new academic and cultural immersion opportunities for our students. So, our IMM Class of 2016 will go to Santiago later this year for our first residency in Chile. Alumni are invited to join that residency in Santiago and attend courses. We plan to open up other residencies in the future to alumni. And I’ll be
For more than a decade, Professor Brent Jesiek has been helping students and professionals learn how to cross cultural boundaries. His line of work could not be more relevant as globalization pressures continue to ebb and flow, challenging companies to be adaptable in the face of uncertain and rapidly changing circumstances. Strategic moves that used to be rare – such as building globe-spanning supply chains, cultivating cross-national partnerships, and tapping into new national and regional markets – are the new normal. As the byline for a Harvard Business Review article aptly declared, “In a world of constant change, the spoils go to the nimble.”

Yet many organizations are struggling to adapt. In one poll of senior executives, 76% believed that further development of global leadership capabilities was needed within their organizations, but just 7% indicated that they were doing so very effectively. Another study found that about 85% of Fortune 500 executives felt their organizations had a shortage of competent global leaders. In light of these somewhat dismal assessments, what can be done to cultivate globally competent employees at all levels of an organization?

One fallacy that Jesiek has been challenging through both his research and training efforts centers on the idea that simply immersing someone in a new culture will result in substantial gains in global competency. To the contrary, a growing body of research on students who study abroad shows that such gains rarely happen automatically, and instead require active support and intervention from capable peers and facilitators. Still other scholars have shown that employees tend to self-rate many of their global capabilities at lower levels after an assignment abroad. This suggests that many of their peers with less experiences working abroad may especially be at risk because they are dangerously overconfident in their ability to work across countries.

The consequence? Increased probability of failure. In a recent global survey of more than 500 executives, nearly 50% indicated being aware of prior incidents where communication misunderstandings had impacted cross-border transactions to the point of financial setback.

To help lower such risks, Jesiek had developed and delivered courses and workshops to hundreds of students and professionals, accumulating a large collection of best practices along the way. At the center of his efforts are training sessions that challenge participants to expand their awareness of how culture is deeply and inextricably intertwined with professional work, often illustrated through vignettes and case studies drawn from engineering and other technical fields.

The “Janus-face” of culture is another key concept in these sessions. Just as the Roman god Janus is famous for his pair of faces that look forward and back, Jesiek reminds participants that the bifurcated nature of culture frequently stymies our ability to work with diverse others. We often give in to the siren song of Janus’ most persuasive face, which tells us that people within a given culture – and especially a culture other than our own – are more alike than different. Recent research on “implicit bias” shows that such cultural assumptions are pervasive, largely unconscious, and highly resistant to change. Janus’ other face therefore serves as a critically important corrective, reminding us that “within a culture, people are different.” To help professionals check their biases and identify flawed assumptions, Jesiek teaches a
variety of participant-observation and critical reflection strategies adapted from the social sciences.

For employees assigned to work abroad, Jesiek additionally recommends a variety of best practices that are already well established in the study abroad field. For instance, encouraging deep cultural immersion, frequent reflective writing, and active mentorship from more experienced colleagues have all been shown to enhance global learning and effectiveness.

Finally, he reminds firms that supporting global learning is not a short-term proposition since meaningful gains in intercultural sensitivity and related constructs often occur on multi-year timescales. Preparing employees to work across cultures cannot be treated as a passing fad or discretionary line item. To be effective, it must be woven into an organization’s DNA.

To learn more about research findings and training practices related to global education, please contact Professor Jesiek at bjesiek@purdue.edu.

---

**About Professor Brent Jesiek**

Professor Jesiek is an Associate Professor in the Schools of Engineering Education and Electrical and Computer Engineering at Purdue University. He taught a course on global competency in Krannert Executive Education Programs’ May 2015 Back to School day. He is also an Associate Director in Purdue’s Global Engineering Programs office, leads the Global Engineering Education Collaboratory (GEEC) research group, and is the recent recipient of an NSF CAREER award to study boundary-spanning roles and competencies among early career engineers. Dr. Jesiek draws on expertise from engineering, computing, and the social sciences to advance understanding of geographic, disciplinary, and historical variations in engineering education and professional practice.

---

EMBA 2015 alumna Stacey Mueller graduated from Purdue in May with a nearly perfect GPA. Considered a team player in her cohort, she was known for her helpful tutoring in her areas of expertise. Thanks to that expertise and her new degree, she was recently promoted to CFO of Blackfoot Telecommunications Group in her home city of Missoula, Montana. We congratulate our EMBA Class of 2015 Honor Scholar on her continued success, and on being named one of the 30 best and brightest EMBA students. Here is Stacey's award-winning profile, published by Poets & Quants. Find Poets & Quants’ complete “Class of 2015: The Best Executive MBAs” feature online at poetsandquantsforexecs.com.

I knew I wanted to go to business school when…I experienced and saw with my own eyes what happened in my family when my father lost his business. As a young high school kid, I wondered what I would have done to help him had I had training. My father is extremely smart, and entrepreneurial, but his formal education was in History, Art, and Spanish. I was good at math, had grown up working in my dad’s business, and knew at that time I was going to go to business school so I could help other business owners succeed. Hence, my lifelong pursuit of business knowledge, with an undergraduate degree in Business, CPA license, and now an Executive MBA.

If I hadn’t gone to business school, I would be…still pursuing my education in informal non-degree programs yet longing to go to business school. I, being 47 years old, and just finishing my MBA, have longed since my late 20’s to pursue this education. I am thankful to have finally been afforded the time and opportunity to do so.

What are your long-term professional goals? I am currently in a new role as CFO for a telecom company, which I pursued and landed as a result of the MBA experience. So currently, I plan to stay with this company and utilize my talents to help drive value here. Long-term in this company, my goal would be to replace our current CEO when he retires, and lead from that chair. I also still have goals about leading a company with global reach. Depending on where life takes me and my family, I would pursue such opportunities to work and live abroad for a time and/or help a company expand its markets globally, either through a CFO role, or a strategy role.

Favorite Courses: Hard to pick – I enjoyed SO many of them… but most favorite would be the two strategy classes (Strategic Management and Developing Global Management Strategies), Risk Management, Advanced Finance, Leadership & MIS, and M&A.

Which academic or professional achievements are you most proud of? Early in my professional life the accomplishment of getting my CPA license and being hired to work for Deloitte & Touche — a Big Eight firm at the time— were major accomplishments that I am proud of. These accomplishments, I believe, set me up for a successful and interesting career. The accomplishment that I have just completed, graduating from Purdue University with an MBA, I am equally proud of. Going on to get my MBA had long been a goal of mine. I have always wished I was able to do this earlier in my career as I could see the value in it for leading an organization. However, due to family and job commitments, along with the lack of a program in the area I lived, I was not able to continue my education. With kids grown and the flexibility of the new distance learning programs, I was able to pursue this goal of getting my MBA from a highly regarded institution, and still continue in my career. Working full-time and not only earning my MBA, but graduating with a 3.98 GPA is a fulfilling accomplishment, and one I am very proud of.

Who would you most want to thank for your success? For my success in life in general, I would of course have to thank my parents, who encouraged me to always keep learning – by a dad who was extremely smart and intellectual to a mom who was also very smart, but was never able to go to college. I was raised to pursue dreams, no matter what the obstacles, and “by gosh” we were going to college – it was never an option or a thought in our household of anything other than that. For my success in the MBA program, I would have to thank my husband and family because without their support and encouragement I wouldn’t have been able to endure working full-time, full-time studies, and juggling the needs of a household, husband and family without them pitching in and giving me the freedom and time to pursue this.

Why did you choose this executive MBA program? There were several reasons I chose the Purdue MBA program – first on the list was the reputation and the accreditation of the program. Purdue has a reputation for and history of being a very strong academic program. The other factor is the
structure of the program. Being from Missoula, Montana, selecting the school I wanted with a great program and reputation while not being able or willing to quit my job and move to a program, made the structure of the program a critical element for me. With distance learning now so prevalent, and the ability to combine this with a limited amount of trips to campus through the six-module approach at Purdue, this EMBA program was an ideal solution for my situation. And lastly, it was the people. From the time I started to inquire of their program at Purdue, I received personal, engaging, and responsive communication from the director of the program on down. And the people element spilled over into the other students who were recruited and in my cohort. I knew with the structure of the program, that it would attract people from all over the world who were in a similar situation as me, which is a huge benefit to me not only on a personal relationship level, but also a professional one as well.

What did you enjoy most about the executive MBA program? I greatly enjoyed the whole experience. With my personal love of learning, the academic rigor and challenge was invigorating. I enjoyed very much getting to work with and personally know my cohort and many of my professors and staff at Purdue. Some of my greatest learning and challenges came from the knowledge shared in the classroom and in the study rooms with my classmates. The exposure to people from different walks of life, different cultures, and different professional backgrounds was inspiring and mind opening. And of course the international immersion was an experience I will never forget. Being my first trip abroad, it added such a depth of experience to the program on so many levels.

What is your most memorable moment from business school? Oddly enough, my most memorable moment was experiencing a tornado warning. Being from Montana, we have severe weather, wild animals in my backyard, and forest fires, so one would think a tornado wouldn’t faze me, but it did! I have never lived around such a phenomena and the whole experience was seared in my brain, from walking back to Krannert Center after lunch with one of my classmates (who is tornado-experienced) on a warm, still, sunny day, to then hearing a siren go off. I of course had no idea what it meant, and my friend said “oh, that’s a tornado warning. We had better head to the building,” as she so calmly continues our walk as if nothing out of the ordinary was happening. Of course, I must act calm as well but underneath I was freaking out a bit. As we get to the Krannert Center, the skies turn black and the wind starts whipping like I have never seen, and we are ushered to a tornado shelter in the basement, where my classmates start showing up one by one until most are in the shelter. Then the lights go out, which the locals had predicted would happen just moments before. So we sit there in the dark for a few minutes until the emergency lighting kicks on, and we sit, and we sit. Until maybe an hour or so later, we head back upstairs, as we are told it’s safe. The ironic part of this story is that a few of us were gathering for a planned meeting. I, being a CPA, was going to tutor a few of my classmates to help them prepare for our accounting quiz the next day. Well, I guess word got out about it, and virtually the entire cohort was showing up for this “tutoring” session. So after we were all ushered out of the tornado shelter and up the stairs, I proceeded to give an accounting lesson on a white board, in a hallway, under emergency lighting, while the skies remained dark and the winds howled ever so loudly outside the window.

Maybe this was the penalty for God creating accounting – I don’t know – but it’s an experience that is seared in my memory banks, and one I can now share with my husband, a Kansas boy. He told me stories of tornadoes but until this, I had never experienced the reality of one. Tornadoes did touch down all around the area that day, causing severe damage and taking out electricity, along with damaging severely the Subaru plant not far away, and delaying our class tour of the facility to another time.

Fun fact about yourself:
I found out recently that I am a Daughter of the American Revolution.

Favorite book: The Bible
Favorite movie: “Dances with Wolves”
Favorite musical performer: Chris Tomlin
Favorite television show: “Mad Men”
Favorite vacation spot: Maui, Hawaii

What are your hobbies?
Hiking, camping, canoeing, rafting, skiing and traveling
The world’s most global executive MBA program just got more global. The IMM Global EMBA program is expanding its cultural immersion and academic offerings by holding its first residency in Santiago, Chile, in October 2015. The IMM Class of 2016 will study on the University of Chile campus for a portion of the cohort’s second residency. The Brazil residency will now become a South America residency, said Associate Dean for Executive Education David Schoorman, as students will spend one week at FGV-EBAPE in Rio and one week in Santiago. IMM 2016 will tour two major headquarters of Chilean industry: the Concha y Toro winery and Codelco, the state-owned copper mining company. Visit IMM online at global-executive-mba.com to read more about this exciting addition to the program’s academic and cultural immersion offerings.

In May, Krannert Executive Education Programs bid farewell to Yvonne Ray, who retired from Purdue. Yvonne was part of the Executive Education team for more than 15 years. As logistics manager she helped ensure the smooth operations of multiple degree and certificate programs. From scheduling and managing our student customer service representatives, ordering meals, scheduling events, fixing equipment, assisting a sick student, ordering supplies, and a host of other tasks, she was instrumental in making our programs run smoothly. Over the years, her adeptness at repairing things and coming up with quick solutions to all things broken or in disrepair earned her the nickname “MacGyver.” She’s seen here, center, with Associate Director of Admissions Jo Ann Whitford, left, and Senior Program Manager Cathy Garrison, right, at Yvonne’s retirement party in Krannert Center.

Krannert mourns the death of Alan Ferrell, a staff member of the Krannert School of Management for nearly two decades and former director of Executive Education at Krannert. He passed away May 28, 2015, in Springfield, Virginia, after a long battle with metastatic kidney cancer. Alan first joined Krannert in 1992 as Director of Career Services. In 2011 he finished his career in the Krannert School serving in the executive education programs office. Find a full obituary and share your memories online at obits.dignitymemorial.com.
On May 7, the Purdue Executive MBA Class of 2016, along with alumni, current students in other cohorts, and corporate partners, welcomed Linda Clement-Holmes, CIO for Procter & Gamble and a 1982 graduate of Krannert, as a guest speaker. She spoke as part of Krannert Executive Education Programs’ annual Networking and Back to School events. Linda was a dynamic speaker who captured the audience’s attention from the very start. She started her presentation with an overview of her career with pictures (some funny, some serious) to emphasize key points. She has worked all her life at P&G since graduating from Purdue.

Of particular interest was what she called ‘pivot-points’ in her life that forced her out of her comfort zone and increased the breadth of her skills. Those pivot points helped her achieve much success and rise to her current position. Linda then spoke about some of the challenges in her current position. These included cyber security, big data, and the cloud. Linda completed her presentation with various nuggets of wisdom that have formed the foundation of her success. Some of these included:

- **Hope is not a strategy.**
- **Sometimes you need to be a duck – calm above the surface, but kicking like crazy below the surface.**
- Know what is important to you.
- Do one thing each day that either scares you or makes you feel uncomfortable.
- Never, ever stop learning.
- Do the thing that others say cannot be done.
- Do your best at whatever you choose to do that day.
- Honor commitments, or don’t make them.
- If you see something, say something.
- Take care of yourself first so that you can take care of others.

The presentation, which can be viewed on our YouTube channel, was followed by an interactive Q&A session. We are so glad Linda could speak to the class and look forward to welcoming her back to Purdue.

Krannert Executive Education Programs welcomes our newest team member, Cara Easterbrook. Cara joined us in late July as our new Logistics and Outreach Coordinator. By way of a short introduction, Cara says: “I am so excited to be joining the Krannert Executive Education team at Purdue University. As a graduate of Michigan State University, I am thrilled to be working for the Big Ten again! In college, I was the president of the archery team and we had a lot of fun competing with the Purdue Archery Team. I graduated with a Bachelor’s Degree in Hospitality Business Management and became the Assistant General Manager of the Drury Inn in Indianapolis. Working in the hotel industry has been a learning experience and I look forward to contributing my skills in customer service and problem solving to the EMBA programs. I love to travel and enjoy making coconut-based desserts. I can’t wait to meet everyone!”

Cara is seen here at the Cape of Good Hope in Cape Town, South Africa. She and her sister went on a safari last October.
rounding out my travel year by going to China and meeting with alumni in Shanghai (October 13) during our annual reception there.

Finally, this May we said farewell to one of Exec Ed’s icons – Yvonne Ray. Yvonne was with the team for more than 15 years and many of you will remember her support in creating a wonderful in-residency experience at Purdue. We wish her a restful retirement and look forward to working with her replacement, Cara Easterbrook.

These events and more are detailed in this newsletter. As always, if you have ideas for alumni and program events, let me know (akriaucie@purdue.edu). I look forward to hearing from you.

Sincerely,

Aldas Kriauciu纳斯

Join the Purdue Alumni Association’s virtual career networking event Tuesday, August 4, 2015, from noon to 1 p.m. ET. The event is free to all Purdue alumni. Join fellow alumni from around the world for this unique opportunity to expand your professional network. Exchange career experiences during one-on-one “speed-networking” sessions. Participants will spend seven minutes per conversation for one hour. Ten chat rooms are organized into industries, including management, engineering, health and human sciences, and more.

Learn more and register online at bit.ly/Purdue-networking.

Corporate Engagement Package (CEP)

Our alumni continue to impact our programs in many ways, from prospective student referrals, recruiting assistance, and Active Learning Project participation to helping us make important contacts within their firms. Corporate connections are critical for the growth of our programs and that’s why we’ve recently introduced our Corporate Engagement Package (CEP). Some of the package’s offerings have long been available to you as alumni.

Find the complete CEP at right and online, and learn how to work with us on customizing a program that fits your company’s professional development needs, and much more. Krannert Executive Education Programs’ Director of Business Development, Sally Bradley, is ready to engage with you, our alumni. Contact Sally at 765-494-7801 and sally@purdue.edu.

Our Corporate Engagement Package

- Tuition discount for two or more employees concurrently enrolled in the EMBA or IMM programs
- Complimentary spot in our annual Applied Management Principles or Technical Management Institute certificate programs when you have two or more employees enrolled in our EMBA programs
- Complimentary consultation with senior executive education staff on customizing a program that fits your company’s professional development needs
- Invitation to participate in our annual networking event with Purdue students, Executive MBA alumni and corporate partners
- Participation in our Active Learning Project course — have a team of 5-6 EMBA students consult for you over a 14-week period to address a critical business problem
- Employment postings on the Krannert Professional Development Center website
- A visit from us to your site to present our programs to your employees and discuss opportunities with company management
- Access to free professional development offerings, including our online Continuing Education Webinar Series
Countries/States Represented - 14

- Arizona (1)
- California (1)
- Florida (1)
- Georgia (1)
- Hungary (2)
- Illinois (2)
- Indiana (3)
- Michigan (2)
- Netherlands (1)
- Pennsylvania (1)
- South Korea (1)
- Texas (2)
- Washington (1)
- Nigeria (1)

Organizations Represented

- Aramark
- BeardedEagle
- Chevron
- Cummins Inc.
- Eli Lilly
- H.D. Hannah Homes
- J.D. Power & Associates
- KPMG LLC
- Lifeline Sciences, LLC
- MSCI Inc.
- Schlumberger
- Shape Corporation
- SW Business Consultants
- The Brock Group
- Trespa International
- TriGranit Management
- U.S. Army
- U.S. Marine Corps
- U.S. Navy

Number of Students - 20

- female 20%
- male 80%

Average Age
41

Median Age
39

Average Work Experience (years)
16.3

Median Work Experience (years)
13.5
Members of our EMBA Class of 2015 traveled to Purdue for graduation festivities May 15. Seen here, with Associate Dean David Schoorman, left, are Jeeva Babu, Khurram Chaudhry, LaToya Davis, and Brent Myers, recognized as Beta Gamma Sigma (top 20% of their class), along with Jeff Hirsch and Stacey Mueller.

Student responder Greg Beaver led a spirited walk down memory lane for graduates and their families during the celebration dinner. Included in Greg’s presentation were some examples of academic challenges the cohort overcame during its 19-month-long EMBA program.

IMM 2015 enjoyed a stint in cooking school during their Module 3 residency at Central European University in Budapest, Hungary.

During their Module 4 residency at Purdue, IMM 2015 was treated to a tour of campus on the Boilermaker Special. During one go-around, Purdue University President Mitch Daniels got aboard to say hello.
EMBA 2016

During Module 2, EMBA 2016 heard from leadership coach and career management expert Ginny Clarke, left. Clarke gave the cohort an overview of career mapping, answered questions, and talked individually with students. Her visit to Krannert Center was part of Purdue EMBA Programs’ career management offerings.

IMM 2016

Our newest class spent its first residency at TIAS. Here the group is seen dining in Rotterdam.

IMM 2016’s residency in The Netherlands included a “marshmallow challenge.” Students are seen here with Dr. Constantinos Alexiou, IMM professor of economics, center.

Krannert Executive Education Programs hosted its annual networking reception, inviting all EMBA alumni, current students, and corporate partners. After hearing from guest speaker Linda Clement-Holmes, CIO of Procter & Gamble, in Krannert Auditorium, the EMBA Class of 2016 made connections with guests in Weiler Lounge.
EMS 1991

Marsha Mishler was named to the board of directors of Allison Transmission Holdings Inc. (NYSE: ALSN) on May 14, 2015. Marsha is senior client executive at Fellon McCord & Associates, an energy consulting services firm to industrial, commercial, higher education, and municipal and cooperative utility clients globally, a position she has held since 2012.

“We are delighted that Marsha has agreed to join our board of directors,” said Lawrence E. Dewey, chairman, president and CEO of Allison Transmission. “Her vast expertise in the energy sector and her previous industrial experience will be of great value to Allison and we look forward to her contributions.”

Marsha’s initial term will expire at the 2017 annual meeting of stockholders, at which time it is expected that she will be included as a nominee for re-election.

Allison Transmission is the world’s largest manufacturer of fully automatic transmissions for medium- and heavy-duty commercial vehicles, and is a leader in hybrid-propulsion systems for city buses. Founded in 1915, the company is headquartered in Indianapolis, IN, and employs approximately 2,700 people worldwide. With a market presence in more than 80 countries, Allison has regional headquarters in The Netherlands, China, and Brazil with manufacturing facilities in the U.S., Hungary, and India. Allison also has approximately 1,400 independent distributor and dealer locations worldwide.

EMS 1992

Rebecca Wingenroth is Technical Leader, Principal, with the Electric Power Research Institute in Shillington, PA, and shares this update: “For the last 10 years I have been working for the power industry’s international not for profit research organization, the Electric Power Research Institute. In my current role, I am the liaison to New York State’s “Reforming the Vision” proceeding, which is in the process of transforming the current industry into a new paradigm that utilizes energy from the customer’s side of the meter with distributed energy resources. This is probably one of the most exciting times for the power industry in my 35+ year career.”

Rebecca is seen here with her grand-niece at her baptism at a church in Haczów, Poland, about two hours southeast of Krakow.

EMS 1993

Joe Messer has been appointed the Mark E. Johnston Professor of Entrepreneurial Studies at Manchester College in North Manchester, IN. Joe has served Manchester as Associate Professor in the Department of Accounting and Business. Commencing with the 2015-16 academic year, Joe will take on the endowed chair.

During Joe’s tenure at Manchester, he has received the Dean’s Award for Excellence in Teaching and has been engaged in course development and innovation for the department. Joe also has significant background and experience in founding, managing and directing companies and organizations.

We have been delighted with the response to Alumni Notes. To update your contact information with us, please email krannertexec@purdue.edu. Help us KEEP connected!
EMS 1997

Todd Hyatt visited Purdue in late March 2015 to interact with students and share his expertise as a Krannert Executive Forum speaker. The Forum is a management class that features top-level executives and community leaders sharing their experiences with students. It has been a valuable addition to Krannert’s management curriculum since 1973. Todd is the Executive Vice President and CFO of IHS in Englewood, Colorado. He’s seen here in Krannert School of Management’s Rawls Hall.

IMMaC 1998

Judith Millsaps returned to Budapest, Hungary, for the first time since her exec ed program took her there. “I attended the Budapest Formula 1 Grand Prix and had an opportunity to explore the area again after so many years,” Judith said. She wishes to connect with classmates interested in coordinating a reunion. Connect with Judith on LinkedIn or via email at judithmillsaps@comcast.net.

EMS 2002

Gregg Harvey has been appointed Vice President of Finance and General Manager of Wi2Wi Corporation, a leading global developer and manufacturer of wireless connectivity solutions, high precision frequency control devices, timing devices, and microwave filter devices.

Gregg has more than 30 years of experience in accounting and finance, manufacturing, operations and IT. He has worked in public accounting as an auditor, Controller and plant manager at CTS Corporation, managing consultant at Oracle Corporation and managing Supply Chain in General Electric. Prior to joining Wi2Wi, Gregg was the Chief Financial Officer of Precision Devices, Wisconsin.

“We are delighted to welcome Mr. Harvey to his new role with Wi2Wi,” said Zachariah Mathews, President, CEO and Interim-Chair of Wi2Wi. “With the addition of an industry veteran like Mr. Harvey and his vast experience, Wi2Wi will continue to broaden its reach to the market and service the unique needs of the customers.”

IMM 2002

Ken J. Renfrew announces his recent job change. He is now Global Director of Sales, Saint-Gobain, Filtration Technologies. Ken wishes to make connections with fellow Boilermakers in the Saint-Gobain organization.

Peter Bray shares this update: “News with me is that I now work for myself. My wife, Claire, and I now own five Massage Envy Spa locations in the Chicago area (Naperville, Wheaton, Geneva, Oswego, and Darien/Downers Grove), and we employ over 200 people. We began this in April of 2014, and we’re now the single largest Massage Envy franchise in the Chicago area. Our son, Ronan, just finished first grade, and our daughter, Kiera, begins kindergarten in August. All are doing well.”
**EMB 2005**

Srinivas Datla shares news of a dance recital-fundraiser in which his daughter, 17-year-old Ria Datla, raised more than $15,000 for the National Tay-Sachs and Allied Diseases Association. The three-hour dance performance was held at Sycamore Junior High School in Cincinnati, Ohio, on June 21 in memory of Srinivas’ son and Ria’s brother Maanas. Maanas, seen in this photo with his sister, died in 2007 of Sandhoff disease just days before his fourth birthday. Maanas was diagnosed with the rare genetic disorder while Srinivas was at Krannert.

Ria, seen here in costume, performed 10 Indian Kuchipudi dances and hoped to raise $10,000 for awareness of Sandhoff. She raised $15,918. Learn more about the Maanas Memorial Fund online.

---

**IMM 2005**

Benedict Geers has just acquired a company. Fibrocit produces and installs fixed seating projects for the entertainment, education, business, and sports worlds. The company is headquartered in Belgium and has been in existence about 80 years. Fibrocit employs some 25 people.

“Our territorial range of activity is Europe with a particular focus on the Benelux,” Benedict said. “This is the opportunity I’ve been looking for and the reason why I did my MBA. I will definitely now have the opportunity to put into practice all that I’ve learned throughout the years.”

---

**IMM 2009**

Daniel Craig, CEO/President of Tidal Basin Holdings, Inc., in Alexandria, VA, says the firm, which he started while an IMM student, was ranked #516 in the 2014 Forbes list of fastest growing private companies. The company provides integrated pre- and post-disaster consulting services to federal, state and local, and private sector clients who work in Presidential-declared emergencies and disasters, ensuring compliance and maximization of funding from federal agencies, including FEMA.

---

**IMM 2012**

Diego Morales was named Special Assistant by Indiana Governor Mike Pence. In this role, Diego will be responsible for representing the Governor by developing international and cultural affairs, establishing new Consulates and Sister State initiatives, and working with businesses, civic organizations, and Chambers of Commerce across the state. Diego was previously Director of Community Relations in the Governor’s office.

“Diego Morales will serve an integral role in my administration as we continue to work to reach Hoosiers in all corners of the state,” said Governor Pence. “Diego has unmatched knowledge and strong relationships with businesses and organizations across Indiana, and I am confident he will serve Hoosiers well in his new role.”

Diego is a veteran of the U.S. Army, having graduated from the School of Infantry in Ft. Benning, Georgia. He currently serves as adjunct professor at Ivy Tech Community College in Indianapolis and is a member of the Rotary Club, the Kiwanis Club, the American Legion, and AMVETS. He sits on the Indiana Latino Expo Board, Indiana Latino Institute Board and Partners of the Americas Board.
Michael Zentner, a Purdue information technology research scientist, is a key member of the SPEAKall! team, which won the state of Indiana’s Education Tech Award in May for its therapy app. The team received the award at the 16th annual Mira Awards, which recognized technology achievement in Indiana. The SPEAKall! app aids children with autism spectrum disorders and other developmental speech and language disorders. Read more about the app online.

IMM 2013
Klaus Plenge announces the birth of his daughter. Klaus and his wife Milagros are seen here with their children Michael and Anna.

Helge Wieneke has been appointed to the Management Board of the German biscuit company Bahlsen. He will start early next year as managing director for Corporate Finance and Human Resources, Legal & Compliance and procurement management. Wieneke is the successor of Michael Gawron, who will retire at the end of 2015. Helge started his career in 1996 at Bahlsen, where he had various functions, including Assistant to the Chairman and Director of Process Management & IT. Then he collected a lot of experience in other companies, including Lufthansa and the Candy Man Bisquiva. He returned to Bahlsen in 2012 where he most recently served as Head of Corporate Development, responsible for the strategy process.

IMM 2014
Aryak Goswami married Kaylin Stewart on June 20, 2015 in Jacksonville, FL. The couple had a dual ceremony.

EMBA 2015
Jonathan Weeks spent April and May in the Philippines to provide humanitarian-civic assistance to residents in two of the western islands: Palawan and Panay. Jonny led the military efforts of civil affairs, public affairs and other specialized teams to determine how best to reach and message the local populations. He advised Philippine military counterparts in topics ranging from staff planning to statistical analysis to project management. The combined efforts of Jonny and his joint military counterparts resulted in the completion of five newly constructed schools and enhanced conditions for future partnerships between our two nations. Here's Jonny at a ribbon cutting event with some of the happy beneficiaries at one of the newly completed schools.

Get updates and stay connected to us and each other on LinkedIn. Search for and follow Purdue University Krannert Executive MBA on linkedin.com.

You can stay in touch also by joining the Krannert Network, created specifically for Krannert alumni, at knrntnetwork.com. The Network is a good place to find out about Krannert-wide events, such as the annual Toast to Herman Krannert, held the first Thursday of November. At locations across the globe, Krannert alumni will raise a glass to the man who started it all.

Lastly, find the IMM program on Facebook at www.facebook.com/imm.emba and Krannert School of Management at www.facebook.com/PurdueKrannert.
Did You Know?

Purdue University has been lauded for two impressive distinctions in recent months. Purdue is ranked 16th among worldwide universities granted U.S. utility patents in 2014, according to a report from the National Academy of Inventors and the Intellectual Property Owners Association. In 2014, Purdue had 93 U.S. utility patents issued. And, Purdue is one of 12 American schools with at least two alumni CEOs in the top 100 companies of the Fortune 500 list released June 4.

The Purdue Executive is a newsletter for the alumni and friends of the Krannert Executive Education Programs at Purdue University. We welcome your comments, opinions, and questions. Please contact us at:

Editor
The Purdue Executive
Purdue University
425 West State Street, Suite 206
West Lafayette, IN 47907-2056
(765) 496-0307
Email: brook113@purdue.edu

Aldas Kriauciuunas
Executive Director
Nicole Brooks
Editor
Dawn Minns
Graphic Design

Purdue is an equal access/equal opportunity university.

To update your contact information with us, please email krannertexec@purdue.edu. Help us KEEP connected!

2015-16 KEEP Programs and Events

JULY
31 EMBA Experience on-campus information session
26-Aug 1 EMBA 2016-4 residency, Purdue

AUGUST
9-28 S.P. Jain custom program
11 Continuing Education Webinar
20 EMBA Informational Webinar
27 EMBA 2017 Pre-Launch Webinar
27-28 Service Academy Career Conference (SACC), San Diego, CA

SEPTEMBER
10-13 Veterinary Practice Management Programs 26.1
14-18 EMBA 2017 Launch
27-Oct 10 IMM 2016-2 residency, Brazil & Chile
22 EMBA Informational Webinar

OCTOBER
1-4 Veterinary Practice Management Program 25.3
9-10 National Society of Hispanic MBAs, Chicago, IL
10-25 IMM 2015-5 residency, China
13-16 Technical Management Institute
13 Purdue alumni reception, Shanghai, China
19-24 EMBA 2016-5 residency, Purdue
20 EMBA Informational Webinar
22-23 Society of Women Engineers, Nashville, TN
23 EMBA Experience
25-28 EMBA Council Conference, Singapore

NOVEMBER
5 Toast to Herman Krannert
9-21 EMBA 2017-1 residency, Purdue
12 EMBA Informational Webinar
13 EMBA Experience
19-20 SACC, San Antonio, TX

DECEMBER
8 EMBA Informational Webinar
20 IMM 2015 Commencement

JANUARY
21 EMBA Informational Webinar
21-24 Veterinary Practice Management Program 26.2

FEBRUARY
14-27 IMM 2016-3 residency, Budapest, Hungary & Istanbul, Turkey
15-27 EMBA 2017-2 residency, Purdue
16 EMBA Informational Webinar
19 EMBA Experience
28-Mar 12 EMBA 2016-6 residency, Istanbul, Turkey & Brussels, Belgium

MARCH
3-4 SACC, Savannah, GA
3-6 Veterinary Practice Management Program 25.4
6-12 EU Study Abroad in Rome
13-19 EU Study Abroad in Paris
20-24 IMM 2017 program launch, Purdue
23 EMBA Informational Webinar

APRIL
12 EMBA Informational Webinar

MAY
2-7 EMBA 2017-3 residency, Purdue
5-6 SACC, Washington, DC
5 Networking event & guest speaker
6 Back to School Day for all alumni
6 EMBA Experience
13, 14 or 15 EMBA 2016 Commencement
16-27 Applied Management Principles
17 EMBA Informational Webinar

JUNE
5-18 IMM 2017-1 residency, The Netherlands
13-25 IMM 2016-4 residency, Purdue
17 EMBA Experience

Visit us online for details: www.krannert.purdue.edu/executive