GLOBAL CONFERENCE 2019
PROGRAMME
13 – 15 May | Istanbul, Turkey | #AMBA19
Look out for our speaker session on the agenda

Partnering for Student Success:
The co-creation and provision of digital education at scale

John Donovan, McGraw-Hill
Salome Pretorius, University of Pretoria
On behalf of us all in the AMBA & BGA team, it is a great pleasure to welcome you to the magnificent city of Istanbul.

As so many aspects of our business education industry become increasingly global, we felt it was appropriate to host you, as delegates from every region of the world in a city which straddles two continents.

Situated at the crossroads of Europe and Asia, our Istanbul conference gives us the opportunity to combine uniquely historical networking venues with insightful futuristic conference sessions.

By the time you read this, I hope almost all of you will have enjoyed our Sunday afternoon introductory networking tour, featuring Istanbul’s beautiful Blue Mosque, Hagia Sophia and Bosphorus cruise.

Most of you will also, by now, have experienced Turkey’s forward-thinking technology, arriving at Istanbul’s spectacular new airport, which aims to become the world’s busiest on its completion in 2027, with the potential to accommodate 200 million passengers every year.

Our conference sessions will strongly feature ideas and discussions about the future of technology in our own industry too:

• How exactly will artificial intelligence (AI) and big data impact your Business School over the next five years?
• How do you build deeper Business School alliances, to share the costs and digital knowledge creation that are necessary to compete in an increasingly blended learning world?
• How do you optimise your future strategy, individualised learning, virtual professors and classroom assistants?
• How will global corporate tech giants, such as Amazon, Microsoft, LinkedIn, Apple and Google, impact business education over the next 10 years? Are they partners, competitors or both?
• Which are the best implementation examples so far, from successful ‘early adopter’ AMBA Schools?

We have prepared content on a wide variety of other subjects and concepts for presentation and discussion, ranging from the challenges of developing a Business School in one of the world's poorest countries, to building a powerful social media profile, with advice from one of the world’s most respected social media experts.

We have selected two iconic dinner venues for Monday and Tuesday evening, so you can continue to debate and network in inspirational surroundings.

The Pera Palace Hotel was built in 1892 to host passengers arriving on the world-renowned Orient Express train, at the end of their adventures across Europe. It is a highly appropriate venue in which to celebrate the very recent launch of the Business Graduates Association – our original name when we were founded in 1967.

The Çırağan Palace Kempinski is equally spectacular and is the only Ottoman Imperial Palace Hotel located right on the shores of the Bosphorus: a classic location at sunset.

Business education has to remain current, set the trends and spark innovation across all industry sectors and AMBA truly welcomes and appreciates the support it receives from organisations that are enhancing and elevating performance in the Business School space.

We want our global network of Business Schools to stay abreast of the latest developments in business education and for our supporters to provide the thought leadership and industry knowledge that is required. With that in mind, I would like to welcome our conference supporters, and express our sincere thanks to our partners, GMAC, ETS, Liaison International, Peregrine Academic Services, Keystone Academic Solutions; our platinum sponsors McGraw-Hill, Salesforce.org, VitalSource | Intrepid; and our event sponsors, Austral Education Group, D2L Europe Ltd, Future Finance, Graduway, Henry Stewart Talks, Higher Education Marketing, Mergent by FTSE Russell, Perlego, Salesforce Trailhead, Studiosity, Unibuddy and Wharton Research Data Services (WRDS), the Wharton School.

AMBA’s corporate supporters enable us to host industry-leading events in fantastic venues and, as an organisation, we aim to work with the ‘best in class’ so please network and engage with thought leaders from our shared sector over the course of the next three days.

Thank you for taking the time to join us here in Istanbul and I look forward to spending quality time with you during these next three days together.
## PROGRAMME SCHEDULE

### SUNDAY 12 MAY

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<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>14.00 - 18.30</td>
<td>Cultural and networking tour</td>
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### MONDAY 13 MAY

<table>
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<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>09.30 - 12.00</td>
<td>Pre-conference workshop: Integrating global news and current affairs into the classroom – inspiring students to engage in critical thinking</td>
</tr>
<tr>
<td>12.00 - 13.00</td>
<td>Registration and light networking lunch</td>
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<tr>
<td>13.15 - 13.30</td>
<td>Conference overview and welcome</td>
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<tr>
<td>13.30 - 14.00</td>
<td>SESSION 1: Competitive strategies in a turbulent Business School environment</td>
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<td>14.00 - 14.40</td>
<td>SESSION 2: Augmented intelligence and leadership in the machine age</td>
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<tr>
<td>14.40 - 15.10</td>
<td>Networking and refreshment break</td>
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<td>15.10 - 15.40</td>
<td>SESSION 3: The role of technology in necessitating and enabling transformation in business, leadership and executive education</td>
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<tr>
<td>15.40 - 16.20</td>
<td>SESSION 4: Harnessing the power of AI in Business Schools</td>
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<tr>
<td>16.20 - 17.00</td>
<td>SESSION 5: Saving our world together – the critical role of the education sector</td>
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<tr>
<td>19.00 - 23.00</td>
<td>(including travel time) BGA launch celebration and networking dinner at the Pera Palace Hotel</td>
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### PROGRAMME SCHEDULE

#### TUESDAY 14 MAY

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<th>Time</th>
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<td>09.30 – 10.00</td>
<td>SESSION 6: AMBA &amp; BGA strategy update and management education industry overview</td>
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<td>10.00 – 10.40</td>
<td>SESSION 7: No shame in fame – authentic leadership in a celebrity-fuelled world</td>
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<tr>
<td>10.40 – 11.20</td>
<td>SESSION 8: How universities can build an entrepreneurship ecosystem</td>
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<tr>
<td>11.20 – 11.50</td>
<td>Networking and refreshment break</td>
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<tr>
<td>11.55 – 12.40</td>
<td>SESSION 9a: Graduate management education trends and insights from GMAC Research</td>
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<td>SESSION 9b: Upgrading business education</td>
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<td>SESSION 9c: AMBA campaigns – addressing challenges facing Business School leaders</td>
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<tr>
<td>12.50 – 13.20</td>
<td>SESSION 10: From higher education to newly hired – preparing today’s post-graduate students for tomorrow’s workforce</td>
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<tr>
<td>13.20 – 14.30</td>
<td>Networking lunch</td>
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<td>14.30 – 15.10</td>
<td>SESSION 11: The story of an oasis in the desert – African Development University (ADU)</td>
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<td>15.20 – 16.05</td>
<td>SESSION 12a: Integrating global news and current affairs into the classroom: case studies from around the globe</td>
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<td>SESSION 12b: Enrolment diversity and attracting female MBA applicants</td>
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<td>SESSION 12c: Silk Road entrepreneurship</td>
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<td>16.05 – 16.35</td>
<td>Networking and refreshment break</td>
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<tr>
<td>16.35 – 17.05</td>
<td>SESSION 13: Partnering and innovating to transform Business Schools</td>
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<td>17.05 – 17.45</td>
<td>SESSION 14: Technology and the future of management education</td>
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<tr>
<td>17.45 – 18.15</td>
<td>Optional meeting: Online MBAs affinity group – informal discussion on trends and challenges in online delivery – this informal session is for Schools with fully online or blended programmes. Please meet in the main conference room where a representative from QUT Graduate School of Business, Queensland University of Technology will assist you.</td>
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<tr>
<td>19.00 – 23.00</td>
<td>Networking dinner at the Çirağan Palace Kempinski, sponsored by Liaison International</td>
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Please note the programme timings and speakers are subject to change.
# PROGRAMME SCHEDULE

**WEDNESDAY 15 MAY**

<table>
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<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09.30 – 10.00</td>
<td>Certificate celebration for newly accredited Schools, re-accredited Schools and milestone awards</td>
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<tr>
<td>10.00 – 10.40</td>
<td>SESSION 15: Global and local challenges intertwined – business education in a polarised but connected world</td>
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| 10.50 – 11.35 | SESSION 16a: Expand and diversify your programme – understanding the GRE® test taker  
SESSION 16b: Why digital transformation in education matters  
SESSION 16c: What employers are looking for from executive education candidates |
| 11.35 – 12.05 | Networking and refreshment break |
| 12.05 – 12.35 | SESSION 17: Partnering for student success – the co-creation and provision of digital education at scale |
| 12.35 – 13.15 | SESSION 18: The Business Graduates Association |
| 13.15 – 13.20 | Summing up and farewell |
| 13.20 – 14.30 | Networking lunch |
| 14.30 – 16.30 | Post-conference workshop: Accreditation seminar – your questions answered |

Please note the programme timings and speakers are subject to change.
“Since joining the BusinessCAS community just over a month ago, we are already seeing an approximately 50% increase in applications over last year. I’m personally excited about what this significant progress in our first cycle means for my institution, and I’m thrilled about the overall momentum of the BusinessCAS initiative!”

- Dee Steinle, Executive Director, MBA and MSB Programmes

Learn how your Business school and its programmes will benefit from the Centralised Application Service (CAS™) at Liaison’s table and at businesscas.org.

PRESENTED BY:
Robert Ruiz
Vice President,
Strategic Enrollment
Liaison International

Don’t miss:
From higher education to newly hired: preparing today’s post-graduate students for tomorrow’s workforce

How efficient, innovative investments support academic and career success

Check your AMBA Global Conference programme for scheduling details.
TEACH SALESFORCE, THE #1 GROWING SKILLSET, TODAY!

Trailhead is...
✓ Hands-On with access to a Salesforce instance for every student.
✓ Validated automatically with our unique hands-on challenge engine.
✓ Gamified with points and badges for every module completed.
✓ Resume-worthy with credentials that will help show-off student’s experience.

Trailhead content is complimentary, so get started with these trails:

GET THE TRAILS AT:
sfdc.co/MBATrails

MBA Essentials  Explore Analytics  Einstein AI

"With Salesforce, our relationships and interactions with students have gone from black and white to colour. Now, we can focus on providing a seamless journey"

- Iain Harper
Head of Digital Transformation
Oxford Said Business School

Leading the way and shaping leaders, become a connected business school with Education Cloud. Learn more
salesforce.org/highered/business-schools/
PRE-CONFERENCE WORKSHOP

Integrating global news and current affairs into the classroom – inspiring students to engage in critical thinking

Through its partnership with Bloomberg Businessweek, Peregrine’s B-School Connection (BSC) Education Resource Center is designed to bridge the gap between business theory and practical application. The BSC Education Resource Center integrates current global news into the classroom and inspires students to engage in critical thinking about events shaping the world today.

Academically appropriate for virtually all business subjects and academic levels, the service addresses accreditation and stakeholder needs relating to instructional quality, global awareness, student engagement, and lifelong learning.

This workshop will also explore AMBA’s accreditation requirements relating to MBA programme attributes and the criteria for meeting several key principles, as well as how to bridge the gap between theory and practice in the classroom.

Speakers
Paul Mallette, Director of International Operations, Peregrine Academic Services
Olin O Oedekoven, President and CEO, Peregrine Academic Services

BGA membership is free for AMBA-accredited institutions

AMBA-accredited Schools can enjoy free BGA membership for their institutions, with which you can gain access to a range of tools structured and tailored to provide a competitive advantage and a leading edge.

Services and benefits include a feature on BGA’s exclusive Business School Search, which provides improved visibility, access to the BGA Research and Insight Center, access to desktop reviews, and much more.

Additionally, you can unlock BGA student membership: a free service for students of member Schools. The BGA student and graduate platform is packed with tools and tangible benefits, dedicated to enhancing the professional and personal growth of current and aspiring business leaders.

Visit businessgraduatesassociation.com/amba-bga to learn more about this free offer for AMBA-accredited institutions.

@businessgraduatesassociation
@businessgrad
LinkedIn.com/business-graduates-association
SESSION CONTENT

SESSION 1
Competitive strategies in a turbulent Business School environment

It is now widely recognised that management education is undergoing radical transformation. New technologies, new forms of competition and new customer requirements disrupt established business models.

But, while there is broad agreement on what’s driving change in management education, there is considerably less agreement on the specific changes required when it comes to the competitive strategies of Business Schools. This session focuses on strategic options open to different types of Business Schools.

Speaker
Bodo B Schlegelmilch, Chair, AMBA & BGA, Professor of International Management and Marketing, WU Vienna University of Economics and Business

SESSION 2
Augmented intelligence and leadership in the machine age

With artificial intelligence (AI) driving a productivity and consumption boost of up to $16 trillion USD by 2030, the majority of CEOs acknowledge that AI will significantly change the way they do business in the coming years.

Business leaders of the future will need to move with sufficient agility to keep pace with the disruptive benefits of new technologies while ensuring that they are fully attuned to the multitude of risk factors and societal implications. With a view towards the future generation, Rob McCargow will share best practices on how business leadership should prioritise the responsible adoption of technology, in a way that delivers measurable value while maintaining trust.

Speaker
Rob McCargow, Director of Artificial Intelligence, PwC

SESSION 3
The role of technology in necessitating and enabling transformation in business, leadership and executive education

Due to the accelerating pace of change, transformation is core to the survival and growth of business. Leadership development, which encourages leaders to think and behave differently, is critical for driving effective business transformation. Unfortunately, most leadership development programmes do not succeed.

During this session, discover which four sets of interventions matter the most for driving successful leadership development programmes, according to research from McKinsey and Company. Also learn how eminent Business Schools are offering tailored digital executive education programmes to help companies like Microsoft successfully drive transformation at scale, and at the speed of business.

Speaker
Sanjay Advani, Senior Director of Intrepid, VitalSource | Intrepid
SESSION CONTENT

SESSION 4
Harnessing the power of AI in Business Schools

MIP Politecnico di Milano Graduate School of Business is renowned for its flexible digital learning platforms, which allow students to study while continuing in their current work. MIP has developed an innovative AI platform, in partnership with Microsoft, to ensure personalised, continuous learning for students and alumni.

During this session, Andrea Sianesi will share his thoughts on how AI can create a competitive advantage for Business Schools.

Speaker
Andrea Sianesi, Dean, MIP Politecnico di Milano Graduate School of Business

SESSION 5
Saving our world together – the critical role of the education sector

Political instability, global conflicts and increasing climate change mean all sectors of society – and the education sector in particular – have a crucial role to play in creating a safe, harmonious and sustainable world.

To this end, organisations including Unilever and the United Nations are working to change the way we live; sustainably and ethically. But, what role should Business Schools play and how can they teach and inspire responsible leaders for the future most effectively?

Speaker
Claire Fox, Chief Operating Officer, UNICEF UK

SESSION 6
AMBA & BGA strategy update and management education industry overview

Andrew Main Wilson will discuss the most impressive ideas in the management education sector he has witnessed during the past 12 months, as well as sharing his views on key market trends for the next five years. He will also update delegates on both AMBA & BGA’s current performance and plans for the future.

Speaker
Andrew Main Wilson, CEO, AMBA & BGA

SESSION 7
No shame in fame – authentic leadership in a celebrity-fuelled world

Described by Harper’s Bazaar as ‘the most relevant voice of the social media era’, Jeetendr Sehdev is a New York Times best-selling author, media personality, and a world-leading authority on celebrity branding. He is also a graduate of Oxford University and Harvard Business School.

During this session, Jeetendr will draw on his research to reveal the six disruptive new rules for achieving an effective Business School branding and social media strategy among millennials and generation Z. He will deliver a bold and dynamic message that will motivate leaders everywhere to be free, fearless and to live up to their greatness.

Jeetendr’s new rules for branding have been credited as the inspiration behind the Nike and Collin Kaepernick campaign – one of the most talked about marketing campaigns in recent history.

Speaker
Jeetendr Sehdev, New York Times best-selling author, media personality, leading commentator on celebrity culture, and Financial Times columnist
SESSION CONTENT

SESSION 8
How universities can build an entrepreneurship ecosystem

Entrepreneurship has become a distinguishing feature of graduate programmes and there are many ways to integrate innovation and entrepreneurship into the curriculum.

There are also several global examples of how universities are promoting entrepreneurship, in which the Business School takes a lead in helping create an ecosystem that supports venture creation and scale-ups, both within the university and regionally. Using Singapore Management University as an example, Gerard will share insights on how Business Schools can foster a vibrant entrepreneurial ecosystem.

Speaker
Gerard George, Dean and Professor of Innovation and Entrepreneurship, Lee Kong Chian School of Business, Singapore Management University

SESSION 9a
Graduate management education trends and insights from GMAC Research

In line with its commitment to advance graduate management education, GMAC Research provides timely market intelligence and insights to help Business Schools stay up to date in our rapidly evolving industry. Drawing from the latest GMAC surveys and GMAT exam data, this session will provide an in-depth view of current market trends impacting the MBA and discern how forces – such as geopolitics, student mobility, and the advent of more programmes and new formats – are affecting graduate management education worldwide.

Speaker
Sara Strafino, Senior Market Development Manager, Graduate Management Admission Council (GMAC)

SESSION 9b
Upgrading business education

In light of digital transformation and dynamic organisational change, business education has been presented with new challenges and opportunities. In this session, Deans and Directors will discuss various approaches to upgrading business education, in terms of programme development, course design and industrial innovation.

Speakers
Chair: Steef van de Velde, Dean and Professor, Rotterdam School of Management, Erasmus University
Fangruo Chen, Dean, Antai College of Economics and Management, Shanghai Jiao Tong University
Randall Jonas, Director of the Business School, Nelson Mandela Metropolitan University Business School
Qiang Ye, Dean, Harbin Institute of Technology, School of Management (HIT)

SESSION 9c
AMBA campaigns: addressing challenges facing Business School leaders

In addition to being an impartial accreditation authority, AMBA campaigns with and for Business Schools, to effect change on the issues that impact them. During this session, our policy and research team will outline AMBA’s campaigns on:

- Making MBA rankings appropriate and fit for purpose.
- How Business Schools can address societal issues, such as poverty and social mobility.
- Promoting diversity and equality among MBA cohorts and faculty.

We will present exclusive findings from our research into these areas, outline the work we’re already undertaking with Business Schools and influencers to make progress, and let you know how you can get involved in AMBA campaigns, or how we can help you with challenges you’re facing in your roles.

Speakers
Will Dawes, Research and Insight Manager, AMBA & BGA
David Woods-Hale, Head of Communications, AMBA & BGA
SESSION 10
From higher education to newly hired – preparing today’s post-graduate students for tomorrow’s workforce

How efficient, innovative investments support academic and career success

Will your post-graduate students be ready for the workforce when they graduate? If so, how will employers know? These days, graduate-point averages (GPAs) and other traditional markers of student success are increasingly unlikely to tell the whole story about the skills and abilities recent graduates have to offer.

In order to fully showcase student work and success, Business Schools could consider the benefits of helping students create ‘living profiles’ that align their most valuable attributes with employers’ most important hiring priorities.

During this session, Robert Ruiz will explore the need for comprehensive profiles of student work and success, specifically covering:

- How the workplace has changed over the past two decades and how it is likely to change over the next two decades, with a particular emphasis on examining and overcoming employer dissatisfaction with graduates’ career preparedness.
- How higher education institutions and workplaces have historically intersected and how they’ll need to do so in the future by better defining and aligning their shared goals and needs.
- How admissions professionals, educators and hiring professionals can identify and use innovative tools to build a better workforce together.

Ruiz will explore how living profiles can serve as better pathways to the world of work. He’ll emphasise how these tools, which leverage proven and existing technology, can help graduate programmes and the marketplace to jointly develop today’s students for tomorrow’s workforce.

Speaker
Robert Ruiz, Vice President, Strategic Enrolment, Liaison International

SESSION 11
The story of an oasis in the desert – African Development University (ADU)

In 2018, Niger was the lowest-ranked country in the world in the United Nations Human Development Index. How do you set up and operate a Business School in such difficult circumstances, and with very limited finance and resources?

This is an inspiring story of a new School, aiming to combine global best practice with management education that is relevant to the local context.

Speaker
Kader Kaneye, President and CEO, ILIMI African Development University
SESSION 12a
Integrating global news and current affairs into the classroom: case studies from around the globe

Following on from the pre-conference workshop, higher education thought leaders, Peregrine Academic Services will discuss how Business Schools can bridge the gap between theory and practice and integrate current global business events into the classroom.

Participants will gain insights into how successful ‘learning environments’ are developed, which provide students with employment-ready skills and a passion for lifelong learning.

Speakers
Paul Mallette, Director of International Operations, Peregrine Academic Services
Olin O Oedekoven, President and CEO, Peregrine Academic Services

SESSION 12b
Enrolment diversity and attracting female MBA applicants

According to Forbes, 62 million girls worldwide are still denied an education, and women with full-time jobs are still paid only about 77% of their male counterparts’ earnings.

In September 2018, skylines in major cities around the world dimmed in an epic visual demonstration that highlighted gender inequality. Some of the most iconic buildings and landmarks around the globe, including the Empire State Building and the Eiffel Tower were half lit, creating a visual metaphor illustrating the power lost when the world excludes half its population: women.

It’s true that ‘diversity’ has become a buzzword and that businesses are often keen to champion their work to bridge the gap in terms of cultural, international, gender and age-diverse representation.

But, given that Business Schools are developing the leaders of today and tomorrow, they must ensure that diversity is truly at the heart of their admissions strategy.

This session will focus on how MBA programmes can ensure they are recruiting a diverse range of students from varied backgrounds.

Speakers
Chair: Danica Purg, President, CEEMAN, President and Dean, IEDC-Bled School of Management
Ritika Israni, Vice President, ITPL Group of Companies, Winner of AMBA’s MBA Student of the Year Award 2019
Stephanie Villemagne, Associate Dean for Graduate Programmes, Chinese University of Hong Kong Business School

SESSION 12c
Silk Road entrepreneurship

With the rapid development of China’s Belt and Road Initiative around the world, responsible entrepreneurship, global leadership and digital transformation have become critical areas in business education.

In this session, new developments and models in entrepreneurship education and research in the Silk Road regions will be highlighted and future trends discussed.

Speakers
Chair: Andrew Lock, Chair, International Accreditation Advisory Board, Trustee Director, AMBA & BGA
Chair: Zhongming Wang, International Advisor for China, AMBA & BGA, Professor, School of Management, Zhejiang University
Bob O’Connor, Executive Director, QUT Graduate School of Business, Queensland University of Technology
Andrea Sianesi, Dean, MIP Politecnico di Milano Graduate School of Business
Ping Wei, Associate Dean of the Business School and Director of the Research Center for Green Finance, Central South University
SESSION CONTENT

SESSION 13
Partnering and innovating to transform Business Schools

Pressures on Business Schools have mounted in recent decades. In the fourth industrial revolution, increased global competition, growth in student mobility, and changing demographics are straining the business model of universities and, in particular, Business Schools and MBA programmes.

In light of this changing landscape, institutions are embracing digital transformation to ensure organisational and student success. Business Schools are turning to technology platforms to innovate, stand out against the competition, and develop future leaders.

During this session, you will hear from peers about the key components needed to achieve such a mission at scale, across every touchpoint of the student lifecycle – from prospect to alumnus – while addressing the imperatives of the market, using the Salesforce Platform.

From teaching students marketable technology skills, to bringing a platform to higher education, you’ll learn how leading Business Schools are empowering their students while transforming the future of MBA education.

Speakers
Jane Armstrong, Senior Director, EMEA Higher Education Industry Solutions, Salesforce.org
Patti Brown, Director, ESSEC Business School

SESSION 14
Technology and the future of management education

As Dean of one of the world’s most innovative Business Schools, Francisco Veloso will share his vision of how technology is changing business education and discuss the creation of the Future of Management Education Alliance, a collaborative initiative of leading Business Schools around the world.

Speaker
Francisco Veloso, Dean, Imperial College Business School

SESSION 15
Global and local challenges intertwined: business education in a polarised but connected world

Koç University Graduate School of Business is regarded by many as the leading Business School in Turkey, and has been accredited by AMBA since 2016. Dean Zeynep Gürhan Canlı will discuss the global and local challenges facing businesses and Business Schools in the region. She will also share her insights on how business education and Business Schools might evolve in this context.

Technological disruption, environmental challenges and division define today’s turbulent business environment. It is easy to lose track and move away from ‘doing the right things’ when markets are polarised and resources are constrained. In this uncertain landscape, the three main pillars of Koç’s strategy have been commitment to investments in strategically important areas, building connections, and active collaboration in networks. Business Schools in the region can contribute to sustainable development by emphasising collaboration in their strategy, curriculum and research.

Speaker
Zeynep Gürhan Canlı, Dean, Koç, University Graduate School of Business
SESSION CONTENT

SESSION 16a
Expand and diversify your programme: understanding the GRE® test taker

To help expand and diversify your Business School programme, this session will take an in-depth look at individuals who recently took the GRE General Test and provide valuable information to help recruit and attract students to your programmes.

Speaker
Maria Victoria Calabrese, Academic and Government Relations Director, ETS Global

SESSION 16b
Why digital transformation in education matters

Digital transformation is a hot topic in various industries, but how is this being applied in the education sector?

This session will delve into three key areas:
• Changing the education paradigm from time-based to competency-based education.
• Tools assisting instructors to predict the areas in which students need additional support, time or resources.
• Helping instructors use tools to automate daily tasks and allow them to dedicate more time to their first priority: teaching.

Speaker
Israel Rosales, Channel Director, EMEA, D2L Europe Ltd

SESSION 16c
What employers are looking for from executive education candidates

This panel session brings together recruiters and employers to discuss trends in the demand for skills, knowledge and attributes among executive education graduates and applicants.

How is technology, digital disruption, and the rise of data analytics affecting the demand for graduates? Do employers want generalist or specialist applicants, or both? How important is a global mindset, an entrepreneurial orientation, or an ability to think creatively and critically?

Speakers
Chair: Başak Yalman, Academic Programmes Manager, Koç, University Graduate School of Business
Aarti Bhasin, Human Resources and Employer Relations Manager, AMBA & BGA
Kaan Okurer, Country Managing Director, Spencer Stuart
Ayse Zadil, Managing Director, Mitsubishi UFJ Financial Group (MUFG)

SESSION 17
Partnering for student success: the co-creation and provision of digital education at scale

The delivery of education continues to evolve and develop with the introduction of new technologies and teaching approaches to meet the needs of 21st-century students. This session aims to showcase how Business Schools have innovated in their use of digital learning technologies, with the one outcome of driving student success.

Speakers
John Donovan, Vice President, Product and Marketing EMEA, McGraw-Hill
Salome Pretorius, Senior Lecturer and Module Co-ordinator, Department of Business Management, University of Pretoria
SESSION CONTENT

SESSION 18
The Business Graduates Association

The Business Graduates Association (BGA) is AMBA’s most significant product launch in more than 30 years. Learn about BGA’s membership, validation and accreditation opportunities and criteria.

In addition to being highly relevant for Schools not yet part of the AMBA family and interested in the BGA proposition, this session will include details for AMBA-accredited Schools, of the requirements to undertake a joint AMBA & BGA accreditation visit, and the services provided as part of the BGA membership package.

Speaker
Mark Stoddard, Director of Operations, AMBA & BGA

POST-CONFERENCE WORKSHOP

Accreditation seminar – your questions answered

George Iliev, China Director and Director of Development Markets at AMBA & BGA, will host an in-depth discussion with a panel of experienced assessors, who will provide examples of common errors made by Business Schools and suggest ways for them to better demonstrate their strengths to peer review panels.

This session is designed for Business Schools in the process of AMBA accreditation, those considering the accreditation process, or those preparing for re-accreditation.

Speakers
Chair: George Iliev, China Director and Director of Development Markets, AMBA & BGA
Andrew Lock, Chair, International Accreditation Advisory Board, Trustee Director, AMBA & BGA
Bodo B Schlegelmilch, Chair, AMBA & BGA, Professor of International Management and Marketing, WU Vienna University of Economics and Business
MISSION POSSIBLE

Thinking about a digital transformation to enhance the student experience? Here’s what one institution achieved in just six weeks.

- Meeting a tight 6-week timeline
- The creation of 15 e-books
- The addition of 2,286 interactives, including:
  - 1,127 videos
  - 535 audio clips
- Across 7 colleges and 16 curriculum areas
- Catering to 6,500 students’ needs
- Eliminating the need for 4,000 print books
- Saving 75% with digital over print

Visit the VitalSource team to discuss how you can use your digital strategy to remain competitive.
NETWORKING ACTIVITIES

SUNDAY 12 MAY
Cultural and networking tour

The tour sets off on foot from the Hippodrome of Constantinople (now known as Sultan Ahmet Square), a former centre of sporting activities and ceremonies that is famous for chariot races held during the Roman and the Byzantine eras.

After the Hippodrome, we continue on foot to the Blue Mosque. The Blue Mosque was built during the Ottoman era and is the second-largest mosque in Istanbul. It is known for its blue Iznik tiles and for being the only Ottoman-era mosque with six minarets.

We then continue to Hagia Sophia, one of the most important buildings in the history of world architecture. Originally built as a Christian church in the Byzantine era and decorated with mosaics and icons, it served as a mosque during the Ottoman era and is now a museum. We feel sure that you will be impressed by being in a 1,500 year-old museum.

Our last visit on the walking tour will be the famous Basilica Cistern (also known as the Underground Cistern), which used to be Constantinople’s largest water reservoir.

Following the walk, join us for a relaxing 90-minute boat tour on the Bosphorus, during which we will move between Asia and Europe. You will be charmed by Ottoman houses, bridges, the Maiden’s Tower, Ortaköy Mosque (officially known as the Büyük Mecidiye Camii), Çırağan Palace, Dolmabahçe Palace, Beylerbeyi Palace, the Küçüklü Military High School building, Rumeli Fortress (Rumelihisarı) and Anadolu Fortress (Anadoluhisarı), before returning back to the city.

MONDAY 13 MAY
BGA launch celebration, networking dinner at the Pera Palace Hotel

Set against a backdrop of beautiful art nouveau buildings, Pera Palace Hotel Istanbul is a historic luxury venue in the heart of the city.

This world famous hotel, which enjoys a unique location overlooking the Golden Horn estuary that flows into the Bosphorus, is home to a century’s worth of refined and illustrious history and offers a memorable experience.

TUESDAY 14 MAY
Networking dinner at the Çırağan Palace Kempinski sponsored by Liaison International

Çırağan Palace Kempinski is the only Ottoman imperial palace and hotel on the Bosphorus.

As part of Europe’s oldest luxury hotel chain, this venue guarantees an exquisite evening of networking and fine dining characterised by style, flair and prestige. The Çırağan Palace Kempinski will provide the perfect backdrop for bringing your final evening at our conference in Istanbul to life.
CONFERENCE HOSTS

ANDREW MAIN WILSON
CEO, AMBA & BGA

Andrew is Chief Executive of AMBA & BGA – the Association of MBAs and the Business Graduates Association.

AMBA accredits 266 Business Schools in 75 countries and also provides membership to 43,000 AMBA Schools’ MBA students and graduates in 150 countries.

BGA, launched in January 2019, is the organisation’s most significant launch in more than 30 years. BGA champions practical, entrepreneurial and socially responsible management education, offering membership, validation and accreditation to Business Schools which can demonstrate impact and commitment to BGA’s charter. As with AMBA, students and graduates of BGA Schools are eligible for free BGA membership.

Andrew was also Chairman of the United Nations PRME (Principles for Responsible Management Education) from 2016 to 2018.

Andrew commenced his career with Thomson Holidays (now TUI), then the world’s largest travel tour operator. He progressed to become Marketing and Commercial Director of Thomas Cook and then Sales and Marketing Director of Citibank Diners Club. He subsequently joined the Institute of Directors (IoD) as Chief Operating Officer.

He is an experienced Non-Executive Director (NXD), having served as an NXD on AIM-listed and entrepreneurial startup boards, in the commercial real estate and luxury sectors.

Andrew has a strong interest in global leadership excellence. He has interviewed more than 100 of the world’s most influential leaders, in the fields of business, politics, sport and entertainment, including Bill Gates, Baroness Thatcher, HRH The Duke of Edinburgh, Archbishop Desmond Tutu, Jack Welch, Sir Richard Branson and Sir David Attenborough.

Andrew has visited 176 of the world’s 200 countries on a global journey to become the first person to visit all 200 countries and tell the story, in images and words, of the most inspiring travel experiences on Earth.

He was educated at Dulwich College and the University of Birmingham (UK) and Harvard Business School (US).
CONFERENCE HOSTS

BODO B SCHLEGELMILCH
Chair, AMBA & BGA, Professor of International Management and Marketing, WU Vienna University of Economics and Business

Professor Bodo B Schlegelmilch is Chair of AMBA & BGA and heads the Institute for International Marketing Management at WU Vienna University of Economics and Business. For more than 10 years, he served as founding Dean of the WU Executive Academy. Initially educated in Germany, he obtained two doctorates (PhD and DLitt) from the University of Manchester (UK) and an honorary PhD from Thammasat University (Thailand).

Starting at Deutsche Bank and Procter & Gamble in Germany, he continued his career at the University of Edinburgh and the University of California, Berkeley. Appointments as British Rail Chair of Marketing at the University of Wales (UK) and Professor of International Business at Thunderbird School of Global Management (US) followed.

Bodo serves on several Business School advisory boards in Europe and Asia and is a member of the Board of Governors of the Academy of Marketing Science. He holds or has held visiting appointments, for example at the Universities of Minnesota (US), Keio (Japan), Leeds (UK), Sun Yat-Sen (China), Cologne (Germany) and the Indian School of Business (India), and has taught in more than 30 countries.

Bodo has received numerous teaching and research awards as well as Fellowships from the Academy of International Business, the Academy of Marketing Science and the Chartered Institute of Marketing. His research interests range from international marketing strategy to CSR, and his work has been published in a wide range of books and journals, such as the Journal of International Business Studies, Strategic Management Journal, Journal of the Academy of Marketing Science and Journal of World Business. He has also been the first European Editor-in-Chief of the Journal of International Marketing, published by the American Marketing Association.

CONFERENCE ORGANISER

LEAH CARTER
Head of Events, AMBA & BGA

Leah is Head of Events at AMBA & BGA, where she has been for nine years. As Head of Events, Leah has been instrumental in developing the organisation’s event strategy, in terms of volume and quality.

Leah is responsible for a substantial portfolio of more than 30 international and regional events including conferences, gala dinners, awards ceremonies, fairs, networking, press briefings and webinars.

Leah has a strong financial services background having worked for international firms such as PwC and JPMorgan Chase, as a Project Manager and a Productions Assistant respectively. She holds a BSc in psychology, an MSc in health psychology and is also a Project Management Course Agile and PRINCE2 practitioner.
SANJAY ADVANI
Senior Director of Intrepid, VitalSource | Intrepid

Sanjay Advani is a pioneer in the corporate MOOC landscape. His passion for driving highly impactful learning experiences is informed by more than 20 years of leadership success in diverse areas including for-profit education, IT training and certification, and corporate learning and development.

As Senior Director of Intrepid Alliances, he leads partnerships with human capital firms, learning services and training providers, and Business Schools. A regular presenter at industry events, Sanjay joined Intrepid Learning Solutions in 2012, spearheading its marketing and partnerships, after serving in key learning leadership roles at Microsoft and Cisco Systems. He earned his MBA at Indiana University.

JANE ARMSTRONG
Senior Director, EMEA Higher Education Industry Solutions, Salesforce.org

Jane Armstrong is Senior Director, EMEA Higher Education Industry Solutions for Salesforce.org, the social enterprise branch of Salesforce.

In her role, Jane is responsible for the Europe, Middle East and Africa go-to-market strategy, delivering world-class technology solutions for educators and students. She believes that equality begins with education, and that access to quality education is the very foundation for a diverse, empowered, and skilled society.

Prior to joining Salesforce.org, Jane led recruitment and admissions departments at Tulane University and the University of Southern California. She brings further commercial experience from global leadership positions in strategy, marketing and management in private sector technology organisations.

Jane serves on the Board of Trustees for the Junior League of London, a women’s charity that identifies critical issues in the community and finds solutions through collaboration for social reform.

She holds a BA from Bates College, Maine, US, and an MBA from Tulane University, New Orleans, US.

AARTI BHASIN
Human Resources and Employer Relations Manager, AMBA & BGA

Aarti Bhasin joined AMBA in 2015 and is HR and Employer Relations Manager. Aarti manages AMBA’s HR function and is responsible for growing and developing its Employers Strategy. Aarti has 19 years’ experience of operational Human Resources including recruitment, employee relations, and training and development. Her previous HR experience and knowledge is key in building effective working relationships with MBA recruiters in multinationals and SME companies worldwide and also with Careers Services Professionals within our accredited Business Schools network. Aarti is AMBA & BGAs lead for all employer-related activities.

Prior to starting at AMBA, Aarti worked at the Institute of Directors as a Senior HR Consultant for seven years, supporting the business on all HR-related matters. Prior to this, she worked at the UK’s Department of Trade and Industry and the NHS in a wide variety of HR roles. Aarti has a master’s in human resource management from London Metropolitan University.
SPEAKER PROFILES

PATTI BROWN
Director, ESSEC Business School

Patti Brown is the Global MBA and MSc in Hospitality Management Director at ESSEC Business School. She brings 20 years of international experience in the areas of management, sales, business development, digital solutions and early talent recruiting, with a focus on the higher education sector.

Her strengths are in project and programme development and implementation, with a proven ability to manage multiple initiatives in parallel, while balancing priorities and meeting tight deadlines. Patti further brings expertise in building corporate and university relationships internationally, as she was with leading educational firm Parenthèse and the Council on International Educational Exchange (CIEE) prior to her current position.

MARIÁ VICTORIA CALABRESE
Academic and Government Relations Director, ETS Global

Maria Victoria Calabrese is Academic and Government Relations Director at Educational Testing Service (ETS) Global, based in Amsterdam. She is responsible for outreach for the TOEFL® and GRE® tests, as well as relationship development with higher education policy organisations, government agencies, universities and Business Schools worldwide, with an emphasis on Europe, the Middle East, and Africa.

Before joining ETS Global in 2007, María Victoria (Mavi) worked at the Cultural Affairs Section of the US Embassy in Argentina and as a Researcher on EU, US and Latin American Higher Education Policy at OBREAL (Observatorio de las Relaciones Unión Europea - América Latina) at the University of Barcelona. Mavi also worked at the European Commission in Brussels and in Human Resources in the private sector for five years. Mavi holds a BA in political science from the University of Buenos Aires, Argentina, and an MA in international relations from the University of Bologna, Italy.

FANGRUO CHEN
Dean, Antai College of Economics and Management, Shanghai Jiao Tong University

Fangruo Chen was appointed Dean of Antai College of Economics and Management, Shanghai Jiao Tong University in 2018. Prior to this, Chen was the MUTB Professor of International Business at Columbia Business School. His main research area is operations and supply chain management.

Professor Chen has received many awards, including the CAREER award from the National Science Foundation in the US, as well as a number of distinguished awards in China. He has been a Departmental Editor for Management Science, an Area Editor for Operations Research, and a Senior Editor for Manufacturing and Service Operations Management (M&SOM). In 2006, he served as President of the Manufacturing and Service Operations Management Society (MSOM) in the US. He is also the founder and President of CSAMSE (Chinese Scholars Association for Management Science and Engineering).

Professor Chen received his PhD in operations management and AM in managerial economics and social sciences from the Wharton School. He also holds an MS in systems engineering from the University of Pennsylvania School of Engineering and Applied Science (SEAS) and a BS in engineering from Shanghai Jiao Tong University.
SPEAKER PROFILES

WILL DAWES  
Research and Insight Manager, AMBA & BGA

Will is the Research and Insight Manager at AMBA & BGA. He is responsible for positioning the organisation as the insight leader on post-graduate business management education. Will’s role includes designing AMBA & BGA’s research programme and the execution of its projects, as well developing original research content, communicating findings, and writing thought-leadership pieces on the outlook for MBAs globally.

Prior to joining AMBA in 2018, Will spent 10 years at Ipsos MORI, a leading research agency, where he worked within its public affairs division. Throughout this time he was responsible for the management of high-profile research projects covering areas such as policy development, communications strategy and impact, corporate reputation, and public sector programme evaluations. Will’s clients included the Home Office, the British Council, the Gambling Commission, and the Law Society.

JOHN DONOVAN  
Vice President, Product and Marketing EMEA, McGraw-Hill

John Donovan is VP of Product and Marketing for McGraw-Hill, EMEA. In his role, John is responsible for overseeing the planning, development and execution of McGraw-Hill’s product development and marketing strategy across the EMEA region.

With more than 25 years of experience in the publishing / education industry, John has extensive knowledge of education technology, content and services together with a deep understanding of the changing dynamics impacting the global education sector. He strongly believes digital transformation is critical to deliver better learning at scale, and is a strong advocate of how technology is creating a new era of personalised, collaborative and digitally enabled learning.

After a four-year absence, John re-joined McGraw-Hill in 2018. Prior to that he led global sales and marketing for Epiqeu, an online course provider and Imperial College spin out. More recently, John served as International Managing Director for VitalSource, the e-textbook and digital content platform.
SPEAKER PROFILES

CLAIRE FOX
Chief Operating Officer, UNICEF UK

Claire is an inspiring leader with a vision of a world where everyone has the opportunity to fulfil their potential. As Chief Operating Officer at UNICEF UK, she leads transformational change in culture, capability, strategy and process, to enable delivery of change for children around the world.

Before joining UNICEF, Claire was the Chief People Officer at Save the Children International but has spent most of her career at FTSE 100 FMCG giant Unilever, delivering in global, local and regional Director roles. This gives her an impactful mix of private and charity sector experience which she uses, along with her expertise, to enable people and organisations to make game-changing shifts in their work.

Claire is the author of the powerful book *Work-Life Symbiosis: The Model for Happiness and Balance*. She has a master's degree in management, a post-graduate diploma in human resources, and is a Chartered Fellow of the Chartered Institute of Personnel and Development. She is part of the Game Changers Women's Leadership Network, she won the Agenda Consulting award for employee engagement in 2016, and featured on the Timewise Power Part Time Top 50 in 2015. She is the Vice Chair of the Board of Trustees of her local school and chairs its safeguarding committee.

Claire loves spending quality time with her two young children, and always finds time for running, playing tennis and going to the gym, having previously been an elite athlete competing for Great Britain as a junior slalom canoeist.

GERARD GEORGE
Dean and Professor of Innovation and Entrepreneurship, Lee Kong Chian School of Business, Singapore Management University

Gerard George is Dean and Professor of Innovation and Entrepreneurship at Lee Kong Chian School of Business, Singapore Management University (SMU). He is also a Visiting Professor at Imperial College Business School London and Rotterdam School of Management (RSM), Erasmus University.

George joined SMU from Imperial College Business School where he was Deputy Dean and Director of the Gandhi Centre for Inclusive Innovation. Before that, he held tenured positions at London Business School and at the University of Wisconsin-Madison. From 2013 to 2016, he served as Editor of the *Academy of Management Journal*.

His areas of interest are in innovation, entrepreneurship, sustainability, and tackling grand challenges in society. An award-winning researcher and teacher, George was awarded a Professorial Fellowship from the UK’s Economic and Social Research Council to work on socially inclusive innovation in areas such as natural resources, healthcare, and energy.

With Simon Schillebeeckx, he co-edited 2018’s *Managing Natural Resources: Organizational Strategy, Behavior and Dynamics*. He has also co-authored three books on entrepreneurship with Adam Bock, including *Models of Opportunity: How Entrepreneurs Design Firms to Achieve the Unexpected*.

George is a member of the Corporate Governance Council of the Monetary Authority of Singapore, tasked to rewrite the Corporate Governance Code of Singapore in 2017. Previously, he served as a Non-Executive Director and chaired the Risk Management Committee of India Infrastructure Finance Company (IIFC) (UK) Limited, a Government of India enterprise subsidiary in the UK. IIFC (UK) provides dollar-denominated financing for capital equipment in large Indian infrastructure projects.
SPEAKER PROFILES

Zeynep Gürhan Canlı
Dean, Koç, University Graduate School of Business

Zeynep Gürhan Canlı is the Dean of the College of Administrative Sciences and Economics, encompassing Koç University Graduate School of Business, in Istanbul, Turkey. She is also Migros Professor of Marketing at Koç University and holds a PhD from New York University (NYU) Stern School of Business.

Prior to joining Koç University, Zeynep was a tenured faculty member at Ross School of Business, University of Michigan. Her research focuses on branding and corporate image (including CSR and brand communications), consumer fears and experiences, and inclusive business models.

A published author in leading academic journals such as the Journal of Consumer Research, the Journal of Consumer Psychology, and Journal of Marketing Research, Zeynep has also served as an Associate Editor for the Journal of Consumer Research and a Senior Editor for the International Journal of Research in Marketing. She is on the editorial review boards of the Journal of Consumer Psychology, Journal of International Marketing, and the Journal of the Academy of Marketing Science.

Zeynep has served as a member of the academic board of the American Marketing Association and the Association for Consumer Research. She has also been a Faculty Fellow at several doctoral consortia.

George Iliev
China Director and Director of Development Markets, AMBA & BGA

George Iliev is China Director and Director of Development Markets at AMBA & BGA, in charge of China, Russia, Spain and Latin America. He has managed more than 60 MBA programme assessments worldwide.

George completed his MBA at Emory University in Atlanta, where he was a Fulbright Scholar. He holds an MSc degree on China from the London School of Economics and a BA in Chinese studies from Sofia University. George has also pursued specialisations at the Hong Kong University of Science and Technology and at Anhui University in mainland China.

George’s professional background before AMBA includes consulting work in media (CNN-Atlanta), public health (Bolivia) and energy (Bulgaria); macroeconomic and EU policy research for the Economic Policy Institute; and a stint of four years as Managing Editor of China, Japan and Russia business news digests published by Dow Jones Factiva. He was a Lecturer in business and economy of China at Sofia University until 2007.

George speaks Mandarin Chinese, English, Russian, Spanish and his native Bulgarian. In his spare time he writes a blog exploring the parallels between nature and business.
RITIKA ISRANI  
**Vice President, ITPL Group of Companies, Winner of AMBA’s MBA Student of the Year Award 2019**

Ritika recently graduated with a full-time MBA from the University of Bath where she was awarded the Women in Business Scholarship. She is also the recipient of AMBA’s MBA Student of the Year Award 2019.

During her time at Bath, she led various international case competitions and highlighted her commitment to society through fundraising initiatives for Cancer Research UK and local cats and dogs’ homes. She has also acted as a student ambassador, helping the University of Bath with recruitment and branding at international fairs as well as voluntarily mentoring peers and prospective students.

Prior to the MBA, she worked with firms that include Moody’s and Deutsche Bank in the US. Ritika is currently engaged in the international expansion of her family business (ITPL Group of Companies). She is heading business development and diversifying the portfolio of Ocean Petro Gulf DMCC, a subsidiary of ITPL based in Dubai.

Ritika has lived in New York, New Delhi, Dubai and the UK, and is fluent in three languages. She believes that empowering women through education is the key to prosperity, development and welfare. She therefore aspires to empower women both from rural and urban backgrounds through an NGO she is setting up in South Asia.

RANDALL JONAS  
**Director of the Business School, Nelson Mandela Metropolitan University Business School**

Randall Jonas, PhD, is the Director of Nelson Mandela University Business School, located in Port Elizabeth, South Africa. He is also the Chairperson of the National Association of Business Schools in South Africa (SABSA), and is a former CEO and a current director of a private company.

Randall studied at three South African universities for his bachelors, honours and Master’s degrees and completed his PhD at Nelson Mandela University. He started his career in education several years ago having held leadership positions at the three institutions at which he worked. Due to his work in private tertiary education, he received a national leadership award for outstanding contribution to the sector.

He has a commendable record of strategic management and establishing best practices in corporate governance in organisations. He has a thorough understanding of organisational dynamics, which is driven by his personal philosophy that people are the objects of change – and that change must serve people. Throughout his career, he has gained in-depth insight into trends in change, globalisation, innovation and development. He has held several talks throughout South Africa during the past two years addressing university alumni, local communities and business on the purpose of business; the relationship between business success; and social prosperity and the need for social justice.
KADER KANEYE  
President and CEO, ILIMI African Development University

Kader Kaneye is an experienced social entrepreneur and change leader who is passionate about empowering young people and women, and fostering development through impactful community involvement, entrepreneurship and startup ventures. He is also a Certified Practising Accountant with 12 years of experience in promoting corporate ethics through auditing and consulting for international development organisations, governments, banking, and services in more than 15 countries across francophone Africa.

Since graduating with an MPA (master’s of public administration) from Harvard University’s Kennedy School, Kader has focused his energy on the African Development University (ADU) in his home country of Niger. ADU’s mission is to identify Africa’s most talented young people, provide them with a world-class liberal arts education blended with African moral values, connect them with prestigious organisations for internships and job opportunities, and prepare them to lead the development of their nations and become change makers.

ADU is the first non-profit liberal arts university in the Sahel region, welcoming visiting faculty from Harvard, MIT, Oxford, Tsinghua, Peking and other world-class institutions. It runs a competitive entrance exam, 70% of the student body is female, and 100% of students are placed in internships with institutions that range from the Office of the President to the most influential corporations in the country. Students also undergo training in technology (with computers supplied by ADU) and intensive English-language learning, to help prepare them to compete at a global level.

ANDREW LOCK  
Chair, International Accreditation Advisory Board, Trustee Director, AMBA & BGA

Emeritus Professor Andrew Lock is Chair of the International Accreditation Advisory Board and a Trustee of the International Management Board at AMBA & BGA.

He has taken part in MBA and Business School reviews for various bodies and governments around the world. He was Dean of Leeds University Business School until his retirement and is a former Chairman of the Chartered Association of Business Schools, which represents Business Schools in the UK. He was a member of the Chartered Institute of Marketing (CIM) Senate and previously was Vice-Chair of the CIM Professional Body Board.

He organised the Public Chairs’ Forum and the Chairmen’s Business Forum in London and is a Companion of the Chartered Management Institute and the Chartered Association of Business Schools. He is also a Fellow of the Royal Statistical Society, the CIM, the Institute of Direct and Digital Marketing, and the Royal Society of Arts, as well as a Chartered IT Professional and a Freeman of the City of London.

He was a member of the Steering Group of the Leeds Financial Services Initiative, which promotes Leeds as a financial centre. His work has been published in, among others, the *Journal of Marketing Management*, the *European Journal of Marketing*, the *Journal of Advertising Research*, and *Management Learning*. 
PAUL MALLETTE
Director of International Operations, Peregrine Academic Services

Paul Mallette has more than 30 years of global experience in higher education in teaching, administration, and accreditation positions. At Peregrine, he specialises in accreditation compliance and learning outcome solutions for Business Schools in Europe, the Middle East, and Asia.

ROB MCCARGOW
Director of Artificial Intelligence, PwC

Rob works with partners across academia, government, technology vendors, startups, and other key stakeholders, in order to drive innovation within PwC and develop new services for clients. He is an evangelist for responsible technology and promotes awareness of the growing ethical agenda relating to AI.

He is an Advisory Board Member of the UK’s Parliamentary Group on AI, an adviser to the IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems, a TEDx speaker, and a Fellow of the Royal Society of Arts. Rob is particularly focused on issues and policies relating to the impact of automation on the workforce, the future skills agenda, and ensuring that the benefits to be delivered by AI are equitably spread across society.

BOB O’CONNOR
Executive Director, QUT Graduate School of Business,
Queensland University of Technology

Bob is Executive Director of the Queensland University of Technology (QUT) Graduate School of Business (GSB) and for QUTeX, a university wide, transdisciplinary professional and executive education centre.

He has led the Graduate School of Business since 2011, building the capability and reputation of the School with innovative MBA, EMBA and executive education programmes. Since 2014, the School has coordinated the annual Global Business Challenge, an international post-graduate multidisciplinary competition seeking to address global wicked challenges with novel technologies and business models.

Bob’s first career was in the IT sector, commencing as a software engineer and subsequently moving to marketing and management roles in multinational hardware and services companies. As General Manager of Operations he led the dynamic growth of an innovative software company that listed on the Australian stock exchange in February 2000.

Bob holds an undergraduate degree in applied science and post-graduate qualifications in information technology, business and law. Today, his interests include leadership, coaching and graduate education, in addition to family, golf and travel.
SPEAKER PROFILES

OLIN O ODEKOVEN
President and CEO, Peregrine Academic Services

Dr Oedekoven has more than 30 years of senior leadership, education, and academic experience through service in both the public and private sectors. His vision created Peregrine Academic Services when he and his colleagues realised that a serious gap existed between the requirements for direct assessment and the tools that were available at the time.

KAAN OKURER
Country Managing Director, Spencer Stuart

Kaan Okurer is Country Managing Director of Spencer Stuart in Turkey, where he conducts executive and board-level searches. He also consults with clients on leadership advisory challenges in the areas of succession planning, assessment, team effectiveness and culture. He works across a wide range of industries and functional areas with a focus on financial services, private equity (portfolio companies) and holding companies.

Kaan began his search career in the US, working in New York and Boston. Prior to joining Spencer Stuart, Kaan worked for another leading international search firm for 12 years, most recently as a Senior Partner. He has been operating in the Turkish market since 2004. He is also active in the community and has served on the Annual Giving Committee of the Robert College Alumni Association.

A native of Turkey, Kaan holds a bachelor’s degree in philosophy from Wesleyan University in Connecticut, US, and is an alumnus of Harvard Business School’s Program for Leadership Development (PLD).

SALOME PRETORIUS
Senior Lecturer and Module Co-ordinator, Department of Business Management, University of Pretoria

Salome is a lecturer and PhD candidate in the Department of Business Management at the University of Pretoria.

While completing her masters degree at the University of Pretoria, she worked as a junior lecturer at the Department of Business Management after which she worked for 10 years in the consulting industry where she successfully completed a variety of projects gaining valuable experience and insight into the real world of business. Her core fields of specialisation include management and strategy, management performance, curriculum design and transformation and technology-driven education.

SPEAKER PROFILES

**DANICA PURG**  
*President, CEEMAN, President and Dean, IEDC-Bled School of Management*

Danica Purg is President and Dean of IEDC-Bled School of Management, Slovenia, and President of the management development association, CEEMAN, which brings together 200 members from 50 countries. She also heads the European Leadership Centre (ELC). Purg is a Professor of Leadership and Effective Management at IEDC-Bled School of Management, and has a particular interest in taking inspiration for managers from art and other professions.

Purg received the International Educator of the Year Award from the Academy of International Business (AIB) in 2010. In 2013, she was the Chair of the Principles for Responsible Management Education (PRME) Steering Committee, and was recognised for her work in helping to establish the UN PRME initiative by the Global UN PRME Forum in 2017. For 11 years, Purg was President of the UN Global Compact Slovenia. In 2018, she received the National Order of the Legion of Honour, the highest French order of merit, for her role in strengthening bilateral relations between France and Slovenia, especially in the field of management education.

Purg has authored and co-authored a number of books and articles on leadership, and is the co-editor of the 2018 book, *Business and Society: Making Management Education Relevant for the 21st Century*. She holds five honorary academic titles, is a frequent guest speaker at European and US universities and international conferences, and is a member of several international advisory boards at Business Schools around the world.

**ISRAEL ROSALES**  
*Channel Director, EMEA, D2L Europe Ltd.*

As EMEA Channel Manager at D2L, Israel collaborates with D2L partners across Europe helping higher education, K-12 (primary and secondary-level schools) and corporate institutions to reach every learner by using Brightspace, D2L’s Virtual Learning Environment.

Apart from working for D2L, Israel has also been a part-time teacher at ICIL Madrid and he is passionate about using education as an engine for social change.

**ROBERT RUIZ**  
*Vice President, Strategic Enrolment, Liaison International*

Robert Ruiz is Liaison’s Vice President of Strategic Enrolment. Robert comes to Liaison with 25 years of admission and enrolment management experience, including work in diversity-based admissions, emerging technologies, operational efficiencies and process management. He has held senior admissions roles at Tulane University, Oklahoma State University College of Osteopathic Medicine and served as Vice President of Application Services for the American Association of Colleges of Osteopathic Medicine. Most recently Robert served for 10 years as the Director of Admissions at the University of Michigan Medical School.
JEETENDR SEHDEV
New York Times best-selling author, media personality, leading commentator on celebrity culture, and Financial Times columnist

Described by Variety as ‘the best in the business,’ and Harper’s Bazaar as ‘the most relevant voice of the social media era,’ Jeetendr Sehdev is a New York Times best-selling author, media personality and a world-leading celebrity branding expert.

Sehdev draws on his research to reveal six steps to make your ideas outperform in the 21st century. He understands the new rules of acceptance today, rewritten by millennials and generation Z. These rules explain how certain people, products and ideas break through against all odds.

His speeches have wowed audiences worldwide and inspired them to think differently, stay relevant and break through by championing their diversity and authenticity. Sehdev’s New York Times bestseller, The Kim Kardashian Principle is part memoir and part marketing guide, and is described by Forbes as ‘the most buzzed about business book of the year,’ and by HuffPost as ‘one of the most influential books of the year’.

Sehdev began his career at JP Morgan in asset management. He then moved into advertising at Ogilvy in New York City where he helped build some of the world’s most iconic brands, including American Express and Dove. A graduate of Oxford University and Harvard Business School, Sehdev works with the United Nations to help raise awareness and promote efforts to combat modern-day slavery. He is a UK citizen who now lives in Los Angeles.

ANDREA SIANESI
Dean, MIP Politecnico di Milano Graduate School of Business

Andrea Sianesi has been Dean and President of the Board of MIP Politecnico di Milano since 2015. Originally from Milan, he received his MSc in management engineering with honours at Politecnico di Milano in 1985. He has been a Member of the Management Board of MIP Graduate School of Business, Politecnico di Milano since 2002, was Director of the International MBA programme from 2003 to 2004 at MIP Graduate School of Business, and was Director of Executive MBA programmes from 2004 to 2013 at MIP Graduate School of Business.

Andrea has been Chairman of the Alliance of Chinese and European Business Schools (ACE) and is a Member of the Board of Directors of two Italian multinational companies in the machinery industry. Andrea serves at or has served as a Visiting Professor at Bocconi University, the University of Brescia, Tongji University and Wuhan University.

He is a member of the International Advisory Committee of Beijing Jiaotong School of Management and Xi’an Jiaotong School of Economics and Management (China) and of ESSCA School of Management (France) and of the University of Ljubljana, School of Economics and Business (Slovenia). Andrea has been a Member of the Managing Committee of the Italian Association for Management Education. He is the author of six books and more than 120 scientific papers in international journals.
MARK STODDARD  
Director of Operations, AMBA & BGA

Having worked at AMBA for more than 15 years, Mark Stoddard is currently Director of Operations for AMBA & BGA, a role in which he oversees a variety of cross-functional projects. He is responsible for the design and development of the full suite of BGA services and accreditation processes, while leading the review of accreditation criteria at AMBA.

In addition, Mark is Director of Accreditation for Africa, North America and South Asia, as well as parts of Western Europe, and has actively participated in almost 200 accreditation visits worldwide.

Previously at AMBA, Mark launched the AMBA Development Network and AMBA's Evidence and Ideas lab, now called the AMBA Research and Insight Centre, and served as Founding Editor of its journal, Business Leadership Review (a forerunner to AMBITION and Business Impact). He also led the expansion of the AMBA accreditation portfolio to encompass MBM and DBA programmes.

Mark holds an MA in Russian politics and a BA (first-class honours) in American studies, having studied at the University of Essex (UK) and the University of California, Berkeley (US).

SARA STRAFINO  
Senior Market Development Manager, Graduate Management Admission Council (GMAC)

Sara Strafino is Senior Market Development Manager for the Graduate Management Admission Council (GMAC). Sara helps institutions understand graduate management education trends and use GMAC resources to achieve their student recruitment and admissions goals. She also engages with prospective candidates to raise awareness of the benefits of graduate management education and the GMAT exam.

Previously, she gained extensive experience in the student recruitment and admissions cycle with leading institutions and organisations, such as London Business School and QS. Sara is the co-author of The MBA Admissions Handbook.
SPEAKER PROFILES

STEEOF VAN DE VELDE
Dean and Professor, Rotterdam School of Management, Erasmus University

Steef van de Velde has been the Dean of Rotterdam School of Management (RSM), Erasmus University since 2011, and a Professor of Operations Management and Technology since 1999.

He holds an MSc in econometrics from Erasmus University and a PhD in mathematics and computer science from Eindhoven University of Technology. Before joining RSM in 1997, he held positions at the University of Twente in the Netherlands, the University of Toronto’s Rotman School of Management in Canada, and the Center for Mathematics and Computer Science in Amsterdam, the Netherlands. He is also a Visiting Professor at the American University in Cairo and the Tanri Abeng University in Jakarta, Indonesia.

Steef is a member of AMBA & BGA’s Board of Trustees, serves on AMBA & BGA’s International Accreditation Advisory Board (IAAB) and is a member of AACSB’s Initial Accreditation Committee (IAC). He is a frequent peer review team member for AMBA and AACSB accreditations and occasionally performs this role for EQUIS accreditations. In addition, he is on the supervisory board of a number of limited companies and on the advisory boards of several international Business Schools.

Steef has published in leading operations research and operations management journals, and in the past he was on the editorial boards of Operations Research, IIE Transactions, and Operations Research Letters. He is one of the founding editors of the Journal of Scheduling. He has also been extensively involved in executive education for companies from a range of sectors in a number of different countries around the world.

FRANCISCO VELOSO
Dean, Imperial College Business School

Francisco Veloso is the Dean at Imperial College Business School. Previously, he was the Dean at Católica Lisbon School of Business and Economics, where he held the NOS Chair in Innovation and Entrepreneurship. Francisco also retains an adjunct appointment at Carnegie Mellon University, where he was a tenured Full Professor.

Francisco’s research focuses on high-tech innovation and entrepreneurship. He has published several dozen publications in leading academic journals and has won several awards for his contributions. He has also worked as a consultant and advisor to a range of established firms, startups and universities around the world. He chairs the Advisory Board of the Portuguese Association of Business Angels (APBA) and is a Member of the Research, Innovation and Science Experts (RISE) group, a high-level advisory body to the European Commissioner, Carlos Moedas.

Francisco has a PhD in technology, management and policy from Massachusetts Institute of Technology (MIT), as well as an MSc in technology management and an undergraduate degree in physics and engineering, both from the University of Lisbon.
SPEAKER PROFILES

STEPHANIE VILLEMAGNE
Associate Dean for Graduate Programmes, Chinese University of Hong Kong Business School

Stephanie Villemagne is the Associate Dean for Graduate Programmes at the Chinese University of Hong Kong (CUHK) Business School.

Stephanie joined CUHK Business School in 2016 from her previous role as Global Director of the MBA programme at INSEAD, where she accumulated a wealth of experience in managing MBA programmes. She has worked in France, Spain, the US and the UK, and was based in Singapore for seven years before joining CUHK.

Stephanie became interested in international education as an intern travelling to the US. She then worked in various full-time positions with Schools and firms which focused on international education, including seven years with Le Centre d’Échanges Internationaux (CEI) in London as Managing Director.

Stephanie is an EMBA graduate of INSEAD and holds a master’s degree in applied languages (English and Spanish) from UPV in France and UCB in Spain, with a specialisation in international business.

She believes that widening access to education and achieving a gender balance are better for business and society, and provide ways to bridge the gap between all the things that divide us.

Beyond her professional efforts, Stephanie travels widely and is a keen diver. When she isn’t spending time with her husband and kids in Hong Kong, she is likely to be found some 40 feet below water in a nearby sea.

ZHONGMING WANG
International Advisor for China, AMBA & BGA, Professor, School of Management, Zhejiang University

Professor Zhongming Wang has the Senior Professorship of Social Science at Zhejiang University, China.

He received his master’s degree in applied psychology at the University of Gothenburg and a PhD degree in industrial psychology at Hangzhou University, jointly with the University of Gothenburg. He is currently Director of the Global Entrepreneurship Research Centre (GERC) and Centre for Human Resources and Strategic Development (HRSD) at Zhejiang University. He is Co-Director of the Miller Institute of Entrepreneurship and Innovation, President of the Industrial Psychology Division of the Chinese Psychological Society, President of the Association of Professional Managers’ Development (Hangzhou) and President of Zhejiang Association of Behavioural Sciences.

He jointly founded the Silk-Road Entrepreneurship Education Network and the International Institute of Family Business Studies. Professor Wang won the inaugural Fudan Outstanding Contribution Award of Management in China in 2007, and is a member of AMBA & BGA’s International Accreditation Advisory Board.
SPEAKER PROFILES

PING WEI
Associate Dean of the Business School and Director of the Research Center for Green Finance, Central South University

Ping Wei is Associate Dean of the Business School and Director of the Research Center for Green Finance at Central South University in China. She holds a PhD from Birmingham Business School and was previously a Lecturer in Economics at Bournemouth University.

In 2010, she was a winner of the Ministry of Education of China’s New Century Talent Support Program. Since 2018, she has served as a supporting expert and researcher for the China Council for International Cooperation on Environment and Development (CCICED) and as a Member of a committee of professors especially appointed by the Hunan Province Federation of Returned Overseas Chinese.

Ping Wei has also been a Fellow of the UK’s Higher Education Academy since 2008. She was awarded the prize of Century Haixiang Excellent Teacher in 2016, and National Excellent Dissertation Supervisor for Master of Finance in 2017.

Her major research interests include sustainable finance, socially responsible investing, the environment and financial risk, and corporate finance. She is a Principal Investigator for a number of national and province-level research grants, including National Natural Science Foundation of China (NSFC).

DAVID WOODS-HALE
Head of Communications, AMBA & BGA

David is Head of Communications at AMBA & BGA and is responsible for the management of its award-winning magazine AMBITION, as well as devising and executing AMBA’s global public relations strategy and overseeing its research department.

Prior to joining AMBA in 2016, David held a variety of roles in journalism, publishing and marketing, having most recently been Director of the marketing agency Humm Media.

David has written for publications including PRWeek, Employee Benefits, Money Marketing, HR Magazine, Independent Nurse, The Guardian, Corporate Adviser, Management Today, The Economist, The BookSeller and The Independent as well working on TV productions including Don’t Blame Facebook. In 2012, he was shortlisted for Business Journalist of the Year, was awarded Career Development Journalist of the Year and HR Journalist of the Year and was named as one of the 30 journalists to watch under 30. He was also ranked the number one most influential social media commentator in the world on the topic of employment law.

In 2013, David launched Dialogue, an international business journal for Duke University (US). He simultaneously moved into book publishing and became Editorial Director for the US and UK at LID Publishing. During this time, the company launched more than 20 top 20 best-selling business books. In 2015, David edited and published Not Knowing which was named management book of the year by The British Library and The Chartered Management Institute.
SPEAKER PROFILES

BAŞAK YALMAN
Academic Programmes Manager, Koç, University Graduate School of Business

Başak Yalman is the Academic Programmes Manager at Koç University Graduate School of Business.

She obtained her bachelor’s degree in economics from Vassar College, New York, and her MBA in marketing and finance from New York University Stern School of Business.

For several years she worked as a Consultant at McKinsey & Company in New York City, focusing on the media and entertainment industry. Back in Turkey, she worked as the Strategic Planning Manager at Turkcell, Turkey’s leading telecommunications and technology services provider.

Since 2012, she has been Academic Programmes Manager at the Graduate School of Business, Koç University, in charge of the full-time MBA, part-time MBA, Executive MBA, MSc in International Management, CEMS MIM and MSc in Finance programmes.

Her responsibilities include programme management and development, marketing, admissions, international accreditations, and student, alumni and career development services. She oversees both corporate and academic partner relations and is involved in the development of new initiatives with international partners.

QIANG YE
Dean, Harbin Institute of Technology, School of Management (HIT)

Dr Qiang Ye is Professor and Dean of the School of Management at Harbin Institute of Technology. He has also worked at McCombs School of Business at the University of Texas at Austin; Rady School of Management at the University of California San Diego; and the School of Hotel and Tourism Management at the Hong Kong Polytechnic University, in Visiting Professor, Research Fellow and Post Doctoral Fellow positions.

Dr Ye is Senior Editor of Journal of Electronic Commerce Research, Area Editor of Electronic Commerce Research and Applications and Guest Associate Editor of MIS Quarterly.

His research areas of interest include big data and business analytics, fintech, e-commerce, and e-tourism. He has published approximately 30 papers in journals including Information Systems Research, Production Operations Management, Journal of Management Information Systems, Tourism Management, Journal of Futures Markets and Decision Support Systems.

Dr Ye received the National Science Fund of China for Distinguished Young Scholars in 2012 and was named ‘Cheung Kong Scholar Professor’ by the Ministry of Education of China in 2016. He won the Wu Jiapei Award for Chinese Economics and Information in 2017.

AYSE ZADIL
Managing Director, Mitsubishi UFJ Financial Group (MUFG)

Ayse Zadil graduated from Cornell University’s Johnson School with an MBA in 1995. She has worked in banking – mainly corporate and investment banking – for nearly 24 years, at organisations including Citibank, JPMorgan and Mitsubishi UFJ Financial Group (MUFG). Currently, she heads global corporate investment banking (GCIB) in Turkey as Managing Director at MUFG.

During her career, Zadil has established and grown businesses with transactions spreading across various geographies. She has a great interest in mindfulness in business and has also become a meditation and mindfulness teacher, and gives seminars at MUFG.
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