Dear Alumni and Program Friends:

As we come to a close of a very busy summer, I am pleased to share our most recent Purdue Executive newsletter. There is so much to share and be proud of covered in this issue. At a broad level, we continue to do well in *The Economist* rankings and I am glad that the insights and skills you’ve gained continue to be globally recognized. At a personal level, two of our recent graduates have been recognized by Poets & Quants as among the top EMBA graduates in the world. This is the fourth year of this recognition by Poets & Quants and we are one of the few schools to have alumni in this ranking annually.

In the IMM Global Executive MBA, we have added a new partner – the ISM University of Management and Economics in Vilnius, Lithuania. Having ISM be part of the IMM partnership expands our reach in and understanding of transitional economies. Not only has the Central European region experienced different economic systems, but Lithuania and neighboring countries continue to successfully weather significant economic shocks in a way that can provide insights to managers from any country. Alumni are invited to join the residency as a refresher on some topics and to learn new ones in a beautiful country.

In my role as Executive Director, I also have the opportunity to sit in on some of our classes. I’d like to share a ‘golden nugget’ idea from a class related to change. The idea was that when you’re dealing with change, don’t talk about it, but just do it. The moment you mention ‘change’, people’s internal alarm systems go off and resistance will appear. Rather, just focus on the implementation of interim steps and the end goal. This approach will result in higher success and less fear. Since change continues to be a constant in all our organizations, I hope this idea is useful in whatever initiative you are involved in.

Wishing you all the best for the rest of the year and look forward to hearing from you.

Boiler Up!

*Aldas Kriauciunas*
Here are just some of the highlights from his online class. You can find the full archived webinar at krannert.purdue.edu/executive/continuing-education.

Bill is Vice President of InTouch Practice Communications; Commandant of the Calumet Detachment, Marine Corps League; and teaches in the Purdue EMBA program and Krannert’s professional development programs.

I’ve done this for 22 years, long before any of these topics were relevant or even existed.

I could probably teach a semester’s worth of information about any one of these five topics. I’m hoping that you will become familiar with these topics at least to the point where you can bring them back to your organization, whether it be a small business or large organization. You can learn how they can affect your particular business unit or your company and then start recognizing where there might be some opportunities.

For each of the five marketing techniques, I’ll provide basic characteristics and advantages.

1. Pay-Per-Click (PPC)
   a. Opposite of organic, or natural, results in a Google search
   b. Guarantee through proper bidding that you get your message/site toward the top of Google search results
   c. PPC allows clients/users to be taken directly to specific pages of your site
   d. Offers great analytics
   e. PPC is very complex; best to hire a professional firm to manage
   f. Be sure to develop dedicated landing pages

2. Automated Communications
   a. Takes people out of the process of reminding and nurturing a client
   b. I am not saying that all customer service should be handled by a computer!
   c. Great data is available through automation
   d. Automated communications can help with SEO (Search Engine Optimization)
   e. Your front desk staff/customer service representatives can use their time in a much better fashion than leaving voicemail messages or typing out emails that can be automated

3. Mobile Marketing
   a. People who have smart devices are within six feet of their device for 18 hours a day – look at how your business can leverage this
   b. Create and use an app that integrates with your website and that will increase the engagement between you and your current and potential clients
   c. Mobile devices give unprecedented access to clients, and Google loves sites with great mobile plans
   d. Be sure you have a mobile responsive website
   e. When you can, text your clients for appointments or overdue services – people are too busy for phone calls

4. Local Search Engine Optimization
   a. You are able to target specific households using local optimization
   b. Provide local households unique value propositions that demonstrate why your local business is best
   c. Ask your web provider to make certain that you are optimized for local search

5. Video Marketing
   a. One-third of all online activity is spent watching video; emails with video experience a 200-300% increase in click-through-rate; and people are 64% more likely to make a purchase after seeing a video
   b. Start developing a plan for live video, and embed subtitles in all your videos
   c. If you shoot a video for your business, house it on Vimeo or YouTube, and then link or embed that code on your website

I want to leave you with this last thought: Prepare for real relationships. Don’t only do this digital stuff. I love it, this is my space, I have mobile devices everywhere, and I love talking with people about the digital space. But as we become captivated with this, I’m going to suggest your competitors are forgetting about real relationships. The handshakes, the meetings, the telephone conversations — If you keep your eye on both prizes, you’ll be successful.
Purdue IMM Global EMBA Program Welcomes New Partner School

IMM students first studied at ISM in Vilnius, Lithuania, in February 2017 as part of the Class of 2017’s Module 3 residency.

Not long after, ISM became the sixth partner school in the IMM family.

“Each year at graduation I tell our newest IMM Global Executive MBA alumni that part of my job is to make them wish they had started their program a year later,” says Dr. David Schoorman, Krannert’s Associate Dean for Executive Education and Global Programs. “In that spirit — of continuous improvement — I am glad to welcome ISM.”

ISM is a leader in the country and region for business education. The university’s involvement in the IMM program will enhance firms in the region by exposing their employees to global business models and practices. Concurrently, IMM students will experience the transition, uncertainty, and change ubiquitous in the region, resulting in enhanced skills to better manage their own companies.

Vilnius is a city easy to explore, and cultural immersion highlights include touring Trakai Castle and the Museum of Occupations and Freedom Fights, housed in the former KGB headquarters building.

Fittingly, IMM students take a course in transition, change, and dealing with uncertainty while at ISM.

We look forward to more rich academic and cultural experiences in Lithuania’s capital.

Weiler Lounge Gets a Makeover

If you haven’t visited us at Krannert Center in a while, it’s time to come back and see what’s new.

In May, we accomplished an “out with the old, in with the new” project in Weiler Lounge, a favorite gathering place for Krannert Executive Education Programs.

Our goals wasn’t simply more modern sofas, chairs and tables – we’re now better able to use the beautiful space, and highlight our large windows and excellent view of State Street and Purdue’s Memorial Union.

Visit us soon to see Weiler for yourself!

Continuing Education at No Cost to You

Our biannual, free Continuing Education Webinar Series is going strong, with recent installments on softer skills (speaking in front of executives), more academic subject matter (the behavioral economics of perseverance), and something nearly everyone should know (top 5 digital marketing techniques all businesses should adopt) — see page 2 for an overview.

You can find these online courses archived on our site at krannert.purdue.edu/executive/continuing-education.

Evidence of Krannert’s commitment to lifelong learning, the next Continuing Education Webinar Series class is set for early 2019.

If you have a timely management or research topic to pitch for a webinar, please contact Krannert Executive Education Programs’ Jennifer Applebee at japplebe@purdue.edu.
EMBA 2018

In May we celebrated the graduation of our Executive MBA Class of 2018, a cohort representing 10 U.S. states; companies including PwC, Nestle, Amazon, Whirlpool, Rea Magnet Wire, and more; 14 years’ of work experience on average; and five U.S. veterans: Tim Browning, John Carr, Karie Linn, Nick Warden and Kyle Williams.

The majority of the class made it back to campus for graduation festivities, which included a dinner for the graduates and their loved ones in the Purdue Memorial Union. Beta Gamma Sigma, or top 20% of the cohort, nominees were honored. They are Eric Bilinski, Lucy Houchin, Arunashish Majumdar, Heng Tong Pit, Matthew Stowe, and Robert Ulibarri.

Eric Bilinski was also acknowledged as the Class of 2018’s Honor Scholar, having the highest GPA in the group.

We congratulate our EMBA Class of 2018, and commend them for accomplishing so much in 19 months. Boiler Up!

IMM 2018

IMM 2018 was the first cohort to study at partner school Politecnico di Milano (MIP) in Milan, Italy.

IMM 2018 spent the first week of their two-week Module 3 residency at MIP, where they took courses in Mergers & Acquisitions and Operations Management; visited Mantero Seta, a family business that is a leader in the creation, production and distribution of wearable textiles; heard from the President and CEO of BMW Group Italia; drank some Prosecco; and ate pizza alongside Lake Como.
Having survived the toughest modules of their EMBA program, the Class of 2019 can enjoy a little downtime aboard the Boilermaker Special during their summer-time Module 4 residency.

Ladies in our IMM Class of 2019 get to know each other at their Launch Week dinner.

IMM 2019’s first residency in The Netherlands naturally included treats along a canal.
Best & Brightest

For the fourth straight year, a Purdue Executive MBA Programs’ alum — this time, two — makes Poets & Quants’ annual list of the Best & Brightest EMBA students.

Saskia de Bruin-van Dijk

Saskia calls Riethoven, Netherlands, home. She is currently Business Program Manager Europe for Lekkerland AG & Co. Working at the company’s Cologne, Germany, headquarters, she says a professional achievement she is most proud of is starting “my career as a data entry clerk, now in a position as direct report to the CEO.”

Which academic or extracurricular achievement are you most proud of during business school? To be able to support my peers during the EMBA on the finance topics due to my 18 years’ experience in Finance and Controlling. Quite a lot of people struggle with the quant side of an EMBA, and I really admired my fellow students who had less financial background regarding the pace with which they grasped the complete financial concepts and terminology!

Why did you choose this Executive MBA program? I strongly believe that to succeed in the current world you need to have a global focus. I found this in the unique and truly global program that was offered by Purdue University in cooperation with Tilburg University and other universities all over the world. What also spoke to me is the set-up of this program. You start the program with a cohort that will stay together until the finish. This enabled building up a very strong network, and relationships and friendships for life.

What did you enjoy most about business school in general? The diversity of the group you study in. In addition to diverse industries, we had a cohort with 50% women, and students from eight countries (covering China, Middle East, India, Europe, South America, North America and Canada). This makes the learning experience in a global setting much more interesting, learning from each other what to take into account when doing business in that particular part of the world.

What is the biggest lesson you gained during your MBA and how did you apply it at work? The area I had the least experience and knowledge in was strategy. This was an eye opener for me. It enabled me to look to my company’s strategy in a different way, analyzing gaps and failures and making recommendations in getting the strategy to a level where it is really connected and translated to an execution level. I have provided all my strategy papers to our CEO, and recommendations were taken into action.
A native of Indiana, Lucy made a major move during her EMBA program, to Birmingham in the United Kingdom, where she is Managing Director of IDI Composites International – U.K.

Which academic or extracurricular achievement are you most proud of during business school? The academic achievement I am most proud of during business school is the Active Learning Project my team and I completed for a German-based steel manufacturer. Working with the company’s corporate strategy division, we developed an additive metal manufacturing market analysis and recommendations for market entry. In addition to the value our deliverable brought to the company, I am also proud of the collaborative relationship I developed with the leaders of their strategy division as well as the team-oriented approach I helped to lead within our EMBA team. Spanning four different time zones and various professional backgrounds (engineering, strategy, sales, and HR), our team collaborated in a way that enhanced one another’s strengths all while managing full-time careers.

What did you enjoy most about business school in general? Aside from the opportunity to know and work with my incredible peers, I most enjoyed the opportunity to reflect on and think about the possibilities for my business and myself. I am like most busy professionals – many days I am just getting through the day-to-day blocking and tackling of running a business. Going through business school, however, allowed me the space to consider the possibilities for not just myself but also for our business. I began to see opportunities in every aspect of our business and in my role within it. Some opportunities I found were tactical and immediate – the set of questions I use when coaching my team, for example – and others, such as the way we determine where and when to expand into new markets, were more strategic with long-term implications.

Give us a story during your time as an executive MBA on how you were able to juggle work, family, and education? Approximately halfway through the program, I accepted a work assignment which required me to move to the U.K. In addition to juggling the mix of emotions I felt about moving to a new country, I had to balance taking over a leadership position with a new team, saying goodbye to family and friends (and trying to make new ones), coordinating logistics of moving to a new country, and four MBA courses. During this time, I had a “learning laboratory” with my new position in which to test ideas from school. I read case studies on flights and over lunch breaks, woke up at 2 a.m. for conference calls with my study group, and grew a new network in the U.K. with several contacts made through my MBA colleagues. In hindsight, I see now how much the EMBA program helped me through the many big changes at this time.
Number of students: 28
Average Work Experience (years): 15

Industries Represented
36% Manufacturing/Processing
18% Services
14% Health Care
14% IT
11% Construction
7% Consumer Products

U.S. States and Countries Represented
California
Illinois
Indiana
Kansas
Michigan
Tennessee
-
Costa Rica

Organizations Represented
AL SICORP/Inditex
BP Whiting Refinery
Bridgestone Retail Operations
CDO Consulting Group
Citation Homes
Clayco
Comlux America
Cummins
Dassault Systems
Engineered Solutions, Inc.
Essendant
FCA USA LLC
Gogo
HGS Construction Group
Hydraforce Inc.
Illinois Association for Behavioral Health
Indiana Blood Center
Johnson & Johnson Medical Devices
Peerless Pump/Grundfos
PepsiCo
Schmersal Inc.
State Farm Insurance
Stratosphere Quality LLC
Veterinary Specialty Center

Job Titles
Asset & Transaction Manager
Business Development Manager
Chief Financial Officer
Channel Manager
Chief Executive Officer
Country Director
Director
ERP Integration Leader
Executive Director
Head of Programs
Human Resource Generalist Manager
Manager, Pricing and Strategy
Operations Manager
Owner/President
President and Chief Engineer
Project Engineer
Project Manager
Senior Manager, Platform Marketing
SIS Engineer
St. Manufacturing Manager
Vice President

Fun Facts
Among this group of Boilermakers is:
- an FAA-certified drone pilot
- a certified yoga instructor
- a Formula Mazda race car driver
- a Grammy winner
IMM Global Executive MBA Class of 2019

Number of students: 21
Average Work Experience (years): 15

Industries Represented
27% Manufacturing
18% Medicine
15% Consulting
9% Technology
9% Financial Services
9% Agriculture
5% Real Estate
4% Construction
4% Defense

U.S. States and Countries Represented
California Michigan
Colorado Montana
Florida Ohio
Illinois Tennessee
Indiana Washington

~
Brazil
China
Germany
India
Nigeria
Saudi Arabia
United Kingdom

Organizations Represented
ALPS Fund Services
Caterpillar
CenturyLink
Croydon University Hospital
Cummins
ETCO Inc.
Fifth Third Bank
Healthgrades
JBS
Kalsec
The Kavi Group
LUX Realty, LLC
Nuvasive Inc.
Otis Elevator/UTC
Perpetuo GmbH
River City Contractors
Sverdrup Consulting
United Technologies
Vinnell Arabia LLC
Zones Inc.

EBU Team Leader
Executive Director - Europe, Middle East & Africa
General Manager
International Beef Sales Manager
Information Technology Manager
HR Manager
Learning and Development Business Sales Manager
Modernization Manager
President/Owner
Product Manager
Regulatory Compliance Analyst
Sales and Engineer
Senior Manager
Senior Vice President
Technical Services Manager

Job Titles
Assistant Vice President
Associate Real Estate Broker
CEO & Consultant
CEO & Founder
Director of NPD

Fun Facts
Among this group of Boilermakers is:
• a dressage horse rider
• a trained opera singer
• retired U.S. Army (35 years)
• retired U.S. Air Force (30 years)
**EMBA 1995**

**Nancy Paton**, Vice President for Communications at the University at Buffalo, has been named the Higher Education Marketer of the Year by the American Marketing Association (AMA). The award honors extraordinary leadership and achievement in the field of higher education marketing. “Being chosen by my peers to receive this prestigious national award after being nominated by my university colleagues is a capstone moment in my career,” Nancy said. She leads UB’s Division of University Communications. As the university’s chief public relations and marketing officer, she is responsible for advancing the university’s reputation as a leader among the nation’s premier higher education institutions. Nancy led development and implementation of the university’s new brand and identity strategy, which launched in 2016. Aimed at strengthening UB’s reputation and visibility around the world, it is the most comprehensive branding strategy in the university’s 176-year history.

**IMM 2000**

**Steven L. Hoerter**, Chief Commercial Officer at Agios Pharmaceuticals, Inc., has been elected to the Deciphera Pharmaceuticals, Inc. Board of Directors. Steven will serve as an independent director and a member of the Nominating and Corporate Governance Committee. “I’m excited by Deciphera’s robust oncology pipeline, and I look forward to helping guide the outstanding team at Deciphera as they work to bring these novel, precision medicines to patients,” Steven said.

**EMBA 2005**

**Joseph Pabst** was recently promoted to Vice President, Airline Center of Excellence at American Express. Joseph will lead a specialized team managing American Express’ exposure to the airline industry. He now lives in New York City with his wife and daughter.

**IMM 2005**

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**EMBA 2006**

**Jeffrey Bredeson** has been named president of Hydroflo Pumps, a subsidiary of Taco Comfort Solutions based in Fairview, Tenn. Prior to his new position at Hydroflo Pumps, he served as vice president of sales for Taco’s wholesale and commercial HVAC solutions. Before joining Taco, Jeff was senior vice president and general manager of Hunter Industrial, a division of Hunter Fan Co. Previous to that, he was senior vice president and general manager of Wilo GmbH, for the Americas region; vice president of sales, North America, for Danfoss Inc.; and also was director of systems sales, Europe, for Johnson Controls Inc.

**EMBA 2010**

**Matt Ball** has been appointed CTO of ParkMobile, the leading provider of smart parking and mobility solutions in the U.S. In this role, Matt will be responsible for the IT organization as the company continues to scale and create the next generation of mobility solutions. Matt brings more than 18 years of financial services, fintech, and global transaction processing experience to ParkMobile. Most recently, he was the VP of Global Business Solutions Technology for First Data Corporation, a leading financial services company that processes 3,000 transactions every second every day, equalling $2.4 trillion per year. “I am extremely proud to join ParkMobile,” Matt said. “This is a unique opportunity to work on innovation solutions that will change the parking and mobility industry.”

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**New Professional Development Offerings Coming Your Way**

Krannert Executive Education Programs is strategizing a new menu of blended-learning professional development programs. These open enrollment programs will cover a myriad of topics and will offer a discounted fee for alumni.

Programs will typically be a hybrid of online and in-class learning, requiring two days of on-campus interaction with faculty and fellow professionals.

Ideas for new programs include social media; coaching and mentoring; forensic accounting; managing teams, and more.

Stay tuned for announcements in your email and on social media as we roll out these new professional development offerings.
SPEAK MODalities LLC, a company that develops software tools to help children diagnosed with severe, nonverbal autism or other communicative disorders, was recognized for best product design in the medical devices category at the 2017 Electronic Component News Impact Awards in Chicago. SPEAK MODalities’ co-founder and CEO is alum Michael Zentner. The award recognizes excellence in design engineering. Finalists are judged by peers in their respective industries to identify products that made the greatest impact in the last year. SPEAK MODalities was formed in 2014 and obtained an exclusive license to the SPEAKall! and SPEAKmore! technologies from the Purdue Research Foundation. SPEAK MODalities has a mission to expand the reach of SPEAKall! and subsequent products that assist individuals with special needs to develop speech and language skills.

David Poche has been named COO of ICS International GmbH in Germany.

Nick Warden has started a new role with Coca-Cola at the company’s headquarters in Atlanta. He is working as an Account Executive on the Costco team, managing half of the country. Additionally, he and his fiancé Paloma are getting married on January 5, 2019. They are seen here at the Swan House in Atlanta.

Jeremy Slater has been appointed director of the Purdue Research Foundation’s Discovery Park District. The district will become the university’s innovation center on the western edge of campus. “We conducted a nationwide search to fill the position and found that we already had the best candidate for the position working with us,” said PFR President Brian Edelman said. PRF announced in April a 30-year master plan for the $1 billion Discovery Park District. The plan calls for creation of a “work-live-play” district where companies will have the opportunity to interact with Purdue faculty, staff and students and to tap into the university’s strengths and assets. The 450-acre district will include 7 million square feet of interior building space with restaurants; retail, office and business spaces; parks; research facilities; and industrial space. Construction already has begun on a private $86 million, 835-bed apartment complex, “Aspire at Discovery Park.”

Stay Connected!
- Find us at www.facebook.com/PurdueKrannertExecutiveEducation.
- An IMM program-specific Facebook page can be found at www.facebook.com/IMMGlobalExecutiveMBAProgram.
- LinkedIn – Follow Purdue University Krannert Executive MBA on linkedin.com.
- Twitter – Follow @PurdueKrannert.
- Krannert Network – Created specifically for Krannert alumni; join at krannertnetwork.com.
- The Purdue Alumni Association hosts monthly virtual networking events; see purduealumni.org.

Opt-In!
To our alumni living in the EU: Please let Purdue University know you would like to receive emails from us! Post-GDPR, we need you to opt-in to communications regarding professional development opportunities, alumni events, and more. Please visit giving.purdue.edu/GDPR to fill in and submit the GDPR Consent form.
We want to keep in touch with you!

For those of our cherished alumni seeking a way to give back, please consider making a donation to the Executive MBA Scholarship Fund.

This fund was established by the EMBA Class of 2016 as the cohort’s class gift. Support future generations online — find the link on our For Alumni page: krannert.purdue.edu/executive/emba/for-alumni.
In the “Special Instructions” box, please note that the donation is for the Executive MBA Scholarship Fund.

We thank you in advance for your generosity.
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:

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Executive Director

NICOLE BROOKS
Editor

DAWN MINNS
Graphic Design

Purdue is an equal access/equal opportunity university.

Did You Know?
In its 2018 ranking of Executive MBA programs worldwide, The Economist named the IMM program #3 for Gender Balance; #11 for percentage increase on pre-EMBA salary after two years; and #42 overall, up from #51 in the publication’s previous ranking. The Economist named the EMBA program #17 for managerial work experience and #47 overall, and found that 80% of Purdue EMBA alumni have been promoted or grown their own company within two years of graduation.

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