It’s the first of its kind.

It’s global.

It’s a learning forum.
The purpose of the Global Business Leadership Competition (GBLC) is to engage student leaders around the world in a broad dialogue on global leadership. Outstanding students from top-tier global MBA programs have been carefully selected and invited to represent their respective schools in this two-day competition. The event provides a forum for students to learn from each other while showcasing and stretching their own leadership skills and interacting with global business leaders and academics. This competition will address the situations and dilemmas that global leaders along any career path may face and will extend beyond a traditional business case to engage student teams in interactive, task-oriented scenarios that simulate leadership challenges.

The competition will be a convergence of students, faculty and industry leaders from every major economic region around the world – North America, Latin America, Europe and Asia-Pacific.

“The Global Business Leadership Competition gives students the opportunity to demonstrate their leadership skills and learn from the perspectives of others,” says Lead Coordinator Meera Daemle, UCLA Anderson MBA Class of 2009. The discussion of ideas, combined with the expertise of seasoned executives who have faced various global management challenges, provides a unique opportunity for students to refine their leadership skills.

Twelve carefully selected top global business schools have each sent a team of five currently enrolled MBA students to participate in the leadership competition. The participating teams will be hosted by UCLA Anderson upon their arrival.

A variety of industry executives and academic thought-leaders will participate as judges for the various modules of the competition.
## SCHEDULE OF EVENTS | THURSDAY, APRIL 2, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00pm – 9:00pm</td>
<td>Welcome Reception and Dinner</td>
<td>Hotel Palomar</td>
</tr>
<tr>
<td></td>
<td>Dean Olian Welcome Address (7:00pm)</td>
<td></td>
</tr>
</tbody>
</table>

## SCHEDULE OF EVENTS | FRIDAY, APRIL 3, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30am – 7:00am</td>
<td>Buses depart hotel to UCLA</td>
<td>Hotel Palomar</td>
</tr>
<tr>
<td>7:00am – 8:00am</td>
<td>Breakfast</td>
<td>Gold Hall, 2nd level, Exec. Dining Room (EDR)</td>
</tr>
<tr>
<td>8:00am – 11:00am</td>
<td>Team Preparation Time: Module 1</td>
<td>Various Breakout Rooms</td>
</tr>
<tr>
<td></td>
<td>Case Presentations Due: 11:00am</td>
<td></td>
</tr>
<tr>
<td>8:00am – 11:00am</td>
<td>Faculty Sessions</td>
<td>Mullin Management Commons, 4th level, F410</td>
</tr>
<tr>
<td></td>
<td>Professor David Lewin, UCLA Anderson School of Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Leadership Development and Teaching in the UCLA Anderson School MBA Programs”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Professor Sanjay Sood, UCLA Anderson School of Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Building Strong Brands in the Entertainment Industry”</td>
<td></td>
</tr>
<tr>
<td>11:00am – 12:30pm</td>
<td>Lunch</td>
<td>Gold Hall, 2nd level, EDR</td>
</tr>
<tr>
<td></td>
<td>Speaker: Amit Tripathi, President and CEO, Pyxix Corporation</td>
<td></td>
</tr>
<tr>
<td>11:30am – 12:30pm</td>
<td>Judges Orientation and Lunch</td>
<td>Collins Center, 2nd level, A201</td>
</tr>
<tr>
<td>12:30pm – 2:00pm</td>
<td>Presentations: Module 1</td>
<td>Various Classrooms</td>
</tr>
<tr>
<td>2:00pm – 3:00pm</td>
<td>Coffee Break</td>
<td>Gold Hall, 2nd level, EDR</td>
</tr>
<tr>
<td>2:30pm</td>
<td>Student Teams: Module 2 Directions</td>
<td>Gold Hall, 2nd level, EDR</td>
</tr>
<tr>
<td>3:00pm – 4:00pm</td>
<td>Team Preparation Time: Module 2</td>
<td>Various Breakout Rooms</td>
</tr>
<tr>
<td></td>
<td>Case Statements Due: 4:00pm</td>
<td></td>
</tr>
<tr>
<td>3:30pm – 4:30pm</td>
<td>Judges Orientation</td>
<td>Collins Center, 2nd level, A201</td>
</tr>
<tr>
<td>4:30pm – 6:00pm</td>
<td>Presentations: Module 2</td>
<td>Various Classrooms</td>
</tr>
<tr>
<td>6:00pm – 6:30pm</td>
<td>Load buses to Hotel Palomar</td>
<td>Collins Center, 1st level - outside</td>
</tr>
<tr>
<td></td>
<td>Student Teams: Dinner &amp; night out on own</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Event Description</td>
<td>Location/Details</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------------------</td>
<td>------------------------------------------------------</td>
</tr>
<tr>
<td>6:30am – 7:00am</td>
<td>Buses depart hotel to UCLA Hotel Palomar</td>
<td></td>
</tr>
<tr>
<td>7:00am – 8:00am</td>
<td>Breakfast served</td>
<td>Gold Hall, 2nd level, EDR</td>
</tr>
<tr>
<td>8:00am – 1:00pm</td>
<td>Team Preparation Time: Module 3 Case Presentations Due: 1:00pm</td>
<td>Various Breakout Rooms</td>
</tr>
<tr>
<td>8:00am – 1:00pm</td>
<td>Faculty Sessions</td>
<td>Mullin Management Commons, 4th level, F410</td>
</tr>
<tr>
<td></td>
<td>Professor Antonio Bernardo, UCLA Anderson School of Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Incorporating Current Economic Events into the MBA Curriculum”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Professor Noah Goldstein, UCLA Anderson School of Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Peers as Persuasive Leaders”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Professor Hilla Dotan, Recanati School of Business, Tel Aviv</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Return on Friendship (ROF): Should we be Friends at Work?”</td>
<td></td>
</tr>
<tr>
<td>11:30am – 1:30pm</td>
<td>Lunch boxes available Faculty Advisors &amp; Student Teams</td>
<td>Gold Hall, 2nd level, EDR foyer</td>
</tr>
<tr>
<td>12:30pm – 1:30pm</td>
<td>Judges Orientation and Lunch</td>
<td>Collins Center, 2nd level, A201</td>
</tr>
<tr>
<td>1:30pm – 3:30pm</td>
<td>Presentations Module 3: Main Case</td>
<td>Various Classrooms</td>
</tr>
<tr>
<td>3:30pm – 4:30pm</td>
<td>Coffee &amp; Refreshments Available</td>
<td>Gold Hall, 2nd level, EDR</td>
</tr>
<tr>
<td>3:30pm – 4:30pm</td>
<td>New Judges Orientation</td>
<td>Collins Center, 2nd level, A201</td>
</tr>
<tr>
<td>4:00pm – 4:15pm</td>
<td>Finalists Announced</td>
<td>Gold Hall, 2nd level, EDR</td>
</tr>
<tr>
<td>4:30pm – 6:30pm</td>
<td>Presentations Final Round: Main Case</td>
<td>Entrepreneurs Hall, 3rd level, Korn Hall</td>
</tr>
<tr>
<td>6:30pm</td>
<td>Walk to Covel Commons for GBLC Awards Reception</td>
<td>Collins Center, 1st level - outside</td>
</tr>
<tr>
<td>7:00pm</td>
<td>GBLC Awards Reception</td>
<td>Covel Commons, 3rd level, Grand Horizon Room</td>
</tr>
<tr>
<td></td>
<td>Keynote Speaker: Jeff Berg, Chairman and CEO, International Creative Management, Inc.</td>
<td></td>
</tr>
</tbody>
</table>

For Anderson building locations see Anderson Complex Map, page 22.
Judy D. Olian
Dean and John E. Anderson Chair in Management
UCLA Anderson School of Management

Judy D. Olian, Ph.D. is the eighth dean of UCLA Anderson School of Management and the John E. Anderson Chair in Management. She began her appointment on January 1, 2006 after serving five and a half years as dean and professor of management at the Smeal College of Business Administration at Pennsylvania State University. Under her leadership, UCLA Anderson is implementing a comprehensive strategic plan to expand the school’s global presence and partnerships, and is engaged in an aggressive growth campaign, which has resulted in hiring a record number of faculty from the world’s best research institutions. Olian served as the chair of the Association to Advance Collegiate Schools of Business (AACSB International), the premier business accrediting and management education organization in the world. She has also chaired two industry-wide AACSB commissions addressing the future of management education and the looming crisis of shortages in business Ph.D. graduates. She has been widely published in journals on human resource management and business alignment of management systems, wrote a weekly syndicated newspaper column and hosted a monthly television show on current topics in business. Her honors include the American Council on Education Fellowship and the Maryland Association for Higher Education Award for Innovation. Prior to her tenure at Smeal, she was a faculty member in human resource management and senior associate dean at the Robert H. Smith School of Business at the University of Maryland.

Amit Tripathi
President and CEO
Pyxix Corporation

Amit Tripathi is President and Chief Executive Officer of Pyxix Corporation, a diversified global media and entertainment company.

Tripathi is an entrepreneur and a seasoned Fortune 500 executive. He was chief quality officer for $3 billion storage division of Sun Microsystems. He managed business, technical and customer operations in over 100 countries. Tripathi joined Sun as a senior director and grew partner products revenue from $970 million to $1.28 billion in two years and was promoted to chief quality officer. Previously, Tripathi was an executive at Xerox Corporation for 16 years, and led business development, sales channels and marketing operations. He developed new technology applications and generated over $300 million in revenue from inception. Tripathi also collaborated with competitors, like IBM, to build strategic partnerships, and penetrated new markets by building businesses in Brazil, India and Eastern Europe. Prior to Xerox, he was a consultant at Parsons Corporation, and managed global engineering and information technology projects.

Tripathi received his undergraduate degree from the Indian Institute of Technology, Kanpur, a Master of Engineering degree from Howard University, a Master of Science degree from Oregon State University, and an Engineering Management program from Caltech. He has published papers in Nuclear Engineering and Health Physics and holds a U. S. Patent in automated computer software system.

As an entrepreneur, he is passionate about two key challenges in the world — Communication and Energy. Tripathi resides in Los Angeles area and is active in Mensa, Caltech-MIT Forum, The Indus Entreprenuer and other community and business organizations.
Jeff Berg
Chairman and Chief Executive Officer
ICM

Jeffrey Berg is the Chairman and Chief Executive Officer of International Creative Management, Inc., a talent and literary agency representing clients in the fields of publishing, motion pictures, television, music and theater. ICM, a privately held corporation, is one of the predominant agencies in the United States and Europe, with its principal offices in Los Angeles, New York and London.

Berg graduated from the University of California at Berkeley and received a Master of Liberal Arts degree from the University of Southern California. He joined Creative Management Associates, Inc., one of ICM's predecessor agencies, in 1969 as a literary and film agent. He was named President of ICM in 1980, and became Chairman in 1985. Berg's leading experience in representing artists and production companies applies to both the American and international marketplace, and he has worked extensively with global media, entertainment and telecommunication companies.

Berg has served on the Board of Directors of Oracle Corporation since 1997. He was appointed to the Board of Directors of Tribune Company in 2007. He also sits on the Board of Visitors at the UCLA Anderson School of Management. He was Co-Chair of the California Information Technology Council and a member of the California Entertainment Commission. He was awarded the Cavaliere Ufficiale of the Order of Merit of the Republic of Italy in 1991. Berg has lectured on management and finance in the arts at the London School of Economics where he serves on its Court of Governors.

Berg and his wife, Dr. Denise Luria, live in Pacific Palisades, California and have two daughters.
**George Abe** is a lecturer and faculty director of the Applied Management Research (AMR) Program at UCLA Anderson School of Management. His teaching responsibilities include entrepreneurship, business plan development and field study program advisories. AMR is the field study program, required of all full-time MBA students.

Abe was business development manager for the UCLA Office of Intellectual Property, which is responsible for patent protection and commercialization of UCLA research.

Previously, he was a venture partner with Palomar Ventures, a VC firm in Santa Monica, California. Before Palomar, he was with Cisco Systems in the office of the chief technical officer. Prior to that he was with Infonet Services Corporation (NYSE:IN, now BT) where he designed Infonet’s IP data service and helped spinout the company from its parent, Computer Sciences Corp (NYSE: CSC).

From 1998 until 2006, Abe was a member of the board of directors of Switchcore AB, a publicly traded fabless semiconductor designer in Sweden. He has also held board of director positions with various startup companies and not-for-profit organizations.

He is the author of Residential Broadband, which presents an analysis of high-speed residential networking, published by Cisco Press.

He has a B.A. in mathematics and an M.S. in business, quantitative methods from UCLA.

Alex began his career as a business journalist with two of the nation’s leading newspapers, *The Boston Globe* and later *The Los Angeles Times*. He was also a correspondent for *The Economist*. He held senior management positions at two magazine publishing companies, overseeing two dozen specialty titles in fields ranging from science, technology and business to hobbies and sports.

Alex has an MBA from the Anderson School at UCLA, and a BA from Columbia. He has received a number of awards for his professional communications activities.

**Bonnie Barnes** is a Principal at Deloitte Consulting. She has 25+ years of large custom and package systems development and implementation experience. Her work has recently focused on managing complex systems integration projects to provide business value and cost saving opportunities. Firm roles have included National Technology Quality, Western Region Technology Lead, Training Program Dean, Specialist Champion.

**Susan Baumgarten** has a breadth of experience in executive leadership, business development, and systems engineering at Hughes Aircraft Company and Raytheon Company. She was appointed corporate vice president of Raytheon, a major aerospace and defense electronics firm with over 80,000 employees and annual revenues exceeding $20B. She served as President of Raytheon International, Inc, integrating activities in 76 countries throughout the world, responsible for international growth and operational performance of Raytheon’s international companies. She was a member of the Board of Directors of Raytheon Systems Ltd, UK, Raytheon Canada Ltd, and Raytheon Australia.

In addition to her Raytheon International role, other P&L experience includes Raytheon Technical Services Company, LLC, and the Hughes/Raytheon Intelligence, Surveillance and Reconnaissance Systems business. Her early career involved the design of airborne radar systems, and a special moment was flying in the backseat of an F-15 fighter jet, seeing Hughes/Raytheon products in action.

Ms. Baumgarten is a three-time alumna of UCLA with a BA in Mathematics and Biochemistry, an MS in Electrical Engineering and an MBA from the Anderson School where she received the Carter Award.

As a senior executive, Ms. Baumgarten has led business/organization turnarounds demonstrating her abilities as a visionary, business strategist, and growth enabler. She is widely recognized for her decisiveness and disciplined approach to the
financials, while maintaining fervor for technical innovation and broad team inclusion. Her present interests include corporate leadership/boards, philanthropic leadership, education, and executive coaching.

**Kelly Bean** is the assistant dean of UCLA Anderson’s Office of Executive Education Programs. Originally from Pittsburgh, PA, Bean received a Bachelor of Science in business administration and a Master of Human Resources from the University of South Carolina. She currently serves as a board member and program committee chair for the Human Resource Planning Society in Atlanta, GA., and is active in a variety of professional organizations.

Prior to her current role at Anderson, Ms. Bean served as executive director of Executive Education for Goizueta Business School at Emory University. She was also the associate director of Executive Education at the Moore School of Business at the University of South Carolina before taking the position at Emory University.

With a strong management background in organizational design and development, she has created and delivered executive education programs on topics such as management practices, corporate governance, and leadership, to name a few. Her executive education clients have included The Coca-Cola Company, The Home Depot, Intercontinental Hotels Groups, Chevron/Texaco and Verizon among others.

Ms. Bean has extensive experience in human resources and is also a certified consultant for the Birkman Method, the industry-leading personality assessment process that measures human behavior and occupational strengths.

**Bill Budzinski** has built a career in human resources with blue chip Fortune 100 companies that have strong reputations for developing human resource professionals. His extensive multi industry experience includes leadership roles with Frito-Lay, Johnson & Johnson, Ameritech and Deloitte & Touche a prestigious professional services consulting firm. Bill is a human resources generalist who brings value to the entire organization as a creative and savvy business professional. He has a demonstrated track record in enhancing organizational effectiveness during major change and transition. He is a graduate of Indiana University and completed his Masters in Organizational Development at Pepperdine University where he had the opportunity to work with and consult with companies in China, France and Mexico. He is certified in Behavioral Interviewing, DDI and Zenger - Miller. Bill is currently employed as the Vice President of Human Resources for a real estate investment trust in Southern California.

**Steve Canepa** In his role as General Manager, Global Media and Entertainment Industry, Steve is responsible for IBM’s P&L results for the M&E Industry worldwide: Entertainment, Broadcast, On-line, Cable, Publishing, Satellite, Sports, and Advertising customer segments.

Since joining IBM’s initial global M&E Industry executive team in 1996, Steve has held a number of key leadership positions guiding strategy, solution offerings, marketing, and sales execution. IBM’s M&E business has grown dramatically and is now the largest services, solution and technology provider to the Industry. Steve oversees a broad portfolio of services, software and hardware and is responsible for marketing and partnership initiatives. He was also a founder and key leader in shaping IBM’s focus on cross-industry Digital Media.

Steve has a deep understanding of the key marketplace opportunities and challenges facing M&E firms and consults extensively with senior executives as they look to optimize and transform their organizations, operations and business models. Through his global relationships and market insights he has a unique understanding of how to sustain operational excellence and profit in — today’s highly competitive marketplace.

Steve is regularly asked to deliver keynote addresses: NAB, IBC, Future of Broadcast, Broadcast Asia, Digital Hollywood, Imagina, Frames, Broadcast Live, CES, iStudio, NAPTE, Content World, etc. and has appeared on numerous radio and television programs. He has been recognized by Digital Media Magazine as one of the 2most influential executives in Digital Media and has received an EMMY for innovation.

Steve has over 25 years of experience building, leading and growing profitable businesses; with significant sales, marketing, strategy, consulting, solutions and systems integration experience. He graduated from UCLA with two Bachelor of Arts degrees — Economics and Political Science with Phi Eta Sigma honors; and received a MBA from UCLA’s Anderson School in Corporate Finance with Beta Gamma Sigma and top field study honors. He also attended the Wharton School financial management program and Harvard University’s executive curriculum on Strategy formation.

Steve serves on the Board of Directors for The Bogart Pediatric Cancer Research Fund and MusiCares, the charitable arm of the Grammy Foundation. He is a past Board Member of Digital Domain (culminating with the successful sell of the business) and also of Junior Achievement of Southern California.
**Bill Douglass** is a literary agent with the Paradigm Agency. He represents writers, producers and directors who are active in both features and television. At Paradigm Bill helped package and sell the following television series: “Desperate Housewives”/ABC; “Dexter”/Showtime; and “Rescue Me”/FX. Prior to joining Paradigm Bill was an agent at International Creative Management and the William Morris Agency where he launched and guided the careers of directors Brad Silberling, Betty Thomas and DJ Caruso.

**Thomas Epley** is a highly experienced CEO. During his career, he has taken control of over a dozen companies in a wide variety of industries and difficult circumstances, rapidly executing a turn-around plan to initiate a rescue, implementing actions to attain a state of progressive viability, and installing a long term strategy and management team. He has been chairman and/or CEO of Potter Brumfield, Cuno Filtration, Bekins, Northern Ordnance, Technicolor, Paradyne, Globespan, AMIS, and many others; organizations whose businesses range from low-tech transportation to high-tech semiconductors. He currently serves as an operating partner for Francisco Partners, a leading high-tech buyout firm. He has been a director of publicly traded companies Paradyne, Globespan, AMISemiconductor and Carlton Communications.

Epley also serves on the executive committee of the Board of Visitors for UCLA Anderson School of Management, and on the Board of Governors of the Pardee RAND (Ph.D. Public Policy) Graduate School. He has a B.S.M.E. degree from the University of Cincinnati, 1963, and an MBA from the Kellogg School at Northwestern University, 1970, both with honors.

**Martin N. Fabrick** is Parsons Corporation’s Director of Global Business Solutions where he is leading initiatives responding to sustainable development imperatives and creating new mission delivery platforms that leverage enterprise knowledge, expertise, and talent to serve Parsons markets and customers more effectively. Parsons is one of the nation’s largest project management, environmental, engineering and construction firms with an annual revenue exceeding $3 billion and projects throughout the United States and more than 60 countries. Mr. Fabrick has led project operations in various markets including energy, aerospace, defense, and homeland security. He also led business development departments for two of Parsons four global business units with annual revenue sold exceeding $1 billion.

Mr. Fabrick joined Parsons in 1972 and during the last 36 years he has been fortunate to have been involved with some of the largest and most interesting programs in the last quarter of the 20th century and the first decade of the 21st century including nation building in Bosnia Herzegovina and Iraq, eliminating weapons of mass destruction and legacy hazardous materials in the United States and Russia, modernizing the nation’s air traffic control system, restoring the Florida Everglades ecosystem, and developing the space shuttle.

Mr. Fabrick has served on federal government forums and in leadership positions for professional societies. He received a Masters degree in Business Administration from the Anderson School of Management at the University of California at Los Angeles. He also holds a Masters of Science degree in Ecology and a Bachelor of Science degree in Biology both from the University of California at Davis.

**Bob Foster** is an adjunct professor at UCLA Anderson School of Management, where he teaches high technology management, business plan development and management consulting field study. He taught half-time for 16 years while a full-time business executive and joined the faculty full-time in 1999.

He created and teaches the High Technology Management course, teaching it to over 800 students over the past 16 years.

For the past six years Foster has been the director of the Global Access Program (GAP), the international field study for Anderson’s Fully Employed MBA students. He provides overall academic direction of the program including the design and development of GAP’s six-month integrative, capstone course with 180 students and eight faculty advisors. He interfaces with GAP’s international partners from trade and technology development agencies in Finland, Australia, Italy, New Zealand, Ireland and Chile. GAP was a major reason why Business Week in November 2007 ranked UCLA Anderson as the #1 Part-Time MBA Program in the U.S.

He was awarded the 2006 Citicorp Teaching Award of the Year, voted by the faculty as the most outstanding professor at Anderson. The fully employed MBA classes of 2003 and 2005 each voted him the Most Outstanding professor. He is a member of the Pasadena Angels and the Tech Coast Angels, which are angel investing organizations who invest in startup technology companies. Foster is also an active independent director is several corporations.

He has an MBA from UCLA Anderson School of Management and a B.S. in mechanical engineering from Oregon State University.
**COMPETITION JUDGES**

**Everett L. Glenn**, Managing Partner, Entertainment & Sports Plus, has over 30 years of legal experience handling sophisticated banking, commercial, corporate and real estate transactions for governmental agencies, private sector clients and individuals across a wide range of industries including construction, endorsement & marketing, insurance, real estate development, and telecommunications. Mr. Glenn is also Of Counsel to Adorno Yoss Alvarado & Smith, the largest certified minority law firm in the country with offices in 10 US cities as well as Mexico and Chile.

For over 20 years, Mr. Glenn has also represented professional athletes in the 3 major sports and entertainers in the recording and film industries in contract negotiations and managed the delivery of related business and financial services. Mr. Glenn has a B.A. from Oberlin College and a J.D from Case-Western Reserve University. He is certified by the National Basketball Association and the National Football League as a contract advisor, and has written papers and articles on the sports business industry from the perspective of the Black athlete and Black professional service provider.

Mr. Glenn currently serves as a board member and program committee chair for Academic UpRise in Long Beach, CA, and is active in a variety of civic and professional organizations.

**Alicia M. Jacobs** is the founding Partner of Ajament Partners, a management consulting firm, which links human capital to an organization’s business strategy for profitable growth. As a business strategist, Alicia uses her extensive and diverse experience to provide business leadership to companies looking to accomplish significant revenue and profit growth. With her deep understanding of business, she is able to execute the building of powerful brands and high performance teams.

Alicia has provided consulting services for over 20 years to Fortune 500 companies, educational institutions, and government agencies including, Raytheon, Edison, Sony, MTA and Pepperdine University. Her key focuses are in communicating for results, leadership and organizational development, change management, customer service and career management coaching. Alicia has designed and facilitated a variety of workshops, events and strategy sessions. Her expertise in group facilitation includes bringing together professionals from diverse disciplines to talk and share ideas and processes that enhance their professions.

As an experienced speaker Alicia also teaches “Leadership” for the Business Department at the University of Maryland, College Park. In addition, as an adjunct professor for California State University, Fullerton, Alicia taught New Ventures in Entrepreneurial Leadership and Management in the MBA Program and Organizational Behavior in the undergraduate school.

Alicia earned her MBA from the Presidential/Key Executive Program at Pepperdine University and her undergraduate degree from Oberlin College. As a certified behavioral and values analyst, Alicia has the CPBA and CPVA designations.

**Bob L. Johnson** is a Los Angeles-based entertainment attorney who has been involved in the entertainment industry for nearly two decades as a film producer, senior music executive, and new media executive. He won a Peabody Award for his producing work on the film “A Huey P. Newton Story” by acclaimed director Spike Lee. As a senior executive with Atlantic Records, he oversaw west coast operations during the company’s tenure as the number one label in the music industry. Most recently, Bob was President of the Rights Division of Withoutabox.com, a recent acquisition of Amazon and IMDB. Withoutabox is the industry’s leading web-based digital platform for independent filmmakers and film festivals, with over 150,000 filmmakers from 200 plus countries. He is currently overseeing the launch of a new internet venture, Planet Illogica, a Myspace type online venture for artists and intellectual property rights holders.

As a practicing attorney, Bob specializes in representation of talent and companies involved in Film, Music, Television, New Media, Theater, Publishing, and Professional Sports. His services include: negotiation and drafting of employment, license, production, distribution, and copyright agreements; formation and

**Annie Inglis** joined Genentech nearly 6 years ago and has worked in operations through five launches and significant growth. She currently leads sales operations and information management and is the Business Architect for the Blueprint program which is replacing the Commercial IT infrastructure including Sales and Marketing, Reimbursement Services, Business Information, and supporting data infrastructures. Prior to Genentech she consulted with KPMG, Coopers & Lybrand and ran her own consultancy, in Business Process Re-engineering, Change Management, Operations, and large system implementation. Annie has worked with both private sector and government clients. She spent several years with the National Heath Service in the UK during healthcare reforms, and prior to that time in product management and marketing in the software industry. Starting life as a Mechanical Engineer with a BSc from Kingston University UK, she has since earned a Masters in Health Information Science from Warwick University UK, an EdD in International Organization and Leadership from USF and an MBA from St Marys College California. Annie has had the pleasure of working and consulting across Europe and in Africa, as well as here in the US. She spends her spare time with her four children, encouraging them to travel extensively and appreciate the diversity of life.
Carol Lindstrom is vice chairman of Deloitte & Touche USA LLP, leading the strategy and management function. Lindstrom served as a member of the Deloitte & Touche LLP Board of Directors for six years and has served on the DTT Global Board of Directors since 2003. Lindstrom has held many management and client leadership positions during her Deloitte career including: managing director of the Global Strategic Relationship Services in the U.S., managing director of Deloitte’s e-business unit, dc.com, managing director of the America’s Technology practice, managing director of the San Francisco and Orange County practices, lead client service partner for VISA and other clients.

Lindstrom joined Deloitte and Touche in 1995. Prior to joining Deloitte, she was a partner at Andersen Consulting for many years. She received her B.S. degree from the University of California, Los Angeles.

John Lippman is Senior Vice President of News and Operations for Univision Television Group, responsible for the news, promotion, and operations areas of the company’s 64 television stations and oversight of its local television websites. In his current role, he helps station news, promotion, and production departments share ideas and techniques to improve quality and make Univision stations more efficient and works with stations to develop general market-quality news and production techniques. John also advises station management in the selection of broadcast staff, motivation and discipline, capital budget planning, and strategy. He directly supervises the operations of the Univision and TeleFutura Affiliate News departments, whose personnel in Miami, Washington DC, and Los Angeles cover and distribute stories to stations and for the Univision network.

John joined Univision as a news consultant during 1994 and joined the company full-time in March, 1995 as Director of News Operations. He became Vice President of News Operations two years later. He was promoted to Vice President of News and Operations in 2001 and to his current position two years later.

At Univision, he has been part of the company’s due diligence and acquisition teams expanding the station group from 11 stations in 1995 to its current size. He headed the team that operated KMEX for three months in 1990 during a union work stoppage and ran Univision operations in Puerto Rico for six months in 2001 following the company’s takeover of WLII.

John came to Univision with more than 20 years of news management experience, including positions at KSTW-TV in Tacoma (Director of News and Public Affairs), KIRO-TV in Seattle (Executive Vice President of News and Public Affairs), and KCBS-TV in Los Angeles (News Director). John began his career as a broadcast engineer with WMAQ-TV in Chicago. He has also worked as a news reporter, producer, and assignment editor.

John is a graduate of Dartmouth College in Hanover, NH. He has completed general management training seminars with the Television Bureau of Advertising (at Harvard), the National Association of Broadcasters (at Notre Dame), and the Radio Television News Directors Association (at Wharton).

John volunteers in the community as vice chairman of the Program Advisory Board of the city of Los Angeles’ government television channel. He lives in Los Angeles, is married, and has three children.

Kit Lokey is the chairman emeritus of the Board of Directors and a founder of Houlihan Lokey Howard & Zukin, Inc. In addition to being chairman, Lokey was Houlihan Lokey’s CEO and president until 2002. His activities within the firm currently involve business development and strategic initiatives, including geographic expansion, acquisitions and strategic partners. He sits on a number of corporate and charitable boards, with the latter including the largest independent theatre group in the city of Los Angeles. Lokey earned a bachelor’s of science degree in engineering and a master’s in business administration from the University of California, Los Angeles.
Nnamdi Lowrie is a Principle in Deloitte Consulting’s Strategy and Operations practice. Nnamdi has more than 10 years of experience in advising Sr. Finance executives on transformational issues. Within Deloitte he focuses his work on driving leading Financial Management practices in the areas of Integrated Performance Management, Finance Operations and Finance Integration services. Prior to consulting, he had 5 years of finance and accounting experience in the Consumer Products industry. He received his master in business administration from the University of Michigan, Ann Arbor and his bachelor of business administration from Howard University in Washington, DC.

Seth Lubove is Los Angeles bureau chief for Bloomberg News, and a senior writer for Bloomberg Markets magazine. He joined Bloomberg in April 2006 after 16 years at Forbes, where he also served as Los Angeles bureau chief, deputy bureau chief, associate editor and staff writer. His areas of coverage include corporate strategy, entertainment, and companies in the Western U.S. Prior to joining Bloomberg and Forbes, Lubove was a staff writer at Florida Trend magazine from 1987 to 1990. He was also a staff reporter in the Pittsburgh bureau of The Wall Street Journal from 1985 to 1987 and a business reporter at The Miami Herald from 1983 until 1985. Lubove has a B.A. in English from the University of Pittsburgh and an M.S. in Journalism from Columbia University. He has received awards from the Los Angeles Press Club, the New York Press Club and the Society of American Business Editors and Writers, and was a finalist in the Public Interest category of the 2008 National Magazine Awards.

LaMar Lyons is the executive managing director and CEO of Rideau Lyons & Co., a privately held boutique investment banking firm. He has 24 years of experience in underwriting both municipal and corporate securities. Lyons was formerly associated with Morgan Stanley and L.F. Rothschild. Lyons has participated in financings exceeding $84 billion while at Rideau Lyons and other firms as either banker, advisor or sales/trading.

As a banker he has partaken in municipal financing issuances for education with the University of California, Stanford, Pepperdine, USC, MIT and LAUSD; affordable housing for the Cities of Los Angeles, Pasadena and Inglewood Redevelopment Agencies; transportation for the LAMTA; infrastructure improvements for the Cities of Victorville, Carson and the County of San Diego; general municipal facilities for School Finance Authority, the State Public Works Board of the State of California and equipment acquisition for the County of San Diego and State of California.

By any measure, Rideau Lyons & Co. has been quite successful in its areas of concentration, which include the underwriting, sale and trading of fixed-income securities and the reinvestment of bond proceeds. In the 25th anniversary issue of Black Enterprise (June 1997 annual list of black owned businesses) Rideau Lyons & Co.’s prowess in underwriting was ranked as the number two investment banking firm of some sixty five owned by African-Americans in the United States.

Lyons expanded the firm into corporate/merchant banking. He developed the Economic Development Merchant Banking as a new start-up division. With this initiative, the firm targets small and medium-sized domestic and international companies with proven track records with a desire to grow and prosper. The merchant banking division provides multiple areas of support from equity capital for growth, to expansions and development, strategy and growth consultation and access to managerial talent, new markets and investors.

Mr. Lyons has an extensive public sector background having worked for the late Los Angeles City Councilman Gilbert Lindsey; the City of Los Angeles Chief Legislative Analyst office; Assemblyman Elihu Harris, chairman, California State Legislature Judiciary Committee and the late United States Senator Alan Cranston.

As Chief of Staff for Elihu Harris, he shepherded legislation through the California State Assembly and Senate that established Martin Luther King’s birthday as a state holiday.

Lyons is an alumna of UCLA with a B.A. in Philosophy and was ASUCLA Student Body President. He received a JD degree from Howard University School of Law.

Eric Mark is Deloitte Consulting’s lead corporate and competitive strategy principal for Media & Entertainment. He works with traditional and emerging media and entertainment companies on business-strategy issues and has worked with all of the major movie studios and music companies, and related businesses such as post-production houses, game publishers, broadcast and cable networks and digital-distribution companies.

Mark has a significant market presence as a thought leader in media & entertainment and corporate strategy. He is a frequent speaker and panelist at industry conferences and colloquia, including NAB, CES, Digital Hollywood, the National Association of Recording Merchandisers, and the Wharton and NYU Media Conferences.

Prior to joining Deloitte Consulting, Mark was a senior member of the Media & Entertainment Strategy practice at IBM Global Business Services (formerly PricewaterhouseCoopers Consulting), and before that he was a manager in the strategy
practice at A.T. Kearney.

Mark holds a bachelor of mathematics in computer science from the University of Waterloo, an MBA in strategic management and marketing from The Wharton School of the University of Pennsylvania, and a master of arts in international studies from The Lauder Institute of the University of Pennsylvania. Mark is also a graduate of the Second City Conservatory and Writing programs. A native of Toronto and erstwhile denizen of Paris, he currently resides in Marina del Rey, California.

**Rick McAlpin** is vice president of Parsons Corporation, an engineering and construction firm with revenues exceeding $3.4 billion in 2008. He currently heads the corporation’s internal audit department.

During his 15 year tenure with the employee-owned company, McAlpin has worked in a variety of roles in operations, finance, and marketing/sales. McAlpin also worked for a major motion picture studio, designing and building the company’s first theme park outside of the United States.

At Parsons, McAlpin has been actively involved with the company’s training and development group, taking an instrumental role in the creation and implementation of the company’s project management certification program and advanced project management workshop.

McAlpin earned an MBA from the Andersen School at UCLA, and was valedictorian of the industrial engineering department at California State Polytechnic University, Pomona.

**Ilana Meskin** is president of Meskin Consulting, Inc. Meskin’s passion for leadership and organization development comes from an impressive corporate track record of over 25 years of professional human resources experience at two major companies, Amgen and ARCO, with significant accomplishments across both line HR and corporate functions. In her 16-year tenure at Amgen, she held key roles of increasing scope as her own career tracked the company’s hyper growth period, pioneering in HR while the company grew from a workforce of 2,000 to 20,000, and from $1B to $15B.

As the former executive director of leadership at Amgen, Meskin owned talent review processes such as succession planning for the top 100 leaders, executive assessments and drove a focus on career management at all levels. Prior to Amgen, Meskin’s career included 11 years with ARCO Solar, as director of HR until the acquisition in 1990 by Siemens.

She holds a B.A. in linguistics from York University, Canada, and is fluent in French. Meskin serves on the Board of Camp Ramah in California, and is a graduate of the Wexner Heritage Foundation program in communal leadership.

Currently, her consulting practice areas include executive coaching, talent management processes, and workforce change management and engagement.

**Thomas Molter** is Senior Vice President of Warner Bros. Pictures International. He is responsible for managing and maximizing the distribution of WBPI film product internationally, including print management and emerging formats. Molter evaluates new theatrical growth opportunities and revenue streams for the division, including: international digital cinema release strategies, IMAX and other 3D formats, emerging markets, such as China, Vietnam, Russia, etc. He also oversees WBPI’s international exhibitor relations program, establishes and implements divisional policies on all anti-piracy related activities, and serves as the chief corporate liaison for the division.

Prior to joining WBPI, Molter served as Vice President and Managing Director, Worldwide All Media, for the Motion Picture Association (MPA). Responsibilities included (1) the formulation of policy and implementation of strategies to address trade and regulatory issues relating to studio theatrical, home video/optical disc, television and international distribution in the United States and abroad and (2) policy guidance and oversight to the MPA’s wide network of international offices as well as analysis of worldwide trends regarding business and marketplace regulation.

He worked for several years in television production, producing a nationally syndicated outdoor sports program based in San Francisco and serving as a business development consultant for Showtime Networks in New York and Samuel Goldwyn Television Production in Los Angeles.

Molter graduated from the University of California, Berkeley with a B.A. in Communications/Journalism, and holds an MBA from the Anderson School of Management at the University of California, Los Angeles.
Caroline Nahas is managing director of Southern California for Korn/Ferry International and is also a member of UCLA Anderson’s Board of Visitors. Ms. Nahas has served as a member of the Executive Committee of Korn/Ferry International from December 1995 until August 1998 and she has also served on IHOP’s board of directors since 1992. Ms. Nahas is also a director of Whittier Holdings, Inc. and United Way of Greater Los Angeles.

Yolanda Parker, a technology visionary for 40 years whose career started at IBM, is the founder of KMS Software Company, a technology firm which specializes in Human Capital Management. An authority in process management, Parker focused her organization on developing systems to automate HR on-boarding and off-boarding processes, resulting in industry recognition and numerous invitations (including the US Congress’ Ways and Means Committee) to provide expert advice in the areas of e-signatures, and the use of portals and online forms to automate HR processes. KMS clients include American Express, O’Melveny & Myers, TD Ameritrade, Citigroup, BP, bebe, Guess, and GCI.

Aside from her professional accomplishments, Ms. Parker’s philanthropic activities include being on the Board of The Brain Trust, which is dedicated to raising funds for brain cancer research for Dr. Keith Black at Cedars-Sinai Medical Center; the Board of Real Medicine Foundation which is an international relief organization specializing in healing the wounds of disaster and poverty; and Find-A-Tree, an organization that works with inner-city youth to keep them motivated to stay in school and achieve their dreams. During the last Presidential Campaign, Ms. Parker served on Senator Obama’s National Finance Committee; in addition, she was appointed to the Democratic National Platform Committee and was a national co-chair of the Women’s Leadership Initiative Committee. Currently Ms. Parker is on the National Finance Committee for the Democratic National Committee. She received her BA and MA from NYU.

Cindy Rakowitz, co-founder, Blackman* Rakowitz Public Relations is a highly respected, award-winning executive with more than 20 years experience in marketing, communications, public relations, promotions and product development. Working in a variety of industries, including television, radio, magazines, film, packaged goods, sports, hospitality, fashion, music, healthcare and the internet, as well as launching her own firm RNR Public Relations, she boasts a track record of growth and success throughout her career.

Rakowitz may be best known for her tenure as Division President for Playboy Enterprises, where she ran international public relations, marketing, advertising, as well as the modeling agency for over 15 years. She worked on a daily basis with Playboy founder Hugh M. Hefner, heading up a 20-person department located in New York, Chicago and Los Angeles and with all outside domestic and worldwide creative agencies reporting to her. Most significantly, she broke new ground work in global brand promotion and partnership in emerging economies. She formed a loyal following from multiple constituents abroad including governments, business leaders, and charitable organizations. When the walls of communism disintegrated, Rakowitz spent many years teaching capitalism to Poland, the Czech Republic, Russia, Romania and Hungary. She literally created the first “black tie” event in Poland, the first golf tournament in the Czech Republic, and the first “ribbon-cutting” in China. Additionally, she had to educate and win over the angry women’s groups who held Playboy responsible for exploitation in Mexico, Romania, and Canada.

She recently served as Senior VP and General Manager for 5W Public Relations, where she was responsible for 26 major accounts. In addition to her work as a leading communications executive for companies like RKO General (now Gencorp) in New York and WWOR-TV, Rakowitz has been highly successful in planning and executing brand strategies for clients like Patron Tequila. Her campaigns created a high end, newly defined ultra-premium brand and had a significant impact on Patron tequila’s sales, generating an increase of 75 percent.

Rakowitz is also recognized for her expertise in all areas of corporate communications, including crisis management, internal communications, public affairs and investor relations. As a premier media trainer, she has a unique ability to help her clients deal with the press during unanticipated crises. Her high-profile clients include Ruth Pearl, the mother of assassinated Wall Street Journal reporter Danny Pearl, Sony Corporation, McDonalds, Tasker Products and Modavox Inc. For the past several years, Rakowitz has hosted “Stars of PR,” the only live weekly radio program devoted to public relations and marketing, which she created for VoiceAmerica™ Internet Radio. According to PR News, the show “fills a void in the public relations business.” Speaking several languages and proficient in Spanish, French and German, Rakowitz recently completed her second term in Mandarin Chinese at UCLA.
Eugene S. Rosenfeld is one of the nation’s leading real estate developers and has successfully led a number of major companies both in the residential housing and commercial real estate fields. Rosenfeld along with Apollo Advisors founded Western Pacific Housing, a residential development company which merged with Schuler Homes, Inc., a publicly traded homebuilder. Ultimately, the combined companies were sold in 2002 to D.R. Horton for $1.4 billion. His early work included eight years of service as president and CEO of Kaufman & Broad. Currently he is the sole proprietor of Forest Lane Group, a major investor and developer of commercial and residential property in both the U.S. and Europe. As a Los Angeles civic leader, Rosenfeld has served on numerous boards of art, health and academic organizations. He previously served as chairman and trustee of the UCLA Foundation and currently is a member of the UCLA Chancellor’s Associates. He is chairman of the Board of Visitors for UCLA Anderson School of Management and he also serves on the board for The Painted Turtle Camp. Rosenfeld received his bachelor of science in business administration from the University of California in 1956.

Kevin Tackaberry is Chief Human Resources Officer with Prospect Mortgage, the nation’s largest independent direct lender. At Prospect he is leading the efforts to integrate the human capital processes of several acquisitions. Prior to Prospect Tackaberry served as vice president Human Resources and Chief Information Officer for JM Eagle, the world’s largest manufacturer of plastic pipe. Previously, he served as Chief Administrative Officer and CIO for Triad Financial leading their shared services organization. At Triad, he achieved results by transforming the services organization from a transactional culture to a strategic, business focused, results orientated delivery model. Tackaberry has also held a variety of senior human resource and operational roles with Gateway Computers and 3M Company. He began his career implementing lean manufacturing processes at General Motors and teaching undergraduate management classes in organizational behavior at Michigan State University.

Tackaberry has an accomplished executive with extensive experience in leading strategic and transformational change, integrating acquisitions, and implementing business focused human capital processes. He has over 20 years of demonstrated success in a variety of industries and organizational types. While he is an accomplished human resource executive he also been successful in general management roles and brings a global orientation and a consultative approach. He has a passion for leveraging and aligning leadership, people, processes, and technology to achieve results.

Tackaberry earned both his MBA with an emphasis in Human Resources and BS in Engineering from Michigan State University where he received honors for his scholastic excellence. Additionally, he has completed post graduate studies in International Management and earned a Senior Professional in Human Resources designation.

Holly Taylor, senior vice president, entertainment/lifestyle Division, Rogers & Cowan has over a decade of experience in public relations, with diversified experience representing film, television, music and travel clients, as well as corporations, directing high-profile media campaigns. She has orchestrated more than 100 media events with VIPs ranging from Hollywood celebrities to the President of the United States, and she has created and executed major publicity campaigns, maintaining a strong track record of successfully placing clients in major national media.

She developed an expertise in the travel industry where for five years she represented Studio 54 impresario Ian Schrager and Morgans Hotel Group, his collection of luxury hotels around the world, including: Mondrian in L.A., Delano and The Shore Club in Miami, Hudson in NYC, and St. Martins Lane in London, among others.

Her array of special events have included New Year’s Eve in Times Square for which she managed all media relations for seven years, the launch and expansion of the Tribeca Film Festival founded by Robert DeNiro, and the Director’s Guild of America Awards, among others.

In the music arena, her clients have included Island / Def Jam Music Group, Interscope Records, Arista Records, the Recording Industry Association of America, and Marc Anthony. She directed all media for hip-hop mogul Russell Simmons and his initiatives for six years.

Taylor played a significant role in building the entertainment practice at Howard Rubenstein prior to joining Rogers & Cowan where she works with a diverse array of clients ranging from TiVo to Borba Skincare to Live Video and the Susan G. Komen Breast Cancer Foundation.
COMPETITION JUDGES

Millie Tezanos is an Alumna of Loyola Marymount University where she earned a Degree in Business Administration with an emphasis in Marketing and a minor in Spanish. She has over 20 years of experience working in different English and Spanish media companies like KTTV/Fox Television, Horizon Media, and Univision Television group.

Millie is currently the Vice President of Marketing and Promotions for Univision Television Group/Telefutura Television Group, the number one leading Spanish-language media company in the United States. She develops multi-market promotions and is in charge of quality control for the promotions departments at the local stations as well as the liaison with the network that include most local stations and network program launches. Millie also works as an in-house agency developing, writing, producing, and executive producing commercials for public service shoots for the Enterate platform and affiliate relations. Additionally, Millie assists with the digital TV half hour shows with Network and also assists with creative new revenue opportunities for all platforms for local stations.

Some of Millie’s accomplishments have been launching “Must See TV” Thursday nights for NBC; wrote, produced, oversaw, and directed teaser promos and campaigns that kept KMEX number one and has earned her multiple Emmys; helped produced staple shows like El Grito and the Rose Parade; was heavily involved with the launch of Telefutura Network cross multiplatform communications; and led the incredibly successful launch of a new Univision station in Puerto Rico making it the number 1 station in the market within 5 months. Millie also became a Cambridge Who’s who Inductee in 2007.

Jacquelyn Trask is Vice President, Human Resources Worldwide for JAFRA Cosmetics International, a 52-year-old cosmetics company with over a half million consultants throughout the world. JAFRA is dedicated to helping people become leaders and achieve financial independence by offering high-end cosmetics. In February, 2007, JAFRA became a National Supporter of the American Heart Association’s Go Red for Women campaign.

Over the course of a twenty-three year career in Human Resources, Jackie has led several HR organizations or HR functional areas for companies, including Triad Financial Corporation, Conexant Systems, Gateway (Director of Compensation, Benefits and Occupational Health and Safety for 24,000 employees) and Pepsico. Jackie has been a Human Resources consultant for the Hay Group and Towers Perrin, as well as a requested speaker for the Conference Board and several industry associations throughout her career. In 2007, Jackie was a panelist at the Milken Institute, a publicly supported, nonpartisan, independent think tank, speaking on the subject of, “The Carrot or the Stick: How Can Businesses Encourage Their Employees to Lead Healthier Lives?”

Jackie received a B.A. degree, Cum Laude from Harvard University and her MBA from the Wharton School specializing in Strategic Human Resources.

Willie Tucker is a managing partner at Newman Tucker Group, Inc. Tucker is responsible for the recruitment of middle to senior level management staff.

Tucker has worked in the recruiting field for 10 years. Prior to partnering with Chuck Newman, he was a senior staff consultant with Management Recruiters International where he successfully placed mid to senior level candidates in the information technology, sales and marketing areas. Additionally, Tucker consistently received recognition as a “Top Producer” within the firm.

A former nominee for the office of U.S. Ambassador to Nigeria, Tucker is a respected political consultant and fundraiser for national and state candidates. His unique style of professionalism as well as his vast network of political and professional associates is a contributing factor to the successes of the Newman Tucker Group.

A native of Southern California, Tucker holds an undergraduate degree in political science from UCLA as well as graduate degrees in political science from the University of Michigan, Ann Arbor.

John Ullmen, Ph.D., lectures on leadership for UCLA Anderson School of Management.

Based on his ongoing research and practice, he has published numerous assessment instruments, articles and books, including Don’t Kill the Bosses: Escaping the Hierarchy Trap; Invisible Bridges: Building Professional Relationships for Results; and Which Bird Gets Heard? How to Have Impact Even in a Flock.

As managing director of Ullmen Associates, LLC, an organizational effectiveness firm, Ullmen has extensive coaching and consulting experience at the senior management and CEO level. His clients span a wide range of Fortune 500 firms and industry leaders in technology, media/entertainment, consumer products, healthcare, finance, real estate, professional services, defense and government agencies.

Ullmen began his career as an officer in the U.S. Air Force,
where he served as a lead systems engineer for a top-secret Joint Chiefs of Staff intelligence program. He holds a B.S. from the USAF Academy, a master of public policy from Harvard University, and a Ph.D. in organizational behavior from UCLA.

Ullmen is a frequent keynote speaker for organizations and business events. He also holds a patent in the field of travel commerce granted by the U.S. Patent and Trademark Office. Ullmen lives in Woodland Hills, CA.

Estela Wolf is a Senior Consultant in the Strategy and Operations Practice at Deloitte Consulting, LLP and a recent graduate of UCLA Anderson School of Management. Wolf was the Lead Student Coordinator for the 1st annual Global Business Leadership Competition and was also one of six first-ever Student Counselors at UCLA Anderson.

Wolf’s background is in investment management, advising high net worth individuals and small corporations for 10 years before pursuing her MBA at Anderson. She began managing investor funds as a licensed commodities broker, while pursuing her undergraduate degree at University of Southern California. Wolf then co-founded and served as President a foreign currency trading fund that delivered annual returns of over 30% to investors for 4 consecutive years. Wolf later became a Partner in a real estate development firm, Pacificland Properties, Inc., where she evaluated opportunities, spearheaded fundraising efforts, and managed the firm’s real estate investments. She has conducted numerous seminars educating investors about diversifying their financial portfolios to include international investments.

Throughout her entrepreneurial endeavors, Wolf has consulted numerous companies on a variety of business development challenges, including corporate strategy, sales & marketing strategy, franchise & expansion and branding. It were these experiences that prompted Wolf to pursue a career in management consulting with Deloitte.

Estela Wolf has a Bachelors degree in Communication and Journalism from the University of Southern California and a Masters in Business Administration from the Anderson School of Management at University of California at Los Angeles.

Jessica Wolf, a recent UCLA Anderson graduate, was a member of the student team that developed and executed the first Global Business Leadership Competition last year. While at Anderson, Wolf was a student member of HARRT, a network of human resources executives and academics, and contributed to the quarterly newsletter. Upon graduation, Wolf joined Amgen Inc., a leading human therapeutics company in the biotechnology industry. At Amgen, Wolf is part of a rotational program in the Human Resources Department with her first assignment in the HR Operations group. In this current role, she has been responsible for executing outsourcing efforts, leading retirement programs for over 500 staff world-wide and implementing a quarterly metrics assessment for HR Operations.

Before business school, Wolf worked as a Senior Associate at a start-up asset management firm, Epoch Investment Partners, in New York City. Over her three years at Epoch, she assisted with the formation of the new firm and led various human resources initiatives.

Wolf received her MBA from UCLA Anderson School of Management and graduated with a Bachelor of Arts in Psychology from University of California, Los Angeles.
**Dr. Antonio Bernardo** is a professor of finance at the UCLA Anderson School of Management where he has held an appointment since 1994. He currently serves as department chair and senior associate dean for academic affairs. He received his Ph.D. in Economics in 1994 from Stanford University. His research interests are in the areas of valuation, corporate finance, and information in financial markets. Professor Bernardo has published papers in many leading academic journals including the *Journal of Political Economy, Journal of Finance, Journal of Financial Economics,* and the *Review of Financial Studies.* He has won numerous teaching awards including the Neidorf Decade award for outstanding teaching over a ten year period. Professor Bernardo also has extensive consulting experience with clients including Amgen, Nordstrom, and Rio Tinto.

**Dr. Hilla Dotan** is a full-time faculty member in the Organizational Behavior department at the Recanati Graduate School of Business Administration at Tel-Aviv University. Dr. Dotan received her Ph.D. Degree in Organizational Behavior from the UCLA Anderson School of Management, and her B.A. degree in Economics and Psychology from the University of Utrecht in the Netherlands. Dr. Dotan teaches in the Executive MBA and Full-time MBA programs at Recanati and is currently teaching her new course: “Relationships: the New Business Bottom Line” which focuses on building effective relationships and networks at work to improve outcomes for leaders, their employees and the organization. Dr. Dotan also teaches Networking and Leadership in the executive “Lahav” institute at Tel-Aviv University. Dr. Dotan’s research focuses on informal social relationships at work, specifically workplace friendships. She examines how workplace friendships come into existence and how and why they develop and evolve in ways that impact key job outcomes such as organizational commitment and performance. Hilla also heads a private consultancy that specializes in cross-cultural negotiations and in building effective relationships with peers, subordinates, and clients. The tools and assessment instruments used in the firm are based on Dr. Dotan’s ongoing research and practice. She has coached senior management and CEO’s of industry leading companies in the Netherlands, Israel, and the US.

**Dr. Noah Goldstein** is a faculty member at UCLA’s Anderson School of Management. Dr. Goldstein’s academic research and writing on the topic of persuasion and group conformity have been published in many of the premier scholarly outlets in psychology and business, including *Harvard Business Review, MIT Sloan Management Review,* and the *Journal of Personality and Social Psychology.* Dr. Goldstein is co-author with Robert Cialdini of the New York Times best-seller *Yes!: 50 Scientifically Proven Ways to Be Persuasive.* His research has been featured in numerous media outlets, including *New York Times, NPR’s Marketplace* and the *Harvard Business Review* 2009 List of Breakthrough Ideas. He has also consulted for a number of public and private organizations, including Accenture, the United States Census Bureau, and the United States Forest Service.

**Dr. David Lewin** is the Neil H. Jacoby Professor of Management, Human Resources and Organizational Behavior at the UCLA Anderson School of Management and the initiator of the Global Business Leadership Competition. In the UCLA Anderson School, Professor Lewin teaches MBA courses in Leadership Foundations, Pay and Rewards in Organizations, and Management of Human Resources, and a Ph.D. course in Advanced Studies in Human Resource Management.

**Dr. Sanjay Sood** is an Associate Professor of Marketing at the Anderson Graduate School of Management, UCLA. His research and teaching expertise lies in the area of brand equity and consumer decision making. His research has been published in leading marketing and psychology journals including the *Journal of Consumer Research, Journal of Marketing,* and *Cognitive Psychology.* Sanjay is an associate editor at the Journal of Consumer Psychology, and is on the editorial review boards of the *Journal of Consumer Research* and the *Journal of Marketing Research.* Sanjay obtained his Ph.D. in Marketing from the Graduate School of Business, Stanford University. Sanjay also received an MBA degree from the Kellogg Graduate School of Management, Northwestern University, majoring in marketing and strategy. He gained industry experience in product marketing at Centel Corporation, which later became a division of Sprint. Before joining Centel, he completed a BS degree in Electrical Engineering from the University of Illinois, Urbana-Champaign. Prior to joining UCLA, Sanjay was an Assistant Professor at the Jones Graduate School of Management, Rice University. Sanjay has won several awards for excellence in teaching and student mentoring.
Professor David Lewin
Neil H. Jacoby Chair in Management
Faculty Lead

Initiator of the Global Business Leadership Competition (GBLC)
and head of GBLC Development Team

Dr. David Lewin is the Neil H. Jacoby Professor of Management, Human Resources and Organizational Behavior at the UCLA Anderson School of Management and the initiator of the Global Business Leadership Competition. A specialist in human resource management and industrial relations, Lewin has published 19 books and more than 150 articles. Among his books are The Modern Grievance Procedure in the United States; International Perspectives and Challenges in Human Resource Management; Human Resource Management: An Economic Approach; The Human Resource Management Handbook; Contemporary Issues in Employment Relations; and Advances in Industrial and Labor Relations, Volume 15. Lewin is presently writing two new books, one on Conflict Management in the Modern Corporation and the other on The Dual Theory of Human Resources and Business Performance. Prior to joining UCLA, he served as professor, director of the Ph.D. program, director of the Human Resources Research Center, and director of the Senior Executive Program at the Columbia University Graduate School of Business. In the UCLA Anderson School, Professor Lewin teaches MBA courses in Leadership Foundations, Pay and Rewards in Organizations, and Management of Human Resources, and a Ph.D. course in Advanced Studies in Human Resource Management. He also presently serves as faculty director of the Advanced Human Resource Management executive program. In 2004, Lewin received the Anderson School Executive MBA Program Outstanding Teaching Award and, in 2007, received the Anderson School Neidorf Decade Teaching Excellence Award. He also serves as a consultant to business, government and nonprofit organizations in the U.S. and abroad.

Stella G. Marks
Assistant Dean, UCLA Anderson
Faculty Lead

Stella G. Marks is the assistant dean at UCLA Anderson. In this capacity, she serves as the chief of staff and director of the dean office, as well as the liaison to the UCLA Anderson Board of Visitors. Marks is a skilled administrator in both academic and non-academic settings, having served as business manager for JAMS, Inc., the nation’s largest private alternative dispute resolution provider, in Orange, CA, and as the executive assistant to the executive vice chancellor & provost at the University of California, Riverside. Marks began her career as an appellate attorney and litigator with Cowles & Thompson, P.C. in Dallas, Texas. Her interest and expertise in public policy led her to Washington, DC, where she spent several years with the U.S. Commission on Civil Rights as a senior attorney and special assistant, directing research and fact-finding projects affecting Federal and State civil rights policy. Marks received a B.A. in history from Texas Tech University, where she graduated with high honors, and a J.D. from the University of Houston, where she was a member of the Houston Law Review, and was named Outstanding Associate Editor.
**STUDENT COMPETITION PLANNING COMMITTEE**

**Meera Damle**  
Lead Student Coordinator  
meera.damle.2009@anderson.ucla.edu  
Meera Damle graduated from Washington University in St. Louis in 2004 with majors in marketing and psychology. She spent three years working in Kayne Anderson Rudnick Investment Management’s private client group and completed a summer internship with Zynx Health, Inc, a Los Angeles based healthcare company. Upon graduation, Damle aims to work for a medical devices company as a product manager.

**Tulika Kundu**  
Participating Schools Coordinator  
tulika.kundu.2009@anderson.ucla.edu  
Tulika Kundu is a double Bruin, receiving her B.S. in mathematics/economics from UCLA in March of 2002 and then returning to UCLA Anderson to receive her MBA in June of 2009. Prior to returning to UCLA, Kundu was a senior analyst in the mortgage banking industry. After graduating from UCLA Anderson, Kundu plans to move to Austin, Texas to pursue a career in corporate finance.

**Aimee Fox**  
Logistics Coordinator  
aimee.fox.2009@anderson.ucla.edu  
Originally hailing from Portland, Maine, Aimee Fox pursued her undergraduate studies at Clemson University where she was named an All-American Athlete in the sport of rowing. Prior to business school, she worked as a general manager for Coffee Bean & Tea Leaf for three years. Fox plans to use her strategy and operations prowess to change the world one non-profit at a time.

**Nina Pelham**  
Volunteer Coordinator  
christina.pelham.2010@anderson.ucla.edu  
Nina Pelham is a first-year student at UCLA Anderson studying international strategic planning with a special interest in corporate social responsibility. Prior to Anderson she worked for the Netherlands Foreign Investment Agency, consulting U.S. clients regarding optimal European expansion strategies. This fall she will be studying at the IAE Business School in Pilar, Argentina. Pelham has a B.A. in economics/international area studies from UCLA.

**Chris Kachel**  
Module Development Coordinator  
christopher.kachel.2009@anderson.ucla.edu  
Chris Kachel graduated from the University of Washington with a degree from the Honors Program. Before coming to UCLA Anderson, Kachel worked at New Line Cinema where he developed films such as *Snakes on a Plane, Wedding Crashers, The Golden Compass,* and *Iron Man* (before Paramount acquired the rights). While at Anderson, Kachel has worked at Disney in the motion pictures strategy group where he planned the introduction of a new digital distribution project and at NBC Universal in the digital strategy and operations department.

**Ardelle Potter**  
Sponsorship Coordinator  
ardelle.potter.2009@anderson.ucla.edu  
After graduating from Northwestern University (Chicago, IL) with degrees in communication studies and psychology, Ardelle Potter spent several years in advertising. At Leo Burnett, an international advertising agency under the Publicis Groupe, she was an account executive on the U.S. Army account. She then transitioned to Motorola as a global marketing & communications specialist, where she developed several global advertising campaigns, including the creation of innovative web content for key products. Upon graduating from UCLA Anderson this June, Potter will be joining Nestlé as part of their brand management team.

**Neha Kapadia**  
Operations Coordinator  
neha.kapadia.2009@anderson.ucla.edu  
Neha Kapadia graduated from the University of Southern California with a B.S. in finance and international business in 2002. Prior to joining UCLA Anderson, Kapadia worked in finance for four years at Kaiser Permanente in Northern California. After completing her MBA/MPH dual-degree joint program this June, Kapadia is planning to work in healthcare strategy and operations.

**Lan Ta**  
Marketing Coordinator  
lan.ta.2009@anderson.ucla.edu  
Lan Ta graduated with a B.S.B. degree in finance and management information systems from the University of Minnesota in 2003. Prior to attending UCLA Anderson, she worked as a consultant in the strategy & operations practice at Deloitte Consulting in Minneapolis. Ta spent this past summer at Sears Holdings Corporation as an operations intern and will be returning to Deloitte Consulting in the fall of 2009 after completing her MBA studies.
## PARTICIPATING SCHOOLS

<table>
<thead>
<tr>
<th>Fudan University School of Management</th>
<th>HEC School of Management</th>
<th>HEC School of Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shanghai, China</td>
<td>Paris, France</td>
<td>Paris, France</td>
</tr>
<tr>
<td>Jean-François Benoit</td>
<td>Lorenzo Casadio</td>
<td>Chiara Marcati</td>
</tr>
<tr>
<td>Feng Chen</td>
<td>Chiara Marcati</td>
<td>Chiara Marcati</td>
</tr>
<tr>
<td>Lei Du</td>
<td>Gil Mendelson</td>
<td>Gil Mendelson</td>
</tr>
<tr>
<td>Xiaojing Luo</td>
<td>Goran Nesic</td>
<td>Goran Nesic</td>
</tr>
<tr>
<td>Chengliang Zhang</td>
<td>Fabrice Pingault</td>
<td>Fabrice Pingault</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>London Business School</th>
<th>National University of Singapore</th>
<th>Seoul National University</th>
</tr>
</thead>
<tbody>
<tr>
<td>London, England</td>
<td>Singapore</td>
<td>Graduate School of Business</td>
</tr>
<tr>
<td>Rajiv Chandna</td>
<td>Karla Hotchkiss</td>
<td>Seoul, Korea</td>
</tr>
<tr>
<td>Andras Mecser</td>
<td>Saurabh Kaushik</td>
<td>Minna Ahn</td>
</tr>
<tr>
<td>Robert Parikh</td>
<td>Megha Mittal</td>
<td>Won jae Ji</td>
</tr>
<tr>
<td>Jay Patel</td>
<td>Apurbakanti Mukherjee</td>
<td>Jubi Park</td>
</tr>
<tr>
<td>Brechje Hendrica Okker</td>
<td>Richard Rubnan Pacht Que</td>
<td>Hyun-Woo Rho</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Peking University</th>
<th>Queen's School of Business</th>
<th>Tel Aviv University, Recanati Graduate School of Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beijing, China</td>
<td>Toronto, Canada</td>
<td>Tel Aviv, Israel</td>
</tr>
<tr>
<td>Seongsoo Jang</td>
<td>Brenna Donoghue</td>
<td>Ran Avnimelech</td>
</tr>
<tr>
<td>Jiankun Jing</td>
<td>Adam Grahn</td>
<td>Aviad Front</td>
</tr>
<tr>
<td>Qunxing Mah</td>
<td>Karim Hemani</td>
<td>Raviv Levi</td>
</tr>
<tr>
<td>ChengYee Raymond Soon</td>
<td>Benjamin Reynolds</td>
<td>Hannan Saltzman</td>
</tr>
<tr>
<td>Lin Tao</td>
<td>Farnaz Shahed</td>
<td>Assaf Sofrin</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Instituto Tecnológico Autónomo de México (ITAM)</th>
<th>University of California, Los Angeles, Anderson School of Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>México City, México</td>
<td>Los Angeles, United States</td>
</tr>
<tr>
<td>Jorge Antonio Aguayo Cabrero</td>
<td>Alberto Adorini</td>
</tr>
<tr>
<td>Max Miles Beckett</td>
<td>Yod Chinsupakul</td>
</tr>
<tr>
<td>Ignacio Manuel Jarero Penichet</td>
<td>Oksana Hickok</td>
</tr>
<tr>
<td>Erwin López Correa</td>
<td>Guillermo Lagos</td>
</tr>
<tr>
<td>Jorge Ruiz Escamilla Arrioja</td>
<td>Marcos Perez</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tel Aviv University, Recanati Graduate School of Business Administration</th>
<th>University of Chicago, Booth School of Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tel Aviv, Israel</td>
<td>Chicago, United States</td>
</tr>
<tr>
<td>Ran Avnimelech</td>
<td>Byron Boone</td>
</tr>
<tr>
<td>Aviad Front</td>
<td>Ulrika Haug</td>
</tr>
<tr>
<td>Raviv Levi</td>
<td>Iqbaljit Kahlon</td>
</tr>
<tr>
<td>Hannan Saltzman</td>
<td>Jasper G. Platz</td>
</tr>
<tr>
<td>Assaf Sofrin</td>
<td>Lisa Stefanac</td>
</tr>
</tbody>
</table>
This competition could not have been possible without the unwavering support of Anderson staff members, who have played integral roles in the planning and execution of this very special event.

Antonio Bernardo, Professor of Economics and Finance
Jeff Dubkin, Coordinator of Student Services
Scott Fletcher, Web Production and Design
Dominique Hanssens, Bud Knapp Professor of Marketing
Michael Heafey, General Manager, UCLA Anderson facility
Jill Hisey, Director of Special Projects
Tracey Kleber, Director of Major Gifts and Regional Giving
Randy Lakeman, Director of Development
Lark London, Publications Art Director/Designer
Cornelia Marsh, Director of Creative Services
Angelina Moreno, Associate Director of Corporate and Foundation Relations
Denise Seifried, Consultant to UCLA Anderson School of Management
Sanjay Sood, Associate Professor of Marketing