UNICON TDC 2018
Executive Education & Beyond: Growth through Unique Partnerships
November 28 – 30, 2018

SESSIONS & BIOS

Welcome!

Day 1 – Wednesday, November 28, 2018

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<td>9:00 – 12:00 PM</td>
<td>REGISTRATION</td>
<td>2nd floor lobby</td>
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<td>10:00 – 11:00 AM</td>
<td>MEET FOR UMD CAMPUS TOUR</td>
<td>Main Hotel Lobby</td>
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<tr>
<td>11:00 – 12:00 PM</td>
<td>NEWCOMERS WORKSHOP</td>
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<td>12:00 – 1:00 PM</td>
<td>WELCOME LUNCH</td>
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<td>WELCOME COMMENTS &amp; OPENING ACTIVITY</td>
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Alexander J. Triantis, Ph.D.
Dean, Robert H. Smith School of Business
University of Maryland, College Park

Alex Triantis is dean of the Robert H. Smith School of Business at the University of Maryland. Triantis joined the Smith School in 1995, first as a visiting associate professor, then an associate professor of finance, professor of finance, chair of the finance department and co-founder of the Center for Financial Policy, and now as the eighth dean of the Smith School of Business. Smith is a highly ranked business school with multiple undergraduate, MBA and EMBA rankings in the top 25 of various publications. Smith faculty are consistently ranked in the top 15 by both the Financial Times and Businessweek, and the University of Texas-Dallas ranking of research productivity.
As a highly regarded expert in the area of financial strategy and corporate finance and valuation, Triantis has published numerous articles in leading academic journals, including the Journal of Accounting and Economics, Journal of Finance, Journal of International Economics, Journal of Law and Economics, Management Science, and the Review of Financial Studies, and in practitioner journals such as RISK, Journal of Applied Corporate Finance and Mergers and Acquisitions. His research has been featured in Businessweek, CFO magazine, the Financial Times, the New York Times, the Wall Street Journal and numerous other periodicals. He currently serves on the Editorial Advisory Board of the Journal of Applied Corporate Finance. He has also served as Editor of Financial Management (1999-2005) and Associate Editor of Management Science.

Triantis has consulted and provided executive training in the areas of corporate finance and valuation, including issues related to capital investment decision making, financing strategies, risk management, real options analysis, derivatives pricing, and project finance. Clients have included multinational corporations and organizations such as Airbus Industrie, BHP Billiton, CSX, Dupont, EY, Hyatt, Jefferies and Company, Lockheed Martin, Marriott International, Morgan Stanley, Northrop Grumman, PricewaterhouseCoopers, U.S. Dept. of Energy, and the World Bank. He is a frequent speaker at domestic and international conferences and executive forums. He has received numerous awards and citations for teaching excellence, including being a two-time recipient of Smith School’s top award (Krowe Award), and being named by Business week as an Outstanding Professor at the University of Wisconsin and the University of Maryland.

Triantis received his Ph.D. from Stanford University in 1988. Prior to joining University of Maryland’s faculty in 1996, he was a visiting scholar at the MIT Sloan School of Management, and an Assistant and Associate Professor at the University of Wisconsin. He served as Chair of the Smith School’s Finance Department from 2006-2011.

Christine Lomer Thompson, MBA, ED.D.
Executive Director, Executive Education
Robert H. Smith School of Business

Dr. Thompson is an experienced and accomplished leader in higher education with strong expertise in executive development programming, enrollment management, international programming, and program and curricular design. Prior to over fifteen years in the higher education industry, Thompson spent over nine years at the IBM Corporation and at PricewaterhouseCoopers, LLP, gaining experience that included managing a national sales operations team, leading strategic business development initiatives, and delivering operational excellence at the contract level.

Thompson, returning to the Robert H. Smith School of Business, leads its Executive Development Programs offerings. Prior to her return in January 2018, she served as the Executive Director of Columbia College’s Institute for Leadership & Professional Excellence and as a Senior Lecturer in Leadership. She was a member of the president’s leadership team and oversaw the Institute’s five centers: the Center for
Dr. Thompson graduated cum laude with a B.A. degree in economics and business administration from Kalamazoo College, Kalamazoo, Michigan. She earned an M.B.A. from the Robert H. Smith School of Business at the University of Maryland and a doctorate in Higher Education Management from The Institute of Higher Education at the University of Georgia.

Peter Hirst
Associate Dean, Executive Education
MIT Sloan School of Management
UNICON Board Chair

Dr. Peter Hirst leads the team of professionals who partner with clients and faculty at the MIT Sloan School of Management to develop, design, and deliver innovative executive education programs for individuals and companies.

Formerly CEO of the commercialization, consulting, and executive education business of the London School of Economics, he has over fifteen years of experience in international strategy, technology consulting and organizational development. He has also served as a director and board adviser to businesses and non-profit organizations on three continents. He is a past president of the British American Business Council of New England, for which he currently serves as a board director and a founding member of its Energy and Environment Committee, and is a trustee of the American Foundation of the University of St Andrews in Scotland.

Peter earned a PhD from the University of St Andrews, Scotland, for research in plasma physics and microwave engineering. After a period of academic entrepreneurship in a variety of related fields, including optoelectronics, neural network computing, and the interfaces between technology and terrorism, he was appointed Westminster Fellow in the UK Parliamentary Office of Science and Technology, where he advised MPs and Peers of all parties on policy issues in the physical sciences, defense and IT.

In 2012, Peter was named a Member of the Most Excellent Order of the British Empire (MBE) by Queen Elizabeth II in recognition of his service to British and American business and academia interests.
Kianna Boatswain, MBA  
Associate Director, Executive Education  
Robert H. Smith School of Business

Kianna Boatswain is the Associate Director of Executive Education at the Robert H. Smith School of Business, where she oversees all program operations and cultivates business opportunities for program partnerships in the U.S. and China. Kianna received her BA in International Relations & Chinese from Miami University (OH) and holds an MBA from the University of Maryland, Robert H. Smith School of Business. 

Prior to her current role, she oversaw the Executive MBA Program in Beijing and managed a mixed portfolio of both domestic and international custom programs. Her portfolio included programs with CSX Transportation, Lockheed Martin, PwC and T.Rowe Price.

2:15 – 3:45 PM  
PLENARY – EVERY REVOLUTION REQUIRES EVOLUTION- EDUCATING EXECUTIVES FOR THE 4TH INDUSTRIAL REVOLUTION  
Salon A/B

The world is changing rapidly and when this is happening humans bring out the big gun: the next industrial revolution and this time it is number 4. As educators, we have to ask ourselves how we prepare current and future executives in a world that revolves around artificial intelligence, interconnected devices and augmented reality. Is what we are sharing with our audience still relevant in this new world of big data, autonomous vehicles and drones? For the most part, these new realities seemed - until recently - mostly outrageous.

Every revolution requires evolution and with that a rethinking of learning outcomes. Dr. Schlake presents ideas from his upcoming book - the Nine Future Faces of Champions - to give some insight in what he sees a key executives skills, actions and mindsets to come up on top in this revolution. The session will focus on two components - the relevance of improvisation and outrageous ideation and how they are being taught in programs at the Smith School. Be prepared to be outraged.

Oliver Schlake, Ph.D.  
Clinical Professor, Management & Organization  
Robert H. Smith School of Business

Dr. Oliver Schlake is a Full Clinical Professor and Senior Executive Teaching Fellow at the Robert H. Smith School of Business at the University of Maryland, College Park; a senior business consultant, entrepreneur and researcher. Oliver is a multi-award winning professor, teaching classes at the Undergraduate and Graduate level as well as for the Executive MBA program in Innovation Management, Industry and Competitor Analysis, Business Strategy, Corporate Venturing, Entrepreneurship and Creativity for Business Leaders. At Smith School, he directs the Undergraduate Entrepreneurship Fellows
He is an inaugural fellow of the University of Maryland’s Academy for Innovation and Entrepreneurship.

He earned a Ph.D. in Mechanical Engineering from the University of Paderborn’s “Heinz Nixdorf Institute”, Germany. His Master’s Degree is in Industrial Engineering and Business Administration from the same institution. Prior to joining the Robert H. Smith School of Business in January 2006, Oliver was Assistant Professor for E-Business and Business Strategy at National University, San Diego.

Oliver has authored and co-authored four books and 60 journal publications on long-term strategic planning, technology management and business intelligence. His current research interest is in the field of innovation strategy, scenario planning, business foresight, and corporate entrepreneurship. His work on collaborative scenario-planning is known worldwide and applied by several large organizations as their core strategic planning tool.

3:45 – 4:00 PM BREAK

4:00 – 5:00 PM PLENARY – LIFELONG LEARNING & EXECUTIVE EDUCATION: THE FUTURE FOR BUSINESS EDUCATION

Salon A/B

Tom R. Robinson
President and Chief Executive Officer
AACSB

Thomas (Tom) Robinson serves as president and chief executive officer (CEO) of AACSB International, the primary global accreditor and membership organization of business schools worldwide. As president and CEO, Robinson works alongside the organization’s board and global network of staff, members, and volunteers to foster engagement, accelerate innovation, and amplify impact in business education.

Prior to joining AACSB, Robinson spent seven years at CFA Institute, most recently as managing director of the Americas and managing director of education globally, providing vision and leadership for a 100+ member global team—which produced and delivered educational content and programs for candidates, members, other investment professionals, and universities. Robinson also served as co-executive sponsor of CFA Institute’s Future of Finance Initiative.

Prior to joining CFA Institute, Robinson spent 14 years at the University of Miami, serving as a tenured accounting faculty member and in several administrative roles including department chair, director of the Master of Professional Accounting program, and director of Personal Financial Planning programs. He taught graduate courses in financial statement analysis, personal financial planning, and valuation. Throughout his academic career, Robinson has won several teaching awards, has published regularly in academic and professional journals, and has authored or coauthored many books.
Prior to joining the University of Miami, Robinson practiced public accounting and financial planning for 10 years, primarily with Deloitte and Pritchett Dlusky & Saxe in Columbus, Ohio. Concurrently, during his professional and academic careers, he has also served as a consultant and investment advisor to individuals, law firms, accounting firms, professional associations, and governmental agencies in the areas of wealth management, financial statement analysis, and valuation.

Robinson is a CFA charterholder, a Certified Public Accountant (CPA) (Ohio), a Certified Financial Planner® (CFP®), and a Chartered Alternative Investment Analyst (CAIA). He holds a bachelor’s degree in economics from the University of Pennsylvania and a master's and doctorate from the Weatherhead School of Management at Case Western Reserve University.

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<td>5:45 – 6:45 PM</td>
<td>RECEPTION</td>
<td>Top of the 7’s (Penthouse)</td>
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<td>6:45 – 9:00 PM</td>
<td>DINNER &amp; AWARDS</td>
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**Day 2 – Thursday, November 29, 2018**

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Get oriented for the day with a morning brew of today’s activities.

**Christine Lomer Thompson, MBA, ED.D.**  
Executive Director, Executive Education  
Robert H. Smith School of Business

8:00 – 10:00 AM  
PLENARY – SHAPING OUR FUTURE, SHAPING OURSELVES  
Salon A/B

This session explores how to revitalize and renew a sense of collaboration in pursuing higher standards of excellence while amplifying the institution’s commitment to discovery, innovation, learning, and teaching. This session is designed to enable participant’s address how to apply the *contemplation-desire-design-creation* model to influence their future and how to leverage imagination, systemic, and design thinking to create new value.
Impactful insights, real world examples and reflections will enable participants to reconnect with their aim and stimulate key leadership imperatives to influence and mobilize their team towards a desired future. This session will enable participants to embrace the future with healthy, invigorating and pragmatic optimism.

J. Gerald Suarez, Ph.D.
Professor of Practice, Systems Thinking
Robert H. Smith School of Business

Dr. J. Gerald Suarez is Professor of the Practice at the University of Maryland Robert H. Smith School of Business. Suarez joined the Smith School of Business in 2005 as Executive Director of the multidisciplinary Quality Enhancement Systems and Teams (QUEST) Honors program. He is a faculty member in the Management and Organization Department as well as in the Honors College. He is a Fellow with the Center for Leadership, Innovation and Change and a Distinguished Fellow in the Academy for Innovation and Entrepreneurship. From 2008 to 2010 he served as Associate Dean of External Strategy.

Suarez is a two-time recipient of the prestigious Allen J. Krowe Teaching Excellence Award, and has been consistently selected a Top 15% Faculty Member at the Smith School. In 2017 he was nationally recognized as “Favorite Professors of Class of 2017” by Poets and Quants, and as a Phillip Merrill Presidential Scholar in 2008.

Suarez served for over 11 years, under two administrations in the White House as the Director of Presidential Quality-- the first such post in the institution’s history. He traveled aboard Air Force One and Presidential helicopters in numerous missions worldwide in direct support of President Bill Clinton and President George W. Bush.


Suarez holds a master's degree and a Ph.D. in Industrial-Organizational Psychology from the University of Puerto Rico, and is a certified Chief Information Officer by The National Defense University Information Resources Management College. Suarez was trained at the Hasso-Plattner Design Institute at Stanford University in Innovation and Design Thinking. In 2017 he was inducted into the Omicron Delta Kappa National Leadership Honor Society, for his exemplary scholarship and leadership.

10:00 – 10:15 AM BREAK

10:15 – 11:15 AM PLENARY – THE HACKER WAY: USING THE MINDS OF HACKERS, GENIUSES AND GEEKS FOR ORGANIZATIONAL INNOVATION
Salon A/B

This session will be an exploration of the individual and collaborative mindset used for hacking - inventive solutions executed through non-obvious means. Attendees will learn how the minds of hackers work and what makes them so inventive. The goal is to enable participants to perform personal reflection and social exploration such that they become more innovative within their organizations. The intent of this session is
to empower participants to be the solvers of the world's biggest issues, now and into the future.

Timothy Summers, Ph.D.
Director of Innovation, Entrepreneurship, and Engagement
University of Maryland, College Park

A hacker, professor, author, frequent media commentator, TED speaker, and consulted expert, Dr. Timothy C. Summers is internationally recognized as one of the world’s leading experts on cyber security, how hackers think, blockchain, and normal chaos. Timothy is a trusted adviser and consultant to Fortune 500 companies, academic institutions, and governments worldwide. A coder since 10 years old and a hacker since 12, he specializes in using the hacker’s mindset and the normal chaos paradigm to design and implement solutions that are survivable, sustainable, and profitable. Overall, he has been involved in closing over $4 billion USD in business to date.

Hailed as being one of the world’s leading hackers, Dr. Summers is the CEO of Summers & Company, a cyber advisory firm specializing in strategies and training involving cyber security, blockchain, and cryptocurrencies, using scholarship and practice techniques to evaluate management decisions to ensure that organizations can deal with a variety of uncertainty. He is the Director of Innovation, Entrepreneurship & Engagement within the College of Information Studies (Maryland’s iSchool) at the University of Maryland, College Park. Timothy is also the Director of the InnovationWorks Lab (iWorks), a group that uses disruptive technologies like blockchain, data science, and the hacker’s mindset to perform solution finding for society’s toughest problems. Previously, he was an Executive Advisor for Booz Allen Hamilton and a Security System Designer for the Department of Defense and the Intelligence Community where he designed and developed security solutions for autonomous and futuristic military applications.

Timothy is a visionary, a serial entrepreneur, an inventor, a peer facilitator, and a respected scholarpractitioner – a combination that is more than rare among academics and even more so among cyber security or blockchain consultants. His leadership, insights and the resources afforded by his firm have translated into real value for clients, both commercial and government, from helping organizations prepare for cyber crises that could have cost hundreds of millions in losses to advising foreign governments on the communication techniques of terrorist groups. He is frequently requested to provide expert commentary by media outlets and academic institutions, both domestic and international, on topics of risk, cyber crises, and blockchain. Dr. Summers has been a featured expert for CNN, Fox Business, CNBC, CCTV, NPR, Harvard University, the Antwerp Management School, and many others. Timothy is also recipient of the 40 Under 40 Award for recognition as one of the top young leaders in his field.

Dr. Summers is a Member of the Advisory Board for the CIP Institute, a non-profit Europe-based organization that brings together scientists and practitioners in the field of crisis. He is also on the Advisory Board of McKinley Technology High School, a
science, technology, engineering and mathematics (STEM) high school for the District of Columbia.

He carries a Scientiæ Baccalaureus in Computer Science from Elizabeth City State University, Scientiæ Magister in Information Security Policy and Management from Carnegie Mellon University, and a Doctor of Philosophy in Organizational Management from Case Western Reserve University.

11:15 – 11:30 AM BREAK
11:30 – 12:30 PM BEST PRACTICE WORKSHOPS

Charles Carroll Room
HOW MIGHT WE BETTER ENGAGE FACULTY IN SUPPORT OF EXECUTIVE EDUCATION?

Given faculty are a limited resource at many of our universities, the first part of the session will be a panel discussion where a few of our UNICON members will share their best practices on engaging Faculty to support Executive Education, followed by small-team brainstorming exercise on this topic.

Shalini Bhatia
Director, Program and Business Development
Stanford Graduate School of Business

Shalini has been in Executive Education at Stanford GSB for 7 years, holding various positions across the customer journey. She attended the UNICON Leadership Academy in 2017 and is a member of the UNICON Research Committee. Prior to joining Stanford, she had careers in marketing and consulting across various industries. She holds a MBA from Kellogg School of Management and a BA from Tufts University

Francis Scott Key Room
CHANGING THE LANDSCAPE OF MARKETING

Learn how Maryland Smith is re-imagining corporate engagement through innovative ideas and best in class technology. Smith is changing the way we do business with an enterprise-led effort to capture a 360-degree view of every opportunity, company, and contact. Join us for a workshop that will generate new ideas, share best practices, and learn about what works.
Kirsten Sands Rauscher  
Program Director, Constituent Relationship Management  
Robert H. Smith School of Business

Kirsten Sands Rauscher is responsible for the University of Maryland, Robert H. Smith School of Business’s enterprise roll-out of Salesforce as Smith’s core CRM platform driving strategy, communication and collaboration while fostering change management across the enterprise. Serving as a business analyst and Salesforce Administrator, Kirsten develops custom solutions to meet the needs of Smith’s corporate engagement strategy on the platform and responsible for driving data-driven decision making by generating data analytics on the platform. In addition to her role at Smith, she leads the Salesforce User Group for Higher Ed in the Washington, D.C. region.

Salon F
DIRECTORS ROUNDTABLE: FRAMING THE STRATEGIC, ECONOMIC, AND OPERATIONAL CHALLENGES FOR THE FUTURE OF EE – A CONVERSATION FOR OUR DEANS

Leaders from Darden, Ross, Rutgers and Wharton share their recent conversation regarding the strategic value of Executive Education beyond increased economic contribution. Highlights included lifelong learning enabler, curriculum incubator, and technological innovator which requires a more holistic approach to risk and reward. The discussion will evolve into an open dialogue and ideation session regarding the future of B School enablement through the EE lens.

Peter Methot  
Instructor of Professional Practice and Executive Director, Executive Education  
Rutgers Business School

Peter is responsible for the strategic and operational activities related to both professional and corporate education at Rutgers Business School. Managing a diverse team of learning professionals with a focus on delivering relevant business education that drives value for individuals and corporate partners alike. As a faculty member of the Marketing Department, he has taught full classes or seminars in the following topics: Introduction to Marketing, Digital Marketing, Personal Branding, Customer Relationship Management, as well as Retail and Restaurant Marketing.

He is currently serving on the Board of Directors for The International University Consortium for Executive Education (UNICON), where he has presented his pioneering views on integrating technology into executive education program delivery, and serves as the Co-Chair for the Communications committee. He also consults for other academic Institutions by instructing how to implement their transition to digital.
Melanie Weaver Barnett
Chief Executive Education Officer, Stephen M. Ross School of Business
University of Michigan

Melanie Weaver Barnett is chief executive education officer at the Stephen M. Ross School of Business at the University of Michigan. Under Melanie’s leadership, Michigan Ross Executive Education has been consistently ranked among the top in the world, offering programs in multiple locations in the Americas, Asia (including India and the Middle East), Europe, and Africa.

Melanie brings an inclusive, collaborative, and energetic leadership approach to her work, and, with the Executive Education team, has created new global partnerships, developed innovative learning experiences, and earned high levels of customer satisfaction, all while achieving unprecedented growth. Prior to joining Michigan, Melanie worked for then Fortune 500 firm Ethyl Corporation in its management and organization development area, and later established her own firm, The Leadership and Learning Alliance, a consultancy in organization and management development.

Melanie works directly with a wide range of client organizations. These include, for example, the largest bank in the world, ICBC; the public utility DTE Energy; Saudi Arabian telecom company STC; and the National Football League, among others. She serves as a faculty member in Executive Education as well, developing and teaching programs on leadership, change management, and team building. She has served as chair of the board of directors for UNICON (the International University Consortium for Executive Education) and on the boards of the Alumni Association and the Advisory Board for Intercollegiate Athletics.

In addition to holding an MBA from Michigan Ross, Melanie earned her undergraduate degree at the University of Michigan, where she was an all-American distance runner. She is a member of the Hall of Honor and received the University’s Gerald R. Ford Award, awarded to one former athlete each year for achievement in academics, sport, and society.

Kelly Bean
President and CEO of Executive Education, Darden School of Business
University of Virginia

Kelly Bean joined Darden in February 2017 as President and CEO of Darden Executive Education, ranked the No. 1 in the world in Course Design, Faculty, and Facilities among Executive Education open-enrollment programs by Financial Times, and the School’s non-degree programs. In her role, Bean leads Executive Education’s effort to inspire and develop executive leaders at all stages of their careers, whether it be through certificate, custom, open-enrollment or online programs delivered in Charlottesville; Washington, D.C.; or around the world. She elevates Darden’s efforts to partner with organizations to help them achieve worldclass performance and to drive growth and innovation.
Bean joined Darden from the UCLA Anderson School of Management, where she served as Associate Dean of Executive Education. In her previous position, Bean successfully positioned Anderson as a leader in the field, significantly increasing the number of custom clients and developing strong and enduring relationships with client companies and partner institutions.

Bean has also been a leader in curriculum innovation with faculty, working with school clients to deliver business solutions. Bean is also the past chair of the board of UNICON, a global consortium of executive education organizations, and previously served on the board of ASCENT, an organization focused on leadership development of multicultural women. Education: B.S. and M.S. Moore School of Business at the University of South Carolina.

Michael Malefakis  
CEO and Associate Vice Dean,  
The Wharton School

Michael Malefakis joined Wharton’s Executive Education team as CEO & Associate Vice Dean. He works closely with the Vice Dean to set the strategic direction for the Division, overseeing business development, faculty engagement, and program design to grow our portfolio of custom and open enrollment programs in the US and overseas.

Mike comes to us from Columbia Business School where he served as Associate Dean of Executive Education. At Columbia Mike led the team that grew revenue more than 50% over five years by working closely with faculty and staff.

Prior to Columbia, Mike served as Director of Executive Education at the University of Chicago Booth School of business. At Booth, he was responsible for overall strategy, P&L, and marketing of both open and custom programs. He also launched programs in Barcelona, Singapore and London as part of Booth’s global outreach.

Earlier in his career Mike worked as the Director of the Executive Education Center at the Instituto Centroamericano de Administracion de Empresas in San Jose, Costa Rica. While there, Mike managed a 12-country executive education program that provided training to more than 3,800 executives annually. Mike holds a Masters of International Affairs from Columbia and a BA in Social Science from the University of Michigan.

Jim Henson Room  
SHOW ME THE $: WHAT EVERY LEADER NEEDS TO KNOW ABOUT FINANCIAL ACUMEN

This session will focus on the perspectives leaders need to evaluate financial decisions. It will include an understanding of making decisions in uncertain times and how to think about the impact of risk. It will also discuss the key factors to get funding approved as well as a perspective on how budgets will be reviewed and analyzed. Examples and anecdotes from experiences with senior leaders will be shared.
Joe Perfetti  
Adjunct Professor, Corporate Finance & Strategy  
Robert H. Smith School of Business

Mr. Perfetti is an executive speaker, consultant and subject matter expert in corporate finance and strategy who has delivered over 2000 executive education teaching days over the past 25 years. He delivers 80 days of executive education annually for leading corporations and consulting firms including McKinsey & Co, Google (Alphabet), Heidrick Consulting, UnitedHealth Group, CVS, Anheuser-Busch InBev, Aramark, Santander, Bank of America Merrill Lynch, Standard Chartered, Merck, AbbVie, Genentech, Lockheed Martin, Comcast, PVH, SAS, Minsheng, CSX and Nokia.

Mr. Perfetti is an Innovation Fellow with Duke CE and has also served as a Program Integrator for Executive Education at the Wharton School of Business. Mr. Perfetti currently serves as a Lecturer at the RH Smith School of Business at the University of Maryland, College Park and teaches Equity Analysis at the Masters, MBA and undergraduate level. He won teaching excellence awards for four consecutive years including two consecutive Faculty Member of Distinction awards as voted by the students for best teaching faculty. He has been an Adjunct Professor of Law at Georgetown Law School where he taught corporate finance for Law Students.

Using his algorithm for Financial Cycle Time®, Mr. Perfetti has created the Global Productivity awards which are announced each April in partnership with Duke. Mr. Perfetti has launched the online course called Demystifying Finance in partnership with Duke CE and will be launching a second online course on Strategic Agility in early 2019.

A serial entrepreneur, he started Intelliiworks Inc., a venture-backed CRM company focused on higher education and an online knowledge sharing company. Intelliiworks was acquired in 2011 by Hobsons. Mr. Perfetti is a graduate of the Wharton School of the University of Pennsylvania where he was a teaching assistant in both the MBA and Executive MBA programs for a capstone business policy course.

**Salon E**  
BLOCKCHAIN FOR BUSINESS LEADERS

The global market cap for the cryptocurrency market was calculated to be over $192 billion USD in September 2018. Innovators all over the world are discovering the potential and use cases for the technology that underpins all cryptocurrencies - blockchain. This session is developed for business leaders, innovators, and future thinkers with an interest in blockchain. It will give you a fundamental understanding of blockchain, its implications, and effects on your organizational strategy. The goal is to provide a fundamental understanding of how blockchain works, its potential impact on global economies, financial structures, business, and your organizational strategy. The intent of this session is to empower you to use this disruptive technology to solve next-generation business issues.
LEVERAGING INDUSTRY DISRUPTION FOR INNOVATIVE PARTNERSHIPS

Executive education is facing disruption on many fronts. This session will teach you how to capitalize on disruption by using design thinking to identify innovative opportunities. The focus will be on customer discovery and ideation techniques to create unique partnerships.

Christina Elson, Ph.D., MBA
Managing Director, Ed Snider Center for Enterprise and Markets
Robert H. Smith School of Business

Dr. Elson is the Managing Director of the Ed Snider Center for Enterprise and Markets and an Associate Research Scholar at the Smith School of Business. Her expertise is developing strategic, holistic and systemic approaches to executing an organization’s vision and mission with an underlying focus on continuous innovation and improvement.

Pamela Armstrong, Ph.D., PMP
Clinical Professor, Decision, Operations, and Information Technologies
Robert H. Smith School of Business

Pamela Armstrong is a Clinical Professor in the Decision, Operations and Information Technologies department at the Smith School. She teaches courses in operations management, operations strategy, decision analytics and project management at the Smith School. Dr. Armstrong is also a Distinguished Fellow at the Academy for Innovation and Entrepreneurship through which she teaches courses on design and innovation. Her areas of interest include quality, performance excellence, and service operations.

Prior to joining the Smith School, Dr. Armstrong ran a management consulting firm that provided operational analysis, strategic planning, and performance management services to federal clients. Before consulting, she served on the faculty at Georgetown University’s McDonough School of Business. Dr. Armstrong has also
worked as an engineer at IBM, AT&T Bell Laboratories, and Hughes Aircraft Company. She earned her Ph.D. in Operations and Information Management at the Wharton School of the University of Pennsylvania, her M.S. in Operations Research and Industrial Engineering from the University of California, Berkeley, and her B.S. in Systems Engineering from the University of Arizona.

12:30 – 1:30 PM  **LUNCH**  
*Salon C/D*

1:30 – 2:00 PM  **UNICON BENCHMARKING SURVEY RESULTS**  
*Salon A/B*

A record number of UNICON members responded to the 2018 Benchmarking Industry Survey. We will review some of the major findings and cover new benchmarking questions for 2018.

**Eric Bergemann**  
*Senior Director, Executive Programs*  
*MIT Sloan School of Management*

Eric Bergemann is Senior Director of Executive Programs at the MIT Sloan School of Management, where he oversees a portfolio of non-degree executive programs. He is active in business development, and is the Executive Education capability development leader in Program & Instructional Design Methodology and Improvement. Eric has served as co-chair of the UNICON Benchmarking Committee since 2016, and from 2013-2016 as co-chair of the UNICON Research Committee.

**Marco Serrato**  
*Director, Executive Education*  
*Tecnológico de Monterrey, Mexico*

Marco Serrato serves as Director for Executive Education at Tecnológico de Monterrey, leading the design and delivery of executive development, continuing education and lifelong learning initiatives that reach more than one hundred thousand participants in seventy-eight countries worldwide. Such initiatives include face-to-face, blended and on-line formats for open-enrollment, custom programs, corporate universities, MOOCs and digital learning platforms, among others. These initiatives have been developed for private, governmental and nongovernmental organizations in 25+ countries he has closely worked with.

Marco serves as UNICON board vice-chair 2018-2019, where he also co-chairs the Benchmarking Committee. He is an entrepreneur that has co-founded two start-ups that provide consulting and learning solutions in the manufacturing, finance, banking, service, health and governmental sectors.
2:00 – 3:30 PM  PLENARY- BUILDING OPTIMAL RELATIONSHIPS
Salon A/B

Neta Moye, Ph.D.
Clinical Professor, Management & Organization
Robert H. Smith School of Business

Dr. Moye has over 25 years of experience in the field of human resources with particular expertise in helping individuals develop leader skills. She has spent the last 10 years focused on the practice of leadership development across academic, industry, and government settings. She has experience both designing and delivering leadership development solutions across the full range of development activities including formal classroom curricula, experiential development activities, executive coaching, and leader assessments and debriefs.

Dr. Moye’s background has given her broad exposure to the practice of leadership development. As a former faculty member of Vanderbilt University, Neta was the founding faculty director for Vanderbilt University’s Owen Graduate School of Management Leadership Development program; a program ranked among the top 10 in the world by BusinessWeek rankings. She also supported Executive Education at Vanderbilt, helping to build and deliver innovative leadership development programming for corporate clients. As a consultant with PDRI, A CEB Company, she led the design and development of cutting edge products and services to help clients build their next generation of leaders in both government agencies and private sector corporations.

The particular leadership development challenge that Dr. Moye is focused on at the moment is how to help leaders leverage the developmental power of day-to-day experiences, and how to more fully integrate experiential learning into formal leadership development programs. This includes exploring how to increase a leader’s learning agility; that is, their willingness and ability to learn from experience.

Dr. Moye’s involvement in leadership development also includes being an award winning instructor; she has designed and delivered courses to thousands of individuals spanning private and public sector, all levels of leaders, and both non-degree and degree students within three top-25 MBA programs. Most recently, in her work with the Department of Defense, the World Bank, and the World Health Organization, Dr. Moye has designed and delivered workshops to global audiences of staff and managers on the topics of adaptability, conversations about performance, and collaborating to improve performance.

3:30 – 3:45 PM  BREAK

3:45 – 5:00 PM  WELLNESS & SERVICE
Salon E
MINDFULNESS: THE IMPACT OF BEING HERE NOW
Mindfulness is in the mainstream. Harvard Business Review articles and scientific studies tout the impact of mindfulness, and large, respected organizations like Apple, Target, the U.S. Marines and even the New York Knicks have mindfulness programs. Come experience what mindfulness is, and discover how to deepen your ability to be mindful. We will practice bringing mindfulness-based skills into your everyday activities, and you will learn about the growing evidence for the benefits of mindfulness.

Michelle Somerday, Ph.D.
Founder of Neo-Strategic, LLC

Michelle Somerday, Ph.D., is an Executive Coach and Leadership Development Consultant and the Founder of Neo-Strategic, LLC. She is educated as an engineer and scientist and began her career in academia, reflecting her innate belief in the inherent and diverse capabilities of each individual and a passion for helping people realize their strengths. She later transitioned to the corporate world and understands first-hand what is required to be successful both individually and as part of a team, and how to be an effective leader. In her 20+ years of experience, she has held senior leadership positions and addressed many organizational needs including program management, strategy planning and implementation, and business development.

She led a multi-organizational team to develop the technical and business case for $200M in new federal government IT systems, proposed solutions to operational issues of the 2008 Olympics and presented them in Beijing to Chinese government officials, and was instrumental in securing new contracts worth over $1.5B. She is an experienced speaker and lecturer who has taught at the graduate level and given invited talks at international conferences.

Michelle’s clients are experienced professionals who are motivated to strengthen the leadership and team-building skills needed to excel in a business environment. She credits her analytical background for her ability to help clients bring structure to nebulous issues, clarify the factors underlying individual behavior and organizational dynamics, and devise goal-oriented development plans that bring about tangible results. Her clients come from organizations in both the private sector and the federal government, such as Deltek, Hewlett-Packard, AstraZeneca, the Department of Homeland Security, and the Administrative Offices of the U.S. Courts.

Michelle's former life as a scientist is demonstrated in her preference for evidence-based approaches to leadership, and this is a hallmark of her blog and speaking engagements. She writes, presents, and gives trainings on all things related to leadership and is particularly interested in The Mindful Leader and Women Leaders in STEM Fields. Her writing has been featured in the Human Capital blog of the Association for Talent Development.

Michelle is a Certified Leadership Coach through Georgetown University and is also recognized as a certified coach by the International Coach Federation (ICF). She is certified to administer and debrief the Leadership Circle Profile 360 and Leadership Culture Survey assessments, the EQ-i 2.0 and EQ 360 Emotional Intelligence.
assessments, and the Myers-Briggs Type Indicator (MBTI) Step I and Step II instruments. Michelle has a Ph.D. in Materials Science and Engineering from the University of Virginia, a M.S. in Materials Science and Engineering from the University of Florida, and a B.S.E. in Mechanical Engineering and Materials Science from Duke University.

Salon G/F

SERVICE PROJECT WITH A WIDER CIRCLE

Widen your circle of compassion with a community service activity. A Wider Circle provides basic need items to individuals and families transitioning out of homelessness, fleeing domestic abuse, or otherwise living without the essentials of life.

Poverty is a national crisis growing by the day. So many more human beings in this country are born into poverty each day than rise out of it, but there are solutions. There are answers. And they start with you.

Rachael Buck
Director, Volunteer Programming
A Wider Circle
www.awidercircle.org

“Seeing the end of poverty was what I devoted my life to many years ago and after much searching, I have found an organization that takes the strategic and urgent approach I have been looking for.”

Rachael has a bachelor’s degree in Human Development and Family Sciences with a focus on Human Services from Oregon State University. She has worked both locally and internationally on economic opportunity and housing initiatives. She joined a Wider Circle in September 2015, and is very excited to be standing shoulder to shoulder with fellow community members who are working to end the injustice that is poverty.

6:00 – 9:30 PM

AN EVENING IN WASHINGTON, D.C.

Buses depart to various destinations in D.C. from The Hotel’s main entrance

- The Wharf
- Georgetown
- China Town
- U.S. Capitol/National Mall

Day 3 – Friday, November 30, 2018

7:30 – 8:30 AM

BREAKFAST

Salon A/B

8:30 – 8:45 AM

MORNING BREW

Salon A/B

Get oriented for the day with a morning brew of today’s activities.
BEST PRACTICE WORKSHOPS

Salon E
A HANDS-ON SAMPLING OF A NEW TYPE OF INNOVATION WORKSHOP WITH TEAM-BASED EXPERIMENTS

Organizations are still asking for innovation tools and methods to apply to their biggest challenges, but they're also seeking opportunities for hands-on, learning by doing. We've combined design thinking and lean startup into one-day and two-day working sessions where teams can experiment rapidly with these methods in a facilitated and safe environment. Partners have included corporate clients, international non-profits, as well government agencies like NASA.

Dean Chang, Ph.D.
Associate VP, Academy for Innovation & Entrepreneurship
University of Maryland, College Park

Dean’s passion is helping students and professionals discover and cultivate the innovator and entrepreneurial mindset inside of them through design thinking, lean startup, and team-based experiential learning. He is the University of Maryland’s founding Associate VP for the Academy for Innovation & Entrepreneurship, reporting to the President and Provost and tasked with engaging all 37,000 students in all 12 colleges in innovation. Dean is the lead PI and an instructor in the National Science Foundation’s I-Corps D.C. Node program, and he develops and teaches I&E curriculum and workshops for high school and college students, university faculty and administrators, and professionals from non-profits and government agencies like NASA and HHS.

Prior to UMD, Dean spent 15 years in Silicon Valley where he served as CTO and VP, Gaming Business of Immersion Corporation. He joined as employee #4 and helped transform the venture-backed, Stanford University robotics lab spinout into a publicly traded (NASDAQ: IMMR), world-leading licensor of haptics technology embedded in over a billion devices from companies like Apple, BMW, Microsoft, Samsung, and Electronic Arts.

Dean holds over 40 U.S. and international patents, a B.S. degree from MIT, M.S. and Ph.D. degrees from Stanford, and an MBA from Wharton.
Salon F
REAL TIME CASE OF DIGITAL DISRUPTION IN EXECUTIVE EDUCATION

Molly Nagler, Senior Associate Dean at Yale Executive Education and Mike Malefakis, CEO/Associate Vice Dean at Wharton Executive Education will lead an interactive session sharing an example of a certificate program that is offered both by Wharton and Yale. The only difference being Yale has gone 100% online and Wharton is staying with the campus based in-person delivery. We will present the challenges and opportunities of online disruption; addressing issues ranging from managing faculty to organizational agility in face of a rapidly changing market.

Michael Malefakis
CEO and Associate Vice Dean
The Wharton School

Michael Malefakis joined Wharton's Executive Education team as CEO & Associate Vice Dean. He works closely with the Vice Dean to set the strategic direction for the Division, overseeing business development, faculty engagement, and program design to grow our portfolio of custom and open enrollment programs in the US and overseas.

Mike comes to us from Columbia Business School where he served as Associate Dean of Executive Education. At Columbia Mike led the team that grew revenue more than 50% over five years by working closely with faculty and staff.

Prior to Columbia, Mike served as Director of Executive Education at the University of Chicago Booth School of business. At Booth, he was responsible for overall strategy, P&L, and marketing of both open and custom programs. He also launched programs in Barcelona, Singapore and London as part of Booth’s global outreach.

Earlier in his career Mike worked as the Director of the Executive Education Center at the Institutio Centroamericano de Adminsitracion de Empreses in San Jose, Costa Rica. While there, Mike managed a 12-country executive education program that provided training to more than 3,800 executives annually.

Mike holds a Masters of International Affairs from Columbia and a BA in Social Science from the University of Michigan.

Molly Nagler
Senior Associate Dean, Executive Education
Yale School of Management

Molly Nagler is Senior Associate Dean for Executive Education at Yale School of Management. She leads a growing team in delivering 70+ executive development programs a year that advance organizational objectives and transform careers. Previously she was Director of Strategic Alliances at UC Berkeley Center for Executive Education and Director of
Academic Planning at the Haas School of Business at UC Berkeley. Molly has a master of public policy from UC Berkeley and a bachelor’s degree in English literature from the College of William and Mary.

Salon G
POLITICAL SAVVY

Based on the Wall Street Journal bestselling book, "Survival of the Savvy: High-Integrity Political Tactics for Career and Company Success" this session presents street-smart strategies for navigating organizational politics to gain "impact with integrity." Utilizing the skills covered in the session you will learn how to use the power of "high-integrity" politics to increase your influence, achieve personal career success, and maximize your department’s impact within your school, college, or university. This session will help you handle conversations and actions with integrity and in a way that will increase your influence, advances interests and promotes desirable outcomes for you and your department.

Steve Robbins
Program Director for Custom Programs, Executive Education
Robert H. Smith School of Business

Steve Robbins is the Program Director for Custom Programs in the Office of Executive Programs at the RH Smith School of Business at the University of Maryland and serves as the Program Director for U.S. Customs and Border Protection Leadership Institute (CBP LI). Steve is a highly regarded leadership educator, trainer and program director with over 25 years of extensive and progressive experience in adult education, human performance improvement, and leadership program management, design, development, and evaluation for leaders of corporate (for-profit), non-profit, federal government, and public service organizations.

Steve is a retired United States Marine Corps officer. For his last position, he served as the Director of Training Management and Evaluation overseeing the instruction, curriculum development, and evaluation of all Marine Corps training and education programs delivered at more than 45 Marine Corps schools and detachments. In the private sector, Steve was the Manager of Customer Service Operations and Workforce Training for McGraw-Hill Education. Steve is also the President and CEO of The Student-Leader Seminar (S-LS), a Service-Disabled, Veteran-Owned Small Business (SDVOSB), that delivers highly interactive sessions built around the themes of leading with purpose, ethical decision-making, and the value of character.

Additionally, Steve volunteers his time to non-profit Veterans organizations that honor those Fallen Heroes who lost their lives in Iraq and Afghanistan. Steve earned his BA in Political Science and his Masters of Education (MEd) from the University of Florida. Steve and his wife Angie have four children and reside in Columbus, Ohio.
Harriett Tubman Room
LEVERAGING THE LESSONS OF EXPERIENCE THROUGH DELIBERATE PRACTICE

Neta Moye, Ph.D.
Clinical Professor, Management & Organization
Robert H. Smith School of Business

Francis Scott Key Room
PARTNERS IN PROSPERITY: IDEAS, OPPORTUNITIES, AND RESOURCES FOR COOPERATION

Representatives from Wisconsin, Rutgers and Maryland share their experiences from the recently formed Big 10 Executive Education Consortium and put forth considerations for future partnership opportunities among Executive Education providers. Topics to be covered include staff development, peer school benchmarking, resource pooling and reciprocity agreements. The discussion will evolve into a workshop format where we push participants to think of additional areas of collaboration and mutual benefit.

Peter Methot
Instructor of Professional Practice and Executive Director, Executive Education
Rutgers Business School

Peter is responsible for the strategic and operational activities related to both professional and corporate education at Rutgers Business School. Managing a diverse team of learning professionals with a focus on delivering relevant business education that drives value for individuals and corporate partners alike. As a faculty member of the Marketing Department, he has taught full classes or seminars in the following topics: Introduction to Marketing, Digital Marketing, Personal Branding, Customer Relationship Management, as well as Retail and Restaurant Marketing.

He is currently serving on the Board of Directors for The International University Consortium for Executive Education (UNICON), where he has presented his pioneering views on integrating technology into executive education program delivery, and serves as the Co-Chair for the Communications committee. He also consults for other academic Institutions by instructing how to implement their transition to digital.
Jon Kaupla  
Executive Director, Center for Professional and Executive Development  
Wisconsin School of Business

Jon is the executive director of the Center for Professional and Executive Development at the University of Wisconsin. He has over 18 years of human resources experience with organizations ranging from non-profits to Fortune 500 companies. Jon has led human resources strategy in the healthcare, financial services, marketing, and retail industries. Previously, Jon served as vice president of human resources for CoreLogic, a leading property information, analytics, and services provider in the United States, Europe, and Asia. At CoreLogic, Jon led all facets of the organization’s global human resources strategy. Jon has also held executive human resources roles at Kohl’s Corporation and Robert W. Baird and Company.

Christine Lomer Thompson, MBA, ED.D.  
Executive Director, Executive Education  
Robert H. Smith School of Business

Deeper Dive of Benchmarking Results  
CHARLES CARROLL ROOM

The mission of UNICON’s Benchmarking Committee is to design, develop, execute and distribute reports of benchmarking surveys and studies on strategically selected topics. The most important of such endeavors is the Membership Benchmarking Survey.

This year, a record high of member institutions participated on this initiative, sharing valuable data and information associated to market reach; revenue; learning methodologies and technologies used and its effectiveness; financial aspects and key performance indicators on their open enrollment and custom programs; among others. Such data is a valuable tool to support analysis and decision-making among at any member institution.

Through this concurrent session, institutions will be guided on how to take advantage of such report and generate valuable insights to present to internal and external stakeholders at their own institutions: deans; faculty; staff; etc. Also, to support data-based decision-making to enrich their executive education value proposition and operations under such trends. Finally, new insights to enrich the study will be outlined through this session.
Marco Serrato
Director, Executive Education
Tecnológico de Monterrey, Mexico

Marco Serrato serves as Director for Executive Education at Tecnológico de Monterrey, leading the design and delivery of executive development, continuing education and lifelong learning initiatives that reach more than one hundred thousand participants in seventy-eight countries worldwide. Such initiatives include face-to-face, blended and on-line formats for open-enrollment, custom programs, corporate universities, MOOCs and digital learning platforms, among others. These initiatives have been developed for private, governmental and nongovernmental organizations in 25+ countries he has closely worked with.

Marco serves as UNICON board vice-chair 2018-2019, where he also co-chairs the Benchmarking Committee. He is an entrepreneur that has co-founded two start-ups that provide consulting and learning solutions in the manufacturing, finance, banking, service, health and governmental sectors.

9:45 – 10:00 AM  BREAK
10:00 – 11:00 AM  BEST PRACTICE WORKSHOPS

**Salon E**
A HANDS-ON SAMPLING OF A NEW TYPE OF INNOVATION WORKSHOP WITH TEAM-BASED EXPERIMENTS

Dean Chang, Ph.D.
Associate VP, Academy for Innovation & Entrepreneurship
University of Maryland, College Park

**Salon F**
REAL TIME CASE OF DIGITAL DISRUPTION IN EXECUTIVE EDUCATION

Michael Malefakis
CEO and Associate Vice Dean
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Salon G
POLITICAL SAVVY

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**Deeper Dive of Benchmarking Results**
CHARLES CARROLL ROOM

Marco Serrato
Director, Executive Education
Tecnológico de Monterrey, Mexico

11:15 – 12:00 PM  PLENARY- CONFERENCE CONCLUSION
Salon A/B

12:00 PM  BOXED LUNCHES FOR DEPARTURE