

IMPACT

SEPTEMBER 2018

COMMUNITY AND CONNECTION: CATALYZING THE POWER OF HBS ALUMNI



IMPACT

A GROWING ARRAY OF ENGAGEMENT OPPORTUNITIES

A strong, vibrant, and active alumni community is crucial to the School's ongoing success and relevance. One of the goals of The Harvard Business School Campaign was to broaden and deepen the ways in which alumni engage with each other and with the School. The Campaign, which concluded in June, inspired an expanded menu of opportunities for alumni to contribute their wisdom, time, and talents across the HBS community.

Long involved in small pockets of campus activities, alumni are now returning to Soldiers Field in larger numbers to share their knowledge with current students and the faculty. Last spring, for example, hundreds of graduates engaged with MBA students as part of the first-year capstone experience and many were involved with the new January-term Short Intensive Programs (SIPs) offered to all MBAs. Alumni around the world also play

an essential role in the evolution—and success—of global immersions for students and the faculty alike. In addition, graduates share their insights with each other through *Skydeck*, the alumni podcast series launched in 2016; enhanced reunion programming; webinars; and other activities highlighted on the following pages.

The collective result of this increase in engagement is a stronger HBS community where graduates connect easily with their peers, current students, and HBS. These connections ensure that the work of the School has real-world application, impact, and purpose. We at HBS are excited by the expanded partnerships with alumni and grateful to those who have been and continue to be involved—in small and large ways. Together, we are leveraging the power of the global HBS community.

“Across the arc of your life, there will be ever-changing ways to engage and re-engage with the School. Your service and participation enrich the entire HBS community, and we are grateful for your involvement.”

Das Narayandas, Senior Associate Dean, External Relations and Harvard Business Publishing
Edsel Bryant Ford Professor of Business Administration

On the cover: Members of the HBS Alumni Board

COVER: RUSS CAMPBELL

Alumni Volunteers Make the Difference



4,000+
TOTAL VOLUNTEERS



“Being involved with the School keeps me part of an engaging, energetic, and amazing community of leaders and enables me to give back to a place that gave me so much.”

Sejal Shah Gulati (MBA 2000)
President, HBS Alumni Board



1,500+

Fundraising volunteers helped set 14 class giving records in FY 2017



1,000+

Class secretaries gathered news about their classmates that filled 1,700+ pages of Class Notes in the *HBS Alumni Bulletin* in 2017



650+

Club officers organized more than 1,300 HBS events around the world in FY 2017



400+

Reunion program volunteers make reunions memorable for nearly 7,000 alumni and guests each year



500+

Alumni serve on HBS advisory boards

- Alumni Board
- Board of Dean's Advisors
- Global Advisory Boards
- HBS Fund Council
- Initiative Advisory Boards

STAYING CONNECTED

For more information on any of the programs featured here, please contact us at alumni@hbs.edu.

HBS ALUMNI BOARD

The Alumni Board is a diverse group of alumni who keep abreast of new developments at HBS and serve as advocates for alumni engagement with the School. The 85-person board reflects the vibrancy of the HBS community in terms of geography, degree program, industry, age, and experience. As ambassadors, they represent the perspectives and interests of HBS alumni world-wide. Board members serve as a resource to faculty members, staff, and students; provide feedback on new initiatives and opportunities; propose actions to enhance the well-being of alumni, with an emphasis on improving their ongoing education and participation; and communicate to alumni the School's activities, priorities, and educational resources.

“What I love the most about my HBS experience is that it never ends.”

B.J. Wiley Williams (MBA 2006)

ALUMNI DINNER SERIES

Through casual, informal dinners hosted by alumni in their homes or at local restaurants around the world, MBA students working in the region during the summer between their first and second years have the opportunity to meet with alumni, forging connections around their shared HBS experience.

“We’ve hosted students twice, and it was so rewarding to get to talk with them and get acquainted. We learned so much about what’s current in consumer and tech, and enjoyed hearing about their experiences prior to HBS and their summer jobs.”

Patty McKenna (MBA 1988)

“It was such a great opportunity to get to know an alum, step into their world for a night, and learn from someone who used to be in our shoes.”

Melissa Zoerb (MBA 2019)



John Power (MBA 1974) and Todd Doersch (MBA 1983) hosted second-year MBA students at Remington's restaurant in Chicago in July.

BUILDING ALUMNI-STUDENT RELATIONSHIPS

216



Dinners

122



Cities around the world

304



Alumni hosts and guests

962



Student participants

Data since 2012.



HBS alumnae at the Boston Women's Leadership Accelerator in 2016.

WOMEN'S LEADERSHIP ACCELERATORS

Building on the tremendous engagement and excitement associated with the School's W50 celebration in 2013—recognizing 50 years of women in the two-year MBA Program—alumnae in Boston organized the Boston Women's Leadership Accelerator in 2016, aimed at enabling and enhancing HBS alumnae networking and connections. The Boston event was followed by the West Coast Women's Leadership Accelerator in San Francisco this past March, where some 250 alumnae participated in a daylong program. Topics determined by the alumnae program committee included career pivots, social impact leadership, and how women investors are disrupting venture capital. Alumnae in the New York City area are currently making plans to convene the next Women's Leadership Accelerator in the spring of 2019.

"It's invaluable to have HBS support for alumnae-led events in the region. I look forward to continuing to create opportunities to bring our alumnae together to increase engagement and career-focused connectivity."

Kris Klein (MBA 1987), Co-chair, West Coast Women's Leadership Accelerator

ALUMNAE CIRCLES

Alumnae Circles are small groups of 6 to 10 women who meet monthly to learn from, support, and inspire each other, both personally and professionally. One or two Circle members, who receive training, help facilitate the conversation, and participants represent a diverse range of ages, industries, and career stages. Circles are managed by volunteers, and each region has a leadership committee.

800+ 

Alumnae participants

88 

Circles

5 

Regions

"Advice from members of my Circle group has fundamentally helped me become a better person—a better friend, parent, work colleague, boss, wife, sister, and family member.

They have impacted all facets of my life."

Geraldine Alias (MBA 2007)

THE BOARDROOM

The Boardroom is the capstone experience for the first year of the MBA Program that provides alumni an opportunity to directly participate in the HBS curriculum. As members of a mock board of directors, alumni volunteers work with small teams of students who act as case protagonists and propose solutions to issues facing their company.

400+ 

Alumni participants in April 2018

"This experience has helped me realize that my network goes beyond just my class."

Michael Dimitrief (MBA 2018)

"Having participated in The Boardroom for the last two years, the experience just keeps getting better. The students are so appreciative of our knowledge and time. It's truly a remarkable day!"

Paula Smith Dermody (OPM 42, 2012)



MBA students and alumni interacted during The Boardroom in April.

THE REFLECTIVE LEADER

The School recently launched a pilot Executive Education program, The Reflective Leader, geared toward MBA alumni who graduated between 1995 and 2005. The three-day residential program was designed by HBS faculty members with significant input from a committee of 20 alumni volunteers; it addresses the challenges and personal goals of senior executives through a series of immersive and introspective learning experiences. The Reflective Leader program will be offered again in June 2019.

“I found the program deeply profound. It has the potential to be a critical step in what promises to be a transformational journey for the participants.”

Mark Verdi (MBA 1996), Program Participant and Chair, The Reflective Leader Alumni Program Committee

“The program was, from my perspective, outstanding. Wow on virtually all dimensions. I believe it will have transformed the life trajectories of virtually everyone in that room. It was so special to be back in a classroom with other alums. It was like an instantaneous transport back in time to some of the best years of our lives (for many).”

Anissa Kalinowski (MBA 2004), Program Participant



A living group cohort in The Reflective Leader program included Mark Verdi (MBA 1996), second from right, chair of the program's alumni committee.

MBA CLASS ADVANCEMENT AND ENGAGEMENT COMMITTEE

The Class Advancement and Engagement Committee (CAEC)—with representatives from each MBA section—was created to ignite graduating students' excitement about the HBS alumni experience. CAEC also helps shape and communicate opportunities related to alumni engagement, volunteerism, and philanthropy.

“CAEC opened my eyes to how HBS begins to nurture an ongoing relationship with alumni—to stay connected to the School well beyond the 20-something months we spend on campus. I am very interested in the CAEC mission to support applicants, new admits, and recent graduates in the years to come, and to ensure that we support each other's high standards of behavior, community involvement, and professional pursuits.”

Luke Hodges (MBA 2018)

SHORT INTENSIVE PROGRAMS

Building on the success of an experimental bootcamp for student entrepreneurs, HBS developed a suite of Short Intensive Programs (SIPs) to give first- and second-year MBA students greater insight into career and industry choices, to provide practical skills, and to enable them to explore topics they might otherwise not get to study during their time at HBS. SIPs are developed by the faculty and delivered with help from HBS alumni. The four-day programs are offered in January and topics in 2018 included digital marketing, value-based health care, and personal financial planning.

“My course was on exploring the phenomenon of hedge fund activism. The deepest part of the learning came when the students dug into the phenomenon with alumni who had a range of perspectives.”

Suraj Srinivasan, Philip J. Stomberg Professor of Business Administration

“The SIP provided a compelling opportunity to engage with students and hear their views on activist investing.”

Brad Singer (MBA 1997)



Ramana Nanda, Sarofim-Rock Professor of Business Administration, taught the HBS Startup Bootcamp SIP in January.

HBS FUND COUNCIL

The HBS Fund Council was formed in 2016. Its members serve as ambassadors and champions of the HBS Fund with the broader HBS alumni community. These volunteer leaders also advocate and advise on the following priorities:

- **Reunion Giving**—Mentor and cultivate class volunteers while assessing ways to leverage the robust culture of reunion giving
- **HBS Fund Investors Society**—Grow and retain membership in this annual leadership donor society
- **Recent Graduates**—Develop a culture of annual giving and identify emerging leaders among this cohort of alumni
- **International**—Increase meaningful opportunities for engagement and support among international alumni

CO-CHAIRS

Ashley Garrett (MBA 1987)
Alan K. “AJ” Jones (MBA 1987)

VICE CHAIRS

Lucinda Heidsieck Bhavsar (MBA 1997)
Kelsey DeBryn (MBA 2013)
Nadira Lalji (MBA 2015)
Elizabeth C. Lempres (MBA 1989)
Kevin J. Maroni (MBA 1990)
Anand T. Philip (MBA 2006)
Andreas E. Stavropoulos (MBA 1997)
Jehad Verjee (MBA 2011)

COUNCIL MEMBERS

James A. Attwood (JD/MBA 1984)
Brent W. Gledhill (MBA 1997)
Ian D. Highet (MBA 1994)
Ian K. Loring (MBA 1993)
Andrew M. Paul (MBA 1983)
William A. Shutzer (MBA 1972)
Jide J. Zeitlin (MBA 1987)
Eric L. Zinterhofer (MBA 1998)

“The impact of annual giving through the HBS Fund cannot be overstated, such as providing need-based fellowships to attract a diverse group of talented students to the MBA Program. With the increasing importance of flexible funding for such priorities, the HBS Fund Council was created to include dedicated alumni leadership in the effort.”

Ashley Garrett and Alan K. “AJ” Jones (both MBA 1987), HBS Fund Co-chairs

“WE ARE COMMITTED TO ENGAGING ALUMNI WITH ONE ANOTHER AND WITH THE SCHOOL IN WAYS THAT PROVIDE A MEANINGFUL, LIFELONG RELATIONSHIP.”

Nitin Nohria, Dean of the Faculty

