

AIGAC 2020

VIRTUAL CONFERENCE

MAY 18-19, 2020



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AIGAC 2020

VIRTUAL CONFERENCE



President's Welcome

Welcome to AIGAC's thirteenth annual conference, which is also our first virtual conference. I want to take this opportunity to thank all our conference participants, i.e. industry leaders in graduate business education, for your time during these extraordinary circumstances. Many of us have been personally affected by the current crisis and I want to acknowledge and thank everyone for participating in the conference despite such obstacles.

In this time of great upheaval in graduate business education, AIGAC is honored to remain at the forefront, facilitating conversations among committed industry stakeholders, including deans of business schools, admissions officers, MBA applicants from around the world, and of course, our very own admissions consultants. Our topical programming includes panels on COVID-19's impact on the industry and interactive sessions in pursuit of our shared commitment to continue promoting greater transparency and ethics in the industry.

In the last year, AIGAC has grown organizationally across the board. Our membership now includes 200+ representatives from 16 countries. The conference itself is being attended by 50+ school representatives and 60+ members.

We were originally scheduled to visit IESE Business School and ESADE Business School in Barcelona, Spain this week and were very excited to do so. In early March, with the looming global health crisis, the AIGAC board, in conjunction with IESE's leadership, decided to hold the conference virtually. I want to thank Paula Amorim and Kelly Moss at the IESE Business School, and Jeroen Verhoeven at ESADE Business School for their extraordinary efforts and planned hospitality in hosting our members. We look forward to rescheduling a future visit. I would also like to praise the AIGAC board and committee heads for their significant leadership, enabling us to take timely action to pivot to this virtual conference and make it a reality. One of the benefits of this virtual format is that we've even had members and admissions representatives register who were previously unable to attend.

This year's conference, which has been a significant undertaking, includes several first-time initiatives including a dean's panel, a tech showcase and an applicant fair. We could not have achieved this without our conference and communications volunteers. We would like to thank our visionary conference co-chairs, Faye Mackenzie and Prashant Tibrewal, and communications chair, Barbara Coward, for their incredible leadership and innovation in a time of adversity. Thanks to our collaborative and hard-working conference committee: Beth Tidmarsh, Candy LaBalle, Karthik Palaniappan, Marcus Lovitt, Mengdan Chu, Paul Bodine, Natalie Wallace and Mark McCleary. Thanks also to Amy Molden and Krithika Srinivasan, our communications committee members who have contributed to the conference planning effort.

We are delighted to have your participation and support in this historic event, which we hope will equip each of us to better serve the industry and stakeholders. We hope you enjoy our first virtual conference as much as we enjoyed organizing it.

Nupur Gupta
AIGAC President, 2019-20



The AIGAC Board

Nupur Gupta
President

Krithika Srinivasan
President-Elect & Membership Committee Chair

Brett Haber
Past-President

Rachel Korn
Secretary & Sponsorship Committee Chair

Scott Edinburgh
Treasurer

Faye Mackenzie
Director at Large & Conference Committee Co-Chair

Prashant Tibrewal
Director at Large & Conference Committee Co-Chair

Bailey Roth
Executive Director



Committee Member List

AIGAC acknowledges the hard work of the following committees and volunteers.

+ CONFERENCE

Faye Mackenzie
(Co-Chair)
Agos Japan

Prashant Tibrewal
(Co-Chair)
AdmitSquare Consulting

Beth Tidmarsh
Stacy Blackman Consulting

Candy LaBalle
LaBalle Admissions

Karthik Palaniappan
August Academy

Laura Freedman
Access Education

Marcus Lovitt
Agos Japan

Mengdan Chu
Agos Japan

Paul Bodine
Admitify

+ COMMUNICATIONS

Barbara Coward (Chair)
Enrollment Strategies

Amy Molden Park
Masters USA

Pamela Jaffe
The Jaffe Advantage

Travis Morgan
MBA Whisperer

Krithika Srinivasan
CareerLabs Technologies

+ MEMBERSHIP

Krithika Srinivasan (Chair)
CareerLabs

Bara Sapir
TestPrepSF.com
/ TestPrepNY.com

Barbara Coward
Enrollment Strategies

Donna Bauman
Stratus Admissions

Marissa Samuel Vecsler
Test Prep

Scott Shrum
MBA Game Plan

+ FINANCE

Scott Edinburgh (Chair)
Personal MBA Coach

+ GOVERNANCE

Vince Ricci (Chair)
Agos Japan

Andrea Sparrey
The Sparrey Consulting Group

Anna Ivey
Ivey Consulting

Brett Haber
MBA Prep School

Maxx Duffy
Maxx Associates

+ SPONSORSHIP

Rachel Korn (Chair)
Rachel Korn Study Consultant Ltd.

Andrea Sparrey
The Sparrey Consulting Group

Chris Aitken
MBA Prep School

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DAY 1

18TH MAY 2020

MONDAY

Conference Schedule

TIME (All times in US Eastern Time)

09:00 - 09:45 **Ice-breaker**

09:45 - 10:00 **Welcome**

10:00 - 11:00 **Panel & Demo : Tech Showcase by Business Schools**

Format: Panel Discussion (session will be recorded)

Moderator: Travis Morgan | *Panelists:* Paola Eicher (IMD), Paula Amorim (IESE), Shari Hubert (Duke)

With the world moving online because of COVID-19, schools have adopted innovative measures to deliver many admissions activities as well as classroom delivery online. Our inaugural tech showcase starts with a panel discussion with school representatives, followed by an overview of admissions activities that the school has successfully moved online, e.g. Assessment Day, Case Study Discussion, Welcome Weekend, etc. As a result, you will be able to better support clients who are applying to business school in our "new normal."

11:00 - 12:05 **Deans' Keynote Panel**

Format: Panel Discussion

Moderator: Nupur Gupta | *Panelists:* Franz Heukamp (Dean, IESE Business School), Scott DeRue (Dean, Ross School of Business), William Frederic Boulding (Dean, The Fuqua School of Business)

For our keynote panel, we have brought together three deans of leading business schools in Europe and the U.S. to discuss their vision for the future and how the current crisis has impacted business education both now and in the coming years. Nupur Gupta, President of AIGAC, will lead a discussion that includes questions from our members.

12:05 - 12:15 **Break**

12:15 - 13:15 **Breakout Rooms with School Representatives**

Format: Breakout Room

This is your opportunity to have a candid and free-flowing conversation with admissions officers in themed breakout rooms. This is one of the most anticipated sessions of our conference each year, and while the online format is new, the benefits for session participants will be the same. Don't miss the chance to connect with admissions officers on some of the most important topics for your clients such as admissions, academics, student life, and career services.

13:15 - 14:30 **Panel : COVID-19 - Changing Global Circumstances : US Schools**

Format: Panel Discussion (session will be recorded)

Moderator: Chris Aitken | *Panelists:* Amanda Carlson (Columbia), Blair Mannix (Wharton), Dawna Clarke (Darden), Kate Smith (Kellogg), Kirsten Moss (Stanford), Peter Johnson (Haas)

So much has changed because of the COVID-19 pandemic, and schools are constantly adapting their recruitment strategy, program delivery and future plans accordingly. In fact, there are so many updates that it's challenging to keep up with all of them on a daily basis. This panel will enable you to catch up with these changes taking place as we dive into a deeper discussion with business school representatives from U.S. B-schools on issues and questions that matter most to you and your clients.

14:30 - 14:45 **Closing**

14:45 - 15:45 **Networking Cocktail**

Conference Schedule

TIME (All times in US Eastern Time)

09:30 - 09:45 **Welcome**

09:45 - 10:45 **Panel : COVID-19 - Changing Global Circumstances : European Schools**

Format: Panel Discussion (session will be recorded)

Moderator: Andrea Sparrey | *Panelists:* Aram Karakashian (Imperial), Amy Duckworth (Cambridge), Francesca Roveda (SDA Bocconi), Sara Vanos (HEC Paris)

So much has changed because of the COVID-19 pandemic and schools are constantly adapting their recruitment strategy, program delivery and future plans to the changing global dynamics. This panel will facilitate a deeper discussion with business school representatives from Europe, on topical issues and questions that impact different stakeholders in the global MBA landscape.

10:45 - 12:00 **Building a Class**

Format: Breakout Room

Building a Class has been our most popular activity over the last few years - and for a good reason. It's a sneak peek behind the curtain into the admissions evaluation process in a simulated environment. In mixed break-out groups with admissions officers and AIGAC members, we will handicap hypothetical applications to "AIGAC University" to better understand each school's perspective in their decision-making process. The exercise is designed to encourage a discussion of fit, both for candidates and schools, and the nuances important in application evaluation. Each group will ultimately join the common room to share their selection results and key discussion points.

12:00 - 12:15 **Platinum Sponsor Presentation: Prodigy (AIGAC Members only)**

12:15 - 12:30 **Break**

12:30 - 13:30 **Panel : Admissions & Program Trends**

Format: Panel Discussion (session will be recorded)

Moderator: Linda Abraham | *Panelists:* Bruce DelMonico (Yale), Imran Kanga (Rotman), Rabia Ahmed (NYU), Rod Garcia (MIT)

Business schools aren't just teaching innovation; they are implementing innovation in both the admissions process, program content and delivery. Some examples in recent years include video essays, EQ recommendations, deferred options for college seniors, and STEM designation. This esteemed panel of admissions experts will discuss what's new and next for their programs and their admissions criteria.

13:30 - 13:45 **Closing**

14:00 - 15:00 **Applicant Fair**

Format: Breakout Room

For the first time ever, AIGAC brings together applicants, consultants and admissions representatives in one place! This educational event will help all stakeholders gain greater clarity to make informed decisions on school selection and choice so we can all create a better tomorrow. In breakout rooms, admissions representatives will answer questions from applicants that will provide applicants - as well as consultants - greater clarity on issues and topics of concern in these unprecedented times.



Participating Business School Representatives

Cambridge Judge Business School

- + **Amy Duckworth**
Head of MBA Recruitment and Admissions

Columbia Business School

- + **Amanda Carlson**
Assistant Dean

Darden School University Of Virginia

- + **Dawna Clarke**
Executive Director of Admissions

Duke University Fuqua School Of Business

- + **Shari Hubert**
Associate Dean of Admissions
- + **Ed Bernier**
Director, Daytime MBA Career Services

ESADE Business School

- + **Jeroen Verhoeven**
Associate Director of MSc and MBA Admissions

Georgetown University McDonough School Of Business

- + **Shelly Heinrich**
Associate Dean, MBA Admissions and Director of Marketing

+ Haas School Of Business, UC Berkeley

- Peter Johnson**
Assistant Dean, Full-time MBA Program & Admissions

+ Harvard Business School

- Kate Bennett**
Director, Marketing, MBA Admissions

+ HEC Paris

- Sara Vanos**
Director of Marketing, MBA Programs - MBA, Emba & Trium

IESE Business School

- + **Paula Amorim**
MBA & MIM Admissions Director
- + **Camille Chow**
Associate Director, Admissions & Career Services
- + **Malvika Kumar**
Associate Director- MBA & Masters in Management
- + **Miriam Gonzalez**
Admissions Manager

IMD

- + **Paola Eicher**
IMD MBA Recruitment and Admissions Manager

Imperial College Business School

- + **Aram Karakashian**
Director Of Global Marketing and Recruitment

Kellogg School of Management

- + **Kate Smith**
Assistant Dean of Admissions and Financial Aid
- + **Renee Cherubin**
Senior Director of Admissions

London Business School

- + **David Simpson**
Admissions Director
- + **Charlotte Smith**
Senior Global Recruitment Manager

MIT Sloan School of Management

- + **Rod Garcia**
Assistant Dean, Admissions
- + **Pam Spencer**
Senior Associate Director, Admissions Office
- + **Lindsay Cope**
Assistant Director, Admissions Marketing
- + **Meghan Hennessey**
Operations Coordinator



Participating Business School Representatives

NYU Stern School of Business

- + **Isser Gallogly**
Associate Dean, MBA Admissions and Program Innovation
- + **Rabia Ahmed**
Executive Director, Strategic Marketing and MBA Admissions
- + **Holly Curtis**
Director, MBA Admissions
- + **Lauren Calio**
Director, MBA Admissions

Rotman School of Management

- + **Imran Kanga**
Director, Recruitment and Admissions, Full Time MBA

SDA Bocconi

- + **Francesca Roveda**
Recruiting & Admissions

Stanford Graduate School of Business

- + **Kirsten Moss**
Assistant Dean, MBA Admissions and Financial Aid
- + **Christine Friedman**
Director, Enrollment
- + **Julianne Cline**
Assistant Director, Enrollment

Texas McCombs

- + **Rodrigo Malta**
Managing Director, MBA Recruitment and Admission

Tuck School Of Business at Dartmouth

- + **Luke Peña**
Executive Director of Admissions & Financial Aid
- + **Amy Mitson**
Director of Admissions, Recruitment & Marketing
- + **Pat Harrison**
Director, Evaluation & Yield
- + **Valeria Wiens**
Associate Director, Evaluation

UCLA Anderson School of Management

- + **Alex Lawrence**
Asst Dean and Director of Admissions and Financial Aid
- + **Adrian Aguirre**
Associate Admissions Director
- + **John Lee**
Associate Director, MBA Admissions
- + **Stephanie Palencia**
Associate Director, MBA Admissions
- + **Vickie Euyoque**
Associate Director, MBA Admissions

UNC Kenan-Flagler Business School

- + **Danielle Richie**
Senior Associate Director, Ft MBA Admissions & Recruitment

University of Michigan, Ross School of Business

- + **Soojin Kwon**
Managing Director, Full-time MBA Admissions & Program
- + **Diana Economy**
Director Of Admissions

University of Chicago, Booth School of Business

- + **Kara Northcutt**
Senior Director, Employer Engagement and Admissions
- + **Anna Chalfin**
Associate Director, Admissions - MBA Programs

Vanderbilt University

- + **Owen Graduate School of Management**
- + **Sue Oldham**
Associate Dean, MBA Program
- + **Kim Killingsworth**
Director of International Recruiting and Relations

Wharton School of Business

- + **Blair Mannix**
Director of Admissions

Yale School of Management

- + **Bruce Delmonico**
Assistant Dean for Admissions
- + **Kristen Mercuri**
Deputy Director of Admissions



AIGAC Member Attendees

- **Adam Markus**
Adam Markus: Graduate Admissions
Guru, Japan
- **Amy Molden Park**
Masters USA, United States
- **Andrea Sparrey**
The Sparrey Consulting Group, United
States
- **Bailey Miller**
Square One Prep, United States
- **Bara Sapir**
City Test Prep, United States
- **Barbara Coward**
Enrollment Strategies, United States
- **Betsy Massar**
Master Admissions, United States
- **Brett Haber**
MBA Prep School, United States
- **Candy Lee LaBalle**
LaBalle Admissions, Spain
- **Carin Nelson**
ApplicantLab, United States
- **Chizuko Okada**
Agos Japan, Japan
- **Christopher Aitken**
MBA Prep School, United States
- **Dollaya Chaibongsai**
Sage MBA, United States
- **Donna Bauman**
Stratus Admissions Counseling, United
States
- **Dr. Karin S. Ash**
Accepted.com, United States
- **Emily Wolper**
E. Wolper, Inc. Admissions Consulting,
United States
- **Esther Lin**
The Sparrey Consulting Group, United
States
- **Esther Magna**
Stacy Blackman Consulting, United
States
- **Faye Mackenzie**
Agos Japan, Japan
- **Hillary Schubach**
Shine/ MBA Admissions Consulting,
United States
- **Jennifer Jackson**
Stratus Admissions Counseling, United
States
- **John Vorhaus**
Maxx Associates, United States
- **Julie Gross**
Collegiate Gateway, United States
- **Karen Marks**
North Star Admissions, United States
- **Karin Ash**
Accepted.com, United States
- **Karthik Palaniappan**
August Academy, India
- **Kimberly Wright Dixit**
The Red Pen, India
- **Kirsti Kinkle**
GMAT Club, United States
- **Krithika Srinivasan**
CareerLabs Technologies, India
- **Lauren Unik**
Lauren Unik MBA Consulting, Japan
- **Linda Abraham**
Accepted.com, United States
- **M. Cecilia Pineda**
The Grad School, Colombia
- **Marcus Lovitt**
Agos Japan, Japan
- **Maria Wich-Vila**
ApplicantLab, United States
- **Marisssa Samuel Vecsler**
99th Percentile Test Prep, United
States
- **Maxx Duffy**
Maxx Associates, United States
- **Melisa Prevost**
Stratus Admissions Counseling, United
States
- **Mengdan Chu**
Agos Japan, Japan
- **Mennette Larkin**
Admissions Unlimited, United States
- **Michelle Stockman**
Accepted.com, Germany
- **Nupur Gupta**
Crack The MBA, India
- **Pamela Jaffe**
The Jaffe Advantage, United States
- **Paul Bodine**
Admitify, United States
- **Paulo Cesar Moraes Oliveira**
Philadelphia Consulting, Brazil
- **Poonam Tandon**
myEssayReview, United States
- **Prashant Tibrewal**
Admit Square Consulting, India
- **Rachel Korn**
Rachel Korn Study Consultant Ltd, Israel
- **Rachel Slutsky**
Accepted.com, United States
- **Rebecca Heath Anderson**
Menlo Coaching, Netherlands
- **Regina Sanchez**
MBA Empresarial, Brazil
- **Ricardo Betti**
MBA Empresarial, Brazil
- **Salma Qarnain**
Salma Qarnain, United States
- **Scott Edinburgh**
Personal MBA Coach, United States
- **Shaifali Aggarwal**
Ivy Groupe, United States
- **Susan Cera**
Stratus Admissions Counseling, United
States
- **Thomas Kalandranis**
DIA Gerontoudi Prep Center, Greece
- **Travis Morgan**
MBA Whisperer, United States
- **Tyler C. Cormney**
MBA Prep School, United States
- **Vince Ricci**
Agos Japan, Japan