



Lubin School of Business

## **Academic Awards Ceremony Winners Biographies New York City 2025**

**(In the order in which they were received)**

### **Aman Bubna**

*Graduate Outstanding Student of the Year Award, MBA - Business Analytics Award*

Aman Bubna is graduating with a Master's of Business Administration in Business Analytics and a perfect 4.0 GPA. Originally from Kolkata, India, and now based in Brooklyn, New York, Aman ranked first in Pace University's Predictive Analytics Competition and is a member of Beta Gamma Sigma. His professional experience includes serving as Head Accountant at EA Holdings, where he managed over \$2 million in monthly revenue, and as Senior Investment Analyst at VK Investments, where he helped oversee \$20 million in assets and improved portfolio performance through advanced financial modeling. Aman is skilled in R, Python, SQL, and Bloomberg Terminals, and is passionate about using data-driven insights to guide investment strategy. He aspires to become a visionary leader in global finance.

### **Ali Cannizzo**

*Scholastic Achievement Award, BBA - Global Marketing Management*

Ali Cannizzo is graduating with a Bachelor of Business Administration in Global Marketing Management and a minor in History, earning a 4.0 GPA and the Scholastic Achievement Award. A Stamford, Connecticut native, Ali has held leadership roles as Vice President of the Lubin Business Association and Service Vice President of Gamma Sigma Sigma. Her marketing experience

spans roles at Pace Mart, RX Global, Crestron Electronics, and currently CEFALY, where she manages social media and influencer engagement. Ali is certified in Excel, HubSpot, and LinkedIn Marketing programs, and has completed marketing simulations with Lululemon. She plans to continue interning at CEFALY while pursuing full-time roles in marketing, with long-term goals of exploring the creative and analytical sides of the field to become a marketing leader.

## **Pia Barbara Eid**

### **Professional Management Award, MBA – Business**

Pia Barbra Eid is a proud Brooklyn native graduating with her BBA in International Management and her MBA in Marketing, having completed both degrees summa cum laude. She is the recipient of the Professional Management Award and a member of Beta Gamma Sigma and Alpha Chi National Honor Societies. While at Pace, Pia served as Founder and President of the UNICEF Club, was active in Sigma Delta Tau and the American Marketing Association, and participated in the United Nations Millennium Fellowship. She completed internships at UNICEF USA, World Vision, and the UN Population Fund, and currently works at Havas Health Network as an Account Fellow. A trilingual speaker of English, Arabic, and French, Pia also studied abroad in Lyon, France, and launched her own jewelry line, *Pia Barbra Jewelry*. She would like to honor Professors Hsu O’Keefe, Rosemarie Scilipoti, and Janine Juzdan for their enduring mentorship and support.

## **Alina Ongeyberg**

### **Undergraduate Alumni Association Award**

Alina Ongeyberg is graduating summa cum laude with a BBA in Finance and a minor in Pre-Law. A proud Brooklyn native and Pforzheimer Honors College student, she is the recipient of the Lubin Alumni Undergraduate Award and has appeared on the Dean’s List every semester. Alina is the Founder and President of the Pace Pre-Law Society and has held multiple leadership roles in Sigma Delta Tau, including Vice President of Finance and Vice President of Risk Reduction. She has served as a Lubin Student Ambassador, Honors

College Mentor, and member of the Mock Trial team. Alina completed three internships in Legal and Compliance at the private equity firm Sixth Street Partners and will be returning full-time after graduation. She is fluent in Russian and holds certifications in Bloomberg Market Concepts and Microsoft Excel. Her honors thesis compares financial literacy education in the U.S. and the U.K., reflecting her passion for finance and law. This summer, she will travel to Israel and Spain before beginning her career with Sixth Street and preparing to attend law school. Alina would like to thank her professors, mentors, and especially her parents for their unwavering support.

## **Samreen Shakeel Ahmed Sonde**

### **Graduate Alumni Association Award**

Samreen is graduating with her Master's in Human Resources Management. She has been an active leader as Vice President of both the Pace Indian Students Association and the Human Resources + Talent Management Club. She completed internships with BJ's Wholesale Club in North Carolina and New Jersey. Samreen has over nine years of experience at Pharma Access Private Limited, where she led HR projects and managed workforce development strategies. She is certified in *Managing High Potentials* and has practical experience in global workforce strategy and unionized HR environments. Outside of her professional work, Samreen enjoys cooking, traveling, and high-adrenaline activities like skydiving and ziplining. She has also volunteered in community donation initiatives and is dedicated to expanding her family's pharmaceutical business globally. Samreen is currently working as a Human Resources Coordinator at The Pierre, A Taj Hotel in New York, where she was offered a full-time position upon graduation.

## **Yashi Manish Vora**

### **Graduate Student Leadership Award**

Yashi Manish Vora, recipient of the Leadership Award and MS in Marketing Analytics graduate from Mumbai, India, has demonstrated exceptional leadership and dedication throughout her time at Pace University. As President of the Pace Indian Student Association, she helped transform the organization, beginning as a volunteer and rising through the ranks to

ultimately lead the group in organizing impactful, large-scale cultural events for audiences of hundreds of members of the Pace community—including Pace’s first-ever Navratri celebration, which welcomed over 350 attendees and earned recognition from the New York State Assembly. Her professional background includes roles such as Product Management Intern at NTT Data Payment Services India, Graduate Assistant at the Lubin School of Business, and Marketing Intern at Youthvine, where she focused on trend research, strategy, and digital engagement. Yashi is also a first-place winner of the Broadband Equity Challenge 2.0 Case Competition, has authored a research paper on e-commerce personalization, and has completed over 45 certifications in areas such as brand strategy, content marketing, and data analytics. Passionate about content creation, travel, and cultural exploration, Yashi plans to pursue a full-time role as a Marketing Analyst or Consultant, with long-term goals of becoming a Brand Consultant to help businesses build deeper, data-informed connections with their audiences.

## **Pooja Haresh Shah**

### **Graduate Career Services Award**

Pooja Haresh Shah, originally from Mumbai, Maharashtra, India, is graduating with an MBA in Marketing Analytics and has been honored with the Career Services Award. As Head of Marketing for the Pace Indian Students Association, she led a team of three and launched two major campaigns that reached over 50,000 social media accounts, marking the organization’s most active digital presence in years. Her professional experience includes impactful internships at Immigration Equality and Payne Capital Management, where she contributed to cross-platform content strategy, video production, and campaign growth, helping the latter scale its social following from 4000 followers to 16000 with multiple viral videos. A recipient of the \$10,000 Pace University scholarship and the Community Impact Video Contest winner, Pooja is also a content creator with over 10K followers and experience collaborating with brands like Miniso and Urbanic. Skilled in tools like Python, SQL, Tableau, Adobe Creative Suite, and Salesforce, she’s passionate about data-driven storytelling and aspires to one day launch her marketing agency. Outside of her academic and professional life, she enjoys karaoke, badminton, traveling, and giving back through volunteer teaching. Reflecting on her

journey, she shares that switching from Business Analytics to Marketing Analytics in 2024 changed everything—proving that every choice, no matter how uncertain, can lead you exactly where you're meant to be.

## **Polina Mosiychuk**

### **Undergraduate Career Services Award**

Polina is graduating with a Bachelor's degree in Advertising and Integrated Marketing Communications. Originally from Russia and now based in Queens, New York, Polina has been an active and passionate member of the Pace community. She served as President of the Advertising Club, Vice President and Marketing Director of the Lubin Sales Team, and worked as a Peer Leader, all while gaining valuable industry experience through internships at WOW Design and ODDITY Tech. As a Trinity Church Wall Street Impact Scholar and consistent Dean's List First Honors student, Polina also represented Pace at major academic competitions, including the American Marketing Association International Collegiate Competition in New Orleans and the International Collegiate Sales Competition in Orlando. Beyond academics, she enjoys exploring the city, event management, fashion, and beauty, and advocates for animal welfare through regular volunteer work. After graduation, she will travel to the United Kingdom and the Netherlands before starting a Project Management Internship with IPG Health. Long-term, Polina aspires to build a fulfilling career in advertising, working on purpose-driven campaigns that create meaningful impact while supporting her own continuous growth.

## **Nyla Reese McCloskey**

### **BBA Arts and Entertainment Management Award**

Nyla Reese McCloskey (she/her), from Monroe Township, New Jersey, is graduating summa cum laude from the BBA Arts and Entertainment Management program, with a minor in Marketing. A first-generation college graduate, she has made the Dean's List First Honors every semester and is certified in Cvent Event Management, Google Digital Marketing, and Hubspot Social Media. During her time at Pace, Nyla worked for a creative agency

where she led content creation, produced pop-up events, and managed social media for a range of brands. She also volunteered with Emotionally Mindful Tutoring, helping NYC public elementary school students through virtual after-school programs. Passionate about the arts and entertainment industry, Nyla plans to begin her career in New York City, exploring opportunities with media companies, creative agencies, or record labels. Long-term, she hopes to thrive as a strong, successful woman in the business world. She especially loved Pace's specialized classes that aligned with her interests, such as advertising strategy and creative, public relations, and management in the business of music, which helped shape her vision for the future.

## **David Shalam**

### **BBA General Business Award**

David Abraham Shalam, from Brooklyn, New York, is graduating magna cum laude with a BBA in General Business. A consistent Dean's List student, David studied abroad in Florence at the Instituto Lorenzo de' Medici and was active in the Sixth Street Wall Street Workshop and the National Society of Leadership and Success. He gained hands-on finance experience as an Investment Banking Summer Analyst in the Power, Utilities, and Infrastructure group at the National Bank of Canada. David is also deeply committed to service—while serving as Head Commissioner for Innovation Africa, he helped raise over \$2,000 to install solar panels and dig freshwater wells in remote Ugandan villages, overseeing PR, marketing, logistics, and commemorative merchandise. Passionate about both entrepreneurship and impact, he has since launched two e-commerce businesses with the support of his father and is focused on scaling them while continuing to give back to his community. David credits much of his success to his mentors, especially Professor Kadiyala and Dean Priluck, and expresses his deepest gratitude to his parents for making everything possible.

## **Ruta Kaushik Patel**

### **MS Marketing Analytics Award**

Ruta Kaushik Patel, originally from Mumbai, India, is graduating with a Master's in Marketing Analytics. During her time at Pace, Ruta was actively involved with Women in Tech and completed internships that honed her skills in data analysis and strategic marketing. At RingCentral, she developed dashboards in Tableau, Jira, and Looker Studio to support governance and compliance, and led a cross-functional team on an AI-driven sales product. At SAP, where she continues to work post-graduation, she analyzes marketing data to drive strategy, supports communications through the Comms Hub, and develops global outreach sequences. She also conducted research comparing traditional and AI-powered customer segmentation methods. Ruta holds certifications in Python, R, SQL, Tableau, SPSS, Rapid Miner, Power BI, Excel, and Jira. Outside of class, she enjoys painting, pottery, and discovering hidden gems around New York City. Her journey as an international student was filled with challenges—from her early struggle with SPSS to finding her community—but she credits professors like Dr. Vishal Lala and Professor Leigh Klein for transforming her confidence and motivating her to reach her full potential. Among her proudest accomplishments was landing her internship at RingCentral after many rejections—a moment that reaffirmed her belief in persistence and self-worth. Ruta's long-term aspiration is to lead marketing strategy initiatives that empower teams and organizations through data-driven insights. Her favorite memories include coffee runs and late-night study sessions that blossomed into lifelong friendships. Inspired by Arthur Ashe's words—"Start where you are. Use what you have. Do what you can." Ruta is ready to step into her next chapter with purpose and gratitude. She invites you all to [connect with Ruta on LinkedIn](#).

## **Jill Zheng**

### **BBA Public Accounting Award/MS Financial Management**

Jill Zheng, from Baltimore, Maryland, is graduating summa cum laude with a combined BBA in Public Accounting and MS in Financial Management. During



her time at Pace, she was actively involved in Beta Alpha Psi, serving as Chairman of Social Media and Technology for the 2021–2022 academic year. Jill interned for two years at Altaris, LLC, where she supported the Controller and Tax Director on various projects, including tax basis roll-forwards, cash composition reconciliations, and investor portal updates. She also collaborated on a research project with Professor O’Callaghan, analyzing financial reporting differences between mental health and non-mental health nonprofits; the paper has been submitted for publication in the *Journal of Governmental and Nonprofit Accounting*. A recipient of the Pace Honors Scholarship, Jill also found time to volunteer at FABSCRAP in Brooklyn, where she helped recycle and repurpose fabric samples. After graduation, she will begin a full-time audit position at Crowe LLP while studying for the CPA exam, with plans to pass at least two sections this summer. Her long-term goal is to transition from public accounting into industry within three years, aiming for roles in internal audit or financial planning and analysis. In her free time, Jill enjoys arts and crafts, photography, and video, and is proud of the creative and academic balance she’s maintained throughout her college journey.

## **Katelyn Guy**

### **BBA Advertising + Integrated Marketing Communications Award**

Katelyn Guy, from Milford, Connecticut, is graduating magna cum laude with a BBA in Advertising and Integrated Marketing Communications and a minor in Selling + Sales Management. At Pace, she was a member of the Sales Team and IDM Lab, where she honed her skills in real-world marketing and sales environments. She earned second place in her room at a 2024 Sales Team case competition and was honored with the Laura L. Smith Scholarship Award by the Hudson Valley Direct Marketing Association that same year. Katelyn holds a Cvent certification and is passionate about the intersection of creativity and strategy. Outside the classroom, she enjoys visiting art galleries and auction houses, solving Sudoku puzzles, and volunteering with the New York Common Pantry. After graduation, she plans to explore career opportunities in graphic and UX design, with long-term aspirations to work in a creative field that blends design and marketing. Katelyn considers herself a



lifelong learner and looks forward to continuing to grow personally and professionally.

## **Tasneem Hasan**

### **MS Marketing Analytics Award**

Tasneem Hasan, originally from Dhaka, Bangladesh, is graduating with a Master's in Marketing Analytics, proudly maintaining a 4.0 GPA throughout her academic journey. A recipient of the Pace University International Student Graduate Scholarship, Tasneem was a member of Beta Gamma Sigma and actively participated in Lubin School of Business events and case competitions. Her standout achievement includes winning first prize in the Fall 2024 Interactive Case Competition – Broadband Equity Challenge 2.0, where her team received a \$5,000 award for their strategic insights. Currently serving as a Youth + Creator Marketing Specialist at Youthvine Agency, Tasneem leads content production, data analysis, and campaign strategy to boost youth engagement and brand partnerships. She brings extensive technical expertise in tools such as SPSS, R, SQL, Python, Tableau, and Google Analytics, and creates educational marketing content for YouTube, where she aims to inspire others through tutorials and algorithm-savvy storytelling. Outside of academics, she enjoys traveling, film, and exploring AI tools. Tasneem's journey at Pace was transformative, helping her grow from an introvert into a confident, driven professional. She credits much of her development to the mentorship of professors Leigh Klein and Emily Ko and the support of her peers. Following graduation, she plans to pursue a full-time marketing role while continuing to expand her YouTube platform. Her long-term goal is to become a purpose-driven brand and marketing consultant, using her skills to foster meaningful audience connections and give back through knowledge sharing. She invites you to [connect with Tasneem on LinkedIn](#).

## **Luke Lisowski**

### **BBA Business Analytics Award/BBA Information Systems Award**

Luke R. Lisowski is graduating Summa Cum Laude with a Bachelor's Degree with Honors, double-majoring in Business Analytics and Information Systems. Originally from Middletown, New Jersey, Luke maintained a 3.99 GPA and earned Dean's List First Honors every semester during his time at Pace University. He is a recipient of the Pace Academic Dean Scholarship and the Dr. Wiley M. Mangum, Jr. Business Analytics Scholarship – an honor awarded to only two outstanding students in the department. Luke was also an active member of the National Society of Leadership and Success and the Institute for Operations Research and Management Sciences (INFORMS). He holds a Microsoft Office Specialist Certification in Excel. Beyond academics, Luke has pursued his passions for both technology and dance. He performed in several student-run commercial dance showcases and was signed to a professional dance agency and a modeling agency while studying in New York City. After graduation, Luke plans to continue building his career at the intersection of data analytics and creative industries, pursuing opportunities that integrate his technical and artistic passions.

## **Gabrielle Vullings**

### **BBA Sports Marketing Award**

Gabrielle Vullings, a Collegeville, Pennsylvania native, is graduating with a BBA in Sports Marketing and Arts + Entertainment Management, earning Magna cum Laude honors and a Departmental Award. Gabrielle has demonstrated exceptional leadership as the Internal Director of Marketing for the Honors Advisory Board and has served as an Honors Mentor. Her marketing experience includes internships at Maverick MKG and Vullings Law Group, where she focused on social media marketing. Gabrielle has been a consistent presence on the Dean's List, achieving First Honors six times, and further expanded her academic horizons with a study abroad exchange program at Richmond American University of London in Spring 2024. She has earned certifications in Social Media Marketing and Event Management from

HubSpot Academy and Cvent, respectively. Outside of academics, Gabrielle is passionate about theater and has been an avid attendee of Broadway and Off-Broadway productions. She also volunteers with the ASPCA to support animal shelters. After graduation, Gabrielle will continue her academic journey at the University of Edinburgh, pursuing a Master's in Marketing. Looking ahead, her long-term goal is to work within the sports and entertainment industries, particularly in Formula 1 racing, Broadway, or film. Gabrielle aspires to take on roles in social media management, marketing partnerships, or event coordination, with the ultimate aim of contributing to high-profile global events and productions that bring people together through their shared love of entertainment.

## **Haley Gendell**

### **MS Human Resources Management Award**

Haley Gendell, from Amesbury, MA, is graduating with a Master of Science in Human Resources Management, having earned the Department Award for her exceptional academic achievements. Throughout her time at Pace, Haley advanced from Department Coordinator to Academic Advisor for all sophomores, juniors, and seniors at the Sands College of Performing Arts, contributing greatly to student success and well-being. She holds the Compensation Analyst Credential and volunteers on the Chapter Advisory Board for Pace University's Kappa Delta chapter. Haley's hobbies include reading, attending movies, and enjoying the theater. After graduation, she will embark on her first European trip with her uncle and sister, while continuing to grow in her role at Pace. Looking ahead, Haley aims to combine her HR expertise with her passion for entertainment, helping creative individuals find success through clear administrative policies. Her ultimate goal is to work in Human Resources within the entertainment industry. Haley is deeply grateful for the support of her family, whose love and encouragement were vital to her success.

## **Avani Pravin Katira**

### **MS Financial Risk Management Award**

Avani Pravin Katira, originally from Mumbai, India, is graduating with a Master's in Financial Risk Management and is a proud member of the Beta Gamma Sigma Honor Society. Throughout her academic journey at Pace University, Avani excelled as a Graduate Research Assistant, working closely with the Graduate Program Chair in Finance, and contributed to a research project examining the ethical commitments of S+P 500 companies using Python NLP and SAS. She has a wealth of experience, having worked as a Finance Business Intelligence Consultant at Paul Hastings in New York City, an FP+A Associate at Goldman Sachs in India, and a Credit + Portfolio Analyst at Citibank in India, among other roles. Avani holds certifications in Alteryx, Financial Modelling, and is currently progressing in Python. Outside of her academic and professional life, she enjoys crocheting and exploring National Parks. Avani's immediate plans involve continuing her career growth as a COE Lead Senior Analyst at Paul Hastings, while her long-term goal is to bridge finance and technology, driving data-driven decision-making in global firms. One of her favorite memories at Pace is working alongside the Graduate Chair to apply advanced analytics to real-world corporate ethics research.

## **Maya Raytsen**

### **BBA Business Management Award**

Maya Raytsen, a Brooklyn native, graduates with a Bachelor of Business Administration in Business Management, summa cum laude, and a minor in Finance. Throughout her academic career, Maya has been highly involved in extracurriculars, serving as a Team Leader for the Machon Madrich Fellowship at Marks JCH of Bensonhurst and participating in Hillel events. Maya has gained valuable hands-on experience in the financial industry, most recently as an Options Trading Intern at TradeMas Inc. on the AMEX trading floor, supporting institutional options execution and providing real-time market insights. She also completed a Summer Analyst program at Citi, rotating across multiple desks, and is proud to have accepted a full-time position at

Citi in their Markets Division. Notably, Maya became the youngest female member of the New York Stock Exchange while working with Quattro M Securities from 2022 to 2024. She holds several certifications, including Series 7, Series 63, Series 19, and SIE. Outside of her career ambitions, Maya is committed to community leadership and mentorship, volunteering through Marks JCH to support educational programs for the Russian-speaking Jewish community. After graduation, Maya will join Citi Markets full-time as part of the Sales and Trading Division, with long-term aspirations to build a career in institutional markets, lead in the trading space, and support women in finance. Maya is grateful for the mentorship from her professors and peers, which has shaped her journey, and she fondly recalls collaborating with classmates and attending professional speaker events during her time at Pace.

## **Maya Raytsen**

### **MBA Accounting Award**

Kristina Kravets, a Brooklyn native, is graduating with a combined MBA/BBA in Public Accounting, earning Latin honors, Magna Cum Laude. She has demonstrated exceptional academic achievement, securing Dean's List First Honors and being awarded the Pace-Deloitte Foundation Scholarship and the Edward + Angela Murphy Scholarship. Kristina gained valuable hands-on experience through an Audit Internship at BDO USA LLC. Her research project, "A Study of the 50 States' Surplus/Deficit Financial Positions and the Effects on Society," was conducted with Professors Dr. O'Callaghan and Dr. El-Gazzar. Kristina holds certifications in Bloomberg Finance Fundamentals and Bloomberg Marketing Concepts. Outside of her studies, she enjoys painting, kickboxing, and cooking. After graduation, Kristina will begin a full-time audit position at BDO, with long-term plans to pass the CPA exam and advance in the accounting profession.

## **Sarah Grace Ladner**

### **American Marketing Association Award**

Sarah Grace, or 'Gracie' as she is better known around campus, is a Magna Cum Laude graduate with a Bachelor's in Advertising and Integrated Marketing Communications, hails from Virginia Beach, VA. She has demonstrated leadership as the President of the American Marketing Association (AMA) in the 2024-2025 academic year, leading her chapter to become one of the top 10 chapters out of over 330. Previously, she served as Director of Alumni Relations for AMA in the Spring of 2024. Gracie has gained diverse experience through internships at MAP Solutions Group, the Corporation for Supportive Housing (CSH), GroupM, Celonis, and currently works as a Field Marketing Associate at Pallet, an AI and software company. She has earned certifications in Social Media Marketing, Google Analytics 4, and Digital Marketing, among others. Gracie has also been awarded the John and MJ Rossello Endowed Scholarship and has maintained a position on the Dean's List every semester. Beyond her academic and professional achievements, Gracie is passionate about tennis, pickleball, and spending time with animals. She has volunteered with the Bowery Mission and Project HAPPY, supporting people with intellectual and physical disabilities. After graduation, Gracie plans to travel throughout Europe and then move to San Francisco for her full-time role at Pallet. In the long term, she aspires to work in a career where she can make a difference in how businesses operate and grow while ensuring she stays happy, healthy, and inspired.

## **Julia Hameed**

### **MS Arts + Entertainment Management Award**

Julia Hameed, a Master's graduate in Arts + Entertainment Management, hails from Savannah, GA. She was awarded the Department Award for her studies and has earned the President's Academic Scholarship. Julia has a wealth of hands-on experience in the entertainment industry, currently serving as an Associate Manager at Wasserman, where she works with Molson Coors on their experiential team. Her career highlights include internships and full-time

roles at Paramount in Franchise Experience and Partnership Marketing, event production for major brands like Amazon, Whistle Pig, Veuve Clicquot, and Ralph Lauren, and being a Production Assistant on projects such as *The Kelly Clarkson Show* and *90 Day Fiancé*. She has also participated in prominent conferences like the Future Now Media + Entertainment Conference and the Association of Performing Arts Professionals. Julia's capstone project focused on the impact of influencer marketing on audience behavior. Outside of her academic and professional pursuits, she enjoys fitness activities such as Barry's Bootcamp, yoga, and dance, as well as reading. After graduation, Julia has started her role at Wasserman, working on activations at festivals, MLB, and NFL stadiums, and is excited for her upcoming event at Boston Calling. Long-term, Julia aims to continue working in experiential marketing within the entertainment industry, constantly bringing creative ideas to life. She is grateful for the unwavering support of her family, mentor Deanna Lykos, and friends, all of whom have been instrumental in helping her reach her career aspirations.

## **Kelsey Tulley**

### **BBA Human Resources Management Award**

Kelsey Tulley, a Magna Cum Laude graduate with a Bachelor's in Human Resources, hails from Lambertville, New Jersey. She was a member of the Honors College and served as the President of the Undergraduate Human Resources Club. Kelsey has gained valuable hands-on experience through HR internships and positions at TJX and The Clearing House, where she worked as both an HR Assistant and an HR Analyst. She also had the opportunity to study abroad in Madrid, Spain, further expanding her global perspective. In addition to her academic achievements, Kelsey minored in Spanish, equipping her with strong language skills. Outside of the classroom, she enjoys traveling, exploring museums, and spending time outdoors. After graduation, Kelsey will begin her full-time role as an HR Analyst at The Clearing House. Her long-term goals include advancing in HR while continuing to travel and grow in her career. Kelsey is especially grateful for the mentorship and guidance she received from Dr. Lindamarie Coatman and



Jennie Meltzer, as well as the support from the Lubin Society throughout her college journey.

## **John Alex Guzman**

### **MBA Information Systems Department Award, Marketing Award (PLV)**

John Alex Guzman is a distinguished graduate of Pace University, earning a combined BBA/MBA with concentrations in Information Systems and Global Marketing Management, along with a minor in Applied Statistics. A proud native of Nanuet, NY, John has been consistently recognized for academic excellence, earning Dean's List First Honors every semester and membership in five esteemed honor societies, including Beta Gamma Sigma and Omicron Delta Kappa. During his time at Pace, John held multiple leadership roles, including Vice President of Marketing for the Lubin Business Association and Public Relations Officer for the Pace Pleasantville Investment Club. In these positions, he revitalized marketing strategies, boosted event attendance, and enhanced digital engagement to strengthen financial literacy within the Lubin community. John applied his classroom knowledge to high-impact internships, serving as a Sales/Data Analytics Intern at Ferrellgas/Blue Rhino, where he contributed to strategic planning through business intelligence reporting. At Danone, he supported senior management with data-driven sales insights during his internship as a Sales Analyst. He holds several professional certifications, including Six Sigma White Belt and Google's Fundamentals of Digital Marketing. A passionate sports fan and lifelong learner, John enjoys watching football and baseball, spending quality time with family, and keeping up with technology and business trends. After graduation, he is pursuing career opportunities at the intersection of marketing, sales, and data. John's long-term goals include advancing to a Chief Data or Marketing Officer position and giving back through mentorship, community involvement, and teaching at the collegiate level. He is deeply grateful to the Pace faculty and mentors who guided his academic and professional journey, and fondly remembers collaborating with peers on complex, data-driven projects. John is excited to continue building a career where innovation, strategy, and impact intersect.

## **Daniel Jaller**

### **MBA Marketing Management Award**

Daniel Jaller is a proud graduate of Pace University's Lubin School of Business, earning his MBA in Marketing Management. Originally from Bogotá, Colombia, Daniel came to Pace with over seven years of experience in the music industry, and he made the most of his time in New York City, further refining his expertise and entrepreneurial vision. During his MBA program, Daniel gained hands-on experience through various roles at LLC4 Records, starting as a Summer Label Intern and advancing to Digital Marketing Specialist and ultimately Label Project Manager. These positions allowed him to merge his passion for music with strategic marketing, preparing him for the next chapter of his career. Outside the classroom and studio, Daniel enjoys producing music, working out, cooking, and playing paintball—a sport in which he formerly competed professionally. After graduation, Daniel is returning to Colombia to launch his own record label—an ambitious move that reflects his drive to shape the future of the global music industry. His long-term goal is to build one of the world's leading record labels, one that champions transparency, integrity, and artist development. Daniel is grateful to his professors at Pace for their unique and inspiring teaching styles, which helped make his MBA journey both meaningful and transformative. He leaves Pace ready to take bold steps, equipped with knowledge, purpose, and passion.

## **Chengcai Ma**

### **MBA Corporate Finance Award**

Chengcai Ma, a native of Fuyang City in China's Anhui Province, graduates with an MBA in Corporate Finance from Pace University's Lubin School of Business. His outstanding academic achievements and commitment to excellence earned him the 2025 Departmental Award as Valedictorian of the MBA Corporate Finance program, as well as induction into Beta Gamma Sigma, an honor society recognizing the top 5% of students in AACSB-accredited programs. Before coming to Pace, Chengcai built a strong

foundation in the financial sector with nearly six years of banking experience across top institutions in China. His roles included Teller at the Bank of Communications, International Payments Officer at Bank SinoPac, and Trade Finance Specialist at Bank of Dalian's Shanghai Branch. At Pace, Chengcai put his skills to the test as a finalist in the CFA Institute Research Challenge for the Greater New York Region. His team's equity research on Duolingo placed fifth out of 26 schools and involved comprehensive financial modeling, valuation analyses, and two rounds of presentations to industry professionals. He also has a history of award-winning research, having published multiple academic papers in China and earning 1st prize in Hebei's College Students' Extracurricular Academic and Technological Works Competition. Chengcai enriched his education further by completing the Lubin Business Analytics Boot Camp, gaining practical knowledge in SQL, R, Python, Tableau, Excel Solver, and more. Beyond finance, Chengcai is a passionate baker, travel enthusiast, gamer, and plant lover—and proud cat dad to Turkey and Peppa. After graduation, he plans to pursue a fulfilling finance role in New York City and ultimately hopes to rise to a leadership position at a global bank. He credits much of his growth at Pace to the mentorship of Dr. Iuliana Ismailescu, whose guidance and support, especially through opportunities like touring NASDAQ, left a profound impact on his academic and professional journey.

## **Arianna Vides**

### **BBA Accounting Award**

A proud Jersey City native, Arianna Vides graduates with a BBA in Accounting from Pace University's Lubin School of Business. An accomplished student leader and advocate for student engagement, Arianna served as the Executive Treasurer for the Student Government Association and as an Advisor to the Budget Allocation Council, supporting countless student organizations and campus initiatives. Her academic excellence is matched by an impressive range of professional experiences. Arianna currently works as a Part-Time Tax Analyst at Goldman Sachs and previously held internship roles at PwC (both in Audit and the Start program) as well as at a local CPA firm. She

was awarded the President's Scholarship in recognition of her academic achievements. Arianna has also been deeply involved in the campus community, regularly attending speaker panels, cultural events, and professional development workshops. These experiences helped her form lasting connections and gave her a sense of purpose beyond the classroom. She is also passionate about the arts and enjoys visiting local galleries in her free time, believing in the importance of staying creatively inspired—even in a numbers-driven field. This summer, Arianna will intern at Deloitte as an M&A Intern before beginning her Master's in Accounting at NYU Stern in the fall. She also plans to celebrate graduation with a well-deserved family trip. Looking ahead, she hopes to build a long-term career with a Big 4 firm, using her expertise in accounting to drive corporate responsibility, transparency, and equity. Arianna sees accounting not just as a technical discipline, but as a powerful tool for ethical decision-making and economic justice. Arianna extends heartfelt thanks to the Office of Student Engagement, where she worked as an Office Assistant. She credits professional staff members Jimmy Woods-Corwin and Michael Cordova for their mentorship and support during her time in BAC and SGA. From behind-the-scenes planning to witnessing student events come to life, these experiences were some of the most memorable and fulfilling of her college career. Above all, she thanks her parents for their unwavering support every step of the way. She invites you to [connect with Arianna on LinkedIn](#).

## **Aftab Ashraf**

### **MBA Business Analytics Award**

Originally from Dubai, UAE, Aftab Ashraf graduates with her MBA in Business Analytics from Pace University's Lubin School of Business. She is the recipient of the prestigious Departmental Award for her academic excellence, commitment to learning, and contributions to the Pace community. While pursuing her degree, Aftab was involved in the Muslim Students Association at Pace NYC, where she found a sense of community and connection beyond the classroom. Her passions include oil painting and gardening, which offer her creative balance and joy amidst the rigor of academic life. With a keen

interest in data-driven decision-making and strategic insights, Aftab plans to pursue a career in business analytics immediately after graduation.

Long-term, she aspires to work as a Research Executive or Management Consultant—roles that combine her analytical strengths with a drive to solve complex problems and create impactful solutions for global businesses. She invites you to [connect with Aftab on LinkedIn](#).

## **Sarah Gostkowski**

### **Brand Marketing Team Award**

Hailing from Cromwell, Connecticut, Sarah Gostkowski graduates magna cum laude with a BBA in Advertising and Integrated Marketing Communications from the Lubin School of Business. A dynamic force on Pace's Brand Marketing Team, she served as president and helped lead the team to a 4th place finish at the American Advertising Federation's National Student Advertising Competition (NSAC). Sarah's hands-on experiences include a marketing internship at The Canvas, work in therapeutic recreation at the Hospital for Special Care, and roles with both the Clio Awards and BrandMarketing Services LTD. She has also volunteered at New York Fashion Week for Coach and Carolina Herrera and will assist in the upcoming Clio Health judging process. Certified in AI Marketing by SemRush, Sarah brings both analytical and creative strengths to every project. Her accomplishments have been recognized through multiple scholarships and honors, including First Honors on the Dean's List, AAF's Alpha Delta Sigma membership, and Best Teamwork in a Live Presentation at NSAC. Her time studying abroad at John Cabot University in Rome sparked a love for travel and cross-cultural collaboration. A dedicated artist, stargazer, Italian speaker, and lover of live music, Sarah balances professional ambition with creative curiosity. After graduation, she plans to spend time with family in Connecticut before moving back to NYC to begin her career in healthcare marketing. Long-term, she aspires to become an industry leader across various marketing sectors and eventually return to work abroad in Rome. Sarah credits her success to the unwavering support of her parents, her mentors Professor Conrad Nankin and Dr. Larry Chiagouris, and the powerful women who inspire her every

day—including her mother and sister, Professor Anna Shostya, Lisa Vallier, MaryAnne Gilmartin, and her closest friends Stefana, Brooke, Driona, and Breanna. She invites you to [connect with Sarah on LinkedIn](#).

## **Sophia Perricone**

### **MS in Social Media and Mobile Marketing Department Award**

Originally from Orange County, California, Sophia Perricone graduates with her Master's in Social Media and Mobile Marketing from the Lubin School of Business. A skilled digital storyteller, Sophia previously served as the Assistant Director of Digital and Social Content for Lubin, where she made a lasting impact on the school's online presence. Sophia is a Meta Certified Digital Marketing Associate and balances her academic accomplishments with a successful on-air career. She currently works as a News Anchor and Reporter for WTOL 11 in Toledo, Ohio, and was honored with an Emmy Award for a special report in journalism, a testament to her talent and dedication to impactful storytelling. Outside of the newsroom and classroom, Sophia enjoys baking, playing tennis, and reading. She credits her mentors Tamara Kelly, Matrisha Blyden, and the late Rachel Klingberg for inspiring her growth both personally and professionally. Looking ahead, Sophia plans to continue anchoring the news while remaining open to opportunities that bring her joy and passion. Her ultimate goal is simple but powerful: to build a career doing what she loves—work that never feels like work.

## **Emi Matsumae**

### **BBA in Digital Marketing Award**

Hailing from New York, NY, Emi Matsumae is a dynamic, data-driven digital strategist completing her Master of Science in Social Media and Mobile Marketing and Bachelor of Business Administration in Digital Marketing and Business Analytics at Pace University's Lubin School of Business. With a 3.96 GPA, Emi's academic achievements are matched by her real-world impact and leadership. During her time at Pace, Emi interned with Netflix, where she created performance-driven content strategies and led a company-wide

presentation on Roblox's Gen Z user culture. Her efforts in Pinterest syndication significantly enhanced Tudum's domain authority and traffic, making Pinterest its top referral source. She also brought creative insights to life by capturing behind-the-scenes moments at red-carpet events for Netflix's WhatsApp audience of over 33 million. Previously, Emi interned at ANN INC., supporting marketing analytics and loyalty campaigns through data storytelling with SQL, SAS, and Excel. She has also built trend dashboards using Tableau, guided coding workshops as President of INFORMS, and served as a trusted Resident Assistant for over 40 students in the Pace community. Emi's technical toolbox includes Python, R, Tableau, HTML/CSS, Salesforce, Adobe Creative Suite, and more. She is certified in Google Digital Marketing, Microsoft Excel, and Microsoft Advertising, and is natively fluent in Japanese. After graduation, Emi aspires to work in entertainment, marketing analytics, or digital strategy. Long-term, she hopes to bridge creativity with technology as a leader in digital media, where storytelling meets innovation. She invites you to [connect with Emi on LinkedIn](#).