

# LUBIN BUSINESS

SPRING 2025




Lawrence G. Singleton, PhD  
Dean, Lubin School of Business

**PACE**  
UNIVERSITY  
Lubin School of Business

# Why Choose Lubin?

As a Lubin student, you'll be at the center of the business world and be ready to capitalize on all New York has to offer.

UNIQUELY ACCREDITED



One of fewer than 2% of business schools worldwide accredited for business and accounting


9,000+

internships, co-ops, practicums, field experiences, and clinicals completed by students last year



14,000


employers work with Pace annually



PRESTIGIOUS RECOGNITION

for finance programs

CFA Institute



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Amazon

American Express

Barclays

BDO USA

BNY Mellon

Citibank

Citrin Cooperman

Deloitte

Deutsche Bank

ESPN

EY

FENDI

Goldman Sachs

IBM

JPMorgan Chase & Co.

KPMG

Louis Vuitton

Morgan Stanley

NBCUniversal

Nike Communications

Paramount Pictures

PwC

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Verizon

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TOP 9%

of private US colleges that provide the best return on tuition investment

-Payscale.com



93%

2023 bachelor's graduates employed or continuing their education or service

-Pace University Career Services


96%

2023 master's graduates employed or continuing their education or service

-Pace University Career Services


NUMEROUS OPPORTUNITIES

to take advantage of travel courses




FIRST BUSINESS SCHOOL

in the United States to earn exemptions for ACCA certifications in accounting



LOCATION

We connect you to top media and financial companies and all New York has to offer



# Message from the Dean

Greetings,

With great pride, I present this second issue of *Lubin Business* magazine. The inaugural issue covered stories and accolades that demonstrate our commitment to excellence. This issue extends that thinking. I am dedicated to providing students with an unmatched academic experience that centers how business and business education continue to evolve.

Our deep and abiding commitment to making students market-ready remains a priority. Lubin students and alumni continue to make their mark on society and represent us proudly and favorably, domestically and internationally. Harkening to Pace University's motto, *Opportunitas*, we aim to develop innovative thinkers who will make positive contributions to the world.

Delivering on *Opportunitas*, we have expanded outcomes for student employment. As of 2023, the most recent year for which data is available, 93% of undergraduates and 96% of graduate students were employed within months of graduation.

Lubin's new MS in Financial Operations and Technology (FinTech) program, developed in partnership with Pace University's Seidenberg School of Computer Science and Information Systems, is strengthening faculty collaborations across both schools while simultaneously addressing market demands.

Fundraising efforts have been used to support student scholarships, professorships, travel, and other critical activities.

*Lubin Business* magazine and *Lubin Business Review*—our faculty scholarship publication—have enhanced Lubin's visibility by highlighting the accomplishments of



our stakeholders and our commitment to providing a business education that uses experiential learning as a launchpad to opportunity and success.

I regularly host Dean's Roundtable and Executive in Residence programs to place a spotlight on successful alumni and other New York-area leaders. This provides additional opportunities for engagement.

Supporting entrepreneurial thinking and innovation is of utmost importance to us at Lubin. Our Front Yard program assists students, faculty, staff, and alumni of the university with ideation and mentoring at the early stages of their business' development.

Our Small Business Development Center (SBDC) expanded into the neighboring borough of Brooklyn, New York. The expansion included significant additional grant funding and builds the Pace and Lubin brands in the borough.

Last, on a commemorative note, in November 2024, we celebrated the Pace brothers, and the 125th birthday of our school's namesake, Joseph I. Lubin, through our annual Founders' Day festivities. Members of the Pace and Lubin communities dressed in 1906 attire as a salute to the university's founding in that year as a one-room accounting school.

The aforementioned points are highlighted or expanded upon in this issue of the magazine. There is so much more to share. Have an enjoyable read!

A handwritten signature in black ink, reading "Lawrence G. Singleton".

Lawrence G. Singleton, PhD  
Dean, Lubin School of Business

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## RECOGNIZING EXCELLENCE

# Accounting Students Win Prestigious Scholarships



*2023 scholarship recipients with Nick Bueti, Partner, EY; Amelia Caporale, Partner, EY; John Mattioli, Partner, EY; Professor Charles Tang, Professor Kam Chan, Associate Dean Katherine Richardson, and Dean Lawrence G. Singleton*

**PACE BEGAN** as a humble one-room accounting school in 1906. We've expanded greatly since then, but have never lost sight of our original mission—to prepare students for rewarding and impactful careers. Scholarships for outstanding accounting students continue our long tradition of supporting the next generation of accountants in gaining their credentials.

Three outstanding Pace accounting students were named as Public Company Accounting Oversight Board (PCAOB) Scholars, each earning a \$15,000 scholarship! Winners include Shirley Montenegro '26, Danielle Wu '26, and Oliver Zhu '26. Pace accounting students have now claimed the prestigious PCAOB Scholar title for 13 consecutive years. What an amazing tradition of excellence!

The Deloitte Foundation Accounting Scholars Program is a collaboration between Deloitte and Pace University designed to encourage students from diverse backgrounds to pursue careers in the CPA profession. Each year, about ten full scholarships—covering 100% of the remaining tuition for one year of graduate study at Pace—are awarded to students

pursuing a fifth-year master's degree in accounting, with a concentration in audit, advisory, or tax. Eleven Pace students received this prestigious scholarship: Effeh Badu '25, Bryll Bautista '25, Katherine Cheverko '25, Zackary Fridlin '25, Joshua Joseph '25, Kristina Kravets '25, Mark Palermo '25, Jose Pinto '25, Gabrielle Rambharose '25, Carli Rojas '25, and Givonna Schettino '25.

The Ernst & Young Fund for Excellence in Accounting Education provides scholarship awards of \$5,000 to outstanding Lubin students in a qualified undergraduate or graduate accounting program. Congratulations to the scholarship winners: Wellington Castro '25, Joyce Jaramillo-Romero '26, Kathryn Kormanik '25, and Lucas Zenobio '25.

The KPMG Scholarship Fund for Excellence in Accounting Education was established by KPMG Partners and Professionals to promote educational excellence in accounting at Lubin. Scholarship awards in the amount of \$5,000 are awarded to outstanding students enrolled in a qualified accounting program. For this academic year, KPMG scholarship recipients include Bryll Bautista '25, Joshua Joseph '25, Evan Kanterman '24, Maddy Oden '24, Gabrielle Rambharose '25, and Natalia Schabus '24.

*2024 KPMG scholarship award winners with representatives from KPMG, Pace faculty, and Dean Singleton*



## FACULTY SCHOLARSHIP

# Crisis Remote Learning During the COVID-19 Pandemic

Professor Claudia G. Green, PhD

**DR. CLAUDIA G. GREEN'S** journal article, "Crisis Remote Learning During the COVID-19 Pandemic: A Global Case Study in Tourism," examines the impact of border closures and travel restrictions on remote learning during COVID for Pace University students located across Australia, Canada, China, Colombia, the Dominican Republic, France, Greece, Hong Kong, India, Jamaica, Japan, Mexico, Pakistan, Saudi Arabia, Singapore, South Korea, Spain, Taiwan, Turkey, the UK, and the USA. Leveraging the global dispersion of her students, Green transformed geographic distance into an educational advantage through the creation of the Pace Global COVID Recovery Map. Each student researched three local tourism destinations and analyzed their responses to the pandemic utilizing Green Map Systems' (GMS) expanded set of COVID Recovery icons to highlight organizational strategies for managing the crisis and fostering recovery.



*Dr. Claudia G. Green is a Professor of Management and the Director of the Hospitality and Tourism Management Program at Pace University's Lubin School of Business. In 2021, she was the Director of the International Management Program and was the previous Director of the Center for Global Business Programs. She has been awarded two, four-year contracts as a Fulbright Specialist focusing on sustainable tourism development in Brazil, Cambodia, and Spain. Over a period of 18 consecutive years, Dr. Green led more than 600 Pace University undergraduate students on field studies to Brazil, Cambodia, and Italy. She has presented her research in Brazil, Peru, Mexico, Portugal, Italy, Ireland, Greece, Spain, Thailand, Hong Kong,*

# Global Leadership and Wisdoms of the World: Unpacking Insights from 17 Language Cultures

Professor Eric H. Kessler, PhD



**DR. ERIC H. KESSLER'S** book, *Global Leadership and Wisdoms of the World: Unpacking Insights from 17 Language Cultures*, explores the intersection of leadership, wisdom, and global language culture. Introducing the concept of *language culture*, the study distills diverse local wisdoms into a strategic framework for leaders to navigate challenges and achieve success. Covering the six official UN languages and beyond, the analysis spans Arabic, British and American English, Farsi, Finnish, French, German, Hebrew, Hindi, Indigenous languages, Japanese, Mainland and Non-Mainland Chinese, Russian, Spanish, and Swahili. Rich cultural vignettes illustrate how leadership wisdom manifests across societies, culminating in a comprehensive model for cultivating global leadership insight.

*Dr. Eric H. Kessler is a University Distinguished Professor, the Henry George Professor of Management, and the Founding Honors Director at Pace University's Lubin School of Business. An internationally recognized authority on organization management and global leadership, he has published seven critically acclaimed books, authored over 125 scholarly papers, and collaborated with numerous government and private organizations. He serves as the worldwide General Editor of the Encyclopedia of Management Theory, is a Fulbright recipient, a professional board member, and a Past President of the Eastern Academy of Management. Having led business field studies across six continents, Dr. Kessler has also been inducted into honorary societies in business, forensics, economics, and psychology.*

# Dean's Roundtable

**THE LUBIN SCHOOL** of Business proudly collaborates with Pace University's Office of Development and Alumni Relations to host Dean's Roundtable (DRT) events. An astounding series, Dean's Roundtable events support Lubin's mission of bringing the boardroom into the classroom. Sessions allow successful alumni in various business-related fields to reflect on their time at Lubin and share their journey to success with students via Zoom.



## Franklyn Smith '89

Franklyn Smith was the first keynote speaker for the Fall 2024 Dean's Roundtable series. He had a distinguished 32-year career at PwC, where he served as an Audit Partner specializing in the financial services industry. Post-retirement, he continues to contribute as an Independent Director on multiple boards, including Zurich American Insurance Company and Neuberger Berman Mutual Funds. With deep expertise in accounting, reporting, and regulatory compliance, he is a strong advocate for diversity, equity, and inclusion. He previously was a Market Team Leader in PwC's New York Asset and Wealth Management practice and mentored future leaders throughout his career. While sharing his experience with audit and taxation students, Smith opined: "Having a strong accounting background, CPA certification, and learnings beyond what is expected (while seeking job roles at the BIG 4), will always be an advantage. Pace does an excellent job in providing an accounting background and preparation for CPA exams."



## George Papadopoulos '93

George Papadopoulos, who has over thirty years of financial expertise, was interviewed in Fall 2024. After graduating from Pace University in 1993, he began his career as a CPA with Arthur Andersen. Four years later, he assumed a Controller role with one of his clients. Since then he has worked in various industries, including services, manufacturing, and consumer products; the last ten years, he has worked in financial management. He joined Landscape Capital Management in January of 2015 as a Managing Partner, CFO/COO/CCO. Landscape is an SEC-registered investment advisor with nearly \$3.0 billion in regulatory assets under management. During his interview he reflected on tough decisions he has had to make during his career: "Sometimes you have to make hard decisions if you're not satisfied with the work that you are producing. Not all paths are linear; the best decisions are usually the hardest to make in the moment."



## Grace Vandecruze '85

Grace Vandecruze shared her expertise, which encompasses over 20 years of experience in investment banking, during the Fall 2024 semester. She has worked on transactions worth over \$20 billion in the insurance and financial services sectors. She attributes much of her success to the strong foundation she received at Pace and emphasizes the importance of giving back through financial literacy initiatives, further addressing this in her best-selling book, *Homeless to Millionaire: 6 Keys to Uplift Your Financial Abundance*. About pursuing your goals, she says: "You should never plan your goals based on your current circumstances. Your current circumstances could deceive you into limiting your potential."



## Joseph Brown '08

Joseph Brown, COO, Strategic Industries, Google Cloud, discussed his extensive career in management consulting, technology, and financial services. Brown worked at McKinsey, LinkedIn, and Morgan Stanley before his current role at Google. He credits Pace for providing the skills and network that launched his career. Brown continues to mentor and inspire students at Pace and has said: "Experiential learning opportunities during my four years at Pace complemented classroom instruction, so that by the time it came to getting a full-time job, I knew just what I wanted to do."

## STAKEHOLDER SUCCESS

# Experiential Learning

**EXPERIENTIAL LEARNING IS** the hallmark of a Lubin education. Our student clubs and organizations excel in competitions and in an array of endeavors, putting their knowledge to the test. We applaud their efforts, as they represent the university and Lubin nationally and internationally.



*Members of Pace University's American Marketing Association and members of the Lubin Sales Team*

## American Marketing Association

Pace University's American Marketing Association (AMA) chapter won big at the 2024 AMA International Collegiate Conference: 1st Place for the Best Social Impact Video and 2nd Place for the Best Recruitment Video; 2nd Place in the T-Shirt Design Contest; 2nd Place in the Sales Competition; 5th Place and an honorable mention in the Perfect Pitch Contest; Top 15 in the Marketing Simulation; and the group received recognition as an outstanding chapter overall in Professional Development, Community/Social Impact, and Chapter Planning.

## IDM Lab

Lubin's Interactive and Direct Marketing (IDM) Lab received the Hudson Valley Direct Marketing Association scholarship for the second year in a row. Under Professor Deborah Fain's direction, this full-service marketing agency offers students experience working with four clients with varying marketing needs. Rosemary Gleason '25, an IDM Co-Manager, won a Marketing Club of New York (MCNY) scholarship and Katelyn Guy '25 won the Hudson Valley Direct Marketing Association scholarship. Congratulations to both of them!

## Lubin Sales Team

The Lubin Sales Team is a professional team that travels the country competing in interscholastic sales competitions. It provides opportunities for students to obtain new skills in sales and networking by connecting them with sponsors and recruiters for potential monetary awards.

Sales Team member Jeremy Sanders '25 took 1st Place in the 2024 American Marketing Association (AMA) Outbound Sales Competition.



*Lubin Sales Team*

# UN Millennium Fellowship

Twenty-five Pace University students, including four from the Lubin School of Business, were selected for prestigious and highly competitive United Nations (UN) Academic Impact and Millennium Campus Network (MCN) Fellowships.

Through their participation in this global leadership development program, students launch their own individual or group projects related to the United Nations' Sustainable Development Goals (SDGs).



## **Abdulla AlSuwaidi**

**Class of 2025**

**Major: Finance**

**Minor: Political Science**

**UN Project Focus: Sustainability**

Abdulla AlSuwaidi is excited to work with like-minded people to try to make the world a better place. He is the current United Arab Emirates (UAE) Youth delegate and is delighted to be included among the voices of

youth in important conversations. He organized and moderated a panel discussion on "Promoting Youth Partnerships to Achieve Sustainable Development Goals (SDG 17) in the Third Sector" that included different stakeholder perspectives, more notably, students and UN officials. The outcome of the panel was so fruitful that he and other youth delegates decided to develop a white paper to present to the Ministry of Community Development in the UAE.



## **Madison Everlith**

**Class of 2027**

**Major: Women's and Gender Studies**

**Minor: Fashion Marketing**

**UN Project Focus: Gender Equality**

In her project, Madison Everlith plans to address the marginalization of Black women in healthcare. She believes this is an important topic that more people should be aware of and educated about, as she hopes

to boost awareness of the subject on the New York City Campus. She will represent the Dyson Women's

Leadership Initiative (WLI) while continuing the fight for the future of gender and race equality. Madison aims to continue her project through two summer fellowships with the Women's Institute of Historic Hudson Valley. She will be researching the medical practices of enslaved women in Van Cortlandt Manor and will possibly continue her work through internships made possible by a Jeanette K. Watson Fellowship.



## **Akithma Moraes**

**Class of 2027**

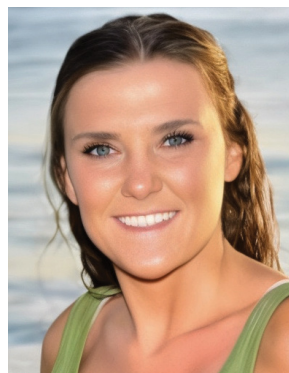
**Major: Political Science**

**Minor: Business**

**UN Project Focus: Gender Equality**

Akithma Moraes was excited to spend the fall semester working on the Sovereign Empowerment Initiative. The initiative aims to support both domestic violence survivors and their allies by offering a virtual platform with cu-

rated resources. The platform will provide peer-led support groups, expert-led workshops, and educational materials to help survivors and allies navigate recovery, advocacy, and empowerment. While the focus is primarily on digital accessibility, the initiative also seeks to foster a strong online community where survivors and their allies can connect, share experiences, and challenge societal norms surrounding domestic violence.



## **Mikaela Regan**

**Class of 2026**

**Major: Global Marketing Management**

**Double Minors: Environmental Studies and Sustainability**

**UN Project Focus: Sustainability**

Mikaela has been reading *National Geographic* publications and watching movies about nature and animals since she was a small child. Giving back has always been a passion of hers, but she

never understood why. She made the decision to apply her love for the natural world to finding a means of preserving its splendor. Thrilled about starting this adventure, the United Nations Fellowship provides her with the opportunity to collaborate with peers who share her passion to help make a difference in the world.

## FOUNDERS' DAY

# Happy Birthday, Joseph Lubin!

**LUBIN CELEBRATED** the milestone 125th birthday of our school's namesake, Joseph Lubin, as well as the lives of the university's founders, Homer and Charles Pace, during a special Founders' Day event on November 14, 2024. Faculty and staff dressed in their best 1906 attire. The Pace community enjoyed a thorough explanation of the university's history, exciting games with prizes, photos with a historic backdrop, free boater hats and bow ties, birthday cake, and other festivities.



## TRAVEL COURSES

# Exploring the World Through Lubin's Travel Courses

**AT THE LUBIN SCHOOL OF BUSINESS**, the classroom extends far beyond campus, with international study programs that take students inside global businesses, economies, and cultures. Through a variety of full-credit undergraduate and graduate courses, students visit international destinations where they engage with faculty, tour corporate offices, meet governmental leaders, and participate in roundtable discussions.

Lubin students have explored global business through several key programs, most notably faculty-led travel courses and study abroad opportunities. These programs have taken students to Argentina, Belgium, Brazil, Chile, Denmark, England, Japan, India, and Sweden. Lubin travel courses typically take place during Spring Break, Winter Break, or summer, blending classroom instruction with up to two weeks of hands-on, international learning. Taught by Lubin faculty, these programs provide students with real-world business exposure while earning full academic credit.

Most recently, students enrolled in Professor PV Viswanath's Spring 2025 FIN 239/FIN 680V/POL 301: Finance and Society course traveled to Mexico, where they analyzed the financial decisions of migrants moving from

*Professor PV Viswanath and students tasting Aztec food at San Mateo Ozolco, Puebla*



*Students on top of the Great Pyramid of Cholula*

developing economies to wealthier nations. The course pairs Pace University students with peers from a university in Puebla, Mexico, providing a collaborative, hands-on learning experience. Like many travel course programs, the trip takes place over a semester break, allowing students to gain international experience without missing regular coursework.

Lubin students have the opportunity to expand their education beyond the classroom by studying abroad for up to one year at one of Pace University's many international partner institutions. These semester-long experiences provide an immersive cultural and academic journey, allowing students to earn credits while gaining firsthand exposure to global markets and business practices. Pace University collaborates with partner schools worldwide to ensure that students receive a seamless academic experience; courses align with their degree requirements. Whether spending a semester abroad or participating in a shorter-term, faculty-led program, Lubin students develop a deeper understanding of international business, build global networks, and enhance their adaptability in an interdependent global landscape.

To help make global learning more accessible, Pace University offers several scholarships to eligible Lubin students. These awards—ranging from \$2,500 to \$3,500—are funded by the Figueroa Family Fund, the Philip and Marianne Bleser Fund, and the Eugene and Nancy Celentano Fund. Recipients are selected through an application process that includes a written component, where students reflect on how studying abroad will enhance their academic and personal growth.

# Year in Pictures







## NEW PARTNERSHIP

## Farmers' Market Tabling Hub

**LUBIN FACULTY, STAFF**, and students on the New York City Campus have been enjoying fresh, healthy produce obtained from Pace's Farmers' Market tabling hub. A partnership between Pace and GrowNYC started when the Dean for Students' team contacted the organization and began making weekly trips to the Bowling Green Farmers' Market. Every Tuesday until Thanksgiving, the farmers graciously donate to Pace. All are welcome to stop by and take produce.

Throughout the year, delicious meals were prepared by Lubin staff or their family members with the produce from the market.

## MILESTONES

## Lubin Walks It Out!

**CONGRATULATIONS TO THE** Lubin Hot Steppers team, comprised of faculty and staff, on winning two Aetna Walking Challenges in 2024! Team members Matrisha Blyden, Kathryn Burke, Danielle Hanson, Tamara Kelly, Vishal Lala, Nicole LaScala, Jennifer Lee-Lecky, Shiobhan McLoughlin, John Meletiadis, Thomas Miliano, Noushi Rahman, Sophia Perricone, and Brian Pew used an app to log and tally their everyday steps, which included not just walking, jogging, and running, but all kinds of exercise (gardening, bicycling, lifting weights, and more).

## Lubin Steps Up the Pace

**ROBERT CAPOLONGO '26** and his family started a charitable foundation, Michael's Cause, the Step for a Cure 5k Run and Walk, to support Duchenne Muscular Dystrophy (DMD) research. The charity was founded in 2011 to help his brother Michael, who is a senior in high school, and others with DMD. In 2024, the Twelfth Annual 5K was a ringing success with over 1,500 participants "running for those who can't," as Robert describes it.

**HENRY RICHARD '25** and his family created the Martin Richard Foundation in honor of his brother, Martin, who passed away at the Boston Marathon in 2013. Since then, people from Boston and around the world have been running for "Team

MR8" to honor Martin's simple message: "No more hurting people. Peace!"

**GEORGE DAVIS '25**, a graduate student in the MBA program, first began running the Marine Corps Marathon with his father in 2022, and ran his third marathon in 2024, finishing in an impressive three hours and fifty-five minutes. Regrettably, George's father passed away, but he continues to run in his honor.

**IZAAN HAMID '26** an MBA student, felt restless one night and Googled "how to run a marathon" out of simple curiosity. He was not an avid runner or a gym rat, but decided to run a 26.2-mile marathon, taking small steps and training slowly for race day. Despite being a beginning runner, Izaan finished his first marathon. The rest is history!

Kudos to these members of our community for setting the Pace in the endeavors they pursued!

*Top left-Robert Capolongo, top right-Henry Richard, bottom left-George Davis, bottom right-Izaan Hamid*



# Cutting-Edge Print and Digital Publications

Did you know that Lubin publishes a series of digital micro-newsletters across various business topics? *B2B*, the digital digest of the Lubin School of Business, is published annually. Other micro-newsletters include *Brass Tax*, focused on taxation, as well as *Bullish*, which is part of our digital series designed to inspire those who are unafraid to lead, innovate, and shape the future. Other Lubin publications include our newsletter, *#LubinLife*; our faculty scholarship publication, *Lubin Business Review*; and our magazine, *Lubin Business*. [Read our past issues or subscribe to get the latest news from Lubin.](#)



## In Memoriam



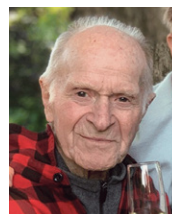
### Joseph R. Baczek

Joseph R. Baczek served as dean of the Lubin School of Business from 2005-2010. A decorated US Marine and visionary executive, he attended Harvard Business School and earned an MBA in 1974. He then went on to build an impressive career as an executive and respected leader in international business.



### Professor Steven S. Mezzio, PhD, CPA, CISA, CISSP, FSA

Professor Steven S. Mezzio taught accounting at Lubin. His contributions to Pace University, the Lubin School of Business, and accounting education have been immeasurable. His kindness to students will leave a lasting impact on the entire Pace/Lubin community.



### Professor Harold Oaklander, PhD

Professor Harold Oaklander taught at Pace University in the areas of industrial relations and management from 1967-1991. He made significant contributions to the university, as he was instrumental in launching the Executive MBA program at Pace.



### Lynne V. Byrne Scholarship Fund

We honor the incredible legacy of Lynne V. Byrne '88, a beloved associate dean at the Lubin School of Business whose dedication to Pace University spanned more than 40 years.

Though she passed away in 2019, Dean Byrne's passion for education continues to inspire others through the Lynne V. Byrne Fund—a scholarship supporting future leaders attending Pace University. Her commitment to the university and its students will never be forgotten.



## IN MEMORIAM

## Remembering Rachel

### Reflections on the Life of Rachel Day Klingberg '95, '13 1971–2025

**RACHEL D. KLINGBERG** worked for Lubin's Office of Communications and External Relations (OCER) for 22 years as the Associate Director—Online Communications. A variety of Lubin communications fell under her purview with regard to coding and web design: the Lubin listserv, *#LubinLife*, *Lubin Business Review*, *B2B*, *Bullish*, *Brass Tax*, and more. An experienced webmaster with a demonstrated history of working on large-scale websites, she had excellent communication skills and a broad knowledge of cybersecurity.

Rachel earned a bachelor's degree in English Literature and a master's degree in Computer Science at Pace. With an almost insatiable thirst for knowledge, Rachel earned a master's degree in English Literature at New York University (NYU) and an Advanced Graduate Certificate in Applied Digital Forensic Science, Cybersecurity, and Digital Forensics from John Jay College, City University of New York (CUNY).



*Rachel D. Klingberg in period dress*

A proud Pace alumna, Rachel possessed a true "Go-Getter" spirit. Known for her love of anything and everything historic, she had a deep and abiding interest in the Victorian Era, Steampunk, New York history, and much more. She also practiced martial arts, loved crafting, and designing/wearing 19th century costumes.

Rachel proposed that Lubin celebrate Founders' Day in 2023 in honor of the school's namesake, Joseph Lubin, and the Pace brothers. Dressed in 1906 attire, she busied herself with hosting, playing games, and joining in the revelry at the most recent celebration in November 2024.

Her beloved cat, Jonesy, was the OCER mascot during the pandemic, and would "participate" in meetings via Zoom. All of her cats' names, prior to Jonesy, began with the letter "J," so often the OCER team would look forward to hearing about their exploits.

Rachel also loved listening to Bob Marley and would sometimes sing lines from his songs that extolled happiness and peace.

We are deeply saddened by Rachel's passing. Her strong work ethic, infectious smile, love of animals, and interest in everything Victorian will always be remembered.

We thank her mother Robin Jatko, her brother Benjamin Klingberg, and her partner Rene (RJ) Cote for sharing her with us.

## NEW PROGRAM

## MS in Financial Operations and Technology (FORT)

**AS IT CONTINUES** to transform sectors such as banking, insurance, payment services, and portfolio management, professionals who understand both finance and the strategic use of technology are in high demand. Lubin's new STEM-designated MS in Financial Operations and Technology (FORT) prepares students for careers in the development, marketing, and implementation of financial solutions incorporating digital technology. The program

offers significant value, especially for international students, by qualifying them for Optional Practical Training (OPT) and extended work opportunities in the US.

The curriculum integrates the study of core financial areas such as investment management, corporate finance, and market operations with advanced technology, including AI, blockchain, machine learning, and data mining. This dual focus enables students to prepare for jobs where

they will help with the visualization, development, and implementation of the new technologies in both financial and non-financial companies. A case-based capstone course provides practical insights into real-world applications.

Designed for students without a business background who are interested in finance and technology, as well as business graduates looking to expand their expertise in financial technology applications, this program bridges the gap between financial strategy and technological innovation. The goal is to develop professionals who can integrate emerging technologies into financial spaces.

# Commencement

On Monday, May 20, 2024, Pace University's Lubin School of Business Class of 2024 received their diplomas at the USTA Billie Jean King National Tennis Center.



# OUTLOOK ON OPPORTUNITAS

## JENNY LOI '03 AND SARA SHIKHMAN '03 ON FRIENDSHIP, LEADERSHIP, AND THE POWER OF OPPORTUNITAS

Alumnae Jenny Loi and Sara Shikhman

**WHEN JENNY LOI AND SARA SHIKHMAN** first crossed paths at a Robert Kennedy talk at Pace University, they couldn't have predicted that a spontaneous juice run and an unexpected lunch with Kennedy himself would lead to a decades-long friendship and a shared legacy of leadership. Though they didn't share classes or social circles, a random seating arrangement placed them side by side, sparking a connection that would outlast their college years and shape their lives in profound ways.

"Our friendship wasn't a product of convenience or circumstance—it was as deliberate as it was unlikely," Jenny reflects. "Sara was one of the cool kids, always at the best parties, while I proudly flew the flag for the studious nerd brigade." Sara echoes the sentiment: "On paper, we couldn't have been more different... but Pace brought us together, and I'm forever grateful for it."

That serendipitous meeting blossomed into a powerful partnership. Jenny and Sara went on to become president and vice president of the Pace student government, working side by side to make a meaningful impact on campus. "Together, we redefined leadership at Pace," says Sara. "But the real victory was building a lifelong friendship that has shaped so many chapters of my life."

What began with juice and laughter evolved into years of unwavering support, mutual growth, and real-life mentorship. "We've supported each other through career crises, family losses, and existential ledges," Jenny shares. "On brighter days, we've toasted birthdays, cheered each other's successes, and traveled the world together."

Both Jenny and Sara credit Pace for helping them find their voices and realize their full potential.

For Jenny, Pace was a place of discovery. From professors who made accounting and history come alive to mentors who helped her navigate life in a big city as a 17-year-old from Southern California, she found more than education. She found empowerment. "Pace didn't just give me tools or resources; it gave me permission to imagine a life that was wholly, uniquely mine," Jenny says. "It gave me Sara. It gave me myself."

After Pace, Jenny built a career in real estate development—a field that lets her see her ideas rise into tangible form. "We don't sit around waiting for opportunities to come to us. We roll up our sleeves. We chart our own paths."

Sara, too, found at Pace the confidence and courage to forge her own trail. Inspired by dynamic faculty such as Professors Bill Offutt, Dan Baugher, and Eric Kessler, and mentored by Dean Lynne Byrne, Sara embraced leadership and big thinking early on. "Opportunitas taught me how to create opportunity, not just wait for it. That mindset guided me when I launched my own law firm and as I continue to pursue my goals with purpose."

Their friendship, born in an unexpected moment, became a testament to the very spirit of Pace. As Jenny puts it: "Calling Sara a friend feels too small—she's my co-conspirator in this wild adventure called life."

Through different paths, in different industries, Jenny and Sara continue to embody the Pace ethos: bold, resilient, driven, and grounded in the power of meaningful connection. Their story is not just about friendship—it's about legacy. And it all started with juice.

### Opportunitas: Our Motto



Pace University provides its students with a deep knowledge of their respective disciplines, real-world experience, and a rigorous curriculum, giving them the skills and habits of mind to realize their full potential. This unique approach has been firmly rooted since its founding and is essential to preparing graduates to be innovative thinkers who will make positive contributions to the world.



## OUTLOOK ON OPPORTUNITAS OP-ED:

# Kim Jarrett Beauty

## A Leader in Luxury and Inspiration



*Kim Jarrett '06 and products from her beauty line*



**AS A PROUD** Pace University alumna, I have taken the entrepreneurial lessons I learned on campus and infused them with my cultural heritage to create Kim Jarrett Beauty. I can say without hesitation that my entrepreneurial journey began in the classrooms of Pace—and it was Professor Claudia Green from the Management Department who first sparked my drive. Her insights on sustainable business practices and her ability to connect theory with real-world practice planted the seed that would grow into Kim Jarrett Beauty. The brand has quickly established itself as a leader in luxury beauty while standing as a beacon of inspiration for people, specifically aspiring entrepreneurs everywhere.

### Leading Through Authenticity

Kim Jarrett Beauty ties the richness of Jamaican culture into every product, offering a distinctive approach to beauty. Inspired by my roots, each product tells a story, whether it's Dunn's River Falls or Hellshire Beach. The brand stands out in a \$532 billion global beauty industry. My products are not just beauty products—they are cultural experiences in a bottle. This unique cultural authenticity not only appeals to customers, but also disrupts an often homogenous market.

Statistically speaking, in a world where 70%\* of consumers prefer brands aligned with their personal values, it turns out authenticity is not just nice—it is lucrative!

### Sustainability as a Standard

The brand's sustainability commitment is another leadership pillar. Thanks to lessons from Professor Green, I understood early on the importance of building a business that not only thrives, but also gives back. With 100% recyclable packaging and ethically-sourced ingredients, Kim Jarrett Beauty is not just selling products—it's selling a vision for a cleaner, greener future. According to studies, 77%\*\* of Gen Z (ages 18-26) and 72% of Millennials (ages 27-42) are willing to pay more for sustainable products and services, which proves that making the world better is also smart for business.

And let's face it, nothing says "forward-thinking" like ensuring your lipstick won't outlive the Great Pyramid of Giza.

### Inspiring the Next Generation

Kim Jarrett Beauty is more than just a brand—it is a platform for change that inspires action by championing diversity and inclusion in every facet of the business. It's not just about selling makeup and skincare—it's about amplifying underrepresented voices and redefining beauty standards. For aspiring entrepreneurs, I hope my journey demonstrates that you can honor your culture, prioritize sustainability, and still make waves in a \$532 billion industry.

As a Pace alumna, I hope to show that with the right mix of grit, creativity, and a touch of lip gloss, anyone can turn their dreams into reality.

## Actionable Advice for Aspiring Leaders

To Pace students and my fellow alumni:

- **Find Your Voice:** Whether it is in beauty, tech, or finance, authenticity will set you apart from the rest.
- **Think Sustainably:** Make choices that benefit not only your business, but the planet.
- **Be Bold:** Professor Green taught me that innovation starts where comfort ends.
- **Think Big, Start Small:** Every global movement starts with one idea, one action, one product.
- **Lean On Your Network:** Use the Pace alumni network! Trust me, it's filled with a treasure trove of resources.

Kim Jarrett Beauty proves that leadership isn't just about being at the top—it's about lifting others up and leaving the world better than you found it.

From Pace University classrooms to the global beauty industry, Kim Jarrett Beauty is a testament to the power of education, cultural pride, and sustainable innovation. Let's continue to make an impact, one product at a time!

Cheers to the incredible Pace University community, Professor Green, alumni, and all the future changemakers walking through Pace's halls!

### Where to Find Kim Jarrett Beauty

Kim Jarrett Beauty products are available at [kimberleyjarrett-beauty.com](https://kimberleyjarrett-beauty.com). Follow the company on social media, Instagram and Facebook, @kimjarrettbeauty, for updates and exclusive promotions.

\*World Economic Forum, 2021, "People Prefer Brands with Aligned Corporate Purpose and Values"

\*\*PDI Technologies, 2023, "The Green Generation: Tracking Gen-Z Trends in Sustainable Purchasing Habits"

## OUTLOOK ON OPPORTUNITAS OP-ED:

# Pace University Small Business Development Center

Andrew Flamm, Regional Director, Manhattan and Brooklyn, Pace University Small Business Development Center

**THE PACE UNIVERSITY** Small Business Development Center (SBDC) offers in-depth, confidential one-to-one business advisory services and training programs to help small business owners and aspiring entrepreneurs build and grow their business ventures, all at no cost to our clients. From help with accessing financing to identifying contract opportunities, from providing marketing and sales strategies to ensuring regulatory compliance, our experienced New York State (NYS)-certified business advisors have the expertise to help your business reach its full potential. Since our start in 1986, the Center's business advisors have worked directly with more than 20,100 small businesses, helping them to invest over \$255 million in the area's economy and create or save over 10,600 jobs.

Our Center operates from One Pace Plaza on the New York City Campus, where we hold in-person, as well as virtual business advisory sessions. In 2024, the Pace SBDC was tapped by the New York State SBDC network to expand the Center's service area to include Brooklyn, New York. Since that time, we have launched five Brooklyn satellite locations with the support of key community stakeholders—in Williamsburg, Bushwick,



Andrew Flamm

Flatbush, Industry City (Sunset Park), and the Brooklyn Public Library's Business and Career Center at the New York Public Library's Grand Army Plaza location. We also offer in-person sessions from the New York Public Library's Thomas Yoseloff Business Center in Midtown Manhattan (New York City). Sessions and programming content are also offered in Spanish.

The Pace SBDC is excited to be a part of the Lubin community and provides a range of programming in support of the Pace Path, which builds real-world experiences into students' college experience. We have hired a range of talented Lubin School of Business students over the years as interns to work alongside our business advisors. Our Center also

helps connect Pace students and alumni to job opportunities with our small business clients, as well as arranges for clients to present and receive recommendations from Lubin marketing class group projects. Further, we enlist Pace faculty to lead training workshops for our small business clients, covering topics in marketing, finance, law, and sustainability, among others. [Visit the Pace SBDC website](#) to learn more about us and take advantage of our sessions at no cost.

# The Urban Pinnacle

## A TRANSFORMATIVE STARTUP BRIDGING THE GAP

An interview with co-founder and CEO Jamal Hermitt



*Jamal Hermitt*

**THE URBAN PINNACLE (TUP)** is a transformative startup that aims to bridge the gap between underserved communities and sustainable employment opportunities by providing comprehensive vocational training and support. TUP focuses on empowerment through education, job readiness, and community collaboration, emphasizing the development of both hard and soft skills.

### Inspiration for the Company

What has been an evolving conversation between myself and fellow co-founder Jeriel Slay, the idea for TUP was born from personal experiences and challenges within a marginalized community. Recognizing the systemic barriers that often hinder progress for many in underserved areas, we envisioned a platform that could offer more than just job placement—focusing on holistic development and long-term success. With the opportunity to develop the concept into a startup by participating in Columbia Business School's Tamer Institute of Social Impact and Climate Change StartUps Work Workshop series, we were able to secure non-profit status and further build out the model.

### Benefits from The Front Yard at Pace University

The Front Yard at Pace University has been instrumental in TUP's growth, providing a nurturing environment that fosters innovation and scalability. It has offered vital resources, mentorship, and networking opportunities, enabling TUP to refine its mission and expand its impact. Specifically, with access to The Front Yard, as a Startup In Residence, The Urban Pinnacle has gained team members who are interested in furthering the mission, a network of individuals looking to partner/collaborate from within their professional capacities, facilities to host the necessary meetings/functions that move us forward, and backing from a well-respected institution, which breaks down barriers even yet to be seen.

### Experiences with The Front Yard

Our experiences at The Front Yard have been overwhelmingly positive, with the Startup in

## About The Front Yard



The Front Yard program at Pace University is a cutting-edge educational platform that aims to build the most advanced toolbox for Pace University students, alumni, and faculty to support their entrepreneurial endeavors. Further, its Startup in Residence Program invites the most innovative companies and entrepreneurs from around the globe to be guests for a semester, with the option to establish a long-term partnership with the Pace community.

Residence incubator playing a crucial role in streamlining TUP's operations and helping the startup navigate the complexities of business development in the social enterprise sector. So far, as previously mentioned as a benefit of our affiliation, we have secured our first major employer, our Program Director, and an assortment of professionals looking to either consult or advise us during our growth, all at no cost. This was the fruit that came from our initial event as a Startup in Residence, not even a month into our official onboarding.

### Challenges Overcome

Personal challenges faced in life, I believe, are the major catalyst behind TUP's mission. It was the specific challenge of rebuilding myself, post incarceration, that has made me

**"Our experiences at The Front Yard have been overwhelmingly positive, with the Startup in Residence incubator playing a crucial role in streamlining TUP's operations and helping the startup navigate the complexities of business development in the social enterprise sector."**

believe that there is genuinely a need for this work to be done and there is a place for this work to become a significant solution to a societal problem: unemployment levels in America. One significant challenge TUP continues to face is the shifting of public and potential investor perceptions about the viability and impact of social

enterprises, especially those focusing on systemic change within marginalized populations. With every collaboration, partnership, and successful placement, we continue to provide a use case that makes this challenge less of a significant one.

### Advice for Aspiring Entrepreneurs

I advise aspiring entrepreneurs to stay committed to their vision, to be ready to adapt, and to deeply understand the needs of their target community.

## THE FRONT YARD

# Climate Avengers

## A NEW GROUNDBREAKING GRANT PROGRAM



**Shubham Madhavi '24**

designed to harness rainwater, purify it, and provide clean water to communities in need. This innovative system offers a long-term, sustainable source of clean water, tackling the issue of water scarcity and ensuring access to clean water for all, regardless of geographical or socioeconomic barriers.

Speedemissions has brought the Project Planet U.S.A. initiative back for a second year. Pace University contestants who entered have the opportunity to secure a \$6,000 cash grant.

**IN 2024**, the Front Yard at Pace University partnered with Speedemissions to launch the Project Planet U.S.A. initiative. This program encourages students and faculty to submit innovative concepts, ideas, or groundbreaking solutions aimed at addressing climate change. The grand prize for these ideas is a cash grant.

Shubham Harishchandra Madhavi '24, a graduate student at the Seidenberg School of Computer Science and Information Systems at Pace University, and a team of three Pace University students representing the College of Health Professions—Danielle Hanson '24, Anjienna Lowtan '24, and Nisha Troupe '24—emerged as the 2024 winners.

The winning concepts were both ambitious and inspiring. Shubham proposed the use of bio-bricks made from plastics collected from the ocean. These bio-bricks are specially designed to convert CO2 into nutrients, aiding the restoration of coral reefs while combating the urgent threat of climate change.

The team's idea focused on a barrel filtration system

**Anjienna Lowtan '24, Danielle Hanson '24, and Nisha Troupe '24**



## STUDENT SUCCESS

## Alina Ongeyberg '25



**Driven, ambitious, and deeply involved on campus, Alina Ongeyberg '25 is seizing every opportunity. As President of the Pre-Law Society and a leader in Sigma Delta Tau, she's building valuable leadership skills while creating spaces for others to grow. To her, #LubinLife means learning, leading, and making meaningful connections.**

***Why did you choose Pace University and the Lubin School of Business?***

Pace offered me something not all schools did: the opportunity to be in a tight-knit community. Through the Lubin School of Business, I've been able to learn from professors with real-world experience and study alongside peers who are driven and motivated to see what this busy city holds for them.

***How have clubs on campus helped enrich your student experience?***

Clubs on campus have significantly enriched my student experience by providing leadership opportunities and a sense of community. I joined the sorority Sigma Delta Tau, which not only connected me with women who share similar values, but also gave me the chance to take on leadership roles. Over the past three years, I've served as Vice President of Finance and Vice President of Risk Reduction, gaining hands-on experience in budgeting, financial management, and crisis planning. Being involved in these roles allowed me to grow not only within the organization, but also personally and professionally.

***How has being part of the Pforzheimer Honors College benefited you?***

As a member of the Pforzheimer Honors College, I've benefited from priority registration, specialized advisors, and the opportunity to take classes with other Honors students. It provides a smaller community within the larger Pace environment.

***What have you learned in your current role as President of the Pre-Law Society?***

As President of the Pre-Law Society, I've learned the importance of leadership and effective communication. Starting a new organization requires building everything from scratch—creating the logo, setting up social media platforms, conducting outreach, and overseeing the budget. This experience has taught me how to build a presence,

engage with members, and communicate our mission to the campus community. Our first semester on campus was Fall 2024 and we have already grown immensely. The executive board has been a huge source of inspiration and the creation of the organization would not have been possible without their support and commitment to joining me on this journey.

***How has your experience with Lubin shaped the way you approach running the Pre-Law Society?***

My experience with Lubin has greatly shaped the way I run the Pre-Law Society. Classes such as Contemporary Business Practice and Business Strategy have taught me key concepts such as budgeting, event planning, and strategic thinking, which I've applied to real-world scenarios within the organization. Additionally, Lubin's focus on practical experience inspired us to create events that provide valuable insights into the legal profession. In our first semester on campus, we hosted a Pace Haub Law alumnus as a guest speaker and invited Pace Haub Law students to speak on a panel with our members.

***Tell me about your time with the Wall Street Acceleration Program. Why did you choose to join? What were the most valuable takeaways for you?***

I chose to join the Wall Street Acceleration Program because it offered a unique opportunity to gain industry insights and deepen my understanding of the finance field. The program provided exposure to seasoned professionals across areas such as venture capital, hedge funds, and investment banking. The most valuable takeaways for me were the expert advice and career guidance I received. Conversations with these professionals taught me not only about their day-to-day work, but also the "why" and "how" behind their careers.

***What has been your favorite opportunity at Pace?***

My favorite opportunity at Pace has been founding and leading the Pre-Law Society. It has been incredibly rewarding to create a space where students can explore legal careers.

***Do you have any advice for other Lubin students?***

My advice to other Lubin students is to take full advantage of the resources available to you. Network with professors, peers, and alumni—you never know what opportunities may come up. Don't be afraid to step outside your comfort zone, whether by joining student organizations, participating in programs like Wall Street Acceleration, or taking on leadership roles. These experiences will shape your skills in one way or another.

***What does #LubinLife mean to you?***

#LubinLife means embracing both the academic and real-world experience that Lubin offers. You are in a community of driven, ambitious individuals who support each other's growth. Whether in the classroom or through extracurricular activities, #LubinLife represents experiences that extend far beyond academics.

# Tuned In? The Lubin Link Podcast

**WANT TO KNOW** what it takes to turn ambition into success? The Lubin Link, presented by Pace University's Lubin School of Business, features candid conversations with industry trailblazers and visionaries—from directors to CEOs. Tune in as they share their paths to success, reveal the challenges they've overcome, and offer insights for the next generation of Go-Getters and change-makers.



## Redefining Creativity in Entertainment

**with Semii '16 (Suzan Gebreyonas)**

Semii '16 discusses how the Lubin School of Business helped shape her journey as an entrepreneur in the entertainment industry—from founding Rare One Records to launching Heir Aura. She shares her experience building a successful record label and creative agency while creating her own path in the music world.

## Sales, Strategy, and Staying Ahead

**with Gabriella Ferrara '16**

Gabriella Ferrara '16 reflects on how her experiences at the Lubin School of Business laid the foundation for her journey from finance to sales leadership. From launching her career at PwC to becoming Vice President of Sales at Scorpion, Gabriella highlights how campus involvement as President of Beta Gamma Sigma and the Lubin School of Business Student Government Association—and building strong professional connections—shaped her path.



## Inside Arts and Entertainment

**with Jonna Hagglund '19**

Jonna Hagglund '19 shares how her time in Lubin's Arts and Entertainment Management program helped launch a dynamic, international career. From interning with casting directors in New York City to earning a master's in musical theatre, and eventually pivoting to the corporate side of the entertainment industry, Hagglund now thrives as a talent success manager at Spotlight in London—blending her performance background with a passion for helping others succeed in the industry.

## FACULTY PROFILE

# Professor Pradeep Gopalakrishna, PhD



**We had the opportunity to speak with Professor Pradeep Gopalakrishna, PhD, Chair of the Marketing Department at Pace University's Lubin School of Business, about his 29-year career with the university. Originally trained as a mechanical engineer in India, he pursued an MBA in marketing and management at the University of North Texas, driven by a deep curiosity about business.**

**With expertise in consumer behavior, strategic marketing, and cross-cultural studies, he has authored numerous articles and developed real-world case studies. At Lubin, he champions experiential learning, guiding students through hands-on projects and industry collaborations. His passion for mentorship has helped students secure internships and full-time roles in marketing.**

## Why Marketing?

In the 1980s, as a mechanical engineering student at Bangalore University in India, I noticed a prevalent trend among engineering graduates: many pursued a management degree to explore various business functions. Marketing, in particular, stood out as a priority for many, including myself. This curiosity led me to pursue an MBA in Marketing and Management at the University of North Texas in 1981.

During my MBA journey, I navigated a competitive job market, taking on roles that, while modest, laid the foundation for a fulfilling career. I maintained strong ties with the university, which eventually led to an invitation from my professors to further engage in academia after completing my MBA.

When I teach marketing, I often challenge my students to reflect on its critical role within an organization. I ask, why is marketing essential to study? I direct their attention to an income statement, where marketing represents the top-line activity—the only function responsible for generating revenue, driving demand, and fueling growth. It's this profound impact that continues to inspire my passion for marketing and shape my teaching approach.

## Why Lubin/Pace?

In the mid-1990s, I had been teaching at Hofstra University for six to seven years when I began exploring academic opportunities beyond Long Island (New York). At the time, I even considered positions in the Midwest. Around that time,

Pace University was seeking a visiting professor, and I joined as an associate professor of marketing.

Pace's proximity to the Financial District and Wall Street, along with its strong industry connections—particularly with marketing firms such as IPG, Ogilvy, and WPP—made Lubin an excellent platform for expanding my professional network. Being near Madison Avenue allowed me to engage with leading firms and strengthen both my academic and industry relationships.

## What are your research interests/areas?

My initial academic interest centered on services marketing, which was the focus of my dissertation. As I expanded my network with academic professionals abroad, my research evolved into cross-cultural marketing, examining consumer behavior across diverse markets.

Writing has also been a significant passion of mine, particularly crafting case studies on real companies to analyze consumer preferences and marketing strategies. My teaching and research encompass several core areas, including consumer behavior, services marketing, strategic marketing, and cross-cultural marketing. Over the course of my career, I've authored more than 50 articles, contributing to academic and professional discourse in these fields.

**"In today's social media-driven world, strong written and verbal communication skills are essential for navigating the rapidly evolving marketing landscape."**

## Why is it important to advance research in this area or these areas?

Change is a constant in the business world, particularly from a practitioner's perspective, underscoring the importance of academic research keeping pace with industry evolution. While academia and industry operate in distinct spheres, it is crucial for research to align with real-world practices and trends. In today's fast-paced environment, maintaining relevance requires actively bridging these two domains.

## What do students learn in your classroom?

My classroom fosters a dynamic learning environment where students develop transferable skills through debates, discussions, case studies, and both individual and group presentations. A hallmark of my teaching philosophy is experiential learning, where students work on real-world projects with actual or simulated clients.

For instance, each year, I guide Norwegian students in creating a marketing plan for a real client. One particularly memorable project involved launching a new e-health platform for Norway's leading bank, DNB, in the New York City region. Students conducted extensive consumer behavior research and developed a comprehensive product launch strategy for the United States. These hands-on experiences equip students with critical thinking, research, and problem-solving skills that are directly applicable to their careers.

Notably, the project presentation was accepted by the client, who then proceeded with the launch. Additionally, one of the students from the program later accepted a position with DNB in Oslo, Norway.

To continue to stress the industry nexus with the classroom, I believe in forging and maintaining relationships with employers in the New York City area. For over fifteen years now, I have been taking students to meet with business professionals of the New York Mets at CitiField and Brooklyn Nets at Barclays Center. Several students have succeeded in securing internships and full-time positions as a result.

***Discuss your professional path and its impact on how you teach and what you teach.***

My professional aim has always been to integrate teaching with research. I actively incorporate my research into the classroom, using it to enrich discussions, provide real-world insights, and bridge the gap between theory and practice.

***What are some challenges you had to overcome to get to where you are today?***

One of the biggest challenges I faced upon arriving in the United States was adapting to cultural differences and language barriers. Being outspoken by nature, adjusting to a new cultural context required patience and a willingness to learn.

***Of which triumph are you most proud?***

Supporting student success, particularly when it leads to internships and full-time employment, has been one of my greatest achievements as an educator.

***What is the single most important lesson you'd like to impart to your students?***

I emphasize the importance of analytical skills above all else, alongside curiosity and communication. In today's social media-driven world, strong written and verbal communication skills are essential for navigating the rapidly evolving marketing landscape.

***What does #LubinLife mean to you?***

#LubinLife means being collegial—staying connected and engaged, both as a student and as a faculty member—by fostering relationships, contributing to the academic community, and supporting lifelong learning.

***Classes you have taught or are currently teaching:***

MAR 201: Principles of Marketing  
MAR 222: Marketing Research  
MAR 394: Marketing Internship  
MAR 675: Strategic Marketing Planning  
MAR 681: International Marketing  
MAR 806: Driving Marketing Performance  
DPS 840: Doctoral Foundation Seminar in Marketing

In addition to these courses, I also occasionally teach internationally focused courses sponsored by Lubin's Center for Global Business Programs.

**STUDENT ATHLETE**

# Tower Lorde '25



MICHAEL TALES

Tower Lorde '25, a Lubin graduate student from Saint Michael, Barbados, concluded her collegiate basketball career with an impressive performance during the 2024–25 season. She led the Pace University Women's Basketball team with an average of 13.2 points and 5.9 rebounds per game, boasting a 59% field goal percentage. A highlight of her season was a career-high 28-point game against Adelphi University in February 2025. Lorde also achieved a significant milestone by joining the Pace University Women's Basketball program's 500-rebound club, finishing with a total of 534 career rebounds. Her athletic and academic dedication earned her a second consecutive All-Met Second Team honor and a spot on the NE10 Academic All-Conference Team. Reflecting on her journey, she shared: "Balancing academics and athletics has been challenging, but rewarding. I'm proud of what I've accomplished and grateful for the support from my coaches and teammates."

## FACULTY PROFILE

# Professor Birgit Elchoueri, DPS



**We had the opportunity to speak with Professor Birgit Elchoueri, DPS, from the Management and Management Science Department at Pace University's Lubin School of Business about her career in both academia and the corporate world.**

**A Pace alumna with three degrees from the university, she has been shaping the next generation of business leaders since 2019—first as an adjunct professor and now as a full-time clinical professor. With 25 years of experience as**

**a Wall Street executive and a background in strategic leadership, business ethics, and disruptive technologies, she brings a wealth of real-world insight into her classroom.**

**Her teaching philosophy emphasizes critical thinking, teamwork, and practical application, preparing students to navigate today's rapidly evolving business landscape with confidence.**

## **Why Management Science?**

Management Science connects all business disciplines, offering leaders the tools they need to integrate and align these areas effectively. Teaching management is about preparing students to become effective leaders who can handle the complexities of today's business world, which is constantly evolving. Management education fosters leadership skills, helping individuals lead teams, make strategic decisions, solve problems effectively, and create positive change.

## **Why Lubin/Pace?**

Pace University is my alma mater, and I earned three degrees at Pace: BA in Language, Culture, and World Trade (Dyson College of Arts and Sciences), MBA in Finance and International Business (Lubin), and a DPS in Management (Lubin).

I received a rigorous and transformative education at Pace University, which not only shaped my professional journey but also instilled in me a strong sense of connection. This bond with Pace inspired me to return as a professor, eager to contribute to the institution that played such a pivotal role in my professional growth.

## **What are your research interests/areas?**

My research interests encompass innovation and disruptive technologies, the behavioral aspects of strategic decision-making—particularly understanding why managers and business leaders make certain choices—and the crucial role of business ethics in a rapidly evolving business landscape influenced by AI and other technological trends.

## **Why is it important to advance research in this area or these areas?**

Disruptive technologies are transforming industries at an unprecedented speed. Business ethics research is especially critical in an era where technologies present boundless opportunities to propel business growth, yet simultaneously pose the risk of unintended consequences that can have far-reaching and profound effects on societal well-being.

Ethical considerations in business are more important than ever, as organizations face increasing pressure from their stakeholders—including consumers, employees, investors, and governments—to operate responsibly. Research into business ethics, particularly in the context of new technologies, helps create frameworks for sustainable, transparent, and socially responsible practices.

## **What do students learn in your classroom?**

I strive to create a classroom atmosphere of intellectual stimulation, empathy, and trust, and I believe that learning is a joint effort between the educator and the student. My teaching method involves engaging students in active discussions that focus on analyzing strategic and ethical dilemmas that corporations face when responding to conflicting stakeholder needs and demands.

My goal as an educator is to teach my students how to become effective leaders and strategic problem solvers. I am a strong believer in the power of teamwork—both in the workplace and in the classroom. Team assignments and hands-on design thinking exercises focused on urgent real-world issues provide students with the opportunity to develop teamwork and leadership skills, as well as a sense of responsibility, as they practice different roles within their teams.

## **Discuss your professional path and its impact on how you teach and what you teach.**

I began my corporate career as a business analyst at the New York branch of a major European bank, where I underwent rotational training in areas such as controlling, operations, corporate finance, and the trading floor. Later, I advanced to senior management positions, including director of the Global Markets division at several prominent Wall Street financial services firms, where I led quantitative teams and business analysts.

Over the past 15 years, I served as chief of staff to the CEO and as a member of the board of directors for the North American Corporate Insurance division of Allianz SE. In this capacity, I was entrusted with overseeing the CEO/board member office, spearheading the marketing and communications function, and managing the firm's administration team. I ensured that critical path projects—including new product launches, portfolio run-offs, business process reengineering projects, organizational redesign initiatives, and cultural and technological transformations—were planned and executed effectively throughout the organization.

I connect my 25 years of professional experience as a manager and corporate executive on Wall Street with classroom teaching activities, and I encourage my students to learn with a growth mindset. When my students analyze real-world business challenges, they learn how to effectively deliver their ideas and innovative solutions, and how to work collaboratively with other team members. In my teaching, I bridge management theory with real-world applications, drawing on my extensive corporate experience to bring practical examples into the classroom and make concepts more relatable and impactful for my students.

***What are some challenges you had to overcome to get to where you are today?***

The challenges I've navigated to reach where I am today have been both numerous and demanding. These included balancing family life with an intense work week of up to 80 hours, often accompanied by frequent business travel—all while executing strategic decisions, leading diverse teams, and pursuing advanced academic degrees.

Maintaining excellent grades to secure scholarships added another layer of pressure, yet these experiences not only tested my limits, but also sharpened my time management skills, resilience, and unwavering determination to excel in both my personal and professional life.

***Of which triumph are you most proud?***

In my role as an executive coach, I take great pride in

mentoring employees I've hired at the early stages of their careers who go on to become successful executives. I'm also deeply fulfilled when C-suite executives I advise and coach achieve success through the strategies we've developed together.

***What is the single most important lesson you'd like to impart to your students?***

Embrace lifelong learning as your guiding principle. Approach knowledge with the curiosity of a sponge, absorbing insights from academic sources, internships, and real-world corporate experiences. Equally important is cultivating strong networks and relationships that support and enrich your journey.

***What does #LubinLife mean to you?***

#LubinLife strikes a perfect balance between academic excellence and practical implementation, nurturing an environment where critical thinking translates into tangible results in real-world settings.

***Classes you have taught or are currently teaching:***

BUS 101: Contemporary Business Practice

MGT 150: Managerial and Organizational Concepts

MGT 490: Business Strategy

MBA 816: Disruptive Technology and Innovation

DPS 805: Doctoral Foundation Seminar in Management

**FACULTY EXCELLENCE**

## Professor Barbara Farrell Presidential Lifetime Achievement Award



**PROFESSOR BARBARA FARRELL**, EdD, CPA, has been a cornerstone of the accounting program at the Lubin School of Business for over 40 years. Recently honored with Pace's Presidential Lifetime Achievement Award, she has shaped the careers of countless students through her dedication to teaching, service, and mentorship. Her legacy is marked by her commitment to the Pace community and the profound impact she has had on her students and colleagues alike.

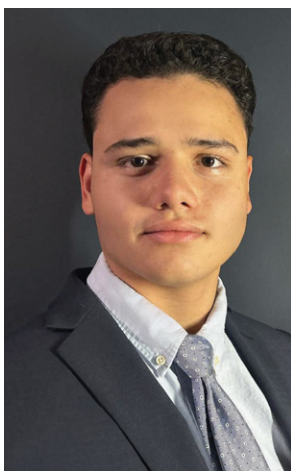
## Teaching Excellence

**CONGRATULATIONS TO LUBIN'S**

outstanding faculty who have won well-deserved departmental and scholarly awards for teaching, research, and service: Marcus Braga-Alves, Myojung Cho, Frank Colella, Philip Cohen, Leigh Anne Donovan, Mark Fichtenbaum, Iuliana Ismailescu, Susanne O'Callaghan, Soyoung Kim, Dan King, Emily Ko, Chris Ramos, Donghwi (Josh) Seo, Ping Wang, Lindamarie Werntz Coatman, and Mingming Zhou. We are thankful for their unwavering dedication, tireless efforts, and exceptional contributions to our academic community.

## STUDENT SUCCESS

## Christian Campanile '26



**Christian Campanile '26 is making his mark at the Lubin School of Business. Pursuing a BBA in Finance, he's building his business acumen while creating opportunities for his peers. As Founder of the Pre-Law Society and Alumni Relations Officer for the Undergraduate Finance Club, Christian fosters community and professional growth. From hosting events to interning at the New York State Supreme Court, he embraces every opportunity that #LubinLife has to offer.**

**Why did you choose Pace University and the Lubin School of Business?**

I chose Pace University and the Lubin School of Business because they offer unparalleled opportunities for learning and professional development. The strong connections within the alumni network and the legal and business communities in New York City are invaluable.

**How have clubs on campus helped enrich your student experience?**

As the Founder and Vice President of the Pre-Law Society and Alumni Relations Officer for the Undergraduate Finance Club, I have gained valuable skills in leadership, event planning, and communication. These roles have allowed me to collaborate with colleagues and club members, fostering a strong sense of community and professional growth.

**What inspired you to create the Pre-Law Society at Pace?**

Three others and I were inspired to establish the Pre-Law Society after realizing that no similar organization existed on campus. Our aim was to create a platform where students passionate about law could connect, learn, and prepare for their futures. We sought to foster a supportive community that would enable members to network with professionals through speaker events, gain insights into various legal fields, and develop the skills and knowledge necessary for law school. My passion for law and my commitment to helping others navigate their journeys played a significant role in my decision to co-found the Pre-Law Society.

**What have you learned in your current role as the Alumni Relations Officer of the Undergraduate Finance Club?**

As the Alumni Relations Officer of the Undergraduate Finance Club, I have gained valuable experience in

building professional connections, coordinating events, and fostering mentorship opportunities. This role has strengthened my communication and networking skills while helping to bridge the gap between students and alumni to support career development.

**What has been your favorite opportunity at Pace?**

My favorite opportunity at Pace was organizing a speaker session with philanthropist and financial titan Bill Ackman. It was my first time working with multiple departments across the school and it was incredible to collaborate with such a large and dynamic team.

**Do you have any advice for other Lubin students?**

My advice to other Lubin students is to foster your personability. Genuine connections and authentic interactions are what truly open doors. Your ability to connect with others will not only shape your career, but also define your journey.

**Describe your experience interning with the New York State Supreme Court.**

My internship at the New York State Supreme Court began with an unexpected conversation during my

**"My advice to other Lubin students is to foster your personability. Genuine connections and authentic interactions are what truly open doors. Your ability to connect with others will not only shape your career, but also define your journey."**

part-time job as a waiter. I shared with a judge that I saw myself following a similar career path, which intrigued him. After a meaningful conversation, he offered me an internship. This opportunity allowed me to observe court proceedings, assist with legal research, and gain a deeper understanding of the judicial system. The experience not only strengthened my passion for the legal field, but also solidified my decision to pursue a legal career.

**How will your experience at the New York State Supreme Court, in partnership with your knowledge and degree from Lubin, help you succeed post-graduation?**

My internship experience, combined with the business acumen I have developed at Lubin, will provide a strong foundation for my legal career. Understanding both the legal and financial aspects of business will allow me to approach challenges with a well-rounded perspective, making me a valuable asset in any legal setting.

**What does #LubinLife mean to you?**

#LubinLife signifies embracing every opportunity to grow both professionally and personally. It's about being part of a community that fosters collaboration, innovation, and continuous development.



*Dean Lawrence G. Singleton*



*Administrators, staff, and faculty from the Lubin School of Business with Dean Lawrence G. Singleton (fourth from left), Dean Randi Priluck (fifth from left), and Dean Katherine Richardson (sixth from left) at the 2024 Founders' Day event*