

# BerkeleyHaas

Summer 2013

## 3 TEE TIME

Haas undergrad Michael Weaver becomes the first current Cal golfer to make the Masters

## 14 OB GAME CHANGER

Prof. Barry Staw has far-reaching influence on the field of organizational behavior

## 20 BUILDING WORK-LIFE BALANCE

Real estate developer Carol Meyer encourages women to pay it forward

## FAR-FLUNG LEADERS

Business on a global scale opens the door to extraordinary careers

*Supreme Energy CEO Supramu Santosa, BS 80, MBA 81, at his company's geothermal plant in Indonesia*



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Supreme Energy CEO Supramu Santosa, BS 80, MBA 81, in Indonesia **page 6**

## 6 Far-Flung Leaders

As business has taken on a more global scale, global business careers have taken on increasingly varied forms. We share the stories of four alumni and one student who together highlight the diverse paths that global careers can take. Two alumni built successful businesses in their home countries of Poland and Indonesia after earning their degrees from Berkeley. Two other alumni live in the Bay Area but travel around the world for their jobs. And one student created a transformative train tour throughout his native India before coming to Haas.

## 12 Haas Alumni Around the World

A map of the school's representatives and notable alumni overseas.

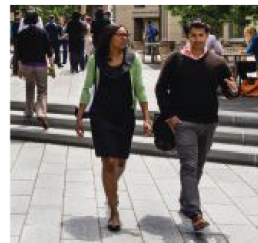
## 14 OB Game Changer

By challenging conventional thinking, Professor Barry Staw has had far-reaching influence on the field of organizational behavior during his more than 30-year career.

## 16 Your Haas Network

Profiles of alumni in Afghanistan; London; Berlin; Dallas; Bainbridge Island, Wash.; and Point Reyes, Calif.

### UP FRONT



#### 2 Haas List

A newly remodeled Haas courtyard comes alive.

#### 4 Haas News

Dean Rich Lyons lists five easy steps alumni can take to help Haas.

### IN THE BACK



#### 20 Campaign for Haas

Developer Carol Meyer, BS 69, MBA 71, encourages women to pay it forward while building work-life balance.

#### 22 Worldwide Events

Alumni celebrate at reunion weekend.

#### 24 Alumni Notes

#### 37 In Memory

#### 38 Personal View

Haas values take shape in Africa.

Cover photograph by  
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**Berkeley**  
Haas School of Business



# Haas List

## 1 **Courtyard Comes Alive**

Capital Campaign



Renovation of the Haas courtyard was completed in late April just in time to provide a welcoming space for alumni at reunion weekend and new full-time MBA admits at Days@Haas.

The new courtyard was envisioned by Dean Rich Lyons to serve as a lively hub to share ideas, mingle, and socialize. The plaza-like space is intended to foster more multi-disciplinary discussion among students, faculty, and staff from Haas and the entire Berkeley campus.

The renovation included replacing large planters with pavers in order to provide a larger gathering space as well as planting several large maples and other landscaping improvements.

## 3 **MBA for Executives Class is in Session**

Dinner at the top of Memorial Stadium with a Nobel Laureate surrounded by jaw-dropping views. A talk on design thinking by IDEO General Manager Tom Kelley, MBA 83. And three intense days of coursework on economics, statistics, and accounting.

Those are just some highlights of the first block of classes for the new Berkeley MBA for Executives Program, which began May 15.

The 19-month program will feature courses in Washington, D.C., Shanghai, and Silicon Valley. Among the students in the inaugural class: executives from Southern California, Virginia, New York, and Seoul, South Korea; two high-level military officers; an early Google employee; and a veterinarian.



## 4 **Students Meeting the Oracle of Omaha**

Twenty Berkeley MBA students flew to Omaha, Neb., in April to meet with legendary investor Warren Buffett, CEO of Berkshire Hathaway.

During a two-hour Q&A session, Buffett predicted more bubbles and more buy opportunities in our lifetimes, but said the trick is knowing whether a company has lost its edge permanently or is in temporary crisis.

"It was a once in a lifetime experience," says Bryan Wong, MBA 14, co-president of the Haas Investment Club and a Haas investment management fellow, who called Buffett "incredibly humble and down the earth."

One highlight of the trip for Joanne Xu, MBA 14, was hearing from the people who run Buffett's companies, including jewelry retailer Borsheims and party supplier Oriental Trading Co. "People are very loyal to him, and he puts a lot of trust in them," says Xu.

## 2 **Executive Education New CEO Brings Consulting Chops**



Derek Dean joined the Center for Executive Education (CEE) as CEO in April, bringing more than two decades of consulting experience to the position. Dean spent 20 years at McKinsey & Co., leading the firm's global semiconductor practice for 10 years and then managing its San Francisco office. In 2010 he moved to The Exetor Group, where he designed and delivered development programs and

coached executives and teams in such industries as technology, advertising, and professional services. Dean's arrival comes after CEE's April 1 restructuring into a self-supporting, affiliated nonprofit of the Haas School in order to grow faster and help meet the school's financial goals. CEE's profits help support academic areas and operations at Haas.



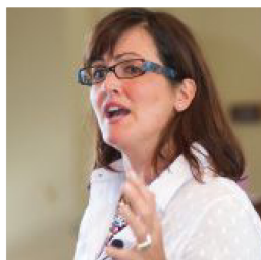


Learn more about courses offered by the UC Berkeley Center for Executive Education at [executive.berkeley.edu](http://executive.berkeley.edu).

## 5 Rankings #1 in U.S. News

The Evening & Weekend

Berkeley MBA Program climbed to #1 in this year's U.S. News ranking. In a separate ranking, the Full-time Berkeley MBA Program ranked #7 for the sixth year in a row. The part-time MBA ranking focuses on a peer assessment and admissions measures, while the full-time MBA ranking also includes placement success, a recruiters survey, and starting salaries.



## 6 Faculty Responsible Business Leader

Kellie McElhaney, founder of Haas' Center for Responsible Business (CRB) and now faculty director, received the Founder and Visionary Award from Dean Rich Lyons at CRB's 10th anniversary March 20. Through CRB, McElhaney has brought Haas to the forefront of the corporate social responsibility and business sustainability movements. Indiegogo, a fundraising platform co-founded by Danae Ringelmann and Eric Schell, both MBA 08, received the center's new Homer Redefining Business Award, named for late CRB chair and tech veteran Mike Homer.

Students

## Tee Time

In April, with the semester in full swing, Michael Weaver, BS 14, set aside his business studies and set out for a different kind of course: the Masters, golf's prestigious springtime rite.

Weaver, the first current member of the Cal golf team to play in the tournament, parred the first hole of the opening round. Round 2 fell on his 22nd birthday, which he celebrated with birdies on two of his final four holes. Though he missed the cut, he looks back on the golf competition as a sort of career day.

"I didn't feel like I didn't belong there, and that's the most important take-away for me," he says.

Drawn to economics and investing, Weaver opted for a business major with thoughts of a career in financial services. Though he now plans to turn pro after graduation, he's realized the golf course and classroom have something in common: "You get out of it what you put in. The harder you work, the more payoffs you see."



Michael Weaver, BS 14



Students

## Lessons from Batman

How should Panasonic enter the smart-home market? That was the question the electronics company posed to evening-and-weekend MBA students as their final in their Problem Finding Problem Solving course in March. The winning proposal focused on a new technology, dubbed "My Alfred," to simplify people's connected lives. "Everyone wants to be like Batman with cutting-edge technology, but Batman succeeds only because he has Alfred taking care of everything behind the scenes," explains Kim Cabot, MBA 14. "We proposed a virtual butler that acts as a bridge technology to unite all the screens in your house, anticipate your needs, and fit into the way you live." Cabot and three other students are now helping Panasonic envision the first device to move toward creating a virtual Alfred.



## 9 Alumni London Calling

Alumni gathered in London May 31 to June 2 for a weekend of activities, including a one-day symposium focused on leadership. Alumna Connson Chou Locke, PhD 08, a lecturer at the London School of Economics and Political Science, shared her research examining how communication styles, such as nonverbal behavior, affect perception, judgment, and conduct in the workplace. Haas alum and Senior Lecturer Paul Tiffany, PhD 83, discussed the limitations of current strategic management models and offered a new approach to how leaders can best achieve competitive advantage.

# Haas News

## WINNERS Competition Roundup

Haas took first place in several competitions this spring.



### \$100,000 Prize in First Look West Department of Energy Competition Regional Finals:

Phani Meduri and Sam Gharib, both MBA 15



### Entrepreneurship in Global Health

**Challenge:** Katrin Cox and Annie Murphy, both MBA/MPH 14, and Priya Mehta, MBA 14



### Big Ideas@Berkeley

**Contest:** Shuonan Chen, Justin Chu, both BS 13, and Virginia Chung, BS 12



### Best Doctoral Paper, American Accounting Association Western Regional Meetings: PhD student James Ryan



**Institutional Investor's All-America Student Analyst Competition, Health Care Sector:** Chao Zhang, MBA 13



Students Louis Li, Sarah Walker, and Dimitar Goulev, all MBA 14, tackled a real estate challenge on Telegraph Avenue.

## New Lease on Land

### MBA course drills down on real estate

Not everything about real estate development can be contained on a spreadsheet, MBA students learned this spring.

"Buildings sink or swim on the developer's mastery of core business disciplines," says Professor Nancy Wallace, who co-taught the MBA Real Estate Investment and Market Analysis course with Professor Dwight Jaffee. "But the ability to think creatively across those disciplines is also a must."

One student team applied creativity to a city plan to rejuvenate a Berkeley site surrounded by a vermin-infested lot, an abandoned storefront, and People's Park. Their plan included preserving a historic mural, affordable housing, and a small grocery store.

Another team, tapped to address Cal Performances' desire for a new facility, found shorter-term options appeared to have greater paybacks. "It's a very real-world outcome," says Wallace, "to find that very large-scale projects must be developed in stages."

Reframing their challenge, students developed a plan to help Cal Performances expand revenue by leveraging Cal culture. "Our approach was inspired by Question the Status Quo," says Brad Wolfe, MBA 13. "We have seen the power of the Haas Defining Principles as market differentiators and suggested a similar culture campaign for Cal Performances."

### QUOTED New UC Berkeley Chancellor



Nicholas Dirks

"There is something different about Berkeley-Haas. At the cutting edge of all business schools, what truly separates Haas from the rest is the way in which students, faculty, and alumni are constantly challenging the status quo, redefining the terms and meaning of excellence, always with a special commitment to diversity and collaboration. In these and so many other ways, the Haas School reflects and contributes to Berkeley's standing as one of the greatest universities in the world."

## Leaning In

### Undergrad Program holds first Women's Empowerment Day

As Facebook COO Sheryl Sandberg was urging women to *Lean In* this spring, nearly a dozen successful alumnae did just that by returning to Haas to talk with 100 undergraduates at the school's first Women's Empowerment Day.



Kelly Wilson, BS 13, called the event "exhilarating." "The women were candidly honest about the delicate balance of a successful career and personal relationships," says Wilson. Among the advice she received: "The key to success is to have a supportive partner who will share the workload while encouraging professional growth."

CPA Jennie Hoopes, BS 80, shared her experience working at a big firm, taking time off when her children were young, and returning when they got older. "The hardest part was the confidence that you lose when you take time off," says Hoopes. "You need a mentor so you don't lose faith."

## Taking a Stab at Diabetes

### Haas@Work students prescribe digital remedies

What is the best way to help the estimated 347 million people worldwide who suffer from diabetes better manage their disease? That was the daunting question posed to students from the Berkeley MBA Program and School of Information this spring by Abbott Diabetes Care (ADC), a client of the school's Haas@Work experiential learning course.

After generating insights on patient and health care provider attitudes, as well as the glucose monitoring and e-health landscapes, students developed and pitched several solutions and strategic partnerships to improve diabetes care. Students presented use cases, economic models, go-to-market plans, and ways to de-risk the trip to market through further research, experimentation, and pilot design.

"ADC was very impressed by how quickly the Haas team got up to speed on trends in diabetes care and by the breadth of ideas presented," says Eric Davis, ADC's director of new product innovation. "We are continuing to dig deeper to translate their concepts into real new products that we can take to market."





Watch a video about the school's first Women's Empowerment Day.

# Champions of Haas

## Undergrads Embody Defining Principles

For the first time, Haas recognized four undergraduates with a Champion of Culture Award, one for each of the Berkeley-Haas Defining Principles, at commencement.

Brandon Pham (Question the Status Quo) served on the Associated Students of the University of California (ASUC) Senate as a freshman and interned in the Berkeley Mayor's Office and the White House.

Lanny O'Connell (Confidence Without Attitude) played a critical role in applying his startup experience to a class project that required a business model and proof of forecasted success.

Hedy Chen (Student Always) was Berkeley's first ASUC sophomore executive chief of staff and the only undergrad to participate in an MBA course that teams up students with nonprofits.

Michael Bloch (Beyond Yourself) organized student groups to raise money for Haiti, served as an ASUC senator, and created a nonprofit that offers free consulting to low-income business owners.

The awards were the brainchild of Haas Business School Association President Tyler Wishnoff, BS 13, who received the school's Stanley J. Thompson Memorial Award. Wishnoff rebuilt the undergrad cohort system and chaired Haas and UC Berkeley's senior gift campaigns. His favorite Defining Principle: Question the Status Quo.

"It's easy to fall into the trap of mediocrity, but that's not how progress is made," he says. "You need people to Question the Status Quo, to say there's got to be a better way." Wishnoff did just that at Haas.

Tyler Wishnoff, BS 13



## DEAN'S LETTER



UK HAN Chapter President Jens Dueing, MBA 08, chats with Dean Rich Lyons during the Alumni Weekend in London.

## Helping Haas Make a difference in 15 minutes or less

Too often alumni think they don't have the time or resources to give back to Haas. But there are so many ways to give back that don't require you to write a check or commit a big chunk of time. These seemingly small five steps can add up, especially when many alumni take them:

- 1. Take the Call:** When an alumnus or student you may not know calls you—whether it's about a new venture or job advice—give 15 minutes of your time. After all, in the future you may be in a similar situation, seeking advice from an alum you don't know.
- 2. Write an Alumni Note:** The back of this magazine features our Alumni Notes—short updates from alumni about their personal and professional lives. They're a great way to stay in touch with your classmates—and even network with other alumni.
- 3. Follow Haas in Social Media:** Stay abreast of the school's news by following and retweeting @richlyons and @BerkeleyHaas on Twitter and connecting to us on LinkedIn and at facebook.com/BerkeleyHaas.
- 4. Update Your @cal Profile:** @cal is an amazing directory of more than 400,000 Berkeley alumni, including 38,000 Haas grads. Make sure your profile is current and allow others to email you through @cal. Creating the strongest @cal directory also will help you strengthen your own network.
- 5. Be a Berkeley-Haas Culture Carrier:** The Haas Defining Principles codify our school's unique culture and unite and distinguish us as alumni. Support Haas as a culture carrier by carrying your Berkeley-Haas culture card in your wallet and referring to it or the Defining Principles in conversation. Call the Alumni Relations Office (510-642-7790) to receive a card by mail.

Even more important, take actions that embody the Defining Principles. As a Student Always, take a class through our Center for Executive Education or promote the center at your company. Go Beyond Yourself like alumna Carol Meyer, BS 69, MBA 71, on page 18. Question the Status Quo, like hedge fund adviser Michael Belkin, BS 86, profiled on page 15. Or lead with Confidence Without Attitude, like alumni with international careers in our cover story.

We know you may not have time to take all of these steps right away. But taking just one or two will make a difference for Berkeley-Haas.

Sincerely Yours,

Rich Lyons, BS 82  
lyons@haas.berkeley.edu



# FAR-FLUNG LEADERS



BUSINESS ON A GLOBAL SCALE OPENS  
THE DOOR TO EXTRAORDINARY CAREERS

By Ronna Kelly

Ah, summer. Often a time to escape day-to-day life and travel to a faraway land to experience new peoples and cultures. But for some alumni, such experiences *are* day-to-day life as their business educations have led to careers in far-flung locales thousands of miles from Berkeley. As business has taken on a more global scale, global business careers, in turn, have taken on increasingly varied forms. Here we share the stories of four alumni and one student who together highlight the diverse paths that global careers can take. Two alumni built successful businesses in their home countries of Poland and Indonesia through courage and persistence that led them first to Berkeley-Haas. Two other alumni live in the Bay Area but have gained insights into other cultures from jobs that have taken them around the globe to such countries as Kenya and the Philippines. And one student created a transformative train tour throughout his native India before coming to Haas. From their experiences crisscrossing the globe, all five have come to understand and appreciate the valuable personal and career growth that comes from visiting other lands.

## From Roughneck to CEO

Supramu Santosa,  
BS 80, MBA 81  
CEO, Supreme Energy  
Jakarta, Indonesia

Supramu Santosa began his career on an oil rig in the Indian Ocean, working as a “roughneck,” or laborer, after high school before setting his sights on UC Berkeley’s business school.

“Berkeley was very famous. Several ministers had gone there and became the architects of the Indonesian economy in the 1960s,” says Santosa, referring to a group of Indonesian economists who became known as the “Berkeley Mafia.”

After working on the oil rig for seven years, Santosa applied to Berkeley and was accepted. “How could it be so easy?” he recalls wondering.

It wasn’t. When he arrived in California with \$7,500 in savings, he discovered he had been accepted to a small private city college *in* Berkeley. Undaunted, he took evening classes at UC Extension and UC San Francisco before being accepted into UC Berkeley. He paid his own way by working at Indian restaurants and took as many as 24 units a semester to earn his bachelor’s and master’s degrees.

Santosa then returned to Indonesia and worked for several oil companies in everything from human resources and finance to strategic planning and operations. He was senior vice president at Gulf Indonesia Resources when he left in 2002 and went on to create two companies: Star Energy, which acquired an oil field considered too small by large international companies, and his latest venture, Supreme Energy, which is focused on geothermal power.

“There were huge neglected and underdeveloped geothermal resources,” Santosa explains. “Oil prices were increasing, Indonesia oil production was decreasing, and the government was spending a lot of money on oil subsidies.”

While some environmentalists and locals have raised concerns about geothermal drilling harming the environment, geothermal power is widely viewed as renewable clean energy because it emits almost no greenhouse gases. Indonesia has the greatest geothermal resources in the world, Santosa notes, yet many areas in the country suffer blackouts and brownouts.

Santosa spent four years and millions of his own dollars to acquire three geothermal fields and conduct geological studies. He negotiated a 30-year deal to sell geothermal-generated electricity to the government-owned utility and attracted three international investors: France’s GDF Suez and Japan’s Sumitomo and Marubeni.

The hurdles are still immense: about \$2.4 billion in capital expenses and long timelines. Supreme’s first of three fields will not begin generating energy until 2016.

“It was long and very stressful,” concedes Santosa. “If I didn’t have determination and passion, I could not have gone this far. But I knew Indonesia needs a huge amount of energy to support its fast-growing economy, and renewable energy is the answer.”





Supreme Energy CEO  
Supramu Santosa  
with Mount Kerinci,  
the highest volcano  
in Indonesia, in the  
background.





Multimedia Polska Co-Chairman Tomek Ulatowski has built businesses in his native Poland and has a second home in Paris (pictured here).



**Watch** a video of Tomek Ulatowski speaking on his international career during the Haas All-Alumni Conference.

## Champion of Breakfasts and Cable TV

**Tomek Ulatowski,**  
MBA 73  
Co-Chairman, Multimedia Polska  
Warsaw, Poland

When Tomek Ulatowski risked his life walking off a Polish Merchant Marine ship in 1969, he never envisioned returning to his homeland to build both a successful career for himself and a stronger economy for his country—through corn flakes and cable TV.

Ulatowski grew up in Poland when traveling outside the country was forbidden by communism. So he became an officer in the Polish Merchant Marine to see the world. “My pay was 10 U.S. cents per day in foreign currency when I was abroad, so it was not easy money,” he says.

Meanwhile, communism was becoming more oppressive and Poland was involved in the invasion of Czechoslovakia in 1968. “This was just too much for me to really accept,” Ulatowski says, “and I decided to find a way to skip town.”

The opportunity came in November 1969, when he walked off his ship in Montreal. He made his way to New York and landed a job as a security guard at the United Nations. While seeing friends on the West Coast, he visited Stanford and Berkeley to explore MBA programs. Berkeley’s Dean Dick Holton told Ulatowski he could take four summer business classes and if he did well apply to the business school.

After earning his Berkeley MBA, Ulatowski landed a job in Bank of America’s project financing group, a small team involved in complicated projects in Chile, Mexico, and New Guinea. Then he moved to Crocker Bank and was quickly promoted to senior vice president, investment banking. In 1986, he set up his own investing banking company with minority investments from Bechtel and Dutch bank ABN AMRO.

When the Berlin Wall fell in 1989, Ulatowski’s gaze turned homeward. He began investing in companies in Poland and in 1996 sold his firm to ABN AMRO to focus exclusively on building businesses in Poland.

“It was so tragic to see the development and prosperity of Western Europe and how backward Eastern Europe was kept by the Soviet system,” he says.

As the Polish government began to privatize industry, Ulatowski and some partners bought a corn flake factory from the state and introduced the concept of cold cereal for breakfast to the Polish market with a national television campaign. “The company took off incredibly and continues to be in business. Nestlé eventually bought it from us,” Ulatowski says.

After other successful investments, Ulatowski and his partner bought a little cable company named Multimedia Polska in 1999. Through 100 subsequent acquisitions and organic growth, they have built it into the second-largest cable company in Poland, operating in 2,500 cities with some 5,000 employees.

In recognition of his Polish roots and the importance of Berkeley in his life, Ulatowski has granted one full MBA scholarship to a Polish student at Haas willing to go back to Poland after graduation.

In addition to his Berkeley MBA, Ulatowski credits his U.S. business experience, international mindset, and knowledge about Poland for his success. “My investing in Poland was very successful because I have a deeper connection with the country and the culture.”

But, he adds, “The world is becoming a fusion of countries, languages, experiences. Absorbing the influences of different parts of the world is absolutely crucial to successfully functioning on a world scale.”



## Out in the Field with Accenture

**Caroline Lee,**  
BCEMBA 09  
Recruiting Manager, Accenture  
San Francisco

Imagine hiring 60,000 employees around the world—every year. That’s a challenge that Caroline Lee helps Accenture tackle as a member of the company’s global recruiting team. Lee travels to such countries as Mexico, France, and Russia to improve recruiting for offices scaling up very quickly.

“I work with offices that are doubling their hiring,” she says. “I’ll sit down with their recruiting leads and ask questions like, ‘Where are you getting your people? How quickly are you getting candidates through the process?’ Then I evaluate what’s going on and make recommendations.”

Lee’s longest trip overseas was five weeks in 2012 in the Philippines, where Accenture’s outsourcing arm was doubling the number of its call center employees. Outside of work, Lee jumped at the opportunity to gain a unique glimpse into Filipino life from the seat of her bicycle. Training for a triathlon, she brought her bicycle on the trip and joined a local cycling group.

“I would get out of Manila onto the side streets and back roads. It was a culture lesson, riding among the buses and jitneys, seeing the villagers on the streets, watching out for stray dogs,” she says. “I’d hear some sound and wonder what it was, and then it would dawn on me that it’s a pig being slaughtered. Every now and then there would be a goat tied to a tree. I learned that’s where the goat is supposed to eat.”

For someone as fiercely independent as Lee, having a driver who chauffeured her around for work as well as her bicycle rides was a major cultural difference that she found particularly challenging.

“Because the weather was so warm, we would meet for our bike ride at 6 a.m. So my driver would need to pick me up at 5:15. And, if I went on a four-hour ride, he was sitting around waiting for me to finish,” she says. “I’m not used to asking people to help me out at these odd hours.”

On top of that, Lee then learned her driver had to sleep at his company’s office the night before her rides because he commuted more than an hour away. “Wow, I felt bad,” she says. “But my local colleagues would tell me that this is the culture and expectation. If I don’t use his services, it would be an insult.”

At the end of her stay, Lee felt better when the driver said he’d like to work for her again because she did more interesting things than shopping and eating out.

Lee worked at Accenture in the 1990s and returned from eBay in 2006 when a recruiting role opened up. “I was really happy at eBay, but Accenture sold me on the international flavor of the job,” she says. “I think it’s interesting to learn about new cultures. I like seeing different things, learning the history of different places, and getting an appreciation of how people do things differently somewhere else.”



PETER CAPOCAO

Caroline Lee of Accenture trains for a triathlon while working in the Philippines.

## Off the Beaten Track

**Jean-Paul Tennant,**  
MS 93 (EECS), MBA 01  
CEO, GeoEx  
San Francisco

Jean-Paul Tennant talked his way into his dream job—CEO of an international adventure travel company—after working as a Navy submarine officer, a Goldman Sachs bond trader, and a math teacher at an Oakland public high school.

Tennant took his first trip across the world to his father's Indian Ocean home country of Mauritius when he was just 7 years old. Bitten by the travel bug, he joined the Navy after college to see more of the world, becoming an officer on a submarine at the end of the Cold War.

Tennant arrived at Haas following stints on the Treasuries trading desk at Goldman Sachs and teaching math at an Oakland high school—"The hardest job I ever had," he says. During his final semester at Haas, a stunning travel catalog on his in-laws' coffee table caught his eye.

The book was created by GeoEx (previously called Geographic Expeditions), a San Francisco company that specializes in high-end custom and group adventure travel. Since its founding in 1981, GeoEx has racked up 30 travel firsts, including the first guided crossing of Sir Ernest Shackleton's traverse of South Georgia and the first trek to the world's highest unclimbed mountain, Bhutan's Gangkhar Puensum.

After a summer internship at a dot-com startup, Tennant found himself looking to work for a more established organization—a small company with a

healthy opportunity to grow, a history, clients, revenues, and profits. He also wanted to join an organization with ideals similar to his own. Intrigued by GeoEx, Tennant contacted the company and managed to convince the president that he needed a CFO.

Tennant started at GeoEx the week before the September 11 terrorist attacks. "One of my first tasks was to forecast our cash position in the wake of September 11," Tennant recalls. He immediately drew on the financial modeling class taught by Lecturer Sarah Tasker.

Dean Rich Lyon's international finance course, particularly the segment on hedging, also proved invaluable. For example, suppose a GeoEx client books a trip to India departing in a year. The client's price is in dollars, but most of GeoEx's downstream costs are in rupees. The company buys forward contracts to offset the exchange rate risk.

"You've locked in the price of the foreign currency that you're going to need to buy on payment date," Tennant explains. "It takes uncertainty off the table."

Tennant, who became CEO in 2011, also has helped the company of 50 employees navigate the more recent recession, which had a big impact on demand for discretionary international travel, and a shift toward digital marketing. Sales this year are expected to reach \$27 million, up from \$11 million in 2001, when Tennant joined GeoEx.

One of the many things that has kept Tennant at GeoEx is witnessing the positive effect travel has on clients. "Travel can be such a mind-opening experience," Tennant says, surrounded by Asian tapestries and wood-carved African figures in the company's San Francisco Presidio offices. "It is not uncommon for our clients to come back describing their trip as a life-changer. It is very satisfying."



GeoEx CEO Jean-Paul Tennant at the Daphne Sheldrick Elephant Orphanage in Kenya with his sons, James and Xavier.





Swapnil Dixit on a train tour in India that he co-founded.

## A Passage Through India

Swapnil Dixit,

MBA 14

Co-Founder, Jagriti Yatra,  
Journey of Awakening  
Mumbai, India

Swapnil Dixit spent three days sitting in his small, windowless bedroom in India pondering his future before getting it on track.

In 2006, Dixit, a graduate of the Indian Institute of Technology, was 24 and working as a statistician—"a number cruncher"—when he reached this crossroads. Though he filled a notebook with ideas ranging from going to film school to starting a shop, a friend reminded him that he had been talking about creating a train journey for young people. And so Dixit decided to revisit that dream.

He took his inspiration from a transcontinental train trip that marked India's 50 years of independence back in 1997. Since then, mobile, technology, and outsourcing had taken off in India and young people (two-thirds of the country's population is under 35) had developed a greater confidence and belief in themselves, Dixit notes.

The idea: Gather these young people on a train—a sort of university on wheels—to meet social and business entrepreneurs around the country. He left his job Oct. 31, 2007, and with three co-founders spent the next nine months toiling to raise money to no avail. Finally, their break came in August when Indian conglomerate Tata became a partner.

Dixit and his team outfitted 18 cars with cybercafés, bathrooms, and a P.A. system to carry 450 young people 8,000 kilometers for two weeks. Called Jagriti Yatra, Journey of Awakening, the inaugural two-week trip left the station in December 2008, with passengers meeting a new entrepreneur almost every day. In the last five years, more than 150 startups have emerged out from the program. Every year, more than 15,000 young people register and more than 4,000 are evaluated to fill the train's 450 seats. "Anyone who goes on the train comes back transformed," Dixit says.

That goes for Dixit, too. He was at the southern tip of India enjoying a majestic view of the Arabian Sea while talking about MBAs with Aaron Schwartz, MBA 10, then a student at Haas and a facilitator on the train. "You MBAs, don't tell me why it's not possible. Tell me how to do it," Dixit recalls saying.

Schwartz said not all MBAs are alike and urged Dixit to check out Berkeley-Haas. When Dixit visited the school's website, he was surprised to find the Defining Principles resonated with him. "They touched me at a place where other schools didn't."

Now on the advisory board as the train rolls without him during his time at Haas, Dixit has hardly forgotten his home country. He is currently developing an online learning platform to allow teachers around the world to provide high-quality lessons to students in remote locations. His inspiration comes from Gandhi, who said, "You must be the change you wish to see in the world."



**Watch** a video about Jagriti Yatra, the train journey in India co-founded by student Swapnil Dixit.

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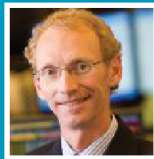
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Haas boasts alumni chapters and representatives in nearly 50 countries around the globe—in addition to more than 30 chapters and representatives in the U.S. Here's a look at the school's representatives and notable alumni overseas. An interactive version is also online at [haas.berkeley.edu/alumni/community/chapters.html](http://haas.berkeley.edu/alumni/community/chapters.html).

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# A Game Changer in Organizational Behavior

By Victoria Chang

If you've ever poured more time or money into a bad decision despite mounting evidence to sprint the other way (think bad investments and bad relationships), then you've experienced what Haas Professor Barry Staw calls "escalation of commitment."

Staw, who retired at the end of 2012 after 32 years, coined the phrase in 1976 in his seminal paper "Knee-Deep in the Big Muddy: A Study of Escalating Commitment Toward a Chosen Course of Action."

To this day, "Knee-Deep" remains one of the most highly cited studies in organizational behavior (OB), and the concept is a mainstay in business school courses. It helped pioneer the field of behavioral decision theory, a sub-area of behavioral economics, and is just one of many examples of Staw's far-reaching influence on the field of organizational behavior. That influence was recognized in 2008 when he received the Lifetime Achievement Award from the Academy of Management's Organizational Behavior Division.

"Staw's work has illuminated people's thoughts, actions, and feelings in organizational and social settings in incredibly important, convincing ways," says Keith Murnighan, a leader in the field of OB and professor at Northwestern's Kellogg School of Management. "I know of no one in our field who has done so much provocative, important work."

## No One-Trick Pony

Many academic scholars dream of having one brilliant idea in their careers. Staw has achieved much more.

Staw's classic study on intrinsic versus extrinsic reinforcement is counterintuitive, like much of his work. The study showed that ROTC members who were not going to be sent to the Vietnam War (due to their draft lottery number) were actually more committed and worked harder in the military organization than those who knew they were going to war.

Staw also reintroduced the concept of personality back into OB in the 1980s when it was unpopular to do so. He showed that whether people were unhappy or happy in junior high could serve as a predictor of job satisfaction late into their 50s and 60s. Because of this early work on happiness, there's now a whole branch of psychology called positive psychology and a popular field of emotions in OB.

Staw's most cited paper, "Threat-Rigidity Effects in Organizational Behavior: A Multilevel Analysis" (1980), argues that when people or organizations are under threat, they tend to be less adaptive. Rather, they become rigid in thinking and actions; revert to prior, known behavior; and add more rules and regulations.

"People and organizations actually do the worst thing that they should be doing," says Staw. "Instead, they should be looking for new approaches and innovating."

More recently, Staw has studied culture, creativity,

and innovation. In a 2006 study that involved 204 university students, he concluded that firms who focus on individual employee achievement and uniqueness are more conducive to creating innovative ideas than companies who emphasize a more team-based structure.

The upshot of this research is that companies should protect individual perspectives, Staw says. "Organizations try to hire people who fit with the culture, but should instead look for people who are different," he says. "Nurturing individualistic perspectives is better than having a corporate-wide direction."

## Real-Life Inspiration

Everyday life inspired Staw's research. For example, the failure of his father's discount chain, ABC Stores, inspired his escalation of commitment research. The store was once ranked the seventh largest discount chain in the country, but was eventually wiped out by larger chains like Kmart.

## Nurturing individualistic perspectives is better than having a corporate-wide direction.

"Most people who were in my dad's situation were taking their personal money out of their businesses," recalls Staw. "But my father never gave up; instead he doubled down with every cent he had ever earned. He nearly lost everything."

Beyond research, Staw has taught hundreds of Berkeley MBA and PhD students since coming to Haas in 1980 from Northwestern, where he earned his PhD and worked as a professor.

Haas Professor Jennifer Chatman, PhD 88, a leading expert on organizational culture, studied with Staw as a PhD student. "Barry has had a huge impact on my thinking and on my career," says Chatman. "He always opened Pandora's box, getting me to rethink things and to ask the less obvious questions."

Even during retirement, Staw expects to closely watch the field of organizational behavior evolve from the sidelines, sort of—he has no immediate plans to move to Hawaii and golf full time. "Hopefully I'll be fading out slowly," he says. "I'll miss working with our students and colleagues the most."

And they will miss him: Berkeley-Haas, the OB and management community, and the world will be losing a creative thinker who is never afraid to challenge conventional thinking, hallmarks of Berkeley-Haas. **BH**

# Your **Haas** Network

## BEYOND YOURSELF

### Wall Street to War

Straddling two worlds to serve his country

#### **Tim Sanchez, BCEMBA 05**

Lieutenant Commander,

U.S. Navy Reserve, Afghanistan

Director-Western Region, NYSE Euronext

Palo Alto, Calif.

Home on leave from Afghanistan earlier this year, Tim Sanchez explains that there are more connections between business experience and military operations than one might think.

"In the combat zone, you're often doing things on the fly," says the U.S. Navy lieutenant commander. "It reminds me of a Silicon Valley startup environment, where there are no rules. Day to day, you're trying to adapt and take advantage of certain situations."

Sanchez joined the Navy Reserve after 9/11. "I'm not the type of person to sit in a comfy chair and not do something," he says. A few weeks after graduating from the Berkeley-Columbia Executive MBA Program, he was deployed to Iraq and Kuwait, where he spent nine months overseeing troops' return home.

Back in the United States, he took a job with a startup, VestMatch, a collaborative savings platform that folded during the 2008 downturn. He then started working for the New York Stock Exchange in Palo Alto, managing the relationships of 175 West Coast-listed companies across all industries and market capitalizations.

In October 2012, the Navy sent him to Afghanistan. In a compound outside Kabul, Sanchez worked 15 to 16 hours a day, seven days a week, equipping and training the Afghan police in their fight against the Taliban and other insurgents. He also provided military forces with equipment and weapons to conduct operations and helped move troops around the country.

"It has been an incredible experience helping a country build an infrastructure from the ground up. It's probably the most rewarding, fulfilling thing I've done," he says. "We're doing our part to secure the United States' safety."

Though not involved in direct combat, Sanchez frequently traveled outside the compound, which can be dangerous. He says he wasn't scared, however: "We're trained to deal with the situation at hand."

Before Sanchez's tour of duty in Afghanistan ended in June, the father of three managed to speak to his wife and children once a day using WiFi. He quips, "She likes to say I went from one battlefield, the New York Stock Exchange, to another, Afghanistan."

—Mandy Erickson







Learn more about Michael Belkin's band, The Refusers, at [reverbnation.com/therefusers](http://reverbnation.com/therefusers).



## Taking Tech to New Heights

**Maya Leibman, MBA 94**  
Chief Information Officer,  
American Airlines, Dallas



"Technology's reason for being is to solve business problems," says Maya Leibman, senior vice president—technology and chief information officer of American Airlines. As the job of CIO morphs from tech geek terrain into a more strategic leadership arena, successful CIOs like Leibman have found they need acute business skills.

Since joining AA after graduating from Haas, Leibman has held 12 roles in 18 years, navigating such challenges as Y2K, 9/11, and the bankruptcy of parent company AMR. Her experience includes revenue management, marketing, and technology.

CIO since 2011, Leibman wants to bring consumer technology into the enterprise to solve problems and improve service. "People go home and interact with technology that in many cases is way better than what they are getting when they come to work," says Leibman.

She's working on that. A new app provides flight attendants up-to-the-minute information on passengers, including their connections. Mechanics now carry tablets to track parts so that repairs happen faster. Pilots used to lug 35-pound manuals and had to update them

by hand each time there was a change. Now every pilot carries an iPad with an electronic, easy-to-update manual.

Technology can also create connection, Leibman notes. As president of the AAdvantage loyalty program before becoming CIO, Leibman noticed that customers felt passionate about the program but the company wasn't harnessing that emotion. So she led a new campaign that included gathering stories of the crazy things people did to earn miles and making a funny, tongue-in-cheek video of herself talking about elite members' benefits.

"The video definitely wasn't something that we would traditionally do," Leibman says. "But for the Advantage program, everyone recognized that we needed to be a little more," she pauses, looking for the right word, "connecting."

## Riffing on Markets

**Michael Belkin, BS 86**  
Fund Manager Adviser,  
Bainbridge Island, Wash.



Based 30 minutes by ferry from Seattle, Michael Belkin plays guitar in a rock band named The Refusers. But despite his distance from Wall Street and touring schedule, Belkin's stock forecasts have attracted a loyal following among hedge fund and portfolio managers across the country and overseas.

"Instead of holding my

stomach and managing a fund myself, I'm advising fund managers," says Belkin, who writes a weekly newsletter called the *Belkin Report*. "It allows me to work from home and be with my family, but I'm affecting people's thinking."

For more than 20 years, Belkin has been applying a forecasting model that he developed using time-series analysis and probabilities to make calls on stocks, markets, and industries. His first client was George Noble, a Fidelity top-performing overseas fund manager who began his own hedge fund. "I was well known in those days for calling the top in the Japanese market," Belkin recalls.

Another one of Belkin's claims to fame is predicting the dot-com crash in early 2000, when he called tech firms "C.R.A.P."—companies without revenues and profits. Often contrarian, Belkin more recently declared Apple stock highly overvalued at the end of last year. Apple shares have dropped 15 percent since then.

Before striking out on his own, Belkin spent five years at Salomon Brothers after graduating from Berkeley. He transferred to Cal from Santa Monica Community College after working in the music industry and fixing up and selling houses. He already had concluded that markets could be exploited using statistical models.

"I spent my time at Berkeley in the stat department and on the computer, applying econometric models to systematic trading. I really loved the spirit of the place," he says. "I could do what I wanted, which was argue with my professors and make my own way against the grain." He's been going against the grain ever since.



# Your **Haas** Network

## Quant Overseas

**Krishan Rattan, MFE 03**  
Founder & Managing  
Partner, Voltaire Capital,  
London



Establishing Société Générale's global derivative financing business while running its emerging markets in London should have kept Krishan Rattan plenty busy during the economic crisis. Instead, the electrical-turned-financial engineer started thinking up new ways to manage assets in a shifting financial landscape.

"At Soc Gen, the greatest challenge was being relevant to our clients in a world where almost everything they needed from banks, banks couldn't do," says Rattan. "When capital is so scarce, it's hard to convince your clients that they should spend their ever-shrinking banking wallet on you."

India-born Rattan discovered financial engineering while pursuing his economics master's in Milan. He worked in London for Morgan Stanley, Credit Suisse, and Deutsche Bank after earning his Berkeley master of financial engineering degree.

With the Eurozone crisis brewing, Rattan asked what he could do differently if he set up a bank from scratch today. In January, with a small team of "risk-takers willing to challenge the status quo," he launched Voltaire

Capital, an advisory and asset management business focused on emerging markets.

"Banks will always belong in the financial market, but what banks *used* to do, *want* to do, and reasonably *could* do may be very different tomorrow," says Rattan. "This creates opportunities for a focused, intellectually driven form of capital. A disruption of the established order provides us opportunities to assist investors."

Rattan drives Voltaire's business side, focusing on new products and transactions. He credits his MFE for teaching him to think intuitively, a skill he's using to consider relocating to Asia.

"Many cutting-edge financial firms are coagulating in London, but Asia has real growth," Rattan says. "My parents and teachers inculcated in me that change is good. I don't mind taking risks. Just promise me that the journey will be interesting, and I'm happy to take the ride."

## New Zealander in Germany

**Simon Wakeman, PhD 07**  
Associate Professor,  
European School of  
Management and  
Technology, Berlin



When Simon Wakeman decided to move to Berlin after earning his PhD, he

had been to the city only twice—as a tourist—and didn't speak German.

But the New Zealander had long set his sights on coming to Europe, and the idea of working at an American-style business school in Germany fascinated him.

Founded by a group of German business titans, the European School of Management and Technology offers English-language full-time and executive MBA programs. Its Berlin campus is housed in the imposing building where the head of the East German Communist Party had his office. "It is ironic," Wakeman says.

Wakeman's research has focused on technology commercialization. His Capturing Value from Innovation course explores preventing competitors from copying innovation and structuring partnerships. "You have to structure how you bring your innovation to market to retain your fair share of the value," he says.

A native of Auckland, Wakeman always wanted to do something related to technology and innovation. "Coming out of a small country, it was almost in my blood to be interested in startups," he says.

As much as they enjoy Berlin, Wakeman and his wife, Rachel Fleet, MBA 04, hope to eventually move their family to New Zealand or the Bay Area, which Fleet considers home. "We enjoy being here; there are lots of things to do and lots of opportunities," Wakeman says. "But it is hard being a long way from home."



PHOTOGRAPH BY PAUL MASON





Watch a video of Simon Wakeman, PhD, talking about his research at [youtu.be/XjM0vJvRM3I](https://youtu.be/XjM0vJvRM3I).

## CONFIDENCE WITHOUT ATTITUDE

# Kayaker with a Conscience

## Charting a Circuitous Career

**Pamela McNeeley, BS '77**

Co-Owner, Blue Waters Kayaking  
Point Reyes, Calif.

Pamela McNeeley navigated a long, winding course before paddling her kayak to the tranquil waters in West Marin County.

After Berkeley she worked at Coopers & Lybrand (now PricewaterhouseCoopers) for three years, primarily in Dallas, where clients told her she had “way too much personality to be a CPA.”

Missing the West, McNeeley returned to the Bay Area, where she tested the waters in a handful of jobs: She trained customers on early personal computers and then worked for herself helping businesses set up accounting systems. She even launched a New Age greeting card business, which she still runs today.

Then she met her future husband, who co-owned a kayaking company with one launch on the east shore of Tomales Bay. McNeeley bought out her husband's partner in 1992. In 1994, the couple bought Blue Waters Kayaking, which had a launch on the west shore and ran trips in Baja California, Mexico.

“The accounting background and marketing from Cal have been super helpful in our business,” McNeeley says. “I’ve had this framework all these years: I can look at financial statements, and I do endless analysis. People who don’t have this business understanding are lost.”

Still, serving 10,000 customers a year from two launches and 200 customers in Mexico proved “quite an adventure.” “They were always coming up with new rules in Mexico, wanting \$8,000 or \$10,000 because you didn’t do something that they never told you about,” McNeeley says.

And then came the recession in 2008, just after McNeeley put up \$40,000 for chartered flights to Mexico. With business sinking 25 percent, Blue Waters left Mexico in 2010 and now markets tours there provided by local operators.

Although she loved whale watching in Baja, McNeeley is just as enthusiastic talking about the 20,000 birds that spend their winters at Point Reyes National Seashore. Her favorite excursion: spring kayaking through the restored Giacomini Wetlands at the southern end of Tomales Bay.

McNeeley calls Blue Waters a “lifestyle business.” “It’s not like investment banking, but we’re making good money—and I get to go kayaking whenever I want. We meet really nice people, and it’s a way to support our natural world.”

Through Blue Waters, McNeeley also has built strong ties in West Marin. She sits on the Chamber of Commerce, works on events with the Point Reyes National Seashore Association, and regularly donates kayak trips to local nonprofits.

“The neatest thing about Point Reyes is it’s very community oriented,” she says. “People here just want to do something for the planet.” —*Ronna Kelly*



# The Campaign for **Haas**

## ASK THE DONOR

### Building Work-Life Balance

#### Real Estate Developer Encourages Women to Pay It Forward

Carol Meyer, BS 69, MBA 71, inherited a love of real estate from her parents, who owned apartments. She bought her first house at age 14, earning \$20 a month cash flow with no money down. After earning her MBA, Meyer spent the majority of her career developing high-end housing developments in the Bay Area, most recently as chairman and VP of sales and marketing of Greenbriar Homes, whose total sales top \$2 billion. She's always believed in giving back, sponsoring shelters that helped some 500 people transition out of homelessness. She's also been a generous donor to Haas, recently offering a successful matching-gift challenge of 5:1 for women who had never before given to the school and 2:1 for women who had, up to \$500,000.

#### **What prompted you to challenge women specifically?**

When I went to graduate school, there were probably only five women in my class. Now, over 50 percent of undergraduates and 33 percent of full-time MBA students at Haas are female. I think we're on the threshold of an era where women of this generation will make tremendous strides in business. And they are in a position to give back. What I'm trying to accomplish with this challenge is every alumna giving something to pay it forward. New alums may not think a small donation is important, but put together with many others, it really is significant. And when it goes to Haas, it's going to benefit generations to come.

#### **What challenges still remain for women?**

Child rearing. There are fathers who do the main child rearing, but in general, that falls to mothers. A lot of professional women want to take some time off or cut back during their children's formative years. Smart companies will figure out how to accommodate these women and reap the rewards.

#### **How did you manage motherhood and a successful career?**

I was home for nine years before I went back to work, but I had babies on my hip—literally—while I was out buying properties and investing. When I went back to work, I only worked six hours a day for the first year, and that helped me a lot. I still got the job done. I just had to really plan. Women leaders need to be the engine of change to develop ways that mothers can be accommodated and still keep their oar in the water so that they advance during that time frame.

#### **What advice do you have for women in business?**

Like Sheryl Sandberg says, "Lean in." It doesn't mean you have to be aggressive. I think you can be as feminine as you want, but you need to be assertive in conveying your ideas with confidence.

#### **Why do you give to Haas?**

Haas' core values fit right in with being good stewards of the environment, being ethical business people, providing high-quality jobs, and making a profit too. Profit is not a bad word. Profit is a good thing, especially if it's done ethically. That's how you grow an economy. I can't think of anything better than empowering the people of California to educate great business leaders. Haas is right there. Why not support something so wonderful?



PHOTOGRAPH BY JIM BLOCK





Read a detailed account of Julie Brown's time abroad at [juliearoundtheworld.wordpress.com](http://juliearoundtheworld.wordpress.com).

# Scholarship Defines a Career Path Abroad

**Julie Brown, BS 14**, savors the gift of culture shock



*Julie Brown, BS 14, at the Alhambra in Granada, Spain*

Without the generosity of alumnus Thomas Tusher and his scholarship for international study, Haas undergraduate **Julie Brown, BS 14**, might never have found her true calling. She certainly would never have met female entrepreneurs in Morocco or been able to protest in support of legalizing gay marriage in Paris. "I also would not have had the space or time to really think about who I am and what I want in life," Brown says.

Brown is the latest recipient of the Thomas Tusher Scholarship for Study Abroad, an award given to high-achieving Haas undergrads. Tusher, BA 63 (Poli. Sci.), retired president and COO of Levi Strauss & Co. and a member of the Haas School Board, studied in Vienna while he was at Cal. "I would like to see more U.S. students be exposed to other cultures," Tusher says. "Most businesses today are global in reach and activity, and this is an opportunity to gain some international experience."

Brown immersed herself in the language and culture of Granada, Spain, and received additional funding from the Institute of International Studies to support research on the effectiveness of tracking the social impacts of

microfinance programs in Morocco, which she conducted during spring break. Wanting to learn how to be a change maker drew Brown, who grew up in San Diego, Calif., to study business at Haas, but her semester in Spain helped her define that passion.

"Before studying abroad I felt like I had to fit myself into one of the ABCs of business: accounting, banking, or consulting," she says. "Now I have realized that I am probably an N, nonprofit, or O/W, other/weird."

Her new career aspirations tie together the Haas Defining Principles Question the Status Quo and Beyond Yourself, which she contemplated a lot during her time overseas. "After graduation, I plan on doing something most Haas undergraduates do not pursue, like the Peace Corps or a Fulbright," she says of Question the Status Quo. It's a sentiment she and Tusher share—one of the things Brown has learned during the correspondence she began with him. Tusher says, "My experience studying and traveling abroad set me on a path seeking an international business career at a time when that was outside the norm."

As for going Beyond Herself, Brown wants to dedicate her life to giving back to the community. This fall, she and four classmates will begin a mentoring program for at-risk high schoolers in Oakland based on a proposal that won third place in the Big Ideas@Berkeley contest, which provides funding and support to interdisciplinary student teams with innovative projects.

Upon leaving Spain, Brown headed to South Korea for a paid summer internship with Samsung. But she's approaching the experience with a new perspective. "Living in Granada has changed my opinions on happiness," she says. "I felt like I needed to get the perfect internship, to get the perfect job, to have the perfect family, and then I would reach 'the happy successful place.' But...happiness is about enjoying the dance of life, not trying to be perfect."

## UPCOMING EVENTS

[haas.berkeley.edu/events](http://haas.berkeley.edu/events)

### Alumni-Hosted Networking Lunch

**July 16**

Chicago

### Homecoming

**October 5**

Berkeley

### 8th Annual Student-Alumni Networking Event

**October 24**

San Francisco

### >play Digital Media Conference

**October 25**

San Francisco

### Haas Gala

**November 15**

San Francisco

### Old Blues Luncheon

**December 5**

Berkeley

### Haas Celebration in Silicon Valley, Menlo Circus Club

**February 5, 2014**

Atherton

### MBA Reunion Weekend

**April 24-27, 2014**

Berkeley

You don't need to be in the Bay Area to continue learning from Berkeley-Haas. Remain a "Student Always" online through videos of faculty and speakers at [insights.haasalumni.org](http://insights.haasalumni.org).

# Haas **Worldwide** Events

**EVENT** All-Alumni Conference & Reunion Weekend



## School Spirit

Alumni celebrate their Haas connections

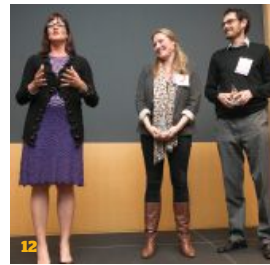
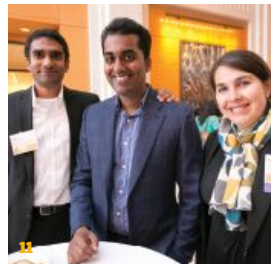
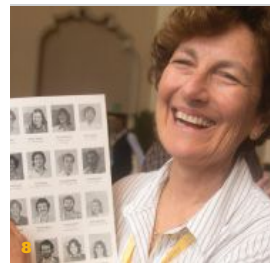
The class of 2012 showed its Cal spirit while posing for a one-year reunion photo during MBA Reunion Weekend in April. In addition to reconnecting with classmates, celebrating, and networking, alumni enjoyed an insightful one-day conference, which included a keynote by IDEO General Manager Tom

Kelley, MBA 83, on design thinking. Thirteen alumni also delivered HAASx Talks, with titles including “Digging for Dollars in Your Underwear” and “Startup Marketing: Get Loud, Get Sued, Get Noticed.” Watch the HAASx Talks and faculty presenters at [insights.haasalumni.org](http://insights.haasalumni.org).





Watch a video of former Vodafone CEO Arun Sarin speaking on global careers at 2013 MBA commencement.



## All-Alumni Conference & MBA Reunions

- 1 Jim Burk, BS 62, MBA 63, former Cal Alumni Association executive director, and wife, Anne.
- 2 Jennifer Toney, MBA 08, and Laurence (Lo) Toney, MBA 97.
- 3 Sandeep Singh Kohli, MBA 12, and Carlos Dieguez, MBA 98.
- 4 Daniel Sousa, Fabio Matsui, Alfredo Finch, and Ricardo Suarez, all MBA 03.
- 5 Jeff Denby, MBA 08, founder, PACT Apparel, during his HAASx Talk.
- 6 IDEO General Manager Tom Kelley, MBA 83.
- 7 Christine Rhinehart, MBA 10.
- 8 Carol Upton, MBA 83, traveled from Australia for her reunion.
- 9 Oski stops by the family picnic.

## Gap Event in San Francisco

- 10 Leah Sutton, MBA 05, and Libby Reder, MBA 06.
- 11 Jay Dumaswala, Nikhil Gangaraju, and Vanessa Barros, all MBA 13.
- 12 Kellie McElhaney, founder of the Center for Responsible Business, and Indiegogo founders Danae Ringelmann and Eric Schell, both MBA 08.
- 13 John Viera, Ford's global director of sustainability and vehicle environmental matters.

## Women in Leadership Dinner

- 14 Professor Jennifer Chatman, PhD 88; BRE Properties CEO Connie Moore, MBA 80; Cisco CMO Blair Christie; and Gap CFO Sabrina Simmons, BS 85.
- 15 Marina Gracias, BS 80, MBA 99, and her mother, Angela.

## East Bay Chapter Thai Cooking Event

- 16 Renu Bhatt, MBA 06, and Elizabeth Chan, MBA 12.
- 17 Kasma Loha-unchit, MBA 75, founder of Thai Food and Travel.

## NYC Chapter "Beyond Yourself" Event

- 18 Nicole Campbell and Miraya Berke, both BS 12; Austin Kim, BS 09; and MayC Huang, BS 11.

## Commencement

- 19 Marc Singer, BS 86, director of McKinsey's Marketing and Sales Practice for the Americas, speaks to undergraduates.
- 20 Former Vodafone CEO Arun Sarin, MBA 78, MS 78, speaks at MBA commencement.

## Haaski Golf Tournament

- 21 Jeff Rhode, BA 95 (Hist.), MA 00 (Ed.), and Mark French, MBA 98.
- 22 Sunil Bhonsle, MBA 75.

## London Alumni Event

- 23 Paul Tiffany, PhD 83, presents on strategy.
- 24 Vera Hegarty and Marilou Calara Swallow, MBA 90.



# Haas Alumni Notes

## ALUMNI AWARDS AND ACCOLADES

### Two Alumni Make *SF Business Times* "40 Under 40" List



**Kevin Chou, BS 02**, and **Sheldon Kimber, MBA 07**, were named to the *San Francisco Business Times* "40 Under 40" list of young professionals who "hit home runs."

Chou, 32, is co-founder and CEO of Kabam, a free-to-play video game maker that now boasts more than 500 employees, more than 4 million players a month in 100 countries, and \$180 million in annual revenue.



Kimber, 35, is chief operating officer of Recurrent Energy. Kimber has led the expansion of Recurrent Energy's strategy from a small-scale rooftop developer with less than 100 megawatts in the project pipeline to a leading

utility-scale solar developer with hundreds of megawatts of contracted projects.



### Alum's *Money Code* Reaches Best Seller Lists

*The Money Code*, a 129-page financial advice book by **Joe Duran, BCEMBA 04**, hit the *USA Today* and *New York Times* best seller lists earlier this year. While other financial advice books are often laden with business jargon, Duran sought to write *The Money Code* in a way that is easy for anyone to understand, providing insight into why people make financial mistakes and repeat them throughout their lives. Duran is CEO of United Capital, a partnership of 41 private wealth counseling offices around the country.

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### Financial Engineering Alum Wins Investment Award



**Dave Klein, MFE 06**, is the 2013 first-place winner of the \$10,000 Wagner Award for Advances in Active Management for his paper "Equity Sector Rotation via Credit Relative Value." The award was designed by the National Association of Active Investment Managers to raise awareness of active investment management

techniques. Klein's paper lays out a novel investment strategy that uses information from the credit market to make equity sector investment decisions and tactical asset allocations among equities and bonds. Klein is a partner and co-founder of Capital Context, a market strategy consultancy.

### Alumni at Facebook Garner Awards



Facebook Chief Information Officer **Tim Campos, BCEMBA 10**, received a Lifetime Achievement Award in June at the Bay Area CIO Awards sponsored by the *Silicon Valley Business Journal* and *San Francisco Business Times*. Before joining Facebook in 2010 Campos became the youngest CIO of any Fortune 500 company at semiconductor equipment supplier KLA-Tencor.



**Libby Leffler, BS 06**, was named one of the 30 most important women under 30 in technology by the online publication *Business Insider*. She also received the UC Berkeley Foundation's Young Bear Award for her volunteer efforts at Cal. Leffler served as chief of staff to Facebook COO Sheryl Sandberg for three years before becoming the social network's strategic partner manager.

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### San Francisco *Business Times* Honors Four Haas Women



Four members of the Haas community were among 140 women honored in June by the *San Francisco Business Times* as the most influential women in Bay Area business.



**Joy Chen, BS 87**, CEO of Yes To Inc., told the *Business Times* her proudest accomplishment was supporting Second Wind, an urban ministry concept led by two talented ministers who took on the challenge to fulfill a need within San Francisco.



**Carrie Dolan, BS 87, MBA 97**, CFO of the Lending Club, advised women seeking to advance their careers. "I encourage women to work on knowing themselves, being clear about what they want, and understanding how others perceive them."



**Mary Francis, MBA 06**, chief corporate counsel, Chevron, said her female role model was former U.S. Supreme Court Justice Sandra Day O'Connor. "She was expert at mediating consensus, taking a long view, and choosing only battles that mattered to her."

**Maria Nondorf**, executive director of the Haas School's Center for Financial

Reporting and Management, was asked how she uses her influence and replied, "I preach the importance of financial literacy."

## UNDERGRADUATE

### 1946

**Mary (Forquer) Guinee** writes, "After living in Santa Cruz for 16 years, I returned to Hayward three years ago. My two sisters live close by, but, to my dismay, I found out that many of my old friends had died. Now I wonder if there are any of my former classmates in or near the Bay Area. In '44, '45, and '46, I socialized at Newman Hall. Anyone remember that? No one called me Mary. I was better known as 'Bonnie.' I would be pleased to connect with a former classmate. My e-mail is bonguinee@sbcglobal.net. My latest endeavor is learning to play the ukelele. Also, I am trying to become more proficient in Spanish."

### 1953 CAL HOMECOMING OCTOBER 4-6, 2013

### 1954

**Gerald Wheeler**, of Pierce County, Wash., reports, "After six years as a retired CPA, I started a new career as a police chaplain with the Pierce County Sheriff's Department. Very rewarding kind of work."

### 1956

**Ronald "Bud" Figel** writes, "I started Cal in pre-dental in 1951 and soon recognized that my grades were not very good. I switched to liberal arts and then to business administration. Due to the Korean War, I was drafted in 1953 and applied for active duty in the Navy Reserve. I was assigned to Electronics School even though I was a 2nd class yeoman striker because of my relative scores. After discharge I decided to combine my business and electronic educations, and received a position with the Dalmo-Victor Co. in





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Redwood City, Calif., and after a very brief term in an executive position, I realized that this was a 'go-nowhere' situation for me. I was 24 years old.

I was offered an opportunity to go into business in Denver. Discount stores had become new in retail. GOLO was a new discount store and needed someone to operate the sporting goods department. I started with a partner with \$10,000 loans each. We started the business in a 'leased' department on Oct. 10, 1956. After a few years we were offered the opportunity to open two larger departments in GEM stores. After a few more years, we leased space in a new large shopping center and named our new store Sports Villa. Operating two 'discount' departments and the freestanding standard 'legitimate' retail store was incompatible. Because we had two fairly large inventories in those two GEM stores it was prudent to lease a second freestanding store, which we also named Sports Villa. We leased a third Sports Villa store in another new Northglenn shopping center in Northglenn, Colo. Sports Villa, with three stores, became the third largest retail sporting goods company in Colorado. We decided to open a store named Pier 77 with some other partners. Within a couple of hours I received enough information to make my trip well worthwhile.

"We experienced a series of store break-ins and robberies because of the guns and ammunition and too much internal and external pilferage and eventually sold the sporting goods stores. They are now Sports Authority stores.

"I decided to totally leave the retail business and go into commercial real estate, and became very active in Adams County land just north

of Denver. As a governor on the Board of the Adams County Economic Development Committee, I developed a real estate database and was named 'Developer of the Year' for two consecutive years. I was actively involved with the new Denver International Airport (DIA) development. I retired from Fuller and Company and commercial real estate when I was diagnosed with multiple sclerosis (MS). Now, in addition to a regime of yoga and swimming therapy twice a week, I volunteer. I joined a group called SCORE, (Service Core of Retired Executives) and joined the Denver Rotary and Denver City Club. I was also a member of the National Multiple Sclerosis Society and was elected chairman of the Denver Mayor's Commission for People with Disabilities.

"My wife, Mimi, and I read, travel, and attend theater and the symphony. I have four sons, who are all married and all professionals, and eight grandchildren, including three in college."

**Norman Parsons**, of Clovis, Calif., writes, "My oldest granddaughter, Brooke Plummer, of Capistrano Beach, Calif., a graduate of UCLA, married Pedro Brasil Delabello of Rio de Janeiro, Brazil, on June 21, 2013. She met him while in Rio as part of her UCLA curriculum two years ago. He flew to Southern California to propose to her. They can speak to each other in Portuguese. My family needed some more Latin members and is now one-half Anglo and one-half Latin—mostly Mexican and now some Brazilian."

## 1957

**Dan March**, of Burlingame, Calif., a retired elementary school administrator, is expecting a fourth grandchild—first granddaughter.

## 1958 CAL HOMECOMING OCTOBER 4-6, 2013

### 1960

**Joan (aka Joanie Hobday) Krizman**, of Sacramento, Calif., writes, "Am doing the same thing we have been doing for several years. Renting our many Craftsman, Tudor, and other style houses in the East Sacramento and Land Park areas of Sacramento. They are advertised on [sacrentals.com](http://sacrentals.com)—and once they are put up, the phones start ringing. We also advertise other landlord and homeowners' homes on our website.

"Prior to this, we took interesting trips to Myanmar, Bangkok, and Angkor Watt in Cambodia. Subsequently, we visited Cartagena, S.A., and attended son Kent Krizman's wedding in December. He, too, is a Cal-Berkeley alumnus.

"When this heavy rental season is over (April 15 thru October 15), we will definitely need two or three more vacations to unwind and relax. We can't decide where to go because we have seen many countries. I, as a Gemini, always like to see something new.

"Have lived in the 'Fabulous Forties' in East Sacramento for the past several years. Prior to this, we lived in Hillsborough, south of San Francisco. While we might miss a few cultural activities here, we love the weather, outside cafes and restaurants, all summer long. We are involved in the Sacramento Philharmonic, Sacramento Opera, Sacramento Ballet, Classical Chamber Music of Sacramento, Crocker Museum, etc."

### 1964

**Tom Kasten**, of Hillsborough, Calif., see MBA 1965 notes.

## 1963 CAL HOMECOMING OCTOBER 4-6, 2013

**Richard Power**, of Shingle Springs, Calif., reports, "In the past, I have created software for various activities, including engineering tech measurements as well as legal processes under the name of RCP Software ([www.rcpsoftware.com](http://www.rcpsoftware.com)). Recently, my wife and I decided to promote the data management software creation process by advertising more. I have

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Question the Status Quo



Richard Power, BS 64, with wife Bernadette

sold software to people all over the country. Also as a lawyer, I would love to create software solutions for the California courts if they would let me help but so far that has been a fruitless effort, even though the California court system is essentially going down the drain due to inefficient operating practices. Didn't Haas teach us to operate efficiently? Why does government have to fight efficiency so much? Can we really afford to have our court system go down the drain? I don't think so. Are there any other Haas alumni out there who would like to jump in and help save the state court system before it virtually shuts down?"

## 1965

**Vijay (Pandit) Kumar**, of Mountain View, Calif., writes, "I am on the board of advisors of Internet Speech, which is having a greater success outside of the U.S.A. than within it. My son Jay works for Solar City based in San Mateo; it had its IPO this year. Unlike Facebook, its stock price has nearly tripled in value. My son's employee stock options are getting higher in value. My daughter sells real estate in the Santa Cruz area. Real estate was stagnant a couple of years ago, but her sales are improving now."

## 1968 CAL HOMECOMING OCTOBER 4-6, 2013

**Howard Fong**, of Monterey Park, Calif., is a commissioner on the Art and Culture Commission and the Sister Cities Commission, City of Monterey Park.

## 1970

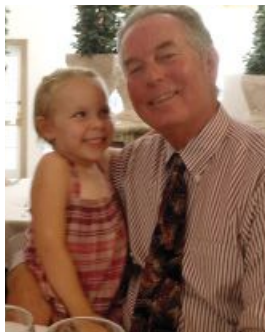
**David Goidl**, of Woodland, Calif., writes, "I very recently retired after 23 years with the County of Sacramento, where I served as a senior accountant and administrative services officer. I will be continuing my small CPA and nonprofit consulting practice. I have also been a church organist for more than 40 years, starting at age 15."

## 1971

**Rich Knox**, of Orange, Calif., writes, "In 2011, retired from Allergan and a career in supply chain management. Now enjoying more time with my two grandkids, traveling, playing golf, coaching Little League, volunteering at PGA golf tournaments, and riding my 2008 Harley Davidson motorcycle. Last summer, my wife, Janet, and I traveled to St. Augustine, Fla., to visit the

# Haas Alumni Notes

## UNDERGRADUATE cont.



Richard Knox, BS 71, with granddaughter Mady

World Golf Hall of Fame. We are planning to vacation in Maui, Hawaii, later this summer."

## 1973 CAL HOMECOMING OCTOBER 4-6, 2013

### 1974

**John Fulton**, of Charlotte, N.C., reports, "After 14 years in a variety of senior management roles at Daimler, I have returned to my former career in the brokerage industry. Once again, I am serving the needs of business buyers and sellers in the Southeastern United States, as a senior broker with Sunbelt Business Brokers."

### 1977

**Douglas Weitzman**, of Los Angeles, writes, "I attended Berkeley

from 1975 to 1977 and lived in Spens-Black for the first year. I was a resident assistant. In 1976 I transferred to the law dorm, as a pre-law student, and lived there until I graduated early in March 1977. I then attended Southwestern Law School from 1977 to 1980; graduated with honors; passed the bar; and continued my education at USC, where I graduated with high honors with an MBT, taxation in May 1981. I have practiced law since 1980, and I have had an active real estate brokerage from since 1981, managing some of the biggest real estate companies in Southern California, including Jon Douglas, Fred Sands, Century 21, Keller-Williams, Prudential and other prestigious real estate companies. I ran for judge, L.A. Superior Court, and came in a strong second.

## 1978 CAL HOMECOMING OCTOBER 4-6, 2013

### 1979

**Tom Frainier**, CEO of Semifreddi's Handcrafted Bread & Pastries, recently helped The Bread Project, a nonprofit organization that teaches culinary and life skills to those down on their luck so they can gain employment. His vice president of bakery operations had

Our Defining Principles  
Beyond Yourself



Semifreddi's CEO Tom Frainier (center), BS 79, with a \$150,000 check to The Bread Project, a nonprofit whose rent was subsidized by Frainier's company

been involved with The Bread Project as a volunteer teacher for many years, and Semifreddi's had donated raw materials, bakery equipment, and even a van over the years. In 2009, The Bread Project was desperately seeking a new location or would otherwise have to discontinue its program. He writes, "As luck would have it, Semifreddi's was moving to Alameda around the same time, and we were leaving behind a space that had two years remaining on the lease. We decided to sublease the space at a discounted rent to The Bread Project. We subsidized half of The Bread Project's rent for more than two years so that they could afford to move in and continue to operate. That subsidy was worth \$150,000. We were glad that we could help this worthwhile cause. The Bread Project continues to thrive today. For more information visit [www.breadproject.org](http://www.breadproject.org)."

**Steven Kaplan**, of Stateline, Nev., reports, "After spending 25 years in the IT industry on the channel side of the business, including co-founding, running, and selling a couple of channel partner firms, I recently accepted the position of VP of channel and strategic sales for Nutanix. Nutanix utilizes the scale-out model pioneered by Google to provide converged infra-



Steven Kaplan, BS 79

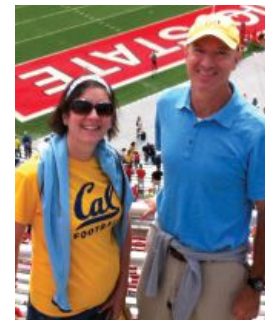
structure solutions for commercial and government data centers. It's the fastest growing infrastructure company of the past decade and has an annual run rate of over \$80 million in revenues after just 6 quarters shipping."

### 1980

**Julie (Julie Ann Cramer) Zoellin**, of San Diego, Calif., writes, "I am currently a senior research associate at the University of San Diego Center for Education Policy and Law. This year, I am also working on the development of a new center, The Mobile Technology Learning Center, as its interim director of operations. The center focuses on mobile technology learning in the K-12 classroom. As part of the center space planning, I took the opportunity to visit Cal's Education Technology Department. Brenda Farmer provided a tour of Dwinelle's active learning classroom. What a great way to reconnect with Cal, thank you Brenda!"

### 1982

**Vince McCambridge**, of San Francisco, Calif., announces his five-year anniversary as a director in fixed income capital markets at Robert W. Baird, a Milwaukee-based investment bank.



Vince McCambridge, BS 82, and sister Madeline at the Horse-shoe for the 2012 Cal-Ohio State game, which he called "a great effort by the Bears!"

## 1983 CAL HOMECOMING OCTOBER 4-6, 2013



George Oliva, BS 85

### 1985

**George Oliva**, of Pleasanton, Calif., reports, "Currently looking for my next professional challenge. I have more than 20 years as a controller, VP of finance, and CFO in Silicon Valley and have extensive experience with startups and turnarounds. Big 4 CPA. My last CEO called me his secret weapon. I am looking to help deliver a company to its next stage, profitability, growth, M&A, or an IPO." George has been married 28 years, has three children in college, and lives in the East Bay.



Douglas Weitzman, BS 77, with Chancellor Albert Bowker and his wife, Rosedith Sitgreaves





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## 1986

**Jeff Myers**, of Washington, D.C., writes, "I am enjoying work at REI Systems, where we help the government make information available to the public. We developed and operate [www.Performance.gov](http://www.Performance.gov), [www.Data.gov](http://www.Data.gov), [www.ITDashboard.gov](http://www.ITDashboard.gov), [www.BusinessUSA.gov](http://www.BusinessUSA.gov), and [www.AmericanJobCenter.gov](http://www.AmericanJobCenter.gov), among others. Sometimes I like what the government does and sometimes I don't, but I think it's always healthy for the people to be able to see what the government is doing so they can make up their own minds. On the home front, my wife, Lin Liu, BA '88, works for the government directly, and my kids Hope and Tucker love walking to school in downtown Washington, D.C."

**Leslie (Lindah) Schibsted**, of Chico, Calif., was recently appointed interim associate vice president for development as lead campus fundraiser at Chico State.

**Raymond Young**, of Fremont, Calif., writes, "I photographed for Sygma Agency Paris and *Pageantry Magazine* from 1990 to 2006. After seven years *Pageantry* called me and said the magazine was letting a photographer go and wanted me back. After deliberation, we mutually agreed; my first assignment was Miss USA, June, 16, 2013, at Planet Hollywood, Las Vegas. Thank you, Carl Dunn. On



Raymond Young, BS 86

the CPA front, I have been very successful negotiating settlements with the IRS and Franchise Tax Board."

## 1988 CAL HOMECOMING OCTOBER 4-6, 2013

## 1990



Timothy Yee, BS 90, with wife Rose and son James at Walt Disney World for New Year's 2013

**Timothy Yee**, of Oakland, Calif., updates as follows: "Timothy R. Yee, AIF and co-founder of Green Retirement Plans, is pleased to welcome new 401k clients New Resource Bank of San Francisco, Solar Alternatives of New Orleans, and the Capital Good Fund of Rhode Island. We are proud of the good work our clients are doing in community banking, solar panel installation, and community micro-loans." He adds, "My wife, Rose, and I are empty nesters and are thinking of selling our home in the Oakland Hills and moving to a yacht."

## 1992

**Jennifer Gandin**, of Los Angeles, Calif., announces, "My husband, Peter Tontonoz, and I welcomed our son Elliot Dow Tontonoz on October 17, 2012. He joins big sister Eve."

**Lidia Stiglich**, of Reno, Nev., was appointed to the district court bench for the Second Judicial District Court in Washoe County, Nev., on November 30, 2012.

## 1993 CAL HOMECOMING OCTOBER 4-6, 2013

**Andrea Romano**, of Parma, Italy, writes, "How great it is to celebrate 20 years since graduation, how crisp are my feelings and memories at Haas, but I am also celebrating my five years at Dell this year and 21 years of marriage! While my sailboat turns 17, my oldest son (of three) is still 16: Let's talk about priorities! **Robert Morgan, BS 93**, will visit this summer and I hope other mates will join us for a cruise along the Croatian Islands. Fair winds to all of you Bears of '93."

## 1994

**Larry Fox**, of Richmond, Calif., reports, "Working for Kaiser Permanente in the National HR Service Center as an HR analyst. Continuing the ongoing journey/challenge of being a husband to my wife and a father to my three children. Am president of my congregation, Temple Beth Hillel, and doing my fair share of volunteer work."

## 1997

**Daniel Abram**, of New York, N.Y., recently joined the real estate group of national law firm Katten Muchin Rosenman LLP in its New York City office.

## 1998 CAL HOMECOMING OCTOBER 4-6, 2013

## 2000

**Charlene Choi**, of Shanghai, China, writes, "Went back to full-time work after two kids and moved from New York

to Shanghai. Now at Standard Chartered as a credit analyst for large local corporations (very interesting vis-à-vis the Fortune 500s in the United States)."



Christina Hollingsworth Zhang, BS 00

**Christina Hollingsworth Zhang**, of Petaluma, Calif., informs, "I recently completed my 12th busy season in public accounting, only this time I did it with my new firm, Dillwood Burkel & Millar LLP, in Santa Rosa. DBM is a full-service accounting firm providing tax, accounting, business valuation, and consulting services for a variety of business clients and high net-worth individuals. As a senior assurance service manager, I have been working with small-to medium-size partnerships and corporations in wine, manufacturing, technology, and nonprofit industries. I'm proud of the quality services my new firm provides our clients and would love to connect with alumni in the North Bay area who can use our help! Give me a call at 707-577-8806 or email me at [chollingsworth@dbmcpa.com](mailto:chollingsworth@dbmcpa.com)."

## 2001

**Jesse Freitag-Akselrod**, of London, England, writes, "Fellow Bears! After five years as a stock picker in the listed real estate space, in 2010 I launched Akselrod Consulting, a standalone consultancy with a focus on the European REIT sector. Please take a look at our website at [www.akselrod-consulting.com](http://www.akselrod-consulting.com)



Jesse Freitag-Akselrod, BS 01

and send anyone our way who might benefit from unbiased and straight-shooting European real estate advice. More recently, I'm rolling out an e-learning platform called Akselrod Academy, which is dedicated to financial modeling and company valuation. For some lighthearted (and hopefully humorous) Excel video-tutorials, please visit us at [akselrod-academy.com](http://akselrod-academy.com) and check out our AkselrodAcademy YouTube channel. Go Bears!"

## 2003 CAL HOMECOMING OCTOBER 4-6, 2013

**David Cheng**, of San Francisco, Calif., reports, "I recently co-founded VendorStack, a 'Yelp + Quora' for enterprise vendors. We provide a platform for enterprise consumers to do better vendor discovery. We launched our open beta in February 2013 on TechCrunch and raised a small angel note from 500 Startups and other angels. I hope to grow our business and bring more great Cal/Haas talent into our small but growing team! Go Bears!"

**Shannon Gallagher-Bolton**, of San Diego, Calif., reports, "After six years of practicing big law at Cooley LLP, I recently accepted an in-house position at Qualcomm, where I will be working with Qualcomm Ventures and assisting on M&A transactions.

# Haas Alumni Notes

## UNDERGRADUATE cont.

2004



Fresas Flores Balistreri, BS 04, with mother Edith Hernandez, Mrs Tourism Philippines San Diego

**Fresas Flores Balistreri**, of San Diego, Calif., writes, "I am so thrilled to have co-founded a music education/technology company called BRAVURA innovations, which launched in March 2013 to promote global accessibility of music through innovation. Check us out at [www.bravurainnovations.com](http://www.bravurainnovations.com)!"

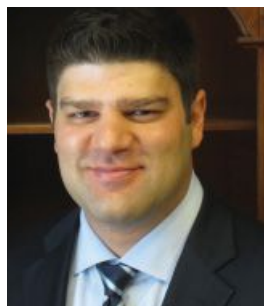
"In February 2013, my husband, Piero, and I took an adventure-filled vacation to the beautiful islands of the Philippines, my home country. We visited historical sites in Manila, went scuba diving in the world-famous and top scuba diving site, Anilao, strolled through the top-rated white sand beach at Boracay, and stayed with wonderful family."



Aaron McDaniel, BS 04

**Aaron McDaniel**, of San Francisco, Calif., updates as follows: "Aaron Mc-

Daniel's second book, *The Young Professional's Guide to Managing* (published by Career Press, foreword by Jim Kouzes), recently hit bookstores. It's an essential guide for all millennial managers. The first book in the series, *The Young Professional's Guide to the Working World* (published in 2012) received acclaim, including being on the Business Top-Ten English Books List in Europe (WirtschaftsBlatt)."



Artin Sedighan, BS 04

**Artin Sedighan**, of Los Angeles, Calif., a senior associate at Cappello Capital Corp. since November 2011, writes, "Completed an MBA at Columbia Business School Class of 2010. Returned to L.A., where I got married to my high school sweetheart and we had our baby girl, Siena June Sedighan, on Christmas Day 2012."

2005

**Viet Nguyen**, of Ho Chi Minh City, Vietnam, is assistant vice president at CDH Investments, a Hong Kong-based private equity fund.

2008 CAL HOME COMING  
OCTOBER 4-6, 2013

2009

**Nikhil Arora** and **Alejandro Velez**, both of San Francisco, Calif., write, "We're very excited to be launching our second product at Back to the

Roots, and we absolutely wouldn't be here without the support of Haas. In addition to our Grow-at-Home Mushroom Kits, we now have the AquaFarm—a fish tank that also grows food! The fish feed the plants by creating usable nutrients and the plants clean the water for the fish! We're excited to be taking our brand beyond the 'mushroom guys' and can't wait to continue connecting families to food through various beautiful, fun, and innovative products. Look out for the AquaFarm on our website and at Whole Foods, Nordstrom, and Petco!"

**Jeshana Jensen**, of Jalalabad, Afghanistan, writes, "I am currently deployed in Afghanistan serving in the United States Air Force. I recently reached my four-year mark in the Air Force and pinned on 'captain.' I get back from this deployment in August, and I'm getting married in November! I'm marrying a rocket scientist who works at NASA. He's born and raised in Virginia, where we both live now. Exciting new adventures ahead of us!"



Alejandro Velez and Nikhil Arora, both BS 09, with their grow-at-home mushroom kits

2010

**Jennifer Lau**, of Shanghai, China, reports, "After spending nearly two years in Apple's Finance



Jennifer Lau, BS 10, in Chiang Mai, Thailand

Development Program, where I worked in various groups, including iPhone and worldwide financial planning and analysis, I am now permanently joining the retail finance team in Shanghai as a store operations analyst for Greater China."

2011

**Daniel Chun**, of Los Angeles, Calif., has been working for DreamWorks Animation SKG as the assistant to the producers and directors of the company's animated feature, *The Croods*, starring Nicolas Cage, Emma Stone, and Ryan Reynolds. After more than four years in production and

**Matthew De Soto**, of San Francisco, Calif., writes, "I started a new position in sales with Apttus Technology. Along with my new position, I've relocated to the Marina District in San Francisco, two blocks away from the Marina Green. I'm loving my new place in the city so far!"



Matthew De Soto, BS 11

**Edmond Lee**, of Thousand Oaks, Calif., is currently working at a biotech startup in Camarillo that makes cutting-edge bioreactors. He adds, "Intending to matriculate at Columbia Law this fall, but plans have a way of changing."

**Melissa Medina Em**, of Washington, D.C.,

reports, "At the beginning of the 113th Session of Congress, Representative Ed Royce, my boss, became chairman of the House Foreign Affairs Committee. With his new position, I now serve as the legislative assistant who works on his foreign affairs portfolio and as the committee liaison."

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in the new @cal Alumni Directory:  
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Working for the chairman brings unique experience and I continue to be a 'lifelong learner' in my new capacity.

"In Washington, D.C., I sit on the board of the California State Society, a nonprofit, bipartisan, social/networking organization whose objective is to promote friendly relations among its members and to serve the interests of the nation and the state of California. I also recently got accepted to the Women's Campaign School at Yale."



Melissa Medina Em, BS 11

## 2012

**Virginia Chung**, of Berkeley, Calif., writes, "I started a financial 'edutainment' project with my Haas classmates, **Shuonan Chen**

and **Justin Chu, both BS 13**. We entered the Big Ideas@Berkeley 2012-13 Competition under the new Financial Literacy category. I'm very excited to say that we won First Place overall and the Grand Prize Pitch Day contest for Campus & Community Impact! Our project is called Cashify, an online, fun, social platform for financial edutainment. Users play games while learning money management skills and in doing so earn points to redeem for goods and events. If you're interested in learning more about us, please email Cashify. Cal@gmail.com."

## MBA

### 1955

**Winton (Wint) Mather**, of Walnut Creek, Calif., writes, "Since 1955, I had two years in the U.S. Air Force, in Texas, and upon returning to California joined IBM, with postings to Hawaii, Washington, D.C.; Dusseldorf, Germany; and many stops in between. My 32 years with IBM were very fruitful, with many different jobs, thousands of associates, and presentations to so many different large and small customers in

marketing and marketing management!

"I just returned from my 105th country, visiting Burma (Myanmar) on a two-week trip with Overseas Adventure Travel (15th trip with them). The country is rich with Buddhist history and philosophy/religion. Incredible isolation from the rest of the developing countries, but now on the right track, with a major election, scheduled for May 2015. A photographer's paradise, with 135 tribes, each with its own language but Burmese as a master interchange. Everyone should have this country on the 'bucket list.' I now live in Rossmore, since my wife died in 2002 at our home in Orinda, Calif."

### 1965

**Tom Kasten**, of Hillsborough, Calif., writes, After serving 12 years on the Hillsborough City Council, two terms as mayor, and 12 years as police commissioner, I retired from the council. It was a great 12 years, including serving on a number of municipal and county boards. I was chair of the board of the City/County Association of Governments for San Mateo County and a board member of the Housing

Endowment and Regional Trust of San Mateo County, the Peninsula Traffic Congestion Relief Alliance, and the Office of Emergency Services.

"On July 1 I became president of the Jewish Community Federation of San Francisco, the Peninsula, Marin, and Sonoma counties. I also serve on the board of the Bay Area Water Supply & Conservation Agency, as well as on the board of a private medical device company, and three investment committees. No moss growing under my feet."

## 1966



Philip Carville, MBA 66, climbs Half Dome in Yosemite.

**Philip Carville**, of Nevada City, Calif., writes, "Have had lots of fun and done many things over the past 45 years since graduating from the School of Business, as it was called before Peter Haas made his generous donation to the school. I live now in the foothills of the Sierra Nevada and work with a few project/investments. The school gave me a perspective on business and society for which I am very thankful."

## 1969

**Lewis Okser**, of Brooklyn, N.Y., informs, "I retired as senior VP of Knight Group back in 2002. My career has been in stock and commodity

model building (quants now) having worked for people like Jim Simons, Alexander Migdal, and Gregory Chudnovsky. I tried my hand twice after that in China and was 'shmeissed' each time. I just joined a new absolute return/high-yield strategy fund purchased by a former partner. The fund has 20 years of profits and no losses. The model basically predicts U.S. interest rate movement. I am looking to connect with Haas graduates interested in seeing further information about the investment possibilities. This is the first time the model has been offered to institutional and hedge fund investors."

## 1971



Peter Michael, MBA 71

*Remembering John Hanson: A Biography of the First President of the Original United States Government*, a book by **Peter Michael**, of Adamstown, Md., has been named the 2013 eLit Awards Silver Medalist in Biography for books published in 2012. Says Peter, "It would be hard to recognize a more deserving subject than the overlooked John Hanson for this important award, which should go far in helping to reintroduce him to the American people." The eLit Awards, an industrywide unaffiliated awards program open to the worldwide electronic publishing industry, are conferred annually to



A team including Virginia Chung, BS 12, won the Berkeley Big Ideas Competition. Pictured here are Haas staffer Andrik Cardenas; Justin Chu and Shuonan Chen, both BS 13; Virginia Chung, BS 12; and Dave Williams and Andre Rudd.

# Haas Alumni Notes

## MBA cont.

illuminate and honor the very best in English-language digital publishing. *Remembering John Hanson* may be purchased at Amazon.com.

## 1974

**Don Bellizzi**, of Carmel, N.Y., writes, "We bought a beautiful redwood forest in Elk, Calif., just south of Mendocino. We intend to use it as a vacation home and will be spending more time in California."

## 1976

**Chris Braunschlich**, of Briones, Calif., reports, "I am now CEO and director of Conservation Volunteers International Program, a nonprofit dedicated to the sustainability of some of the world's greatest landscapes and cultural sites. We partner with REI Adventures to lead Volunteer Vacations to Torres del Paine National Park in Patagonia, Machu Picchu in Peru, and Yosemite National Park in California. See our website at [www.conservationvip.org](http://www.conservationvip.org).

"Although my CEO job at Conservation VIP is 100 percent volunteer, I spend a huge amount of time and energy on it. Why? Originally, it was because I fell in love with Patagonia on my first visit there, realized that it needed help, and wanted to contribute. Now, it is because I know that our organization makes a significant difference to some fabulous places that really need our help. When I read our trip leaders' reports, I'm always impressed to see how much a small group of people can accomplish when they work together. I also know that we make a difference to the people who participate in our trips.

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Beyond Yourself

After every trip I see the great reviews that people write, often telling us that the trip was a life-changing experience."



Marty Cresalia, MBA '76, enjoys the Portland sunshine in his new car.

**Marty Cresalia**, of Portland, Ore., writes, "Despite all the rumors to the contrary, Portland can be warm and sunny—sometimes. Here is picture of me and my new car, ready for the good days."

**Joe Garrett**, of Berkeley, Calif., is serving on the board of directors of Pacific Premier Bank, a \$1.4 billion commercial bank in Southern California.

**Yoshikazu Inaba**, of Tokyo, Japan, is going to start an online site for global asset allocation of ETFs soon.

## 1980

**Emilene Fearn**, of Oakland, Calif., completed and was awarded her PhD in Special Education at UC Berkeley's Graduate School of Education at the end of 2012, only 32 years after completing her MBA studies, giving new meaning to the term "lifelong learner," she notes. Emilene adds, "I'm currently looking for a university position in the Bay Area teaching graduate-level special and general education

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Student Always

teachers. Daughter Dria (UC Hastings grad and attorney) is a law clerk for a U.S. district court magistrate judge, son

Jonathan (UC Davis engineering grad, with a master's degree) is now a software engineer with Check Point Software Technologies on the Peninsula, while husband **Jeff Fearn, MBA '83**, is enjoying 'being on sabbatical' and deciding what he wants to do next."

**Michaela Rodeno**, of Napa, Calif., writes, "This year marks the 40th anniversary of Domaine Chandon, where I was employee #2 in 1973 and where I was working while I earned my MBA. The degree surely had something to do with immediately being promoted to VP/marketing. I hope to have finished my book on those heady entrepreneurial days in time for the celebration(s). Cheers!"

**Jesse Wolf**, of New York, N.Y., who returned to grad school, is currently ABD and expects to receive a PhD in mathematics in September, from the Graduate Center of The City University of New York.

## 1983

**Abe Kohen**, of New York, N.Y., reports, "After 11 years at FlexTrade as

director, algorithmic trading, and a quarter-century total on Wall Street, I'm hanging out my own shingle as a consultant on all matters of financial engineering, especially as it relates to multi-asset electronic trading. Google me (algorithmic options trading). Tweet me (@abekohen). Linkln with me."

## 1984 30<sup>TH</sup> REUNION APRIL 24-27, 2014

**Bob Ellis**, of Saratoga Springs, N.Y., reports, "I had the good fortune to work for a month in Nigeria as part of IBM's Corporate Service Corps. The CSC program sends global teams of IBMers to emerging markets to deliver high-quality engagements to local communities and organizations while providing IBMers the opportunity to make unique contributions. My assignment was in Ado Ekiti, Ekiti State, assisting a not-for-profit organization that is dedicated to social development and justice in Nigeria. Other teams addressed IT requirements for the state government and university, all with the full support of the governor. The program exemplifies social responsibility in business and afforded me a rich and rewarding experience in an African culture."

## 1987

**Therese Miller Henson**, of Lewisburg, Pa., writes, "I'm starting on my third career, as the proprietor of Dancing Bear Farm, a bed and breakfast and event venue in central Pennsylvania. After a 25+ year career in corporate human resources and a 10+ year career in mediation and international development, I'm feeling

the urge to settle down and grow some roots in this wonderful local community and on this beautiful piece of land. This being my first crack at small business ownership, I am really leaning on that broad-based business education I received at Cal! Marketing, finance, operations, administration—you name it, I'm doing it and loving it!"

On the personal front, she adds, "My life partner of 23 years, Fran McDaniel, passed away suddenly in early 2011. It's been a rough couple of years since, but a time of reorienting and figuring out what matters most. My daughter will be getting married soon, and her fiancé just graduated with a BA in business from Penn State. My granddaughter is finishing her first year in high school, doing well in a slew of AP classes and every music and drama performance possible!"

**Mike Lucero**, of Seattle, Wash., writes, "Another successful holiday season with the Xbox Unit of Microsoft (Interactive Entertainment Business). We have launched nearly 100 content applications on the Xbox platform, including ESPN, HBO, BSkyB, Hulu, and Sony Crackle. These apps bring enormous content catalogs onto the Xbox platform where users can enjoy them with the power of the platform, including Kinect and the Xbox Live social features. According to a *Forbes* article published in January 'Microsoft and Game Consoles are the Future of Television.' These are exciting times to be in media space and I'm having a great time helping to shape the future."

**Christopher Scharff**, of Los Angeles, Calif., writes, "I just celebrated the

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Christopher Scharff, MBA 87

10-year anniversary of acquiring Dreamgirl International, an international apparel manufacturer, which has seen its sales grow more than tenfold in the past decade as business has expanded to more than 2,000 accounts in 22 countries around the world."

## 1988

**Kevin Renner**, of Portland, Ore., reports, "Kevin's firm BrandNew (BrandNew.us.com) has begun providing marketing consultation and management services to the Gokhale Method Institute (gokhalemethod.com/) in Palo Alto. Founded by renowned back pain expert Esther Gokhale, the institute's programs bring significant, non-surgical relief to those suffering from back pain or looking to prevent it."

**Red Smith**, of Moraga, Calif., reports, "After 11 fulfilling years as CEO of ContainerTrac, a venture and private equity funded tech company serving the seaport shipping industry, I have accepted the position of president, Business Breakthroughs International. BBI, a Tony Robbins and Chet Holmes company, is a global consulting firm specializing in helping businesses grow revenue and profit."

**1989 25<sup>TH</sup> REUNION**  
**APRIL 24-27, 2014**

## 1991

**Kevin Andrade**, of Laguna Niguel, Calif., reports, "For the past 22 years I have been in the real estate development industry. Nearly 19 years of that has been at one firm, Trammell Crow Residential, which transitioned to Mill Creek Residential in 2010. As executive managing director there I've been responsible for development and construction operations on the West Coast and have been a member of the company's management committee. It's been fun and rewarding, but now I am leaving to pursue my interest in astrophysics, a lifelong passion of mine. In addition, I plan to continue my nonprofit board activities, spend more time with my wife and kids, exercise more, and play more golf. Also, I'll probably make small real estate investments for my own account. It's an exciting change for me and I'm really looking forward to it!"



Peter Bluford, MBA 91

**Peter Bluford**, of Orinda, Calif., informs, "Since EWMBA graduation in December 1991, I have had the good fortune to continue working and living in the S.F. East Bay. From 1991 to 2008, I migrated through four biotechnology firms, building experience in the areas of licensing, business development, alliance management, and commercial planning. In August 2008, I

started an independent consulting business — Lamorinda Life Science Consulting. I specialize in commercializing early-stage technology through market development, sales, collaborative partnering, and license agreements.

"Wife Nancy, Nathan (23), Zachary (20), Savannah (16), and I moved to Orinda in 1996 and have been there ever since. We have been active in the Lamorinda schools, local sports, temple activities, and recently Habitat for Humanity East Bay/Silicon Valley. While I have been fortunate to travel across the United States, Europe, and Asia on business, Nancy and I are looking forward to our own travel as the kids get established in their own lives."

**Frederik Kristensen**, of Geneva, Switzerland: "Frederik joined the World Health Organization in Geneva in May, as senior adviser to the assistant director-general. Frederik will in particular focus on the implementation of the recommendations of the U.N. Commission on Life-Saving Commodities for Women's and Children's Health. These cover 13 overlooked life-saving commodities for women and children in resource-poor settings; key barriers preventing access and use have been identified and innovative actions by public, non-governmental, and private entities have been identified to rapidly increase both access and use."

**Tsuguru Saito**, of Tokyo, Japan, took on the job as president at GKFX Securities Co., Ltd., following 1.5 years of building up another broker almost from scratch into profitability. "GKFX Financial Services Ltd. bought out an existing domestic forex broker in Japan and turned it into GKFX Securities Co., Ltd. After Tsuguru came to GKFX,



Tsuguru Saito (second from left), MBA 91, with high school friends

he implemented a new trading platform and developed its website ([www.gkfx.jp](http://www.gkfx.jp)) in less than two months. The initial business results are encouraging, and Tsuguru is pretty confident about the future of GKFX in Japan by reproducing what went well at his previous jobs.

## 1992

**Arden Koontz**, of El Cerrito, Calif., writes, "After spending three years in channel management at SolarCity, I've recently accepted a position as a partner at Cynergy Group Consulting. CGC provides strategy consulting and investment advisory services for investors and operating companies in the solar space."

Arden adds, "I'll be relocating to San Miguel, Mexico, with my family for the coming academic year and would be happy to hear from any Haas alums in the area."

**Michael Pope** was named chief financial officer of Clean Power Finance, an online marketplace for distributed solar financing and provider of solar sales and design software. Before joining the company, Michael was the COO and CFO of MarketTools.com, which was acquired by Texas Pacific Group (TPG). Prior to MarketTools.com, Michael served as VP for the office of the CEO of Bear-ignPoint and as presi-

dent and COO of Network General, which was acquired by NetScout Systems. Before that, he was president and CEO of DigitalThink, EVP and CFO of Dionex, and a bank examiner at the New York Federal Reserve.



Michael Pope, MBA 92

## 1993

**Amy Larson**, of Oakland, Calif., was recently featured in the cast of "All I Want Is Silence," a short film by Cal student Tobias Deml. "As a Cal alum, it was exciting to work with a film cast and crew made up of mostly Cal students," she says. "My parents both graduated from Cal, so Cal has been a part of my life for as long as I can remember." Amy attended Lair of the Golden Bear as a kid, served as an alumni adviser to the Cal chapter of Kappa Kappa Gamma, and has been cast in another upcoming Cal student film project. She also looks forward to us-

# Haas Alumni Notes

## MBA cont.



Amy Larson, MBA 93, with Cal student and fellow actor Haoyang Zhang, who stars in the Charlie Chaplin-inspired film "All I Want Is Silence," a Cal student production.

ing her Haas marketing education to "boomerang" into a part-time acting and voiceover career—her retirement plan! Contact: amyjaylarson@gmail.com.

**Hilary Weber**, of San Francisco, Calif., updates as follows: "My leadership consulting business, Opportunity.com, focuses on executive and team development and management innovation for both startups and more established organizations, with a special emphasis on social impact. Accordingly, I have partnered with another Haas alum, **Steve Terusaki**, MBA 89, to form a



Hilary Weber, MBA 93

growing Meet-up group called Social Enterprise Talks (SET). We meet monthly in San Francisco to learn from each other and to explore how, together, we can have a greater positive impact: <http://www.meetup.com/Social-Enterprise-Talks-in-San-Francisco/>."

## 1994 20TH REUNION APRIL 24-27, 2014

**Yves Speeckaert** writes, "Hello from Luxembourg. To make a long story short, after earning my MBA from Cal in 1994, I spent 15 years in management consulting, with KPMG, World Bank projects, and then 5 years with Banca Intesa San Paolo, in Brazil, the U.K., and Paris. In the course of these many years I developed a passion for emerging markets and Latin America and Africa in particular, with missions in 15 sub-Saharan African countries, among others. I have now translated this passion into a job in the investment fund industry of Luxembourg, where I help create and manage, as fund director, alternative investment funds (AIFs) specialized in investing in the agrobusiness, timber, mining, real estate, and infrastructure in sub-Saharan Africa and Brazil." He adds, "Should you have an interest in investing in Africa and Brazil, don't hesitate to call me or to come and visit me in Luxembourg. There is always a good Belgian beer available for visitors from Cal."

## 1995

**Anya Axelrod**, of Berkeley, Calif., writes, "Meet our new baby girl, Katrina 'Katya' Michelle! She was born in September 2012, and her parents and her brother adore her!"



Nap Hosang, MBA 95

**Nap Hosang**, of Berkeley, Calif., reports, "Retired from clinical practice (2010). Now leading the hybrid on-campus/online MPH degree program, the first of its kind at Berkeley. Will graduate our first class in 2014. I miss delivering babies, but I get a lot more fishing done. Working with **Kari Gothie**, MBA 95, on the VSInnovations.org board (a women's health nonprofit) and with Haas alums **Dave Charron** and **Arno Hesse**, both MBA 95, and **JoAnn Dunaway**, MBA 92, on the Impact Carbon board, reducing indoor air pollution in rural households abroad. **Matt Evans**, MBA 08, is on our team."



Palmer Jackson, MBA 95

**Palmer Jackson** was named new CMO of FindTheBest, the unbiased, data-driven, comparison platform founded by DoubleClick founder Kevin O'Connor. He brings more than 20 years of consumer and technology marketing experience to Find-

TheBest, where he will be responsible for the company's marketing, communications, and branding efforts.

**Marcy Porus-Gottlieb**, of Seattle, Wash., writes, "I can't believe it's been almost 10 years since I left my terrific co-director of alumni relations, Tenny Frost; packed my husband and two babies into our Subaru; and drove to Seattle! Life is great here. Charlie (12) and Eli (10) are thriving and busy student-athletes. Steven owns and operates a highly regarded corporate communications firm, and our mini goldendoodle Siggie loves chasing birds and jumping in puddles. As for me, I'm having a ball juggling my multiple roles and activities: coaching private clients in career search strategies, teaching career management curriculum to MBA students, facilitating workshops for moms reentering the world of paid employment, providing HR advice to startups, sitting on school and nonprofit boards, and driving my kids to sports practices! I'd love to hear from old pals so send me a note via Facebook or LinkedIn."

## 1996

**Robert Freedman**, of San Francisco, Calif., reports, "My technology consulting firm, Accomplio, is coming into its second year and we're doing some really interesting projects with both consumer and business products. Having been in tech for the past 20 years, including right here in S.F. for the dot-com boom-bust, I have to say that I think this is one of the most exciting times I've seen in tech. Young, excited entrepreneurs can make software and hardware and get it to market while still in college—or high school. I'm relearning to code with my 8-year-old daughter, who wants to make an app for her hand-me-down iPhone. How great is that!"

**Robert Simpson**, of Green Valley, Ariz., announces, "After serving as biology faculty, I am currently dean of arts, communications, and humanities at Pima College, the eighth largest community college in the nation. On July 1, I will begin serving as acting vice president of instruction at Pima. And I have now traveled to all seven continents."



Robert Simpson, MBA 96, in beautiful Antarctica, has now traveled to all seven continents.





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## 1997

**Andrew Laszlo**, of Hillsborough, Calif., reports, "Last year I joined 137 Ventures ([www.137ventures.com](http://www.137ventures.com)) as a managing director. 137 Ventures is a



Andrew Laszlo, MBA 97

venture-style investment fund in the secondary market that provides liquidity to founders and entrepreneurs in late-stage, privately held tech companies. Our investment strategy differs from that of more traditional secondary funds since we provide a structured loan rather than purchasing capital stock outright. This has advantages for the borrowing founder or entrepreneur and also for his or her company. In addition, I am a board member of Flint Mobile ([www.flint.com](http://www.flint.com)), a mobile payments company I co-founded before joining 137 Ventures."

**Ira Rubien**, of Philadelphia, Pa., writes, "After a great experience as leader of marketing/communications at Wharton, I have started a new role as associate VP, marketing and communications, at Lehigh University, a beautiful campus in Lehigh Valley supporting both undergraduate and graduate arts and sciences, engineering, business, and education colleges. Great step in my higher education

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career and development of a university brand and reputation program in a digital age." Rubien also spoke at the What's Next DC conference on how great brands manage their greatness.

**Peter Zabierek**, of Montreal, Canada, was appointed the new CEO of Presima Inc. Presima is one of the partner boutique investment firms of National Australia Bank's direct asset management businesses, specializing in real assets. Prior to joining Presima, he was managing director and co-head of Global Real Estate Securities at Urdang Capital Management, headquartered in Philadelphia. During his 10-year tenure there, the business grew from \$250 million to \$7 billion. He has also held senior roles at Morgan Stanley and Salomon Smith Barney. Peter writes, "After 10 years of building a business in Philadelphia, it was time for our next adventure. My wife, Jennifer, and my two boys, Henry (9) and Ben (7), have been buying warm clothes and brushing up on their French. We are very excited about this new role. It is a great firm with a great track record of success. I couldn't be happier about it. Feel free to drop me a line at [pzabierek@presima.com](mailto:pzabierek@presima.com)."

## 1998

**David Garff**, of Danville, Calif., writes, "Accuvest Global Advisors, the firm I started in 2005, recently completed its eighth year of operation. Our actively managed ETFs (NYSE symbols: AGLS, ACCU) turned one year old in January of this year. It has been a lot of work, and a lot of miles on airplanes, but I wouldn't want to be doing anything else!"

He adds, "I'm finishing what looks to be my last

year of coaching lacrosse for the Diablo Scorpion club, as our second son moves to high school next year. Our triplets turn 12 this year—where does the time go?"

**Dan Rosler**, of Pleasanton, Calif., recently joined Rocket Fuel Inc. as VP of professional services. The company, based in Redwood Shores, applies "big data" artificial intelligence to improve marketing ROI.



Ravi Shankar, MBA 98

**Ravi Shankar**, of Cupertino, Calif., was promoted to vice president of product marketing at Informatica. Ravi writes, "I run all technical marketing efforts for one of the product lines—Master Data Management. I have a worldwide responsibility to ensure competitive positioning of the product, evangelizing it, and increasing market share."

**Daniel Tellalian**, of Los Angeles, Calif., writes, "Daniel continues his economic development work as principal of Emerging Markets, Inc., leading the deployment of the \$270 million CA Fresh-Works Fund that invests in healthy food retail throughout the state's food deserts. He also continues to consult with financial institutions to expand access to basic banking services for vulnerable populations."

1999 15<sup>TH</sup> REUNION  
APRIL 24-27, 2014

**David Botkin**, of San Jose, Calif., writes, "I'm working in Palo Alto running Analytics and Business Intelligence for Disney Interactive. Our daughter Julia, who was born toward the end of our second year, is now entering high school. Where does the time go?"

**Gleb Budman**, of San Francisco, Calif., notes, "Hard for me to believe, but Backblaze online backup celebrated its fifth anniversary. The company has backed up more than 50,000,000 GB of data and restored more than 3 billion files for its customers. Despite being profitable, Backblaze has raised its first institutional VC financing to grow faster. And I'm incredibly excited to share that we have a small, but vocal, addition to our family—our daughter was born in March."



James Cook, MBA 99, at the Campo Verde Solar Project

**James Cook**, of Palo Alto, Calif., updates as follows: "My colleagues and I at First Solar sold the Campo Verde Solar Project this month and when construction is completed later this year it will be one of the five largest solar PV power plants in the world at 139MW(ac). While this means fewer trips to Imperial County, it means more time at home with family and friends. Now that the excitement wears off, and sleep comes easier, we are off working on another project, this

time in Fresno County. Equally momentous, the City of Palo Alto Utilities Advisory Commission, which I chair, and the city council established a carbon neutral electrical portfolio effective this year. Hoping to see more of you now that I'm working in the city."

**Chuck Kao**, of Dublin, Calif., writes, "I co-founded a company when I graduated back in 1999. Fourteen years later, I'm starting another one! Since it has been so long, I feel like I'm doing it for the first time. The company is called Sussle (<http://sussle.org>), and it's a site that helps you discover new things about your interests from people who share the same interests. It has a strong social mission, and we offer a scholarship to students. I'm eager to reconnect with the Haas community as I grow this business. On the family front, my two kids and wife are all doing well. We're looking forward to getting a dog—after Sussle gets funded."

**John Liu**, of Portland, Ore., writes, "Our asset management firm has changed its name to Timberline Asset Management. We are still located in Portland, Oregon, and assets under management are growing well. I ride a bike to work every day and haven't worn a suit in a year. Kate, who was just a toddler when we were at Haas, is a junior in high school and looking at colleges. Her little brother, Coltrane, is in middle school. Both of them still keep Mary and me pretty busy."

**Scott Kucirek**, of Piedmont, Calif., writes, "We are almost finished with our third year at OCHO Candy ([www.ochocandy.com](http://www.ochocandy.com)) and things are going better than expected. Sales keep increasing

Our Defining Principles  
Beyond Yourself

# Haas Alumni Notes

## MBA cont.

and we are in the middle of building a new facility in Oakland so that we can keep up with demand. At home, we are down to the last couple of months before Natalie heads off to college. She selected Cal over a few other schools, so we are excited that she will be nearby (though I don't think she will be home very often). Juliet is finishing up seventh grade and continues to play violin and soccer. My wife, Mirjana, works a couple days at her psychology practice and keeps our home running smoothly. We will be in Croatia this summer and hope to visit Paris or London while in the area. In the last couple of months I have had lunch with **Patrick Awuah** (things are going very well at Ashesi), **Rich Chen**, **Chuck Kao**, all **MBA 99**, and a couple others. If you are in town and have some time, please contact me at [scott@ochocandy.com](mailto:scott@ochocandy.com) so we can catch up. Have a terrific summer."



Scott Kucirek, MBA 99, with daughter Natalie, who selected Cal for college

**Marco Nicosia**, of Milano, Italy, announces, "On April 15 our first son, Riccardo, was born. Paola and I are delighted with him."

**Tanya (Shaw) Steinhof**, of Mill Valley, Calif., writes, "We are still enjoying the good life in Marin County. My financial planning firm, Redwood Grove Wealth Management, celebrates its fourth anniversary in May. Business is brisk, but I've managed to maintain some form of balance to allow me to volunteer in my kids' classrooms and also train for a few foot and cycling races. My latest adventure took me to Moab for mountain biking with some girlfriends and I finally ran The Dipsea Race in June. Life is good!"

## 2000

**Dave Marron**, of Pleasanton, Calif., informs, "My company, NuCompass Mobility, has an opening for a vice president of global business development. NuCompass Mobility is a global relocation management services firm with a commitment to providing outstanding service through creative solutions and innovative technology. The VP of global business

development is a key position in our company. The primary objective is to market and close new business through direct client calling efforts,

supply-chain relationships, and RFP responses. If you're interested, please contact me."

**Nick Sturiale**, of Los Altos, Calif., announces, "Started a new venture capital firm in Palo Alto with two partners: [www.ignitionpartners.com](http://www.ignitionpartners.com). \$150 million, early stage, focused on enterprise software and consumerized IT. Raised the fund in 10 weeks in Q1 this year and was oversubscribed by \$50 million. Just made the first investment out of the new fund."



Nick Sturiale, MBA 00

## 2001

**Jerome (Rougeot-Maroniez) Rougeot**, of Aix-en-Provence, France, reports, "Coming back from the Bay Area for the first time since graduation! We had a wonderful two-week family trip. Of course, we made a 'pilgrimage' to the Berkeley campus, where I attended the Startup Competition award ceremony on April 25 and enjoyed the entrepreneurial spirit of Haas. No doubt the Bay Area has a unique charm and it would not take much to convince us to come back. But currently living in Aix-en-Provence in France makes the 'best-place-to-live' competition quite exciting."



Peggy (Pei Yi) Wu, MBA 01, with family

**Peggy (Pei Yi) Wu**, of San Francisco, Calif., reports, "We are moving again—this time to Singapore! John accepted a job opportunity with Wells Fargo as a global relationship manager in the global financial institutions group. We relocated in late June after a few weeks visiting family and friends back East. I will find a new job after the kids are settled in school. I look forward to connecting with Berkeley alums and making new friends. If you're ever in Singapore, please give me a holler. Contact: [wu\\_peggy@yahoo.com](mailto:wu_peggy@yahoo.com)."

## 2002

**Greg Campbell**, of Laguna Hills, Calif., reports, "In the aftermath of the sale of Archstone Communities, where he was an investment officer, Greg is putting his efforts into a multifamily startup company. This new venture is called True North and is backed by Guardian Life Insurance." Greg adds, "We have four children, two boys and two girls, ranging in age from 3 to 11. The oldest was born 5 days after graduation back in 2002. They are great kids that make life a ton of fun."

**Aaron McNally**, of New York, N.Y., reports, "Switched to a new job within Google this year, working on business development for the DoubleClick Ad Exchange. Fun stuff. I imagine the early days of the NYSE were similar! By the time you read this, my townhouse apartment combination in the West Village will be complete (hopefully). Some advice for the Haas community: Never do a townhouse apartment combination."



Cindy (Karasick) Sherman, MBA 02, with son Harrison

**Cindy (Karasick) Sherman**, of Chicago, Ill., announces, "Cindy and Marc Sherman welcome their little Golden Bear Harrison Tate Sherman to the world, born 11/5/12. Harrison is adorable and we are getting the swing of parenthood."





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## 2003

**Adam Goldworm**, of Los Angeles, is producing the supernatural action film *The Last Witch Hunter* at Lionsgate, starring Vin Diesel. Production begins in 2014 with a budget of approximately \$75 million. He is also currently in pre-production on the indie crime drama *Dermaphoria*, based on the cult novel by Craig Clevenger.

**Siddharth Sanghvi**, of Oakland, Calif., reports, "After three years managing sustainability at eBay, I am very excited to jump back into the startup world. I recently joined Back to the Roots, a very cool startup founded by two Haas undergrads, where I will be heading marketing and operations. We just launched our AquaFarm, a fish tank that grows food. Check it out at [backtotheroots.com](http://backtotheroots.com)." On the personal front, he adds, "We just had our second child, a baby boy we named Ari Dev Sanghvi."

## 2004 10<sup>TH</sup> REUNION APRIL 24-27, 2014

**Florencia Estrade** writes, "Living in Rio de Janeiro. Happy mother of newly born Sofia (4 months) and Maia (3 years old). I am running an innovation consultancy and an accelerator-focused, shared-value business. We just won a \$2 million fund from the Brazilian government for 10 startups, which can be from anywhere in the world. So, Berkeley entrepreneurs, feel free to apply if interested. Check it out at [pipa.vc](http://pipa.vc) and Start-Up Brazil."



*Linh Do, MBA 04, models a Cal color vintage hand-knit sweater from her company's spirit wear line, which supports a village knitters co-op in Vietnam.*

**Linh Do**, of Newport Beach, Calif., updates as follows: "2012 brings me back full time to the United States since graduating from Haas. I married Erik N. Johnson in the fall, with cameos by **Arturo Morosoff**, MBA 04, and **Zeph Stuart**, MBA 03. I did NGO work in Vietnam for six years and traveled for two. Highlights include developing small and medium enterprises, improving health and social care for orphans and children affected by HIV/AIDS, trekking for two months in Nepal, studying peace and conflict resolution for three months at the Rotary Peace Center at Bangkok's Chulalongkorn University, dirt biking in NE Cambodia, and backpacking in Turkey, India, and south and east Africa, where a Rwandan mountain gorilla gave me a love tap. I am working with Fashion4Freedom.com, a social enterprise. We are a design house that tailors production around a mission of ethical manufacturing. Our

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Beyond Yourself

objective is to provide a new marketplace for high-quality, socially and ecologically minded fashion. Fashion4Freedom shares with others the opportunity for responsible design and creation through our network of artisans, craft villages, and partnered factories."

In April 2013, **Nelly Spieler**, of Sausalito, Calif., started working as a senior manager for Frank, Rimerman + Co., building and growing an IT audit practice. The initial focus of the practice is on IT assurance audits for service companies and on IT compliance audits.

## 2006

**Qing Li**, of Mountain View, Calif., reports, "We humans share 99.9 percent of DNA, meaning we are all very similar. Plus all currently living humans share a common maternal ancestor who lived in Africa about 200,000 years ago and a common paternal ancestor who lived in Africa about 230,000 to 500,000 years ago. Makes us wonder why all the conflicts and wars. On the other hand, the 0.1 percent difference in DNA makes everyone unique. Really makes us appreciate the beauty of diversity. I am working on the world's first DNA ancestry test based on next-generation sequencing technology at Centillion Biosciences. You'll be surprised to find out what ethnicities are in your DNA, where your ancestors were from, when they met each other, and how you are related to other people."

**Putri (Sugondo) Pascualy**, of Newport Coast, Calif., writes, "Just finished the manuscript for my book, *Investing in Credit Hedge Funds*. McGraw-Hill is my publisher, copies expected in book-

stores and on Amazon in fall/winter 2013. Still with PAAMCO, managing and structuring complex alternative investment solutions for institutional investors. I'm also looking forward to returning to Haas later this year as a guest lecturer. I attended the SALT conference and expect work-related travel domestically as well as to Europe and Asia this year. Looking forward to seeing Haas alumni and reconnecting!"

**Joaquin Pedrin**, of San Carlos, Calif., writes, "After three years as the principal landscape architect/planner for Pearl Harbor in Oahu, I've returned to paradise as an associate landscape architect at Caltrans in Oakland." He announces, "Since graduation, we've added another son to our family, Samuel, in January 2012. He and his brother, Elliott, just enjoyed a few days in Disneyland. Their parents are still recovering."

## 2007

**Mark Craig**, of Redmond, Wash., updates as follows: "After 13 years at Oracle, now working as senior vice president of product management at Vertafore, a SaaS company specializing in the insurance vertical market. Also, moved from S.F. to Seattle in 2011."

**Federico Helman**, of Sao Paulo, Brazil, announces, "I recently got married to Camila! We had a wonderful time at the wedding and enjoyed our honeymoon doing a safari in Africa."



*Abhishek Shrivastava, MBA 07*

**Abhishek Shrivastava**, of Santa Clara, Calif., writes, "I started my entrepreneurial journey in the past year with the founding of Unboxed. Company's vision is to build a product ownership graph for everyone. Our first product is an iPhone application that helps people get organized with the products they own with respect to manuals, warranties, and recalls. The ride has been intense but exhilarating and fulfilling in every aspect."

## 2008

**Sameer Agrawal**, of Fremont, Calif., updates, "After working for 18 years in the corporate world, in October 2012, I took the plunge and launched



*Soumya, Madhuri, Siddharth, and Sameer Agrawal, MBA 08*

# Haas Alumni Notes

## MBA cont.

Optimsoft Consulting. We are a professional services company providing consulting in the areas of business intelligence, market research, and Web development technologies. It has been a great journey so far and I strongly believe that my MBA at Haas had a lot to do with taking this path."

## 2009 5<sup>TH</sup> REUNION APRIL 24-27, 2014

**Bjorn Austraat**, of New York City, N.Y., joined IBM as an associate partner in the strategy and transformation practice of IBM's Global Business Services.

**Eliot Bencuya** writes, "I left Canyon Capital Realty Advisors with a couple colleagues to start our own real estate investment and advisory firm, Tryperion Partners. We recently closed our first fund, which will invest in a mix of office, retail, hospitality, and multi-family properties. Natalie and I are still living in Los Angeles, where it seems more Haasies are starting to make their way."

**Morgan (Eckles) Bernstein**, of San Francisco, Calif., announces, "**Matt**, **MBA 09**, and I welcomed



Matt and Morgan (Eckles) Bernstein, both MBA 09, with newborn daughter Dillan

our first child, Dillan Melia Bernstein, on Sunday, May 5, 2013. She came in at a healthy 7 lbs. 8 oz. and 19.5 in. and in her first week of life has captured our hearts. Everyone is doing great, and Dillan has already met several of her Haas 09 aunts and uncles, including **Mariah Byrne**, **Omar Garriott**, **Margaret Yang**, and **Norberto Guimaraes**."

**Limiao Cheng**, of Beijing, writes, "After a few years in venture-investments, I started a social commerce business Circle Chic (known as Yishike in Chinese) based here in Beijing. I travel between the United States and China a lot for business development. The idea is to build marketing channels through social media, online/mobile e-commerce platforms, and offline events/trunk shows to market lifestyle brands to improve the quality of life of the Chinese people and bring social impact awareness to the local communities. We are also in the process of bringing Chinese cultural products and brands to the United States through social media partners and offline events."

## 2010

**Dave Bend** writes, "Very excited to announce that I moved to Washington, D.C., with my girlfriend Erin, who's an amazing lawyer. I also switched to my fourth company since graduation, OPower. Incredibly excited about this opportunity and glad I finally found such a perfect fit."

**Roshan Bhula**, of Boulder, Colo., announces, "It has been a very eventful year for **Eric Kuhn**, **MBA 10**, and for me. We both left Napkin Labs early this year to pursue other interests. For Eric that means health care IT and

for me the transport of physical goods (industry lingo for starting a moving company). And we both became engaged to our significant others and are considering a joint wedding. It will be more likely, if we can convince **Conor "Hollywood" Toohey**, **MBA 10**, to officiate!"

## Michelle Florendo

writes, "I am happily living in Oakland and just married to Sam Mende-Wong in July. Since graduation, I have followed my calling and am a career transition catalyst with What If You Could, a company I founded to inspire ambitious professionals to do what they love and love what they do. I coach type-A professionals through transitions toward more fulfilling work and lead workshops on 'career pivots' for universities and professional associations throughout the Bay Area."

Our Defining Principles  
Confidence Without Attitude

The most rewarding part of this work is that by following my dream, I have inspired others to follow theirs!" For more information, email Michelle at michelle\_florendo@mba.berkeley.edu or visit <http://whatifyoucould.be>.

**Tom Kraikit**, of San Francisco, Calif., announces, "Joann and I welcomed our son Evan to the world in April. His big sister, Olivia, has already helped out with Evan's first few days at home and she can't wait to teach him everything she's learned with her two-year head start."

**Pedro Kudrnac**, of Santiago, Chile, writes, "The Chilean Chapter participated in an MBA Alumni Soccer Tournament in Santiago. It was the perfect excuse to get together and have a wonderful time, remember good times with friends, and welcome new admits."

**Simon Ru**, of San Francisco, Calif., writes, "Launched LessThan6Percent to help home sellers compare realtor commissions and marketing plans. Give it a try if you are planning to sell your home."

## 2011

**Carlos Chiabra**, of San Francisco, Calif., started a senior business manager position at the Autodesk Consumer Group, driving the monetization strategy for products such as 123D and Sketchbook.

**Ian Ranahan**, of San Francisco, Calif., updates as follows: "2013 has been an exciting year! Along with another Haas alum, **Shourya Basu**, **MBA 11**, I left corporate America to form Simple But Needed, an enterprise software company. We have had significant traction signing large clients to use our mobile



The Chilean Chapter of the Haas Alumni Network at an MBA Alumni Soccer Tournament. Pictured top row: Pedro Kudrnac, MBA 10; Macario Valdes, MBA 11; Pablo Bosch, MBA 15; Renato Daziano, MBA 04; Carlos Soubllette, MBA 01. Bottom row: Alejandro DeGiorgis, MBA 09; Eric Recart, MBA 08; Ignacio Larrain, MBA 10.





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and Web software to streamline government and enterprise safety processes! Our company has benefited greatly from joining the Skydeck Berkeley incubator and we are looking forward to continued success throughout 2013 as our team grows. Check out our website: [www.sbnsoftware.com](http://www.sbnsoftware.com) and feel free to reach out if interested/curious. [ian@simplebutneeded.com](mailto:ian@simplebutneeded.com)."

## 2012

**Hussein Khazaal**, San Jose, Calif., reports, "After a wonderful period in management consulting at Alvarez & Marsal, I am very excited to join the startup world ([www.ciinow.com](http://www.ciinow.com)) as director of operations."

**2013 1<sup>ST</sup> REUNION**  
APRIL 24-27, 2014

## BCEMBA

### 2003

**Chris Phenner** and wife, Erika, moved Harrison (1) and Will (3) back to Chicago after being away 13 years in San Francisco and New York City. Chris joins TubeMogul as director of platform sales based in Chicago. Ping him with any questions around online video.

**2004 10<sup>TH</sup> REUNION**  
APRIL 24-27, 2014

**Jamie Pirrello**, of Cape Coral, Fla., presented a paper at the Academy of Human Resource Development's 2013 Annual Conference in Washington, D.C. The paper was titled "Improving the Success of Mergers & Acquisitions: The Role of Learning in an Environment of Planned and Emergent Change." Jamie

is the chief financial officer of BCB Homes, Inc., with corporate offices in Naples, Florida.

## 2006

**Juergen Schmidt**, of Munich, Germany, writes, "Started a new global project with a leading DAX (German stock index) company and SFDC. It is a global competence center channel—all cloud, all integrated. The 'brainware' was developed during various classes at Haas. I will keep you posted about results. Best wishes to all Haas students."

**2009 5<sup>TH</sup> REUNION**  
APRIL 24-27, 2014

## 2012

**Nilesh Savkoor**, of San Francisco, Calif., was recently promoted to senior manager, product line management at Cisco Systems. In this leadership role he oversees offer management and go-to-market strategy for a multibillion-dollar portfolio of enterprise networking (routing, switching, wireless) technical services.

**2013 1<sup>ST</sup> REUNION**  
APRIL 24-27, 2014

**Evan Terry**, of Boise, Idaho, started a new consulting position at West Monroe Partners as a senior manager in Chicago, Ill., in February 2013 upon completion of the BCEMBA program. Will focus on client delivery and developing the business intelligence and data warehousing practice.

## MFE

### 2006

**David Klein**, Oakland, Calif., writes, "I was the 2013 first-place winner of the National Association of Active Investment Managers (NAAIM) Wagner Award for Advances in Active Investment Management for my paper 'Equity Sector Rotation via Credit Relative Value.' As the award winner, I presented my results at NAAIM's annual Uncommon Knowledge conference in Denver in late April."

## PhD

### 1971

**Serge Matulich**, of Orlando, Fla., writes, "Retired in 2001 after more than 35 years of university teaching, with the last 18 years at the Crummer Graduate School of Business, Rollins College. With wife, Margarete, we visit our son, his wife, and grandson in California; our daughter, husband, and their many animals in Plant City, Fla.; and we especially like when our grandson visits us."

## IN MEMORIAM

Alison Crist, BA 37  
Elinor Shaffer, BS 37  
Robert Miller, BS 38  
Muriel Emerson, BA 39  
Isabel Brock, BS 40  
James Dobey, BA 40  
Myrtle Douglass, BS 40  
Mary Popenoe, BS 40  
Joseph Takehita, BS 40  
Oliver Wolcott, BS 40  
Edith Long, BA 41  
William Phelps, BS 43  
Herman Bistrin, BS 45  
Anka Ohman, BS 45,  
MA 57 (Educ.)  
Gene Englund, BS/BA 46  
Wilbur Gomes, BS 46  
Rebecca Harris, BS 46  
George Blair, BS 47  
Philip McClure, BS 47  
Kenneth Nagel, BS 47, JD 50  
Paul Sauer, BS 47  
Howard Brownson, BA 48  
Arthur Forderer, BS 48  
Thomas Gates, BS/BA 48  
Tamara Lipson, BS 48  
Theodore Schulz, BA 48,  
MA 50  
Theodore Melim, BS 49  
Allan Renton, BS 49  
Earl Rowe, BS 49  
Knowles Hall, BS 50  
Eugene Rude, BS 50  
Karl Ruppenthal, MBA 50  
Corinne Ryland, BA 50  
(Environment Design)

Robert Giusti, BS 51  
Jack Dickman, BS 52  
Jack Hays, BS 52  
Taketsugu Takei, BS 52  
John Thompson, BS 52  
Roger Gilbert, BS 53  
Gerald Ferro, BS 54  
John Kessler, BS 54  
Harvey Lee, BS 54  
Lee Sammis, ATU 54  
Stephen Jones, BS 55  
Floyd White, BS 55  
Robin Fairbairn, BS 56  
Andrew Gee, BS 56  
Egon Kraus, BS 56, MBA 58  
Sharon Plomgren,  
ATU 56 (Educ.)  
Edwin Wong, BS 56  
Willis Sheldon, BS 59  
John Muirhead, BS 60  
George Spillane, MBA 61  
Earl Anderson, MBA 62  
Patricia Jensen, ATU 62  
William Ginsburg, BS 64  
Melinda Thomas, BS 64  
Elizabeth Morris, BA 39,  
MBA 66  
Brian Prinn, BA 67  
Gregory Young, MBA 68  
Anita Vogel, BS 71, MBA 71  
Richard Quarterman,  
BA 67, MBA 74  
Minna Lieberman, MBA 82  
Soledad Voss, BS 99  
Edwin Stone, MBA 01  
Hansoo Lee, MBA 10  
Anna Bahme, Friend

## IN MEMORY

### Hansoo Lee, MBA 10, Founder of Magoosh



to create an entrepreneurship fellowship.

Lee came to Haas knowing that he wanted to pursue a career in entrepreneurship. He joined classmate Bhavin Parikh, also MBA 10, in co-founding Magoosh, an online education company that has helped thousands of students improve their test scores.

Entrepreneur Hansoo Lee, MBA 10, passed away March 4 after a 15-month battle with lung cancer. To honor his memory, classmates have raised \$63,000

Magoosh won second place in the Intel+UC Berkeley Technology Entrepreneurship Challenge in 2010. Under Lee's leadership, the company grew into a funded, cash-flow-positive business.

To honor Lee's memory, Parikh teamed up with Pejman Pour-Moezzi, MBA 10, and Lee's fiancée, Wendy Lim, BS 99, to create the Hansoo Lee Fellowship for Entrepreneurs. The fellowship will be awarded annually to support a Berkeley MBA student or team pursuing an entrepreneurial venture for a summer internship. To give, visit [givetocal.berkeley.edu/fund/?f=FM8331000](http://givetocal.berkeley.edu/fund/?f=FM8331000).

# Haas Personal View

By Tara Marie Kramlich, BS 03



At Berkeley I was very involved with the Young Entrepreneurs at Haas youth mentoring program, and since graduating I have spent many years working with at-risk youth. When Masha told me family obligations would keep her from going to Tanzania for the official launch of the Ikirwa School in January, I quickly volunteered to go and represent the Ikirwa School Project Board of Directors.

While in Tanzania, I oversaw the school's launch with co-founder Gasper Mbise and the help of several U.S. volunteers. I worked closely with in-country lawyers, accountants, and teachers to finalize contracts and draft and formalize Ikirwa's official code of conduct, year-end financial statements, and internal financial policies and procedures.

**Tara Marie Kramlich, BS 03**, is a board member of the Ikirwa English Primary School in Tanzania. She is also currently a partner at a private debt fund in the Bay Area that has received initial seed funding to invest in small U.S. businesses with a focus on corporate social responsibility and gender. For more information about Ikirwa School, email her at [kramlich@alumni.haas.org](mailto:kramlich@alumni.haas.org) or visit the school's website at [ikirwaschool.org](http://ikirwaschool.org).

## Haas in Africa

### Beyond Yourself for children in Tanzania

Although I have often contemplated the Berkeley-Haas Defining Principles, I found it difficult to say how these values shaped my interests and my career—until this year. After spending more than a month in Tanzania to launch the Ikirwa English Primary School, I now know that these principles—Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself—have become the fundamental foundation for how I think about the world.

Ikirwa School broke ground in 2011, due to the generous donation and leadership of my mentor and former World Bank colleague Masha Skurkatovskaya. I met Masha while working in a one-year program on the World Bank's Global Treasury desk, where I managed \$3.5 billion in short-term, non-dollar securities. After 10 years of managing World Bank portfolios, Masha was drawn to educational philanthropy and wanted to make a tangible difference in the lives of children.

### Helping Youth

Youth development was common ground for Masha and me. Growing up in North Dakota with seven siblings and many cousins, I have always loved children.

### Teaching English

While I was excited about the contribution that my Haas business education enabled me to make, it was my time in the classroom with the children that truly made the experience memorable. Although all contracts, courts, and major jobs are in English in Tanzania (a former British commonwealth), government schools have few resources and teach in Swahili until students' ninth class and after that secondary education is merely translated into English. As a result, children are ill-equipped to study at universities. Our goal was to start teaching English early with an affordable private school model that has been successful in India, charging parents the minimum they could afford that still would allow us to cover the school's expenses.

In the classroom, as I watched children ages 4 to 7 learning to sing "Twinkle, Twinkle, Little Star," their beauty, innocence, and excitement about learning was palpable. And then later, outside the school, I could hear the children singing the song around the village.

Many say experiences like these change you, and I am now a firm believer. Not only did the experience push me out of my comfort zone, but it strengthened my gratitude for Berkeley, where I realize now I got a first-class education at an amazing price. I hope all Berkeley students are fortunate enough to have experiences like these, as they only affirm why it is so important to give back after getting so much from Berkeley-Haas.



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**Henry Trione, BS 41**  
Entrepreneur and Philanthropist

*Henry credits luck and strong partnerships for business deals that helped develop the city of Santa Rosa and establish a state park. He believes in sharing his good fortune and named Berkeley as a beneficiary in a charitable trust 17 years ago. It has provided him with annual income while supporting the important work of his alma mater.*

*Trione was recently inducted into the Haas Hall of Fame : [haas.org/trione](http://haas.org/trione).*

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