

# BUSINESS EXCHANGE

**BIG DATA**

WHAT ARE THE BUSINESS OPPORTUNITIES?



# BUSINESS EXCHANGE

Driehaus College of Business  
DePaul University  
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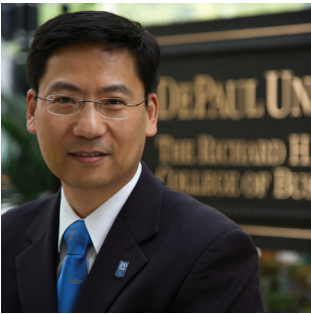
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Big data means big business for those who can mine mountains of digital information to unearth insights about consumers, organizational strategies and more. Business Exchange explores four emerging big data trends from the perspectives of alumni, faculty and experts in this burgeoning field.



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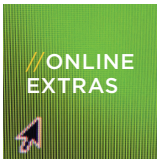
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### May I Use Your Data?

Laura Hartman, Vincent de Paul Professor of Business Ethics, discusses ethical issues involving privacy, security and your data.

### Four Tips for Effective LinkedIn Networking

DePaul career management experts provide advice for boosting your professional presence online.

How big is big data? Consider this: before you finish reading this column, Google will process more than 2 million searches, Web shoppers will spend more than \$272,000 online, Facebook users will share more than 684,000 posts, brands will attract at least 34,000 Facebook "likes" and Twitter will host 100,000 tweets.

This deluge of digital activity happens every minute of every day. It's part of the exponential growth of data stored in public and private—data that can now be measured in exabytes, or 1,000,000,000,000,000,000-byte increments.

Hidden in this sea of data is a treasure trove of competitive intelligence for businesses. For organizations able to analyze and interpret it effectively, big data can yield deep insights about customers, suppliers, employees and market trends that have the potential to drive innovation, boost productivity and fuel growth. However, big data also comes with big responsibilities for organizations to ensure the privacy and security of the people behind the numbers. In our cover story and online coverage, we explore these issues through the lenses of alumni, faculty members and experts who are at the forefront of the big data revolution.

The rise of big data also is having a big impact on the job market. A recent IBM survey of 900 executives worldwide revealed that a key challenge facing business is finding enough talent skilled in analyzing and interpreting big data. To help our students take advantage of these opportunities, Kellstadt will soon introduce new, specialized master's degrees focusing on business data analytics in several disciplines. These degrees will equip our students with the tools and knowledge needed to distill large-scale data into valuable insights that drive business strategy.

Meanwhile, our plans to launch the college's first doctoral degree also center on creating a distinctive program for executives that emphasizes analytical skills. Our Executive Doctorate in Business Administration degree is designed for business leaders who want to master applied research methods for tackling complex, big-picture business issues. Visit the Kellstadt website, [kellstadt.depaul.edu](http://kellstadt.depaul.edu), in the fall for updates on these new degrees.

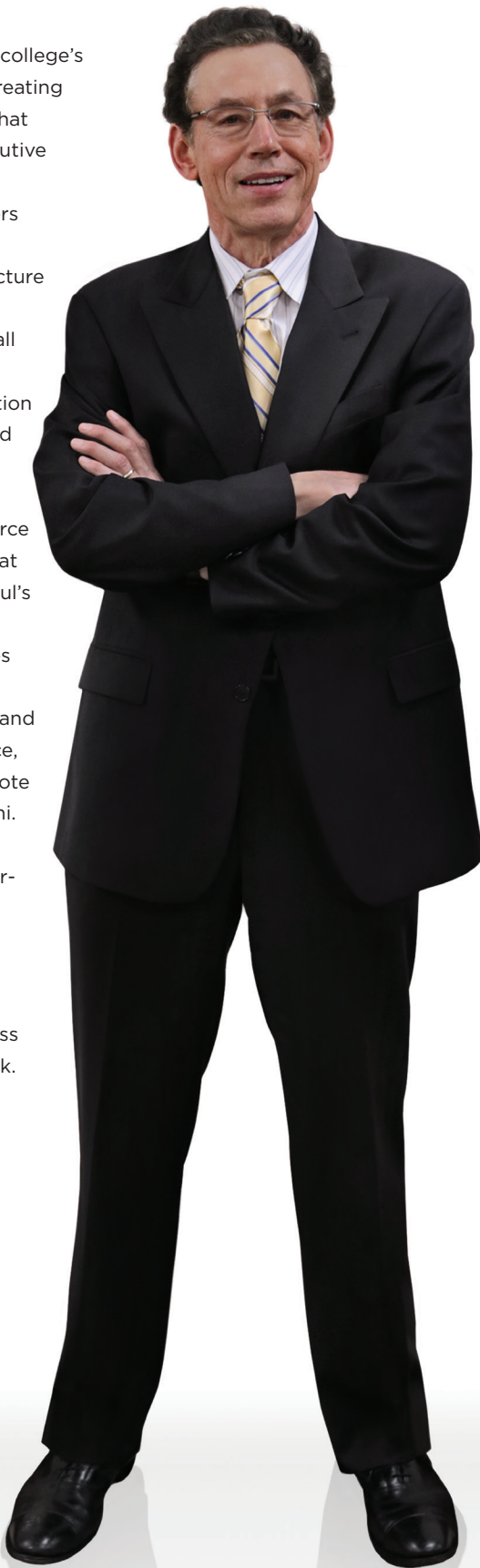
Finally, the redesign of this publication was guided primarily by data gathered from you, our alumni. In response to your interests, we have expanded Business Exchange (formerly Commerce Exchange) by adding new features that will help you stay engaged with DePaul's business school and its robust alumni network. The new publication explores major business trends through the thought leadership of alumni, faculty and industry experts. We'll spotlight advice, resources and connections that promote professional growth among our alumni. We'll keep you updated on faculty achievements and research that underscore the quality of the business school you attended. And we'll share the most recent accomplishments of your fellow graduates.

We hope you enjoy the new Business Exchange and welcome your feedback. Please send comments to Robin Florzak, Business Exchange editor, at [rflorzak@depaul.edu](mailto:rflorzak@depaul.edu).

*Ray Whittington*

**Ray Whittington**

Dean, Driehaus College of Business





DePAUL'S BUSINESS ALUMNI NETWORK

# BY THE NUMBERS

How far does the Driehaus College of Business alumni network extend? You'll find alumni working in Chicago and around the world, in the office down the hall and in the c-suite, in traditional corporations and entrepreneurial ventures. Here's a breakdown of the numbers:



**41,674** Driehaus alumni working and living in Chicago

**62** Countries where business alumni live and work

  
**6,710**  
Business alumni who hold positions as executives, senior executives, partners or owner/founders

**TOP 10** 

fields of work for Driehaus alumni:

1	Management
2	Accounting
3	Financial services
4	Consulting
5	Sales
6	Banking
7	Marketing
8	Law/Legal services
9	Business-Entrepreneur/Owner
10	Computer/High technology

**TOP 10** 

companies that employ DePaul business grads:

1	Northern Trust Corp.
2	JPMorgan Chase & Co.
3	Deloitte
4	EY
5	Motorola
6	BMO Harris Bank
7	PricewaterhouseCoopers
8	AT&T, Inc.
9	Allstate Insurance
10	Bank of America

Based on information reported by Driehaus College of Business alumni to DePaul University Alumni Relations.



## Scholarships Expand for Alumni and New Graduate Business Students

DePaul is making graduate education more accessible for university alumni and new Kellstadt students by increasing its scholarship offerings.

DePaul alumni who wish to earn another degree from their alma mater through the Double Demon Scholarship program begun last year can now apply the scholarships to graduate study at Kellstadt or six other DePaul colleges and schools. Alumni receive a 25 percent discount on tuition for master's degree programs and select certificate programs.

Meanwhile, beginning this fall, new students who enroll in Kellstadt degree programs may be eligible for thousands of dollars in DePaul scholarships, with award amounts determined by each student's academic profile. The Kellstadt Graduate Scholarship is for domestic students, and the Kellstadt Dean's Scholarship is for students who require a visa to study in the United States.

For more information about scholarship award amounts, eligibility and deadlines, contact the Kellstadt Graduate School of Business office at (312) 362-8810 or [kgsb@depaul.edu](mailto:kgsb@depaul.edu).



## Financier Warren Buffett Shares Wisdom With MBA Students

What's it like to discuss careers, investing and the economy with Berkshire Hathaway CEO Warren Buffett? For MBA student Kate Stevenson, it felt like investing two hours to gain "the lessons of a lifetime."

Stevenson and 19 other DePaul graduate business students were invited to query the "Oracle of Omaha" and tour several Berkshire Hathaway businesses during a visit to the multinational conglomerate's Omaha headquarters in October. The students were chosen from more than 300 Kellstadt Graduate School of Business applicants who sought a chance to meet the renowned business leader, investor and philanthropist.

Kellstadt was among a select group of only seven business schools, including Harvard and Columbia, asked by Berkshire to participate in the student forum. Alumnus Frank Ptak (BSC '65), president and CEO of Marmon Group, a Berkshire Hathaway company, helped secure DePaul's invitation.

Buffett answered a wide range of questions during a two-hour Q&A session. He advised students to be true to themselves and follow their career passions. "Very few people succeed at something that doesn't excite them," he said. "Find a job you would do even if you were already rich and didn't need the money. I'm 83 and still excited by what I do."





## DePaul-Qatar Collaboration Creates New Entrepreneurship Center

A generous gift from Sheikh Faisal Bin Qassim Al Thani of Qatar is paving the way for a collaboration that supports entrepreneurship and business development in Qatar and the Middle East. The Driehaus College of Business plans to launch The Sheikh Faisal Center for Entrepreneurship in the Middle East later this year. The center will bring an international dimension to DePaul’s renowned Coleman Entrepreneurship Center and help cultivate new generations of Qatari and U.S. entrepreneurs.

“Our faculty and alumni entrepreneurs look forward to working with emerging entrepreneurs from Qatar and throughout the Middle East,” said Ray Whittington, dean of the Driehaus College of Business. “This also will be a great opportunity for DePaul students to gain real-world experience on an international stage.” The Sheikh Faisal Center for Entrepreneurship in the Middle East will facilitate a Young Entrepreneur Academy that welcomes a group

← Ray Whittington, Driehaus dean; the Rev. Dennis H. Holtschneider, C.M., DePaul president, and Sheikh Faisal Bin Qassim Al Thani, CEO of Al Faisal Holding, exchange gifts.

of Qatari students at DePaul each summer. They will work with faculty and alumni entrepreneurs to apply entrepreneurship theory and practice to developing their own business plans. Additionally, a group of Driehaus students enrolled in programs related to business development in the Middle East will have the opportunity to participate in a study abroad program in Qatar.

The center will hold an annual conference in Chicago that brings together an international audience of business leaders and serves as a source of professional knowledge for Qatar entrepreneurs and those who do business in the Middle East. Sheikh Faisal also will host a business competition in Qatar for emerging entrepreneurs as part of the program. “Al Faisal Holding has always been a strong supporter of Qatar’s vision,” said Sheikh Faisal, chairman and CEO of the company. “This agreement will help to accelerate knowledge transfer, which is very important for success in business.”

## Business Programs Receive High Marks in Three Rankings

The Driehaus College of Business was recognized for its academic excellence in these rankings this academic year:

#1

TaxTalent

Kellstadt’s Master of Science in Taxation (MST) tied for first place in TaxTalent.com’s ranking of the best MST programs in the nation, based on a survey of tax firm hiring managers.

#24

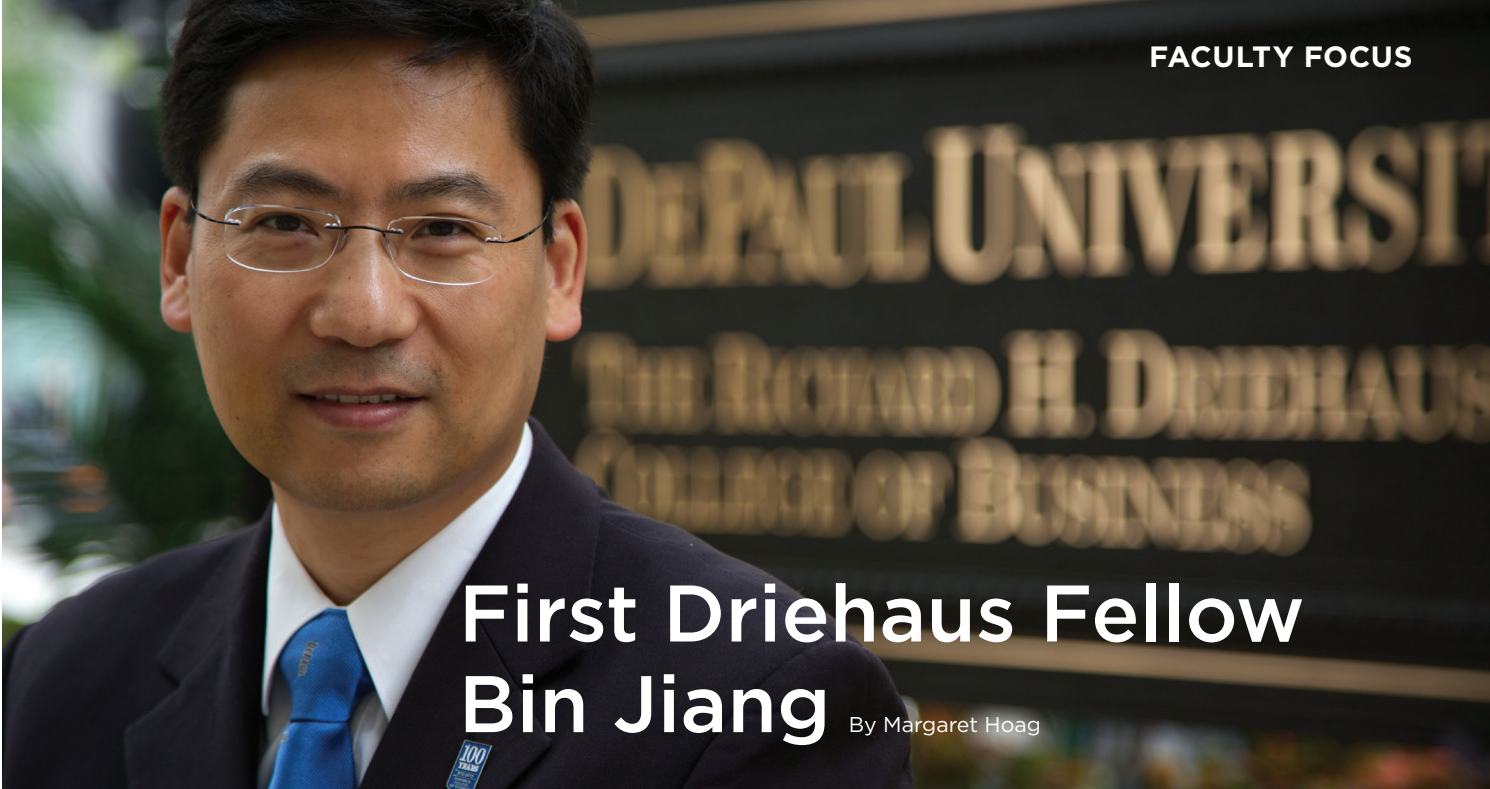
The Princeton Review  
2014  
Colleges

DePaul’s undergraduate entrepreneurship program again made the annual list of the best colleges for entrepreneurs published by Entrepreneur Magazine and The Princeton Review.

Top 30

eduniversal  
2013 RANKING  
THE 1,000 BEST  
BUSINESS SCHOOLS

Thirteen of DePaul’s graduate business degree programs earned top-30 rankings among U.S. business schools in an international survey of 1,000 business school deans conducted by Paris-based education consulting firm Eduniversal.



## First Driehaus Fellow Bin Jiang

By Margaret Hoag

“I’m so lucky,” says Bin Jiang, talking about his appointment as the business school’s first Driehaus Fellow this academic year. Certainly that luck runs both ways, as Jiang has contributed excellent research and teaching as a management professor at DePaul since 2004. The five-year fellowship, funded by a portion of Richard H. Driehaus’ \$30 million donation to the business school, supports the hiring and retention of extraordinary faculty.

“I was drawn to DePaul by the opportunity to work with our department chair, Scott Young, and other faculty on the business challenges that intrigue me, especially the complexities, both practical and ethical, in managing global supply chains,” Jiang says. “At DePaul, I’m part of a bigger ‘management’ discipline, and that keeps me open to ideas from other areas and colleagues. In many schools, the subsets of management are kept separate, but here we’re an intellectually collaborative group and I really like that.”

In the past 10 years, Jiang has won recognition for his scholarship, including prestigious best-paper awards from the Journal of Operations Management and the Academy of Management.

But Jiang’s first love is teaching. “I agree wholeheartedly with DePaul’s philosophy,” he says. “Students are my number one priority.”

In the classroom, Jiang brings a real-world perspective based on 16 years of business experience working in China before coming to the United States. “In operations management, we use a lot of formulas, but a student can’t know what they really mean unless they’re applied practically. I illustrate the principles of supply chain management with case studies based on my own experiences and those of my business friends in China. Because I’m confident in the content, my students connect to the material better.

“Case writing is very time consuming,” Jiang says, “and many schools don’t count it as research. So, teachers are hard-pressed to use cases as a teaching tool. But in law school and medical school, students learn by cases. If I couldn’t provide good cases to my students, I would not be adequately preparing my students for their careers.”

Jiang focuses his work on the role of outsourcing because of the

discipline’s central role in modern commerce, he says. “Today’s competition isn’t between companies, but between supply chains. As a result, there’s a lot of risk in these relationships.

“For example, when a company outsources part of its production, is the other company a working horse or a Trojan horse? Will the supplier steal the other’s intellectual property or even its business? This has happened plenty of times,” Jiang cautions.

“Given that possibility, management has to ask, Does outsourcing really increase our company’s value? Or is it just a short-term advantage with long-term liabilities? On top of those considerations are ethical ones: Are the working conditions in the foreign company fair and safe?”

Jiang considers the Driehaus Fellowship an affirmation of his work so far and a critical enabler of his work to come. “I plan to use the award to explore an important, but underdeveloped, area—that of post-outsourcing management. I think—I plan—that this research will contribute to the reputation and prestige of the Driehaus College of Business.”



# BIG TRENDS IN BIG DATA

**FOUR WAYS BUSINESSES  
AND INDIVIDUALS  
ARE BECOMING MASTERS  
OF INFORMATION**

**BY OVETTA SAMPSON**



**N**inety percent of the data that exists in the world today has been created since 2010.

The consulting firm IDC predicts that by 2020 this digital universe will expand by a factor of 300, from 130 to 40,000 exabytes.

How much is that? One exabyte has 18 zeros behind it.

In people terms, that's more than 5,200 gigabytes of data for every man, woman and child on Earth by 2020.

Consumers are the main source of this growth, creating more than two-thirds of the data in cyberspace through videos watched, photos shared, social media messages sent and purchases made online. Add to this a mountain of machine-generated data from smartphones, tablets and networked computers, plus supermarket scanners and other sensors, and what has come to be known as big data certainly lives up to its name.

Big data is usually viewed in terms of aggregate numbers, such as millions of cell phone calls culled by the National Security Agency or billions of pages created on the Internet. But for people who really want to understand how this phenomenon can affect their business, professional and personal lives, **it's useful to reduce the term to its essence: fragments of our lives ensconced in digital code.**

"The businesses that will thrive in this space will realize that value and convenience to the consumer—to individuals—is at the center of this big data evolution," says Sheila Colclasure, global public policy and privacy officer at Acxiom, an international digital data brokerage. "The consumer is the primary constituency. The technology and data are the means to enable businesses to meet the needs of the consumer."

"Our job in the business world is to deliver value and positive brand experiences to the consumer," Colclasure continues. "In relation to the technology and data used to do that, we've got to help consumers get an understanding of how it works and provide relevant choices and controls."

So, just how do we find value in this data-driven world as businesspeople and consumers without drowning in numbers? We asked alumni, industry and academic experts to provide their perspectives on the top four trends in big data.

## **TREND ONE: DATA SECURITY IS EVERYONE'S JOB**

**Hackers have gained access to more than 534 million personal records**, including Social Security and financial account information, since 2005, according to the Privacy Rights Clearinghouse.

In 2014 alone, more than 273 breaches have been reported, involving 22 million personal records.

If you think big-box retailers and credit card companies are the only ones who need to worry about this problem, think again. Anyone who collects consumer data—from corporations to mom-and-pop operations—must develop strategies for securing and using customer data properly.

"Consumers want data about themselves protected, which means keeping it secured from unauthorized or unintended access. Consumers also want data to be used to create value, benefits and conveniences," says Colclasure. Not all data are the same, however, and it is important to develop security practices that correspond to the type and sensitivity of the data. Good starting points include establishing formal policies and practices for securing sensitive data in transit, such as encryption policies, and implementing security industry standards advocated by the Payment Card Industry Security Standards Council when collecting and/or processing credit card payments.

Businesses also must ensure security compliance for service providers and other third parties with access to internal systems. In December 2013, Target discovered that credit card data from 110 million of its customers had been stolen electronically. Media reports suggest the cybercriminals may have introduced their data-stealing malware into Target's network through software used by one of Target's vendors.

"Companies should continually monitor their environment, as threats can originate from internal as well as external sources," says **Eileen T. Carlson (MBA '85)**, director of information governance at Baxter Healthcare. "They need to think seriously about what services they outsource and what partners and vendors they engage. Regardless of how the breach occurs, the company is ultimately responsible, and it is their brand that is impacted."

TREND TWO:  
THE AGE  
OF THE  
QUANTIFIED  
SELF

**British scientist and Wolfram Research founder Stephen Wolfram began tracking all his emails in 1989.** “One day,” he wrote in a prophetic blog post, “I’m sure everyone will routinely collect all sorts

of data about themselves.” One day is today. We are in the age of the quantified self. Big data is no longer the sole purview of businesses. More than one million people use the computational search engine Wolfram Alpha to analyze their Facebook data. More than 55 million Americans track their diet or fitness activity using apps such as Lose It!

“‘Life logging’” is creating new industries and opportunities for entrepreneurs and companies, says **J-P Contreras (BUS '97, MBA '01)**, general manager of IBM business analytics at Perficient, an IT-solutions-driven consulting firm. “Companies that think entrepreneurially in this space will identify an analytical need for the data that hasn’t been served yet,” he says. “People are looking for data on themselves that will benefit them.”

The opportunity for growth in the personal analytics arena is expanding each year. A Pew Research study found that 69 percent of adults track a personal health indicator, and one in five use at least one form of technology for this tracking. In addition, 34 percent of health data trackers share that information with others, including their doctors or spouses and partners.

Moreover, customers are using their personal analytics to influence companies to make products better.

Fitbit Force, a hot-selling item during the 2013 Christmas season, allows users to track physical activities through a wireless-enabled wristband. Selling at \$129, the device took over the wearable fitness market with a 60 percent share, beating similar products by Nike.

But just months after it became the top seller in its category, Fitbit Force wearers began doing some data tracking of their own on how many users were developing rashes. They created an online Google Docs forum detailing rash symptoms, duration and cures. In all, more than 500 users uploaded personal data for the world to see—pictures included. Shortly thereafter, Fitbit voluntarily stopped sales of the Fitbit Force, recalled the product and issued refunds.

Experts say businesses shouldn’t be threatened by consumers’ grasp of their own data, but embrace it as a way to improve their companies. Says Carlson, “If you’re coming up with ways to provide value to new and existing customers, consumers will want to do business with you. The general public will be more forgiving if you make a mistake and are viewed as a consumer-conscious company.”

TREND THREE:  
IMPROVING  
BUSINESS  
OPERATIONS

**Increasingly, companies are looking inward and using aggregate data to improve their operations, experts say.**

At Perficient, Contreras works with some of the largest retailers, financial services companies and health care conglomerates to collect data on their own processes to make them more efficient. For example, pharmaceutical companies are creating “e-pedigrees,” or electronic tracking dossiers, that follow products from the raw-materials-gathering stage through packaging and on to store distribution. The data are used not only to comply with drug regulations, but also to identify weak links in the supply chain. If a defective product is detected, companies can now pinpoint exactly which batch is the source of the problem, avoiding a



**SHEILA COLCLASURE**  
ACXIOM

“‘The businesses that will thrive in this space will realize that value and convenience to the consumer—to individuals—is at the center of this big data evolution.’”



**EILEEN T. CARLSON**  
MBA '85

“‘[Companies] need to think seriously about...what partners and vendors they engage. Regardless of how the breach occurs, the company is ultimately responsible, and it is their brand that is impacted.’”



**J-P CONTRERAS**  
BUS '97, MBA '01

“‘Life logging’ [is creating new industries and opportunities.]... Companies that think entrepreneurially in this space will identify an analytical need for the data that hasn’t been served yet.”

mass recall. Other companies are improving their operations by using radio frequency identification (RFID) sensors to watch their planes, trains and automobiles move through the supply chain in real time, and then using the data to improve delivery and production times.

Big data also is forcing companies to destroy old silos that keep internal departments from sharing information. “A startup company should be looking at implementing totally integrated systems and processes,” Carlson says. “Many companies segregate their sales force from their customer service organization. The sales force is not aware that a customer has called customer service multiple times for the same issue. Yet, the sales force starts telling the customer how important she is and that they want to build a relationship, while the customer is thinking, ‘If I am so important, why don’t you know that I called three times in the last month for the same issue.’”

TREND FOUR:  
EMERGING  
BUSINESS  
TECHNOLOGISTS

**By all accounts, the team of well-educated attorneys who work with Colclasure at Acxiom are smart and capable.** Yet, she has asked them to become students again: “‘Your challenge,’ I

told my team, ‘is to become technologists.’”

For the last two years, Colclasure and her team have been immersed in understanding technology and what the data scientists are doing at Acxiom. They are not merely looking at data output, but at the architectural schematics of the data itself, combing through it bit by bit. No longer will they depend upon the IT crowd to interpret and protect the data. They are learning firsthand about the technology engineering necessary to parse big data.

Acxiom is not alone. Peers who work in compliance at high-tech companies “are saying they’ve got to apply analytical thinking to this space, and they need the technology skills to do it,” Colclasure says.

This trend of merging skill sets—where understanding the creation, interpretation and protection of data is



**SUE FOGEL**  
CHAIR, DEPARTMENT OF MARKETING

“‘Graduates of these programs understand how data fits into creating best business practices, what all that data can tell a company and how it can affect a company’s decision-making process.’”

as essential as knowing profit and loss statements—has begun to affect the job market. According to a recent Manpower survey, about one in three jobs go unfilled because applicants lack the required technical skills.

That’s why DePaul’s Kellstadt Graduate School of Business offers an MS in Marketing Analysis and has partnered with the College of Computing and Digital Media to launch an MS in Predictive Analytics degree. **Sue Fogel chairs the Department of Marketing**, which offers both programs. “Graduates of these programs understand how data fits into creating best business practices, what all that data can tell a company and how it can affect a company’s decision-making process,” she says. “They are in high demand for everything from digital marketing to risk analysis to telecommunications.”

BIG  
DATA’S  
FUTURE

**Big data as an industry is still in its adolescent phase—**both enhancing and disrupting industries, lives and careers as it inserts itself into our daily life. The key to understanding

big data personally, professionally and within business, our experts say, is to never forget its purpose—the individual customer.



//ONLINE EXTRA

DePaul Ethics Professor Laura Hartman discusses the ethical responsibilities of managing data »  
[DePaulBusinessExchange.com](http://DePaulBusinessExchange.com)



Insights Into the World of Business From Driehaus Faculty Research By Robin Florzak



# A Supportive Work Culture Helps Women to “Lean In”

Research co-authored by Assistant Professor of Management Alyssa Westring offers new insights into the debate sparked by Facebook COO Sheryl Sandberg’s best-selling book about the need for women to “lean in” to their careers to succeed. Based on her research, Westring says, “If we truly want more women to ‘lean in,’ we need to focus on the larger context—to think hard about how to create workplace cultures where women have the opportunity to thrive.” Westring and her colleagues “made a remarkable discovery” when they surveyed 133 women physicians and biomedical researchers about work-family conflict for a study published in Academic

Medicine, Westring writes in a Harvard Business Review blog. **“Women working 60 hours a week in the most supportive departments fared significantly better than those working 45 hours a week in work units viewed as less supportive.”** The research found that supportive departments had four main characteristics: they recognized and appreciated nonwork aspects of life; provided equal access to resources and opportunities, such as administrative support, research space and funding and committee participation; addressed subtle and overt gender biases organizationwide; and were led by supervisors who actively supported women’s careers.



## Low Interest Rate Mortgage Financing Challenges Housing Market Rebound

Millions of households that purchased homes or refinanced mortgages during the last four years, when interest rates were at historic lows, could challenge a housing market recovery if long-term interest rates were to rise quickly in the coming years, according to research from the Institute for Housing Studies at DePaul University. Increases in mortgage rates are expected due to continued pull back in the Federal Reserve’s quantitative easing policy, the study’s authors note. **“This research shows that locked-in households will be reluctant to sell their homes and finance other purchases at higher interest rates,”** says Patric H. Hendershott, a senior research fellow at the institute, who coauthored the study with Jin Man Lee, the institute’s research director, and James D. Shilling, professor and the Michael J. Horne Chair in Real Estate Studies.



## Hispanic-Owned Businesses Bloom in Illinois

Hispanic-owned businesses are a small but growing force in the Illinois economy, according to a white paper sponsored by the Richard H. Driehaus Center for International Business in collaboration with the Illinois Hispanic Chamber of Commerce and its Center for Hispanic Entrepreneurship. Hispanic-owned ventures account

for just 5 percent of the state’s businesses, but **their number grew by 43 percent, compared with 16 percent for all other companies, from 2002 to 2007.** During that period, payroll for Hispanic businesses rose by 28 percent, eight times that of other businesses, according to the research, which was based on U.S. Census data.

## Joe Adams (BUS ’77, MBA ’79)

Residence	Carol Stream, Ill.
Occupation	Managing partner and CEO of McGladrey LLP, the fifth largest assurance, tax and consulting firm in the United States and the largest focused on middle market businesses and the entrepreneurs who run them. Accounting Today recognized Adams as one of its “Top 100 Most Influential People in Accounting” in 2013.
Education	Adams attended St. Joseph’s High School in Westchester, Ill., before becoming a DePaul Double Demon. “My brother attended DePaul, and he was the primary influence on my choice to attend DePaul and to pursue an undergraduate degree in accounting. I also wanted to stay close to home to be able to work and earn the money to pay for my education.”
Vital stats	“I am fortunate to have spent my entire career at McGladrey, beginning as an entry-level auditor and advancing to partner in 1987. Since then, I have held a variety of leadership roles at McGladrey that have led to my current position.” Adams and Cheryl, his wife of 36 years, have five grown children and five grandchildren.
What I like best about my job	“I like the short- and long-term challenges that consume my day. Overseeing a complex business provides me with an opportunity to be involved in a variety of areas, from strategy and vision to financial and operational results. I also enjoy working closely with the outstanding people who work for McGladrey or are clients and friends of our great firm.”
The biggest challenge I face in my job	“Working to stay ahead of our competition and positioning our firm as uniquely better and the first-choice advisor to middle market leaders. This means constantly working to attract and develop diverse talent and providing them with a working environment that is second to none so they will, in turn, provide our clients with an experience that is second to none.”
My DePaul experience	“DePaul gave me a solid educational foundation not only in accounting and business, but also in nontechnical skills that have served me well throughout my career. The relationships I built at DePaul have aided me in my business and personal goals, and I am especially grateful to the DePaul career placement office for helping me get my job at McGladrey in the first place.”



### Adams’ advice for new alumni:

- “Don’t be afraid to get out of your comfort zone or make a mistake; just be sure to learn from it.”
- “Stay relevant. Learn something new every day, and impart your knowledge to and coach others.”
- “Listen respectfully and challenge others about what can be better; then do your part to make it better.”
- “Change is constant and accelerating—accept it and use it to your advantage.”
- “The relationships you build at DePaul and the ones you build after you graduate can make all the difference. I had no idea where my career would take me, but with the help of some extraordinary mentors, I have been involved in some amazing things.”





“The pay-it-forward spirit is very strong among ASK mentors.”—Gina Sian (CDM ’96, LAS MS ’13), ASK program director



ASK volunteer Yuanyun (Ella) Peng (BUS MS ’10) mentors Kellstadt student Lian (Wendy) Yang.



Michael Kueker (BUS ’08), a DePaul Alumni Sharing Knowledge (ASK) mentee turned mentor, shows his appreciation for the mentoring program during an event for National Thank Your Mentor Day.



## Once Mentees, Alumni Give Back as ASK Mentors

By Jennifer Leopoldt

As a finance student at DePaul, Michael Kueker sought advice from others to help shape his professional life. “I knew that I couldn’t do this alone and that it would take much more than just me trying to put my career together,” he says.

He took advantage of DePaul’s Alumni Sharing Knowledge (ASK) program, which has a volunteer network of more than 1,100 alumni and friends of DePaul who offer career guidance to students and alumni. After graduation, Kueker (BUS ’08) found a way to give back to the program that helped him: he transitioned from mentee to mentor.

“Becoming a mentor was my acknowledgment of how fortunate I had been to have my own mentors at the right times,” says Kueker, a bank examiner at the Federal Reserve Bank of Chicago and a member of the ASK Advisory Board.

Kueker’s story isn’t unique. “The pay-it-forward spirit is very strong among ASK mentors. I would estimate that 30 to 40 percent of our current mentors were once mentees themselves,” says Gina Sian (CDM ’96, LAS MS ’13), DePaul’s ASK program director.

Originally created in the mid-1990s, the ASK network started as an information resource for students seeking to jump-start their careers. It became a fully developed program in 2000 and has grown to include volunteer

mentors from varied backgrounds and all DePaul colleges and schools, across the United States and around the world. Students and alumni can reach out to potential mentors through ASK’s online database, and mentoring pairs can meet on their own time and interact through ASK events.

Bryan Yankton (BUS ’11) was drawn to ASK because the program gave him a perspective he couldn’t get from others in his life. His mother, an immigrant from the Philippines, wanted him to go into a health career, but he was drawn in a different direction. “I wanted to do business, and she didn’t know how to start a career in business. I thought [ASK] would be a great program to get insight and knowledge from someone else in the same industry,” he says.

Yankton had one mentor in particular who “went above and beyond” by advising him which classes to take for his honors finance track, helping him prepare for job interviews and providing other real-world insights into his career planning. “That’s what made me want to be a mentor now and do the same for current students,” says Yankton, a senior analyst at Wolters Kluwer.

That ASK mentors come from a variety of backgrounds, including multiple business disciplines, helped

Yuanyun (Ella) Peng (BUS MS ’10) when she turned to the program while job searching. “I was eager to talk to mentors who finished a similar program and were doing well in the type of job I was looking for. After talking to several mentors, they suggested that market research would be a good fit for my background as an international student,” says Peng, who is now a research analyst at Millward Brown.

Peng knew right away that the ASK program was the right fit for her. “As soon as I was a mentee, even while receiving help from mentors, I had made up my mind that one day I would become a mentor as well, giving back what I have to those in need,” she says.

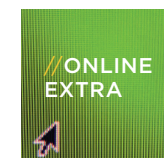
Alumni don’t need special skills to become mentors, just a willingness to share their insights. “There is great power in storytelling, especially when it’s based on firsthand experience of successes and challenges,” Sian says. “ASK offers a perfect way for our alumni to contribute to some-

one else’s success simply through their words of wisdom and encouragement.”

For Yankton, the best part of being an ASK mentor is passing along what he has learned over the years. “If only I’d known all the information I know now back when I was still in school! I felt every bump that I ran into during college and my career application process, so I want to alleviate that for current students at DePaul by sharing my knowledge,” he says.

For Kueker, the highlight of the program is hearing back from students about how his guidance has made a difference. “It means a lot when you can see the impact you had on somebody in real time,” he says. He also likes watching his involvement come full circle: “Now I see that my mentees have become mentors to other students. It’s really satisfying.”

To learn more about ASK’s mentoring program, visit [ask.depaul.edu](http://ask.depaul.edu), call (312) 362-8281 or email [ask@depaul.edu](mailto:ask@depaul.edu).



LinkedIn is another networking tool used by current and future DePaul alumni to connect. Read advice from DePaul career management experts on improving your online profile. » [DePaulBusinessExchange.com](http://DePaulBusinessExchange.com)



Visit [alumni.depaul.edu](http://alumni.depaul.edu) to discover the many ways to connect with other alumni and the DePaul community.

'60s

**Richard H. Driehaus (BUS '65, MBA '70, DHL '02)** was featured on Crain's annual list of Who's Who in Chicago Business. He is president of Driehaus Capital Management Inc.

**Dominic P. Gentile (BUS '68, JD '72)** was appointed honorary consul for the Italian Republic. He is chairman of Gordon Silver's government investigations and business crimes department.

**Donald F. Kilburg, Jr. (LAS '68, MBA '74)** and **Rabbi Marc Wilson (LAS '70)** helped organize "The Year of Altruism," a series of events around the 75th anniversary of Kristallnacht.

'70s



**Charles H. Wurtzebach (BUS '71)** has been named George L. Ruff Professor in Real Estate Studies at DePaul University. Wurtzebach, who has been at DePaul

since 2009, previously worked in industry as managing director and property chief investment officer at Henderson Global Investors Inc.

**Robert A. Clifford (BUS '73, JD '76, LLD '03)** was selected in 2013 as one of the Notable Members of the American Bar Association. Also in 2013, he was featured on Crain's annual list of Who's Who in Chicago Business and was selected as one of the Top 10 Illinois Super Lawyers. Clifford is a senior partner at Clifford Law Offices.

**Miguel A. Valdes (MST '74, JD '78)** joined WTAS as managing director in its New York office. He has more than 35 years of experience in U.S. and international tax planning.

**John J. Buttita (BUS '76, JD '79)** joined Greenberg Traurig LLP as a shareholder in its trusts and estates practice in the Chicago office.

**Joseph M. Adams, Sr. (BUS '77, MBA '79)** was featured on Crain's annual list of Who's Who in Chicago Business. He is managing partner and CEO of McGladrey (read more about Adams on p. 11).

**Nick E. Rosa (MBA '77)** was featured on Crain's annual list of Who's Who in Chicago Business. He is co-founder and managing director of Sandbox Industries.

**John W. Schoen III (BUS '77)** was promoted to senior vice president and chief financial officer at PCTEL Inc. Schoen has served as the company's CFO since November 2001.

**William P. Kusack, Jr. (MBA '78)** joined the DePaul Board of Trustees. He is a managing director at JPMorgan Capital Corp.

'80s

**Catherine M. King (MBA '81)** joined Baird & Warner's Gold Coast office as a real estate broker. She has extensive city knowledge as well as suburban expertise.

**Francis M. Martinez (MBA '81)** is an associate judge in the 17th Judicial Circuit.

**The Hon. Joseph W. Nega (BUS '81, JD '84)** was appointed by President Barack Obama to serve as judge of the United States Tax Court for a term ending Sept. 3, 2028.

**Karen M. Atwood (MBA '82)** was featured on Crain's annual list of Who's Who in Chicago Business. She is president of Health Care Service Corporation.

**James Carlini (MBA '82)** was unanimously re-elected as chairman of the Rolls-Royce Owners' Club, Lake Michigan Region, and will be coming out with a book on next-generation real estate, "Location, Location, Connectivity," later this year.

**Eugene A. Delaney (MBA '82)** was appointed to the board of directors at Sanmina, an integrated manufacturing solutions company that makes optical, electronic and mechanical products.

**Michael A. Gregory (MBA '82)** published "The Servant Manager: 203 Tips from the Best Places to Work in America."



**Kerry M. Lavelle (MBA '85, JD '89)** was named to the Super Lawyers 2014 list of top attorneys in taxation. He is the founding partner of Lavelle Law Ltd. in Palatine, Ill.



**Lillian E. Cilano (BUS '86)** was promoted to senior manager of financial reporting at The Trustmark Companies. She is now an officer of the company.

**Richard A. Hoker (BUS '86)** was appointed to the board of directors at Terra Nitrogen GP Inc., where he is vice president and corporate controller.

**Jane M. Kornesczuk (BUS '86)** was promoted to divisional executive vice president of the executive liability division at Great American Insurance Group.

**David E. Sveen (MBA '86)** was appointed to the board of directors at Heska Corp. He also is the president of Cedarstone Partners Inc. and is an adjunct assistant professor of Christian formation and ministry at Wheaton College.

**James T. Ryan III (MBA '87)** was featured on Crain's annual list of Who's Who in Chicago Business. He is chairman, CEO and president of W.W. Grainger Inc.

**Lorrie J. Ziolkowski (BUS '87)** was promoted to senior marketing manager at Thornton Tomasetti. She was previously a marketing manager in the international engineering firm's Chicago office.

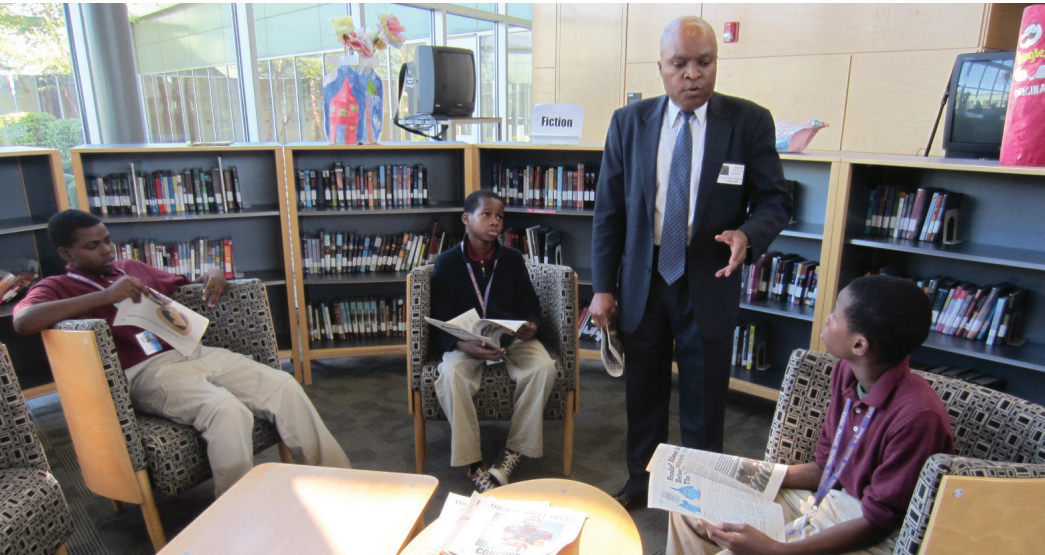
**Carol E. Bramson (BUS '89)** was appointed CEO and president of Summer Infant Inc.



**John C. Robak, Jr. (BUS '89)** was named president of Greeley and Hansen, a global civil and environmental engineering firm, where he also is a principal. He is a

member of the Greeley and Hansen Board of Directors, the Dean's Advisory Council for the Richard H. Driehaus Center for International Business at DePaul and the CEO Council of Chicago United.

**Bill Snow (BUS '89, MBA '94)** is managing director at Jordan Knauff & Co.



Investing in Financial Literacy

As a child growing up on the South Side of Chicago in the 1970s, **Richard Smith (BUS '77, MBA '83)** knew he wanted to be a "business man." Yet, Smith struggled with variables and formulas, as well as with the stigma others placed upon him as the poor son of a cafeteria worker. He felt like he didn't belong in the finance world.

Smith's DePaul education helped him enter this world, and after 20 years of building his own investment firm, Smith created The Wall Street Program to help others follow in his footsteps. The free finance and investment education program teaches Chicago-area middle schoolers the ins and outs of finance and investing through virtual investment accounts set up on Yahoo! Finance. Nearly 1,000 students have gone through the program.

"I'm the type of person that if I learn something, I want to teach others," says Smith. "I want the kids to know that despite having little knowledge of the finance world now, you can learn and make a good living in this area. I truly found that investing is a great way of building wealth and I want them to learn as much as possible."

'90s

**Rosemarie S. Andolino (BUS '90)** was featured on Crain's annual list of Who's Who in Chicago Business. She is the commissioner for the department of aviation at the City of Chicago.



**Frank J. Becker (BUS '90)** is vice president of human resources for the Asia Pacific Region of UPS. He has been with UPS for 25 years.

**Michael T. Wolf (MBA '94)** was named vice president and chief counsel, corporate, at AON PLC.



**Tony W. Hunter (MBA '95)** was featured on Crain's annual list of Who's Who in Chicago Business. He is publisher, CEO and president of the Chicago Tribune

Co. Also in 2013, Hunter was elected chairman of the Metropolitan Family Services board.

more →





Forging Career Connections

**Rob Pasquesi (MBA '10)** began brainstorming a better way to foster professional relationships while he was studying entrepreneurship at DePaul. Now his idea of taking one's online network offline has grown into NextIntro.

com, a free website that helps young professionals form connections online and suggests ways for them to meet face to face.

The site allows members to create a personal page based on their LinkedIn profiles or from scratch. Members get emails suggesting other professionals they might want to meet, and the site even recommends nearby restaurants or coffee shops that could serve as meeting places. The site, which launched in 2013, now has nearly 10,000 members in Chicago, Boston, Denver and Austin, Texas.

Pasquesi, who works as an audit senior manager at a top-six international accounting and tax firm, credits DePaul's business professors with helping him refine the website concept and putting him in touch with students. "When I started talking to college students and young professionals, they mentioned a need for receiving mentorships and understanding more about certain professions," Pasquesi says. "A lot of current members saw the same problems when they were students four or five years ago and now want to offer their suggestions and help."

**Catherine A. Lindner (MBA '95)** is chief merchant officer of Shelfbucks Inc.



**David M. Lutrey (JD '96, MBA '96)** was selected as an Illinois Super Lawyer. He is managing partner of the Lake Forest, Ill., law firm of Lesser Lutrey McGlynn & Howe LLP.

**Andrew J. Boblak (BUS '98)** was promoted to sergeant with the Orland Park Police Department.

**James A. Deters (BUS '98)** is co-founder and CEO of Galvanize, an innovative ecosystem in Denver that provides a creative brainstorming space for entrepreneurs and start-up companies.

**Joshua B. Anderson (BUS '99)** was named finance integration manager for Deere & Co.'s John Deere Paton seeding factory in Paton, Iowa.

'00s



**Daniel A. Boarder (BUS '00)** joined Whitley Penn as a transaction advisory services senior manager.

**Steven C. Schick (BUS '00)** made partner at Plante Moran PLLC. He is the youngest person to make partner with the firm in more than 50 years.

**Catherine M. Roe (MBA '06)** is head of strategic accounts at Datalogix.

**Kumiko Watanabe (MST '09)** is a partner in the international tax practice as well as the national leader of the Japan business group at Grant Thornton LLP in Chicago.

'10s

**Heriberto Cruz (BUS '10)** was promoted to vice president of operations at Access Community Network. In addition, he was selected as one of six scholars for the American College of Healthcare Executives' inaugural Thomas C. Dolan Executive Diversity Program.

**Zack A. Hofstadter (BUS '10)** is an associate at Kiser Group, where he specializes in the analysis and disposition of Chicago multifamily properties.

**Adam M. Short (MBA '12)** was promoted to vice president of acquisitions at Golub and Co. in Chicago. He was previously senior director.

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Email:  
dpalumni@depaul.edu

Online submissions:  
alumni.depaul.edu

Alumni updates are posted on the Alumni & Friends website. DePaul reserves the right to edit submissions.



“DePaul allowed me to identify that gift inside of me—in my case, a gift for numbers.”

Developing Gifts: Joe Silich's Measure of Success

**Joe Silich (BUS '92)** is one of the preeminent wealth advisors in the nation. But he has never forgotten his working-class roots on the southwest side of Chicago or his first-generation college experience at DePaul. "DePaul allowed me to identify that gift inside of me—in my case, a gift for numbers," he says. "My teachers helped me find it, nurture it, and build my knowledge. In the process, they helped me build confidence. That foundational education is a kind of 'muscle memory' that has served me well in my career and in life."

As executive director at Morgan Stanley, he leads the Silich Group of wealth advisors for the firm. He has garnered numerous accolades throughout his career. He was named one of Barron's magazine's top financial advisors nationwide in 2009, 2010, 2011, 2012 and 2013. He makes frequent appearances on MSNBC, CNBC, Bloomberg and other media outlets. Throughout his career, he has been careful along the way to share his gifts and his success with the community.

At DePaul, Silich serves on the DePaul University Finance Advisory Board and the Driehaus College Campaign Committee. He works with the college to develop internship opportunities for students, and personally coaches and mentors DePaul students and young alumni.

His community commitments are numerous and wide-ranging. To name a few, he serves on the Chicago-based board of UNICEF, the Midwest Board of the USO, and the advisory board of Operation Homefront, which provides support for families of service members and wounded warriors across the country.

In 2010, as part of the Many Dreams, One Mission campaign, Silich established the Silich Family Endowed Scholarship for talented DePaul students in finance who, like him, grew up in Chicago and attended city public or parochial schools.

More than one-third of DePaul students are the first generation in their families to attend college. "I worked throughout school, as most DePaul students still do," Silich says. "But I never lost sleep over midterms or finals or papers. What I did worry about was paying the semester tuition bill. I know what my education has meant to me. If I can ease that financial anxiety for talented students, help them focus more effectively on their studies, help them gain practical experience and develop their gifts, help them succeed and take their education out into the world to benefit their families and communities—that is how I measure true success."



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