

ST. JOHN'S Business

Spring 2018



ST. JOHN'S
UNIVERSITY

THE PETER J. TOBIN
COLLEGE OF BUSINESS

NEWS AND INSIGHT FROM THE PETER J. TOBIN COLLEGE OF BUSINESS

COACH JOE TARTAMELLA

HIS M.B.A. IS A
FULL-COURT
ADVANTAGE

CENTER FOR
EXECUTIVE
EDUCATION
OFFERS PROFESSIONAL
DEVELOPMENT

Fintech's Future

CHRIS CONCANNON '92MBA LEADS
THE CRYPTOCURRENCY MARKET



St. John's students in the Global Destination Course program participate in a variety of cultural experiences in addition to gaining valuable experience with international business executives and nongovernmental organizations.

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A

fter nearly one year in our new home of The Peter J. Tobin College of Business, the growing sense of community and pride among our students and faculty is clear and contagious. Our students are enjoying the state-of-the-art Lesley and William Collins Business Analytics Lab, and our faculty are filling the modern classroom and incubator space with new electives. Both undergraduate and graduate applications are up at our Queens and Manhattan campuses.

I am particularly proud that the Tobin College climbed 81 places in the *U.S. News & World Report* ranking of Part-Time M.B.A. Programs, placing the College in the number 101 position. Tobin's rise in the rankings was the biggest jump for any institution in this category.

Thanks to a dedicated and talented team of faculty and staff, we continue to create new degree programs, recruit experienced faculty, and collaborate with our colleagues in the Paul and Carol Evanson Career Services Center to strengthen career opportunities. For our spring Tobin CEO Seminar Series, we welcomed Thomas J. Donohue '63C, '85HON, President and Chief Executive Officer of the US Chamber of Commerce, who shared his thoughts on global trade and the economy.

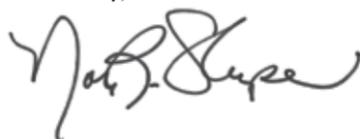
In 2018, the Tobin College was one of 38 institutions worldwide named a UN PRME Champion, in honor of our efforts and progress in responsible management education. This recognition is largely due to the work of Associate Dean Linda M. Sama, Ph.D., and a team of faculty who have committed to collaborate with other universities and share our successful programs and courses. You can read about their activities in the Going Global section of this magazine.

Also in this issue is our feature interview with Chris Concannon '92MBA, President and Chief Operating Officer of Cboe Global Markets, Inc., who comments on the future of blockchain and bitcoin.

I hope you enjoy reading about our talented Tobin College alumni, faculty, and students in this spring issue of *St. John's Business*. One of my many leadership lessons is that alumni will always play a key role in creating a transformative experience for our students, and we are grateful for your generosity.

Go Red Storm!

Sincerely,



Norean R. Sharpe, Ph.D.
Dean
Joseph H. and Maria C. Schwartz Distinguished Chair
Professor of Decision Sciences
The Peter J. Tobin College of Business



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In 2018, the Tobin College was one of 38 institutions worldwide named a UN PRME Champion, in honor of our efforts and progress in responsible management education.

—Dean Norean R. Sharpe, Ph.D.

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TOBIN TRENDS

Executive-in-Residence Program Enters Fifth Decade

EIRP DEVELOPS THE NEXT GENERATION OF CORPORATE LEADERS.

BY SYD STEINHARDT

The Executive-in-Residence Program (EIRP) at The Peter J. Tobin College of Business has been a springboard for many successful careers since its inception in 1977.

The EIRP annually selects 72 high-achieving students to engage in real-world business consulting with actual business and nonprofit organizations. Thirty-six undergraduate students spend two semesters working on a series of consulting projects provided by EIRP's corporate partners. The M.B.A. version of EIRP is composed of semester-long cohorts of 18 M.B.A. students who consult for client organizations.

Companies present EIRP faculty with projects that are of strategic importance for their firms. Projects can require students to tackle a wide range of issues related to corporate strategy, organizational design, marketing, advertising, and performance management.

Over the course of a semester, the students meet with the client four times, alternating the meeting weeks with classes in which they incorporate their work and findings before delivering a final presentation at the end of the term. The experience provides the students with an intense professional development experience and real, significant directed training in organizational development.

“Students get experience on analysis, how to interact with clients, and how to present their work in a professional venue,” said Associate Professor of Management and Paul Naughton Research Fellow Chris Long, Ph.D., who assumed the EIRP directorship in fall 2017 after arriving from Georgetown University's McDonough School of Business. “Even if you never want to go into consulting, the skills are very valuable because you develop that knowledge set.”

Clients have included prominent companies such as Broadridge Financial Solutions, Inc.; GEICO; Grant Thornton, LLP; KPMG LLP; the National Football League; Protiviti, Inc.; Ridgewood Savings Bank; and Synchrony.

“The EIRP at St. John's is an extremely important experience for students because participants in the program sign up to become a member of a consulting firm that also seeks to develop them as the corporate leaders of tomorrow,” said Dr. Long.



◀ Highlights from the 20th annual Executive-in-Residence Program convocation held on May 18, 2017, at Leonard's Palazzo in Great Neck, NY.

CLASS OF 2017 BY THE NUMBERS

Snapshot of The Peter J. Tobin College of Business Undergraduate Career Placement and Engagement with University Career Services.



- 72.2% Employed Full Time
- 20.6% Furthering Education
- 2.5% Employed Part Time
- 4.7% Seeking Employment

Top Employers

- Aspen Insurance
- Barclays
- Broadridge
- Deloitte
- EY
- Grant Thornton LLP
- JPMorgan Chase & Co.
- KPMG LLP
- Marsh, LLC
- New York Life Insurance Co.
- Protiviti, Inc.
- PwC
- Swiss Re
- Synchrony
- Willis Towers Watson

\$58,597

Average Salary (up from \$57,578 in 2016)

79.5%

Engagement with Career Services

Source: St. John's University Career Services



Men's Basketball Coach Chris Mullin '98CBA with former Coach Lou Carnesecca '50C, '60GEd, '00HON



Joseph A. Tarantino '80CBA, President and CEO of Protiviti, Inc.



St. John's University faculty, administrators, and students, and Protiviti, Inc. employees and clients, participate in "i on Hunger."

"i on Hunger" Volunteers Pack More Than 25,000 Meals

St. John's University Career Services partnered with Joseph A. Tarantino '80CBA, President and Chief Executive Officer of Protiviti, Inc., and a member of the St. John's University Board of Governors, on November 9, 2017, to host a service project through the company's "i on Hunger" initiative.

More than 100 volunteers—including St. John's Men's Basketball Coach Chris Mullin '98CBA, retired Men's Basketball Coach Lou Carnesecca '50C, '60GEd, '00HON, and a host of St. John's faculty, administrators, and students, along with Protiviti, Inc., employees and clients—packed 25,056 meals.

"The 'i on Hunger' program has had a positive impact beyond our expectations," said Mr. Tarantino. "We are incredibly proud of reaching the five million meal milestone in only three years."



TOBIN CEO SEMINAR SERIES FEATURES HEAD OF US CHAMBER OF COMMERCE

Thomas J. Donohue '63C, '85HON, President and Chief Executive Officer of the US Chamber of Commerce, shared his thoughts on a range of topics as Dean Sharpe's guest at the Tobin College CEO Seminar Series on March 19.

MEDIA MENTIONS

Norean R. Sharpe, Ph.D., Dean

"6 Options to Cut the Cost of an MBA"
U.S. News & World Report, March 26, 2018

"Norean Sharpe on the Value of an MBA"
Bloomberg Markets, Dec. 27, 2017

Fabienne T. Cadet, Ph.D., Associate Professor of Marketing

"What Happens When a Store Closes?"
Deal News, March 7, 2018

Charles M.A. Clark, Ph.D., Professor of Economics

"Ireland Ranks Poorly on EU Social Justice Scale"
Irish Examiner, Feb. 21, 2018

"Economic and Environmental Issues Hold Ireland Back in Sustainable Index"
RTE, Feb. 20, 2018

"Basic Income Can't Be Ignored, Says Vatican Expert"
Catholic Register, Oct. 27, 2017

Patrick R. Colabella, M.B.A., Ed.D., Associate Professor of Accountancy

"Interest on Home Equity Loans is Still Deductible, but With a Big Caveat"
The New York Times, March 9, 2018

"Tiny Mistakes Can Cause Delays in Getting Your Tax Refund"
Newsday, Feb. 19, 2018

"Trump Tax Plan: Fiddling While Other Issues Burn"
Law360, Dec. 14, 2017

"Republicans Try but Fail to Reach Reagan Ideal of True Tax Reform"
The Hill, Oct. 4, 2017

Aleksandr V. Gevorkyan, Ph.D., Assistant Professor of Economics and Finance

"How We Learned Not to Say No to Gold...In International Reserves"
Developing Economics, March 12, 2018

Iris Mohr, M.A., M.B.A., Ph.D., Chair and Associate Professor of Marketing

"Black Friday Still a Brick-and-Mortar Experience for Some"
Tampa Bay Times, Nov. 24, 2017

"Retailers Extend Holiday Pricing to Boost Sales"
Herald-Tribune (Sarasota, Florida), Nov. 18, 2017

"Baltimore Area Malls Fight to Remain Relevant to Shoppers During Holiday Season"
Baltimore Sun, Nov. 17, 2017

"Food Influencers, Social Media Changing How Restaurants Market Businesses"
CGTN America, Oct. 24, 2017

Anthony M. Sabino, J.D., Professor of Law

"Ex-Regulator Says Warnings for Risky Volatility Bets Should be in 'Big, Bold 24-Point Font and in Red Letters'"
Marketwatch, Feb. 10, 2018

"Passenger Mix-Up on Flight to Japan Caps a Year of Airline Foul-Ups"
Los Angeles Times, Dec. 27, 2017

"Soccer Bosses' High-Flying Lives on Display at Corruption Trial"
Bloomberg, Dec. 12, 2017

"Arrest of Billionaire Saudi Prince Shines Light on U.S. Holdings: Citigroup, Twitter, Apple"
USA Today, Nov. 5, 2017

"Japan's Fake-Data Scandal is Likely to Mean an Onslaught of Lawsuits"
Bloomberg, Oct. 11, 2017



ATHENS, GREECE 1



BARCELONA, SPAIN 2



BEIJING, CHINA 3



DAVOS, SWITZERLAND 4



DUBLIN, IRELAND 5



FLORENCE, ITALY 6



LONDON, U.K. 7

GOING GLOBAL

TOBIN COLLEGE PROGRAMS PROVIDE BUSINESS EDUCATION AROUND THE WORLD.

BY LINDA M. SAMA, PH.D.

The Peter J. Tobin College of Business, a signatory of UN PRME (Principles for Responsible Management Education), was designated a UN PRME Champion for the 2018–19 cycle, joining a group of 38 Champion institutions from 20 countries. The announcement was made at the 2018 World Economic Forum in Davos, Switzerland.

This leadership group works to collaboratively transform the landscape of higher education by incorporating the UN sustainable development goals (SDGs) into the curriculum of business schools. The SDGs, agreed upon by world leaders in 2015, are a call to action to address poverty, inequality, and climate change—issues central to the Catholic and Vincentian mission of St. John’s University.

Tobin College and other Champion schools are integrating the SDGs into curricula, research, sustainability-based partnerships, educational frameworks, and thought leadership.

In its dedication to PRME, and with the

commitment of Dean Norean R. Sharpe, Ph.D., the College established a multidisciplinary PRME Champion team led by Linda M. Sama, Ph.D., PRME liaison, and included Timothy G. Coville, Ph.D.; Aleksandr V. Gevorkyan, Ph.D.; and Sven Horak, Ph.D.

Activities over the two-year cycle include collaborating with other PRME Champion institutions and working groups to design a blueprint for the next generation of sustainability-driven business schools to drive environmental, social, and economic impact.

The Tobin College will look to its expansive alumni base to engage as business partners in designing innovative solutions to the challenges faced in integrating sustainability practices. Business will serve as a strategic partner in helping shape the talents and mindset of future leaders who will be the drivers of corporate sustainability.

For more details, visit unprme.org.

Global Program Highlights 2017–18

The Global Destination Course (GDC) program provides students the experience of visiting with international business executives and nongovernmental organizations, as well as engaging in cultural activities abroad.

The 2017–18 academic year has been a banner year for the program, with a record number of courses and students participating, specifically:

- 13 GDCs representing five different disciplines
- 107 Tobin College of Business students enrolled in GDCs
- 12 cities visited during learning trips: Athens, Barcelona, Beijing, Dublin, Florence, London, Paris, Rome, Shanghai, Singapore, Tokyo, and Zurich.

Success of the GDC program is the result of support from donors who have helped subsidize the students’ trip fees, as well as from the Tobin College Dean’s Fund, which provides global scholarships for students traveling to London, Rome, Barcelona, and Beijing.

■ Linda M. Sama, Ph.D., is Associate Dean for Global Initiatives and Executive Director of the Center for Global Business Stewardship at The Peter J. Tobin College of Business.



NEW YORK CITY, U.S.A. 8



PARIS, FRANCE 9



ROME, ITALY 10



SHANGHAI, CHINA 11



SINGAPORE 12



TOKYO, JAPAN 13



ZURICH, SWITZERLAND 14



Tobin Leads Ethics Discussion

Tobin College’s Center for Global Business Stewardship, in partnership with sister Vincentian universities—DePaul and Niagara—will host the 25th Annual International Vincentian Business Ethics Conference (IVBEC) from October 25 to 27, 2018, at New York City’s Marriott Downtown.

The conference attracts leading academics and practitioners to examine, discuss, and develop the role of business ethics and corporate sustainability in economic, political, corporate, and social life.

The theme of the IVBEC 2018 conference, “People, Planet, Progress: Business Ethics for a Global Society,” will include topics in all areas of business and professional ethics, with a focus on the sustainable development goals developed by the United Nations in 2015.

Keynote addresses by UN and business leaders, panel sessions, academic paper sessions, and paper development workshops will spur discussion among conference participants on ethics and sustainability in business.

“Celebrating the 25th anniversary of IVBEC is a great opportunity to take stock of our progress and to look to the future for innovative solutions to business and society’s most pressing ethical dilemmas,” said Linda M. Sama, Ph.D., Conference Chair. “We encourage proposals from academics, business professionals, and young scholars on the role that ethical business plays in the implementation and integration of the sustainable development goals in the organizational culture, and to the enhancement of our understanding of targets, measurement, and ethical adjustment in our policies and processes.”

Tobin College alumni have actively participated in IVBEC in previous years, most recently when the College hosted the conference in fall 2015. IVBEC organizers rely on alumni occupying the C-suite in some of New York City’s most elite corporations and not-for-profit institutions to serve as panelists, speakers, and sponsors for the event.

For more details, visit ivbec.weebly.com.

FACULTY SCHOLARSHIP

A Quest for Justice

CHARLES M.A. CLARK, PH.D., IS NOT JUST ANOTHER CATHOLIC ECONOMIST WITH A SOCIAL CONSCIENCE.

BY SYD STEINHARDT



Charles M.A. Clark, Ph.D.

The need to promote greater equality and participation for all—a tenet of Catholic social teaching—is at the heart of the work of Charles M.A. Clark, Ph.D.

For Dr. Clark, Professor of Economics and Senior Fellow at St. John's Vincentian Center for Church and Society, bringing the values of Catholic social teaching into economic and public policy discussions often means thinking outside the box. And it means wearing many hats at the University and beyond, including as a consultant to the Committee on International Justice and Peace for the United States Conference of Catholic Bishops; an advisor for the Holy See Permanent Mission to the United Nations; and a consultant for public sector labor unions.

His work also includes research on the viability of a universal basic income system. It is an idea Dr. Clark believes will, in the context of a globalized economy, achieve greater equality and participation for all.

Since the late 1990s, Dr. Clark has been

working with Catherine Kavanagh, Ph.D., Lecturer in Economics at University College Cork, on developing broader measures of social progress, going beyond gross domestic product to include social and environmental statistics.

“In the past, governments concentrated on promoting economic growth as their main economic policy objective, with the hope that it would take care of all other issues,” Dr. Clark said. “We now know that addressing problems or goals directly is more effective, and that economic growth does not solve all economic, social, and environmental problems. To promote successful public policy, a wider range of evidence-based analysis is required, hence the need for broader measures of social progress and well-being.”

Drs. Clark and Kavanagh presented their report, “Measuring Progress: Economy, Society and Environment in Ireland” to an audience of 80 at the Carmelite Centre in Dublin on February 20, 2018, which the United Nations proclaimed as World Day of Social Justice. It

analyzed Ireland's progress in achieving the UN's 17 sustainable development goals as adopted by world leaders in 2015. The report looks at both how Ireland has progressed based on its own past, and how it compares with 14 other European Union countries.

“We need to understand that the rising tide only helps those with strong boats,” Dr. Clark told RTE, the Irish state broadcaster, in an interview after the report was presented. “We need to use data like these to start working toward a more sustainable future.”

Dr. Clark has addressed this issue in many forums—including as the author of several books and articles on poverty and income inequality—and most recently in his keynote presentation at The Case for Solidarity: Multi-faith Perspectives on Basic Income conference at The University of St. Michael's College in the University of Toronto in October 2017. Dr. Clark, along with many of his students at St. John's, has also been involved in a Catholic Relief Services initiative to combat forced labor.

INVESTMENT FUN(DS)

MIKAEL BERGBRANT, PH.D., PROVIDES A HANDS-ON FINANCIAL EXPERIENCE TO STUDENTS.

BY BOB WOODS

By trade, Mikael Bergbrant, Ph.D., is not a portfolio manager, but he takes on the role in the classroom. Dr. Bergbrant is an Associate Professor of Finance at The Peter J. Tobin College of Business at St. John's University. In addition to his courses, he teaches the Student Investment Management Fund program.

“We use a top-down approach to asset management,” said Dr. Bergbrant. “After getting familiar with the current composition of the portfolio, students conduct a macro-economic analysis. Based on that, they decide how to allocate the funds in the portfolio to specific sectors. They then choose the stocks they want to analyze, come up with buy or sell recommendations, and pitch the recommendations to the investment committee.”

His courses are designed to give students hands-on experience at performing due diligence on public companies, investing money, and managing a stock portfolio—just as they will be expected to do once they get jobs in the financial world.

“One major benefit of the classes is to bridge the gap between the theory and the practice,” said Dr. Bergbrant, who is also Director of the Tobin College's Applied Finance Institute. “We

give the students access to the tools traders use when they do research and buy stocks, so they share the same experience.”

That real-world experience is further enhanced when Dr. Bergbrant meets with students in the Lesley and



Mikael Bergbrant, Ph.D.

Continued on page 10

Continued from page 9

William Collins Business Analytics Lab. The state-of-the-art lab—supported by a leadership-level gift from Lesley H. Collins '83SVC and Board of Trustees Chair William L. Collins '76C, '12HON—features 40 desktops with multiple Bloomberg terminal licenses, FactSet access on all machines, a video wall, and a color LED stock ticker.

“The layout is ideal for allowing the students to keep track of the market,” Dr. Bergbrant said, adding that a field trip to Merrill Lynch’s trading floor confirmed just how well the lab duplicates the real thing.

After the recommendations from Dr. Bergbrant’s students are approved by the funds’ investment committee—including prominent alumni, Tobin faculty, and guest business executives—the students execute

actual transactions. And their picks appear to be astute. According to the most recent reports, the graduate fund was valued at about \$2.1 million and contained 28 stocks and eight sector-specific exchange-traded funds (ETFs). The undergraduate fund was valued at about \$3.7 million, holding 48 stocks and five sector-specific ETFs.

The courses fit well with Dr. Bergbrant’s research interests, which include empirical asset pricing and market efficiency. Lately, he has had a particular interest in

studying how the stock market is influenced by the political landscape.

“In a recent study, I examined how different sectors of the market respond to each candidate’s probability of winning leading up to an election, then used that data to predict sector returns after the election,” he explained.

Not surprisingly, politics come up regularly in Dr. Bergbrant’s classes. “I do not think I have heard a single recommendation for the funds in the past year that has not discussed the impact of politics on the values of the companies they have chosen,” he said.

Professor of Risky Business

Mark Browne, Ph.D., uses real-world examples to effectively teach risk management.

BY BOB WOODS

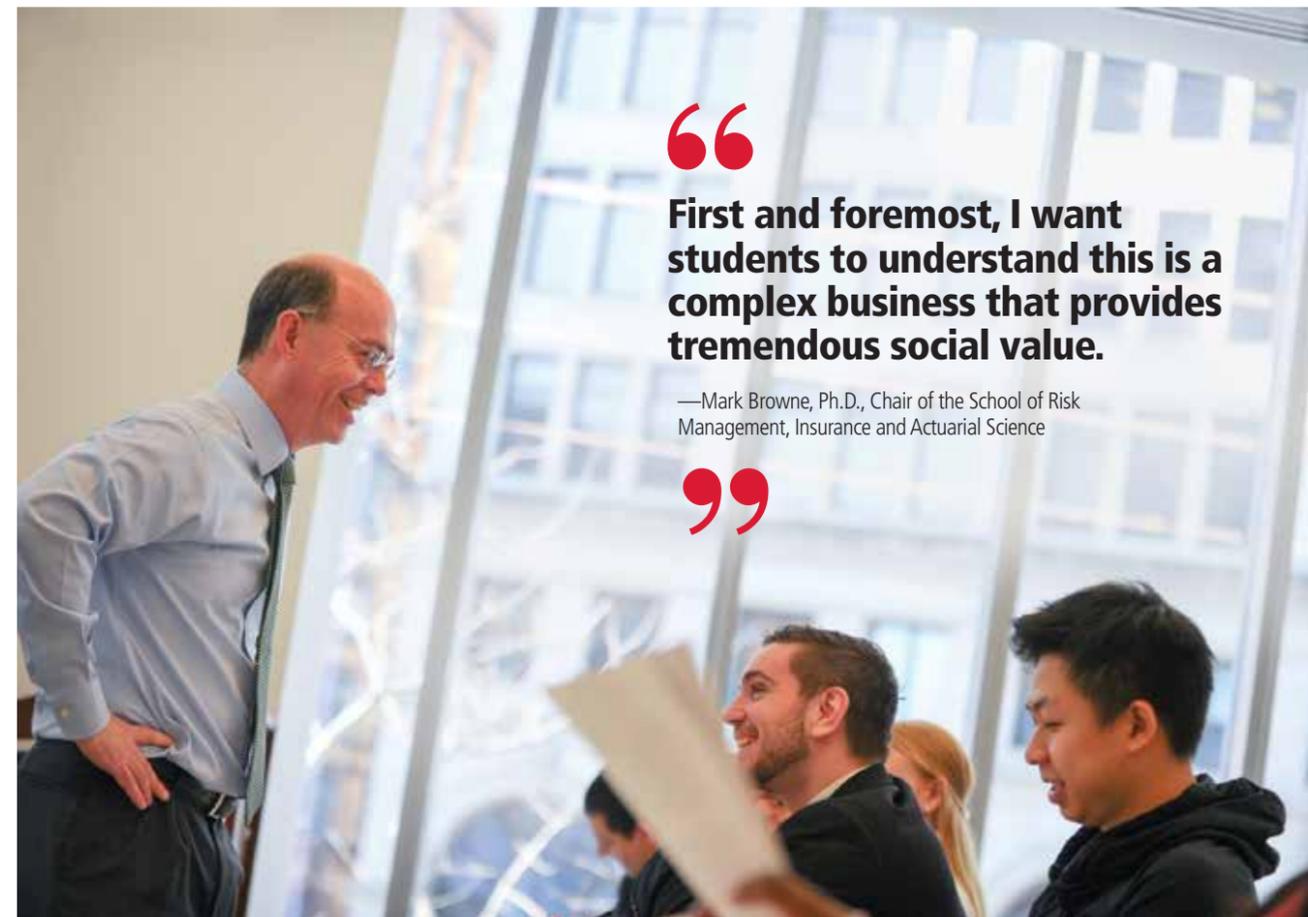


Insurance, risk management, and employee benefits can be complex subjects to teach, yet Mark Browne, Ph.D., makes learning about them an invigorating classroom experience. That skill owes as much to his academic credentials and vast experience in the insurance industry

as to the premier status of the School of Risk Management, Insurance and Actuarial Science (SRM), which he chairs and considers one of the crown jewels of The Peter J. Tobin College of Business.

“We place our students in excellent career positions,” said Dr. Browne, who also holds the Robert Clements Distinguished Chair in Risk Management and Insurance at the Tobin College. “We have an outstanding faculty and staff and tremendous industry support, including a board of overseers comprising more than 30 of the top insurance executives in the world.”

The SRM has amassed the foremost insurance and risk management library over its 117-year history. It was initially formed as the Insurance Society of New York in 1901, evolved into the School of Insurance in 1947,



“

First and foremost, I want students to understand this is a complex business that provides tremendous social value.

—Mark Browne, Ph.D., Chair of the School of Risk Management, Insurance and Actuarial Science

”

Mark Browne, Ph.D., wants students to develop the ability to anticipate risk and recognize the impact of technology and change events.

and then became the College of Insurance in 1962 before merging with St. John’s University in 2001.

It is Dr. Browne’s job to apply that century-plus of expertise in the classroom and to help his undergraduate and graduate students understand the depth of knowledge available to them.

“First and foremost, I want students to understand this is a complex business that provides tremendous social value,” he said. “That is not obvious to most people, so we need students to open their minds about going into this field.”

Dr. Browne achieves that goal in part by engaging students with real-world examples of risk, such as insuring the Empire State Building and the liability exposures of pharmaceutical companies. “I want to get across to students that there is this whole other world of insurance and risk transfer, which underpins the economies of developed nations around the world,” said Dr. Browne, who is also an Associate Member of the Munich Risk

and Insurance Center at Ludwig-Maximilians-Universität in Munich, Germany, and a member of the International Research Advisory Board of the Risk and Insurance Research Center at National Chengchi University in Taipei, Taiwan. “The students have to develop the ability to anticipate risk and know where technology and change events are leading us.”

Beyond the classroom, Dr. Browne conducts original research, particularly on flood insurance. A soon-to-be-published paper for the *Journal of Risk and Insurance* will report on his recent study of the National Flood Insurance Program (NFIP) in Florida communities.

“We find the adoption of the NFIP is associated with increased development in noncoastal areas versus coastal areas,” Dr. Browne said. Increasingly, development has shifted farther from the coast, he adds. “We attribute that to building code restrictions in place with the NFIP.”

It is not much of a risk to predict that flood insurance will be another provocative topic in one of Dr. Browne’s upcoming classes at the SRM.



TOBIN GRADUATE
JOE TARTAMELLA
'04MBA USES HIS SALES,
MARKETING, AND
MANAGEMENT SKILLS
AS HEAD COACH OF THE
ST. JOHN'S WOMEN'S
BASKETBALL TEAM.

THE BUSINESS OF BASKETBALL

BY MIKE CARLSON

Sports analogies in the business world are so commonplace, the average staff meeting can sound like an episode of ESPN's *SportsCenter*. Sales will hit it out of the park. Management might drop the ball. Everyone needs to be a team player.

Joe Tartamella '04MBA, Head Coach of the St. John's University Women's Basketball team, lives the inverse of this phenomenon. A graduate of The Peter J. Tobin College of Business, Mr. Tartamella cannot help but bring his business mindset to the floor of Carnesecca Arena.

"Every head coach is a CEO. That is the bottom line," he said. "I have to deal with budgets. I have to be able to manage a staff. I have to create a better opportunity for student athletes by being able to raise money for our program. There is no question that it feels like a business."

Mr. Tartamella entered the Tobin College M.B.A. program in 2002 at age 22 as a graduate assistant, concurrently holding down duties as a member of the coaching staff for the women's Red Storm team under then Head Coach Kim Barnes Arico.

Through dedication and commitment, Mr. Tartamella has led the Red Storm Women's Basketball team to more than 100 victories as head coach.

“
St. John’s
allowed
me to grow
from a
graduate
student
to an
entry-level
employee
to the
Head Coach
of the
program.”

—Joe Tartamella '04MBA, Head
Coach of the St. John’s University
Women’s Basketball team

”

It was a grueling time for Mr. Tartamella, who had graduated from James Madison University in 2001 with a degree in marketing information systems. The coaching position was created just for him, providing a broad range of opportunities on the court and in the classroom. Five to six days a week, he would be at work by 7 a.m. and arrive home at 10:30 p.m. after an evening of classes or group projects. While the schedule did not allow for much family time or a social life, it was an experience Mr. Tartamella considers invaluable.

“That first year and a half was like drinking from a fire hose. There was a lot of information getting thrown at me,” he said. “I think that my schedule as a graduate student helped me understand what it meant to really work. It truly prepared me for what was ahead.”

Life is not any less hectic for Mr. Tartamella these days. He is the father of three young children and spends a good deal of time on the road for away games and recruiting trips. His wife, Shannon, whom Mr. Tartamella calls a “rock star,” was an Assistant Basketball Coach at Adelphi University and St. John’s, and understands the demands placed on a BIG EAST head coach.

His M.B.A. and the less-traveled road he took from graduate assistant to head coach gives him a set of skills that serves him well and also sets him apart from other head coaches.

“I have been told that I am a unicorn when it comes to my career path,” he said. As “CEO” of the Red Storm women’s basketball brand, he finds himself using the knowledge and experience he gained at Tobin College on a daily basis to create a better experience for the players and fans.

COMMUNICATION

Today, Mr. Tartamella finds that his players, who are in their late teens and early 20s, communicate in different and more complicated ways than his teams from just 10 years ago. With this cohort, listening is more vital than ever.

When it comes to opening his mouth, however, Mr. Tartamella gives his Tobin College experience credit for shaping him into a skilled public speaker. A reclusive classroom student in high school, he gained an invaluable skill for a coach from the number of presentations he completed in his postgrad studies: the ability to make addressing a group look easy. The area where it made the most difference is the huddle.

For example, during a 30-second timeout late in a game, Mr. Tartamella receives and

processes adjustments from three assistant coaches. By the time he gets into the huddle, he has about 15 seconds to filter that information and disseminate it to the team in a clear and concise manner. Presenting projects in front of peers and professors helped him sharpen his messaging skills when every second counts.

“I think when you talk about communication, the piece you cannot put into a book is pressure. You have to be able to communicate with pressure on you,” he said. “For me, the M.B.A. from Tobin College gave me much more confidence in that area—to process information quickly, communicate that information to others quickly, and have it be understood.”

MARKETING

For the coach of any women’s college basketball team, getting fans into seats is something that takes up much mental bandwidth, as women’s basketball has long labored under the perception that its game is not as appealing as the men’s version. The NCAA estimates that Division I teams average about 1,500 fans a game. Mr. Tartamella estimates that the Red Storm, which vies for attention in the world-class cultural backdrop of New York, draws closer to 1,300 fans for a home game. Mr. Tartamella, with his M.B.A. in Marketing Management, is sensitive to the product he puts on the floor and how the team is perceived.

“We try to play up-tempo and with good pace and bring in players who are exciting to watch,” he said. “We ask fans how they enjoy the game, who they like, and who their favorite player is. It is really important as coaches and players that we promote our own program. There are so many fans that you can touch if you reach out and engage them on a daily basis.”

Giveaways, theme nights, and inviting Girl Scout troops and first responders help boost single-game ticket sales, but Mr. Tartamella is serious about growing the sport of women’s basketball as a whole. When it comes to dramatic measures, such as the oft-discussed idea of lowering the height of the hoop so more of the action happens above the rim, he feels like everything is open for discussion.

“We are at a crossroads as a game,” he said. “We are losing many players to volleyball, softball, and other sports. When you talk about lowering the rim or doing things that will attract more of the youth to play, I would certainly be in favor of it. I am in favor of anything that is going to grow the game.”



From the onset of his coaching career, Mr. Tartamella brought a business mindset to the floor of Carnesecca Arena.

SALES

College teams live and die by their recruiting prowess. For Mr. Tartamella to play his brand of fast-paced, fan-friendly basketball, he needs to recruit the players who are capable of that style. He feels his recruiting has been a strength for the program. He has been able to find high-level players locally and out of state who have been a good fit for his system and for St. John’s.

For one, while the countless entertainment options in New York can undercut attendance at games, the city is a major selling feature for players from all over the world. Second, as a two-sport high school standout, Mr. Tartamella knows how it feels to be seated on the other side of the recruiting table. Athletes look at the coach as the person responsible for taking their game where they want it to go.

His experience at Tobin College gives him a certain credibility to describe the mission of St. John’s as a University, a sports program, and a member of the BIG EAST conference. He meets with high school athletes and their parents to sell the St. John’s experience. And you cannot sell what you do not believe in.

“When I am sitting in the living room telling a prospect what I have gone through and that I earned my M.B.A. from St. John’s, I think that is a huge sell,” said Mr. Tartamella. “They know that I truly believe what St. John’s is about because of what the school has done for me. St. John’s allowed me to grow from a graduate student to an entry-level employee to the Head Coach of the program.”

SUCCESS

Mr. Tartamella secured his sixth-straight post-season berth in 2018, as the Red Storm advanced to the quarterfinals of the WNIT for the first time in program history. Last year, he reached his 100th victory with the Red Storm. He is still shy of the record of 176 wins, set by his mentor and predecessor Ms. Arico, but with a win percentage in the mid .650s, he is gaining ground quickly.

Hearing the names of his players called at the WNBA draft is one more thrill he expects to experience again in the near future. He has another bucket list item in mind, as well. It is something that will allow him to keep one foot in the school and one on the court.

“It would be great to teach in some capacity, maybe in the sport management program,” he said. “It would be so much fun to give back that way, as a professor who is able to do it, not only on the floor of the basketball program, but in a classroom with our student body.”

THE CHALLENGES OF CRYPTOCURRENCY

CHRIS CONCANNON '92MBA HELPS ENSURE THE FREE FLOW OF BITCOIN.

BY SYD STEINHARDT

This year may be remembered as the year that bitcoin became part of our common vocabulary. Many companies and business leaders have avoided cryptocurrencies, while others have entered the market wholeheartedly. One of those enthusiasts is Cboe Global Markets, Inc., where Chris Concannon '92MBA serves as President and Chief Operating Officer. The company was the first to offer bitcoin futures trading, which launched in December 2017.

Mr. Concannon's interest in cryptocurrencies was piqued in 2015. Then the President and Chief Executive Officer of equity trading firm Bats Global Markets, he was among the first to meet with Tyler and Cameron Winklevoss, the Harvard graduates known for their disputed role in what eventually became Facebook. The pair, who now run cryptocurrency exchange Gemini, wanted to explore the potential for a bitcoin exchange-traded fund (ETF). Mr. Concannon was keen to listen.

Being at the forefront of the booming cryptocurrency market is one twist in a non-linear career path that took Mr. Concannon from working as a plumber on Long Island to heading one of the world's largest equities and options exchanges.

After completing his degree in history at The Catholic University of America in 1989, Mr. Concannon returned to New York. Acting on the advice of his father, Joseph Concannon, the St. John's Biology Department Chair, he enrolled in business courses at the University.

In 1991, the courses, which he attended at

night, turned into the pursuit of an M.B.A. from The Peter J. Tobin College of Business. Upon completion of his M.B.A., Mr. Concannon took a job at the mutual fund firm First Investors before enrolling in Catholic University's Columbus School of Law. He then held positions at the American Stock Exchange, the U.S. Securities and Exchange Commission, NASDAQ, and high-speed trading firm Virtu Financial. In 2014, he joined Bats Global Markets and assumed the role of Chief Executive Officer a year later. Bats was acquired by his current firm for \$3.2 billion in 2017.

As Mr. Concannon considered his unusual career trajectory, he saw parallels in the occasionally jolting progress that cryptocurrencies have made in becoming more mainstream.

“Cryptocurrencies, though still developing, are here to stay.”

—Chris Concannon '92MBA

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“A cryptocurrency is a new asset class that can be transacted—much like frequent flyer miles or loyalty points,” he said. “In fact, reward points are virtual currency. American Express is a store of value. You can trade virtual points for dollars. My paying you for your points is a form of cryptocurrency.”

Cryptocurrencies are powered by blockchain technology, which allows for virtual, instantaneous and almost frictionless transactions. Cryptocurrencies are maintained by distributed ledger technology, which is essentially a decentralized database that allows “everyone who holds that ledger to know what is out there,” said Mr. Concannon.

He envisions companies such as Amazon or Overstock creating their own cryptocurrencies. A current example of that possibility is NITEL, a Nigerian telephone company that accepts virtual currency as payment.



Chris Concannon '92MBA

Despite his vision for the asset class—which includes the Winklevosses' proposal to list an ETF and runs as far as futures, options, and indices across a range of so-called digital assets—Mr. Concannon acknowledged that cryptocurrencies have their current limits. They can only be used to purchase limited items. They are also volatile, which may scare people away.

The nature of distributed ledger technology means that once someone loses his or her password, the complete investment is lost.

Still, he believes the brothers are onto something. Acknowledging their portrayal in the 2010 movie “The Social Network,” which chronicled the genesis of Facebook, Mr. Concannon offers this assessment: “They are good people who are trying to do things that benefit others.”

More importantly, Mr. Concannon believes the future is bright for this emerging market.

“Cryptocurrencies, though still developing, are here to stay,” he said.

CASH V. CRYPTO:

What's the Difference?

A brief comparison of traditional and fintech currency, banking, and lending.

Traditional v. Cryptocurrency

Every time you swipe a debit or credit card, your personal information is attached. Cryptocurrency carries no personal information, so there is less of a chance of identity theft. Cryptocurrencies offer little or no transaction fees for digital currency, as opposed to traditional banks that charge fees to process transactions.

Additionally, peer-to-business lending provides individuals the opportunity to lend to established businesses.

Traditional Banks v. Online-Only Banks

For years, traditional retail banks provided customers a variety of services such as business and consumer loans, and checking and savings accounts. As banks charge higher fees for these services, some customers are opting for virtual banking. Online-only banks offer the same services as traditional banks, but with higher interest rates and lower fees. Online banks also provide the same security measures as traditional banks to protect your money and personal information.

Traditional Lending v. P2P Lending

Currently, peer-to-peer (P2P) lending is growing faster than traditional lending. Despite the P2P name, you are still borrowing from a bank—people decide whether they want to invest in your loan. If enough investors bid on your loan, the bank will make the loan to you. Still a new concept, it will take time to determine whether or not the banks' strategy of creating their own small loan networks is successful.

Executive Education



Herbert M. Chain, C.P.A., Executive Director of the Center for Executive Education of the Tobin College of Business

The Center for Executive Education fills a critical gap between what employees know today and what they need to know tomorrow.

BY SONA PAI

Today, more than ever, even the most talented employees understand that education does not end with a college degree. Trends emerge, businesses pivot, and technology reshapes expectations and possibilities. Employees must find ways to adapt or risk losing opportunities in their field.

For employers across industries, offering professional development as an employee benefit not only helps them recruit and retain top talent—it also sharpens their competitive edge. But with their businesses to focus on, many employers are not equipped to provide that training on their own.

“It is the classic outsourcing conundrum,” said Herbert M. Chain, C.P.A., Executive Director of the Center for Executive Education of The Peter J. Tobin College of Business. “You either build or you buy.”

In 2016, companies around the world spent more than \$359 billion on corporate training, with more than a third going to external providers including consulting firms and universities, according to Training Industry and the U.S. Bureau of Economic Analysis.

The Tobin College of Business is a leader in providing professional development, specifically in the areas of risk management and

accounting. Mr. Chain, who came to the Tobin College as a full-time faculty member after 38 years at Deloitte—the last 27 as an audit partner—was appointed by Norean R. Sharpe, Ph.D., Dean of The Peter J. Tobin College of Business, to be Executive Director of the Center in September 2017, with the charge to grow its programming and client base.

“Our mission is to build on our core strengths and broaden our reach into areas beyond insurance and risk management, whether that is in accounting, finance, leadership, entrepreneurship, or other fields where we can provide significant value and expertise,” Mr. Chain said.

FOCUSED AND FLEXIBLE

Mr. Chain and his team at the Center work with clients to develop training and education programs (see “Custom Training and Education Programs”) that meet their specific needs, customizing everything from subject matter to structure.

“It is an iterative process,” Mr. Chain said. “We work with our clients on timing, faculty, location, specific material, and whether or not the program will result in continuing education credits, a certificate, or a degree.”

To date, the Center’s clients have included Deloitte, KPMG, AIG, HSBC, Arch Insurance, Ernst & Young, Samsung, Ace Limited, and the People’s Insurance Company of China.

DEEPENING CONNECTIONS

Along with helping businesses boost skills among employees, the Center’s programming gives faculty invaluable insights into what is happening in the field.

“I always want to know what the industry’s issues are,” said Annette Hofmann, Ph.D.,

“



We will be able to provide insights to executives based on the challenges the industry is facing now and help prepare students with the knowledge and skills they will need to be better candidates for jobs related to this area when they graduate.

—Annette Hofmann, Ph.D., Assistant Professor of Risk Management and Insurance

”

Assistant Professor of Risk Management and Insurance. “What are their challenges? What problems are they struggling to solve? Having this connection lets us see how we can help.”

Dr. Hofmann is currently working with Octo, an insurance telematics company based in Italy, to gather and analyze data on consumer driving behavior. Mandatory black boxes installed in all cars in Italy provide data on risky behaviors from accelerating and braking to accidents—everything a driver does in the car. Analyzing this data can help insurance companies understand how to price policies more accurately and help consumers reduce their risk by providing them with individual risk information.

Dr. Hofmann’s work with Octo will not only help the Center add value via personalized programming for clients, but it will also give faculty new insights to bring back to the classroom.

“We will be able to provide insights to executives based on the challenges the industry is facing now and help prepare students with the knowledge and skills they will need to be better candidates for jobs related to this area when they graduate,” said Dr. Hofmann.

Mr. Chain points to Dr. Hofmann’s work as a perfect example of how the Center’s programming represents a powerful link between the industry and academic communities.

“We have so much talent and expertise right here at Tobin,” said Mr. Chain. “As more and more employees—particularly millennials—are asking, ‘What can you do for me?’ and ‘How can you contribute to my personal and professional development?’ we can help employers respond in a meaningful way. We can be the missing piece of the puzzle, and we can bring insights back to the next generation of employees and leaders.”

Custom Training and Education Programs

The Center for Executive Education of the Tobin College of Business offers a diverse series of education programs, which can be tailored to meet the specific business needs of the client. Examples include

Conferences, seminars, and certificate programs: Center staff and faculty develop thought leadership and key trend-focused conferences and seminars, as well as professional certificate programs for new employees or employees who want to expand their expertise in a specific area. Current certificate programs include a Certificate in The Business of Insurance and a Certificate in Workers’ Compensation.

Specialized programs designed for individual clients: The Center collaborates with clients to design programs for employees, drawing from the Tobin College faculty, faculty colleagues from other institutions, and practitioners in the field. These programs range from foundational education to help onboard new employees to advanced training for senior executives.

Online courses for individuals and businesses: Online courses in insurance, management, and leadership are available for individuals or as part of custom programming for a larger organization. These courses can be led by a team of instructors or be self-directed and scaled to reach thousands of employees across offices.

Customized master’s programs: Employees can enroll in M.S. or M.B.A. programs, sponsored by and developed in collaboration with their employers. Tobin College faculty deliver courses at St. John’s University’s Queens and Manhattan campuses, at St. John’s Hauppauge location, or at a client’s office.

Collaborative programs with other institutions: The Center also works with other colleges and universities, creating tailor-made curricula in areas beyond what is available at these partner institutions. This becomes a component of the degree program at the “home institution.”

To learn more about the Center for Executive Education, visit stjohns.edu/tobin.

TECHNOLOGY TRENDS

VINCENT P. COLMAN '82CBA CONTINUES TO LIVE BY ST. JOHN'S VINCENTIAN MISSION.

BY JENNIFER LUBELL

Vincent P. Colman '82CBA has traveled around the globe, managed businesses with billions of dollars of revenue, and served in the top technical role in one of the largest accounting firms in the world.

"If you work hard, study, do well, and are eager to constantly learn and better yourself, the opportunities coming out of St. John's University are enormous," said the New York Metro Vice Chairman of PwC, the professional services firm where he has built his career over the past 35 years.

Mr. Colman has since achieved an impressive portfolio. In his long career at PwC, he has run the company's multibillion-dollar assurance practice and currently oversees assurance, tax, and advisory client service delivery for the New York Metro region. He served on the advisory group to the Financial Accounting Standards Board, which sets all accounting standards in the United States, and was on *Irish America* magazine's Annual Wall Street 50 list from 2015–17.

After three and a half decades of perspective, he remains excited by what he does. Much of that excitement is driven by the technology that is transforming the way that business is conducted.

"The movement of technology is having a profound effect on our profession," he said. "It is changing at a very fast pace."

That pace of change, as he sees it, is driven by predictive analytics, digitization, big data, artificial intelligence, and robotics.

"These are tools that we are integrating in how we service our clients," he said. "It makes us more efficient and effective in what we do."

One thing that does not change is for newly minted graduates entering the profession to know the fundamentals.

"At one level, basics are not changing



Vincent P. Colman '82CBA

what you need to learn for auditing, accounting, and communicating with clients," he said. "Make sure that you are open, agile, and curious enough to know what is going on in the profession."

To cite one example, the use of big data allows firms to extract and analyze data more quickly, resulting in increased quality and client service. Firms such as PwC need people with the skills to analyze that data.

"Embrace the technology," he urges professionals young and old alike. "It is a fascinating time."

Mr. Colman's ebullience is not limited to the changing world of his vocation. It extends to his alma mater. In 2012, he and 17 other alumni were honored at St. John's Annual Alumni Convocation for their strong connection to the University and dedication to its Vincentian mission.

The Colman family's Vincentian roots run deep. His sister, Patricia, attended Niagara University in Lewiston, NY, where their uncle, Rev. John Colman, C.M., served as Dean of Education from 1959 to 1961. The Vincentian community then sent him to St. John's in 1970, where he served for two decades before retiring in 1990 as Head of Research Grants. His other sister, Ann Marie, graduated from St. John's in 1986.

Mr. Colman believes in giving back to his alma mater. He serves on the Tobin College Board of Advisors and supports St. John's graduates for positions at PwC.

ATHLETICS AND ACUMEN

OLYMPIC FENCER KEETH SMART, M.B.A. '01TCB FINDS SUCCESS IN A VARIETY OF BUSINESS VENTURES.

BY MELANIE PADGETT POWERS

After competing in three Olympics as a saber fencer, Keeth Smart, M.B.A. '01TCB decided to retire from the sport—even though he was ranked second in the world. In his final Olympics, the 2008 Beijing Games, he helped Team USA win a silver medal in the Men's Sabre Team event. It was the highest Team USA Olympic medal for a fencing team in the 12 Olympic fencing medal events.

But at age 30, he bid farewell to his fencing career. "I had achieved a great deal in a short amount of time in fencing," said Mr. Smart. "My parents had always instilled the importance of having a balance of academics and fencing. I knew that if I continued on the path of Olympic fencer, people would never look at me as anything other than an Olympic athlete. I knew there was more that I wanted to do with my career."

Building on his business degree from Tobin College, Mr. Smart went on to earn an M.B.A. from Columbia University in 2010 and was an M.B.A. strategy intern at Google. He worked in product management and then in investment banking at Bank of America/Merrill Lynch. He also cofounded a successful fitness technology company called Physiclo, which integrates resistance bands into athletic wear.

Mr. Smart's most recent venture aligns all his passions: business, fitness, and entrepreneurship. He is now General Manager of Chelsea Piers Fitness, where he is in charge of launching the largest gym in Brooklyn, NY, this spring.

Mr. Smart stays connected with the St. John's fencing team and Head Coach Yury Gelman. It is where Mr. Smart was a four-time All-American and a two-time individual NCAA national champion, and helped St. John's win the NCAA team title. He continues to volunteer coach and mentor St. John's fencers, attending their practices and meets.

"I want to make sure everybody is able to achieve their dreams, but also let them know there is more after their college career," he said. "They can look at me as an example of someone who married business with athletics."



Keeth Smart, M.B.A. '01TCB

TOBIN BY THE DECADE

1950–59

John Sherman

'58CBA worked in accounting for almost a quarter century, earned his M.B.A. from North Texas University, and taught at the University of Texas Dallas for 19 years. He has three children and five grandchildren.

1960–69

Joseph Giacalone

'62MBA joined St. John's first M.B.A. class in 1960 and never left the University after accepting a staff teaching position upon completing his degree. He spent four years as Dean of CBA's undergraduate division and received a Ph.D. from Columbia Business School. He is currently Professor of Economics and holder of the Henry George Chair in Economics.

William Lockwood

'63CBA, '68MBA went to work for U.S. Trust Co. in 1961, leaving in 1982 for Chase Manhattan. In 1989, he formed Empire Valuation Consultants, a business appraisal firm. His clients include privately held business enterprises, law and accounting firms, and sports franchises.

John (Jack) Curcia

'65CBA, a veteran of the US Army, worked in corporate human resources in New York, where he was responsible for compensation, benefits, and pensions for major corporations. He and his wife are now retired and live in Florida.

William Horan

'69CBA, '73MBA, '77L wrote a composition for freshman English class on "Why Students Should Not Join Fraternities." As a sophomore, he joined a small local fraternity, Alpha Pi Theta, though he claimed he was not the fraternity type. Fifty years later, his fraternity brothers are still his closest friends.

Sal Incalatera

'69CBA, '81MBA met his wife, Susan '79MBA, during the fall semester of 1973. They were married in the summer of 1974 at the chapel on campus.

1970–79

Steven Caccavallo

'76CBA launched a sole proprietorship, Steven Caccavallo Executive Search, in August 2017. The business is dedicated to the sourcing and placement of permanent accounting and finance, human resources, and marketing professionals in the tri-state area and beyond.

1980–89



Marcel Catafago

'80CBA has been in higher education for more than three decades and is currently Associate Vice President for Administration and Finance at the SUNY College of Optometry. His son, Joseph, recently graduated from St. John's and is now considering the priesthood.

“If you work hard, study, do well, and are eager to constantly learn and better yourself, the opportunities coming out of St. John's University are enormous.”

—Vincent P. Colman '82CBA

POWER NETWORKING

FOR CATHERINE GENZLINGER, M.B.A. '82CBA, PROFESSIONAL RELATIONSHIPS PROVIDE FOUNDATION FOR SUCCESS.

BY SYD STEINHARDT

Back in 2000, when Catherine Genzlinger, M.B.A. '82CBA was a vice president at Citibank, she received a call from a recruiter seeking to fill a managerial vacancy in operational risk. Ms. Genzlinger was intrigued, but there was one problem—she had no experience as an operational risk manager nor was she familiar with the job function.

“I had no credentials, just raw skills,” said Ms. Genzlinger. “I started to network with people who had that type of job. I learned to develop a cohort of people with whom I traded ideas. I spent time to learn what they did. Eventually, I had a network of experts who could recommend me for similar jobs.”

This midcareer epiphany spurred her to become an evangelist for effective networking. Today, as the Chief Operational Risk Officer for BNY Mellon, Ms. Genzlinger imparts the wisdom she gained from that experience to those who seek to advance their professional careers, to build teams, or to establish and enhance their personal brands.

According to Ms. Genzlinger, a key element of effective networking is to understand it is more than just searching for that next job. Networking is “a two-way street” on which one finds jobs and talent.

Beyond amassing connections and recommendations on LinkedIn, Ms. Genzlinger recommends attending industry and alumni events to converse with others about their



Catherine Genzlinger, M.B.A. '82CBA

professional experiences. She also suggests volunteering to present on a specific topic pertaining to a field of expertise or participating in a panel discussion.

Looking back, she calls her route to the top of her profession a “random walk,” a path that she might not necessarily follow now given the benefit of hindsight.

However, she credits the St. John's University Career Services office for helping to create the professional network that she lacked as she embarked upon her initial job search following graduation. Ms. Genzlinger was exposed to many banking and accounting companies that came to the St. John's campus to conduct interviews.

“That was most helpful because I did not have relationships to get into those companies,” she said.

“These days, it is a lot more difficult to be a generalist,” she continued. “If you have a strategy, you have a better chance of moving up faster. Determine your ultimate goals, as opposed to waiting for it to happen.”

Effective networking, as she learned at the onset of her career, is the central component of that strategy.

“Networking is important for everyone,” she said. “To refine your brand in a sea of people, you need people who can vouch for you.”

Matt Lifson '80CBA spent 40 years in the foreign exchange markets, including 10 years as Chief Dealer at PNC Bank in Pittsburgh. Currently, he is a Professor of Finance at Monmouth University in West Long Branch, NJ.



Jane Ward Margulies '81CBA is the founder of The TEAM Group, LLC, a certified woman-owned business that specializes in meeting and event planning, travel incentive program, no-cost hotel sourcing, and Cvent and Sweepstakes Management.

Charlotte Tomic '83CBA moved to Miami Beach, FL, with her husband over 10 years ago. After a lifetime of working as a public relations consultant and executive, she is now involved in real estate sales.

Susan M. Damiani '87CBA recognizes Professor E. Lawrence Deckinger, Ph.D. '96HON, as an influential advertising professor who was encouraging and supportive of his students. Because of Dr. Deckinger, she was part of the first advertising team at St. John's to win a regional American Advertising Federation competition.

1990–99

Michael Fitzgerald '90CBA, '92MBA has worked in banking and finance for more than 20 years as an IT project manager. He leveraged his Division I soccer experience

by climbing to the presidency of the Cosmopolitan Soccer League and the vice presidency of the Eastern New York State Soccer Association.

Eileen M. Hynes '91CBA, '98MBA considers herself lucky to have worked for Aetna for 26 years. Currently, she is managing a key consulting partner relationship for Aetna National Accounts. She is pleased to say her son is a Johnnie who will graduate in 2019.



Martin J. McDermott '91CBA is a Marketing Professor at Purdue University Global. He completed his doctorate in business administration with a concentration in marketing, has been published in scholarly journals, and hosts a podcast on franchising. He notes the late Professor John W. Dobbins, Jr., Ph.D., as his inspiration to become a marketing professor.



Charles “Chuck” Broadway '94CBA played on the Liberty Conference football championship team in 1991. Joining the NYPD in 1996, he was a first responder on 9/11. He is currently the Chief of the Clermont (Florida) Police Department and the first African-American to hold that position.

Susana J. Bertuna-Reynoso, Ph.D. '96MBA received support and mentoring from Donna M. Narducci, Ed.D., Associate Dean, who helped her tremendously

as she juggled a full-time job while completing her M.B.A. requirements by attending classes on nights and weekends. The experience at St. John's encouraged her to pursue her doctorate.

Adnan Zafar '99MBA is Executive Director of hygiene products manufacturer PAN Industries, Ltd., a Director at Universal Cables, Ltd., and an Executive Committee member of Bin Qasim Association of Trade and Industry in Karachi, Pakistan. He is an active Rotarian and participates in social causes.

2000–09

William Petrucci '03TCB went on to earn an M.B.A. from Long Island University. He is currently employed by SS&C as a fund accountant. From 2004 to 2013, he served in the New York Army National Guard and Air Force Reserve. Married for six years, he is the proud father of an 18-month-old daughter.



Chris Steudte '05TCB and Christina Walters '11C, '14GEd are excited to announce their engagement. They met through fellow alumni **Ian Leverich '06TCB** and **Meredith Leverich '11C, '12G**. Their wedding is planned for May 2018.

Juan E. Chebly '08TCB, '09MBA was introduced to sustainable development at Tobin, and it changed his life. At 24, he became the Tobin College's youngest adjunct professor. He has since launched a telecom startup and a global NGO,

served at the United Nations as lead advisor on climate finance, and resumed teaching at St. John's.

2010–PRESENT

Mergim Cahani '06CPS, '11MBA is the founder and CEO of Gjirafa, Inc., an Albanian-language, full-text web search engine and news aggregator.

Kevin Marin '11TCB owns a dental laboratory in New York and a dental clinic in the Dominican Republic.

Sergey Liberchuk '13TCB earned his management degree while working as a paralegal and office manager at a law firm in Brooklyn, NY. He is currently enrolled in St. John's University School of Law.

Philip Butler '14TCB created an app called Radiate that connects people with shared interests through the live events they attend, including music festivals. The app is available in North America and Europe and has helped more than 1.6 million people meet since it was launched.

Ada Lee '15TCB, '17MBA committed herself to a year of service with Americorps. She serves in the Vincentian Service Corps in San Francisco, CA, where she works with women and children in a residential rehab center for drug and alcohol addiction. She also leads spiritual immersion trips for high school and elementary school students.

Ziyaad Rahim '15TCB '16MS credits his accounting degrees from the Tobin College for his ability to obtain a job with the US Department of Defense's Office of the Inspector General as an Auditor in the Cyberspace Operations Division.

“Networking is important for everyone. To refine your brand in a sea of people, you need people who can vouch for you.”

—Catherine Genzlinger, M.B.A. '82CBA



Coming Full Circle

ST. JOHN'S UNIVERSITY PRESIDENT CONRADO "BOBBY" GEMPESAW, PH.D., APPRECIATES SEEING STUDENTS DEVELOP INTO GLOBAL BUSINESS LEADERS.

In the year since the new facility for The Peter J. Tobin College of Business opened, St. John's University President Conrado "Bobby" Gempesaw, Ph.D., has witnessed firsthand how the new educational space has transformed the student experience from the classroom to the workplace.

Nowhere is that more evident than in the Tobin College undergraduate class of 2017, which achieved a combined placement rate for employment and graduate study of nearly 96 percent. It is all part of the University's number one strategic priority—ensuring student success.

For this issue of *St. John's Business*, Dr. Gempesaw provides additional insight into the journey from student to business professional, and ultimately, supportive alumni.

1. How important is Tobin College's new facility for the student experience?

Enhancing our teaching and learning environment is one of the four strategic priorities of St. John's University. The renovated home of The Tobin College of Business has been transformative and elevated the student learning experience both inside and outside the classroom. The new open spaces are inviting to prospective students, and the multipurpose classrooms lend themselves to collaborative discussions in both large and small groups.

2. What does Tobin College's high placement rate say about the value and quality of a Tobin College education?

Today's undergraduates and their families are savvy consumers, and they expect a return on the investment they have made in higher education. Our number one strategic priority of ensuring student success extends to helping students find employment or acceptance to graduate school. Our high career placement rate reflects the value and quality of education that our students receive at the Tobin College of Business and the University.

3. How has the experiential aspect of a Tobin College education, including studying abroad, aided students in their career ambitions?

More than ever, the economies of nations are increasingly interdependent through global trade and alliances. Study abroad opportunities prepare students to compete and thrive in a global society and marketplace. St. John's is a leader in

study abroad programs, ranking in the top 10 percent of doctorate-granting American universities nationwide for its undergraduate study abroad participation rate. We attract students who want to come to New York City to live and learn, and we also offer them the opportunity to study in other global cities. Our students are better prepared and informed when they experience firsthand different economic systems, cultures, environments, and points of view.

4. Two spaces are enhancing both career placement and the learning environment at Tobin College—the Paul and Carol Evanson Career Services Center and the Lesley and William Collins Business Analytics Lab. What do these new spaces say about the commitment of alumni to Tobin College students?

The generous support of Paul and Carol Evanson and Lesley and William Collins is most evident in the new, well-utilized, student-centered facilities that bear their names. Their gifts are proof of what our alumni can do for current students. There are important and innovative ways for alumni to give back—and St. John's is blessed with many generous and supportive alumni. Be it with time, talent, or philanthropy, our alumni are committed to supporting St. John's students. Because so many successful alumni received help during their time as students, alumni often endow scholarships, mentor students, provide internships, and offer career advice and employment opportunities.

I am grateful that so many alumni find it fitting to remain steadfast in their love and support for St. John's.

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If you would like information on our Tobin Board of Advisors or Tobin Alumni Association, please contact William G. Schaeffer '73CBA, Director of Development at 718-990-6802; schaeffw@stjohns.edu.



**ST. JOHN'S
UNIVERSITY**

THE PETER J. TOBIN
COLLEGE OF BUSINESS

8000 Utopia Parkway
Queens, NY 11439



Grand ALUMNI

HOMECOMING WEEKEND

2018 | MAY 31-
JUNE 3

THURSDAY, MAY 31

5-9 p.m.

80s Revisited Alumni Reunion at Citi Field

6:30-9:30 p.m.

GOLD (Graduates of the Last Decade)

Sunset Dinner Cruise

FRIDAY, JUNE 1

10 a.m.-1 p.m.

Military Science Department ROTC
Alumni Meet and Greet

10 a.m.-2 p.m.

Exclusive Tour and Lunch at West Side
Tennis Club in Forest Hills

3-4:30 p.m.

Academic Lectures and Programs

5:30-10 p.m.

Grand Alumni Homecoming Weekend
Signature Celebration (Mass, Award
Ceremony, Reception, and Dinner)

SATURDAY, JUNE 2

8-10 a.m.

St. John's 5K Run/Walk and Kids Fun Run

8-10 a.m.

Yoga for Everybody

10-11 a.m.

Campus Walking Tour

10-11 a.m.

Athletic Tour

10 a.m.-4 p.m.

Hospitality Suite

11 a.m.-12:30 p.m.

Brunch with the President, "Celebrating
Our Founding Mission: Yesterday, Today,
and Tomorrow"

Noon-3 p.m.

Kicks 4 Confidence Third Annual Charity Kickball
Game, Family On Three Foundation, Inc.

1-2:30 p.m.

Estate and Financial Planning for Women
Panel Discussion

1-5 p.m.

Alumni Great Lawn Party

3-4 p.m.

Discover *111 Places in Queens That You
Must Not Miss*

5-6 p.m.

Queens Alumni Mass

5-8 p.m.

Tom Pesce Magic Show Followed by
Game Show Activity

6-7:30 p.m.

Tobin College Alumni Award Ceremony
and Reception

7:30-10 p.m.

"After-Party" Alumni Gathering

SUNDAY, JUNE 3

Noon-1 p.m.

Staten Island Alumni Mass

1-4 p.m.

Staten Island Alumni BBQ

For more information and to register,
please visit stjohns.edu/homecoming
or call the Office of University Events at
718-990-2929.

#StJohnsHomecoming