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
The Business of Basketball

A graduate of The Peter J. Tobin College of Business, Joe Tartamella ’04MBA brings a business mindset to the hardwood as Head Coach of the St. John’s University Women’s Basketball team.

The Challenges of Cryptocurrency

Chris Concannon ’92MBA, President and Chief Operating Officer of Cboe Global Markets, Inc., discusses trends in cryptocurrency, bitcoin, and blockchain technology.

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Led by Executive Director Herbert M. Chain, C.P.A., the Center for Executive Education of the Tobin College of Business provides custom professional development and corporate education training programs in the fields of risk management and accounting.

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St. John’s University President Conrado “Bobby” Gempesaw, Ph.D., provides insight into the importance of experiential learning and career placement.

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.
FROM THE DEAN


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.

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—Dean Norean R. Sharpe, Ph.D.

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

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 manner,” 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.; CEICO; 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.
Snapshot of The Peter J. Tobin College of Business Undergraduate Career Placement and Engagement with University Career Services.

- **Employed Full Time**: 72.2%
- **Employed Part Time**: 2.5%
- **Participating in Furthering Education**: 20.6%
- **Seeking Employment**: 4.7%

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

**Average Salary**
- **$58,597** (up from $57,578 in 2016)

**Engagement with Career Services**
- **79.5%**

**“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 member 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.”
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 address poverty, inequality, and climate change. The Tobin College will look to its expansive alumni base to engage as business partners in designing innovative solutions to 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.
A Quest for Justice

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

By Syd Steinhardt

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 Nations; and a consultant for public sector intervention性命主義向善會的。它包括在社會和環境的統計在內，促進經濟成長為其核心的政策目標，希望它能促進所有其他問題。"克拉克說。"我們需要了解，經濟成長對解決貧窮和收入不平等的影響——並在最近的在業內知名會議的主題為《社會對抗：多元理財觀點》於倫敦大學於2017年10月23日。克拉克，再加上他的學生們在聖約翰學院，已經被軍事和羅馬天主教社會服務行動計劃。

克拉克在很多場合中提到這個主題，包括作者的幾本書和文章，關於貧窮和收入不平等——並在最近的在業內知名會議的主題為《社會對抗：多元理財觀點》於倫敦大學於2017年10月23日。克拉克，再加上他的學生們在聖約翰學院，已經被軍事和羅馬天主教社會服務行動計劃。
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 ’83SWC 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 had 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.

“I

Professor of Risky Business

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

BY BOB WOODS

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

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

One major benefit of the classes is to bridge the gap between the theory and the practice.

—Mikael Bergbrant, Ph.D., Associate Professor of Finance, The Peter J. Tobin College of Business

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, 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 and insights 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 side 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.

ST JOHN’S BUSINESS | Spring 2018

FACULTY SCHOLARSHIP

The Peter J. Tobin College of Business
Associate Professor of Finance,
ST JOHN’S BUSINESS | Spring 2018

FACULTY SCHOLARSHIP

The Peter J. Tobin College of Business
Associate Professor of Finance,
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

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.
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, he gained an invaluable skill for a part of the job — listening — from the number of presentations he completed in his postgrad studies: the ability to make addressing a group look easy. The area of the game 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,” 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.

“He tries 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 or 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.”

“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

From the onset of his coaching career, Mr. Tartamella brought a business mindset to the floor of Carnesecca Arena.
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 Chris Concannon, where Chris Concannon ‘92 MBA 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 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, 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 employer, Bats Global Markets, which chronicled the genesis of Facebook, in 2017.

As Mr. Concannon considered his unusual career trajectory, he saw parallels in the arduous task of blockchain technology, which allows for cryptocurrencies to be transacted—much like frequent flyer miles or loyalty points, he said. “In fact, reward points are virtual currency.”

Cryptocurrencies are powered by blockchain technology, which allows for cryptocurrencies, 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, Overstock, or Visa creating their own cryptocurrencies. A current example of that possibility is NITEL, a Nigerian telephone company that accepts virtual currency as payment. 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 transacted—much like frequent flyer miles or loyalty points, he said. “In fact, reward points are virtual currency.”

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Executive Education

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 the knowledge and skills they will need to be better candidates for jobs related to this area when they graduate.

“I always want to know what the industry’s needs are,” said Annette Hofmann, Ph.D., 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 program offerings, 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 large 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 tailored curricular in areas beyond what is available at those partner institutions. This becomes a component of the degree program at the “home institution.”

To learn more about the Center for Executive Education, visit sjpjh.edu/business.
TECHNOLOGY TRENDS

VINCENT P. COLMAN ’82CBA CONTINUES TO LIVE BY ST. JOHN’S VINCIENTIAN 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 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 enthusiasm 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

A fter 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 everyone has the ability 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.”

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 a 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.

1970–79

Steven Caccavillo ’76CBA launched a successful proprietorship, Steven Caccavillo 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

John (Jack) Curcia ’85CBA, a veteran of the U.S. 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.

1990–99

William Horan ’69CBA, ’81MBA met his wife, Susan ’77MBA, during the fall semester of 1973. They were married in the summer of 1974 at the chapel on campus.

2000–09

Sal Incalcaterra ’69CBA, ’81MBA met his wife, Susan ’77MBA, during the fall semester of 1973. They were married in the summer of 1974 at the chapel on campus.

2010–19

Keeth Smart, M.B.A. ’01TCB, 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.

2020–21

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.
B ack 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 vac-ancy 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 talents.

Beyond amazing connections and recommendations on LinkedIn, Ms. Genzlinger recommends attending industry and alumni events to converse with others about their 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 laced 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 compa-nies,” she said.

“Today, 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 mar-kets, 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 Marquille ’81CBA is a founder of The Team Group, LLC, a certified woman-owned business that specializes in meet-ing and event planning, travel incentive programs, no-cost hotel sourcing, and Event and Sweepstakes Management.

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

Susan M. Damiani ’87CBA recognizes Pro-fessor E. Lawrence Deck-inger, 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 advertis-ing team at St. John’s to win a regional American Advertising Federation competition.

1990–99

Michael Fitzgerald ’80CBA, ’82HBA has worked in banking and finance for more than 29 years as an IT and 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.

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.

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 ’98MBA is Executive Director of hygiene prod-ucts manufacturer Rani Industries, Ltd., a Director at Universal Cables, Ltd., and an Executive Com-mittee member of Bin Oa-sim Association of Trade and Industry in Karachi, Pakistan. He is an active Rotarian and participates in social causes.

2000–09

William Petruzzi ’03CBA 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.

Susan J. Bertuna-Reynoso, Ph.D. ’99MBA received support and mentoring from Donna M. Narduzzo, Ed.D., Associate Dean, who helped her tremendously during her fellowship training for the presidency of the Cosmopolitan Soccer League and the vice presidency of the Eastern New York State Soccer Association.

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

Power Networking

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

BY SYD STEINHARDT

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

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
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. The renovated home of The Tobin College of Business has transformed the student experience from the classroom to the workplace.

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 study.

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 programs, ranking in the top ten of doctorate-granting American universities nationwide for its undergraduate study abroad participation rate, help 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 Evason 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 Evason and Lesley and William Collins is most evident in the new, well-equipped, 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.

THE PETER J. TOBIN COLLEGE OF BUSINESS

Robert Adams
84BC, 88MB
Executive Vice President
Fidelity Investments

Demetrios Frangiskatos
80BC, 87MBA
Managing Partner
Bond Markets

Joseph Mauriello
66BC, 72MBA
 Principal, Fraud & Forensic Services
KPMG LLP

THE PETER J. TOBIN COLLEGE OF BUSINESS

Josephine Pappas
84BC, 88MBA
Senior Vice President, Global Operations
The NPD Group

President Conrado “Bobby” Gempesaw, Ph.D., appreciates seeing students develop into global business leaders.

The generous support of Paul and Carol Evanson and Lesley and William Collins is most evident in the new, well-equipped, 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.

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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

SATURDAY, JUNE 2
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)

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