

DAYS AT HAAS

FEBRUARY 12 - 14, 2021
SPEAKER PROFILES



HAAS STUDENT AMBASSADORS

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RYAN GIBO | MBA 22

HONOLULU, HAWAII

Future Industry: Tech

Haas Clubs: Consortium, Q@Haas, Vets@Haas, Net Impact, EGAL SAB

How did you know Haas was the right place for you: Having a lasting impact on others and the world is an essential part of who I am and who I aspire to be. Through my conversation with alumni, current students, admissions, and faculty it was clear that Haas was a place to go 'Beyond Yourself' as well as to learn and build with others that have a passion for making a difference.



ANDRÉE HELLER | MBA 22

TORONTO, ONTARIO, CANADA

Future Industry: Design/Innovation

Haas Clubs: Haas Innovation and Design Club (Co-President), Women in Leadership, Beer Club

How did you know Haas was the right place for you:

It sounds cheesy, but when I first read the Defining Leadership Principles, I knew that Haas was where I would be most at-home. Speaking with Haasies who exude each and every one of those principles only solidified my conviction that this was a special place - a place of curiosity, deep empathy, and one that strives to do better every day. Those students (now alumni) who I spoke to during my own application and decision-making process are still people I count on for support and advice. That is the type of community that I only felt at Haas!

HAAS STUDENT AMBASSADORS



SACHI HOLLA | MBA 22

BAY AREA, CALIFORNIA

Future Industry: Marketing/Consulting

Haas Clubs: Haas Tech Club (VP Marketing), Boost@Haas (Student Mentor), Marketing Club, Women in Leadership

How did you know Haas was the right place for you:

Having worked with several Haas alumni in my previous role, I witnessed our Defining Leadership Principles in action and knew that those were the types of people I wanted to surround myself with. Haas students are brilliant yet humble, down to earth, and incredibly supportive. Additionally, Haas' unique resources and proximity to Silicon Valley and San Francisco made me feel at ease with making a career pivot.



LENA HORVATH | MBA 22

HANOVER, NEW HAMPSHIRE

Future Industry: Sustainable Finance and Impact Investing

Haas Clubs: Sustainable and Impact Finance (SAIF) Initiative (Student Advisory Board), Investment Club, Net Impact (Co-VP Careers), Haas Innovation & Design Club, Women in Leadership

How did you know Haas was the right place for you: I got my undergraduate degree at UC Berkeley (although not at Haas) so I was already familiar with the amazing culture of the school and the many wonderful things about the Bay Area. For my MBA I looked for a program that placed a strong emphasis on values, had an innovative culture, and would encourage me to pursue my passions. Haas' commitment to its Defining Leadership Principles and the amount of support and encouragement I received when I shared my interest in impact investing and sustainable finance helped me know it was the right place for me.



JULIE KANG | MBA 22

SEOUL, NEW YORK, BUDAPEST

Future Industry: Consulting

Haas Clubs: Haas Consulting Club (Co-President), Haas Small Business Partnership Program, Women in Leadership

How did you know Haas was the right place for you:

After working for a few years, I realized that being part of a culture that values humility, authenticity, and value-based leadership was important for my growth and success. I also wanted to build genuine friendships during business school. Haas' Defining Leadership Principles and it's incredibly accomplished yet down to earth students/alumni drew me to Haas.

HAAS STUDENT AMBASSADORS



ANTHONY LAFONTANT | MBA 22

NEW ORLEANS, LOUISIANA + AURORA, COLORADO

Future Industry: Tech/Entrepreneurship

Haas Clubs: Haas Tech Club, Education Club, Media & Entertainment, Black Business Student Association, Consortium

How did you know Haas was the right place for you: I had two striking conversations during Days at Haas. The first was during a panel on careers in venture capital and entrepreneurship. One of the students told a story about only securing an internship with a VC in the last week of the spring semester. When she was asked about that risk, she said, "I spent a lot of years in consulting thinking that I was risk-averse, but when I came to Haas I realized that I had a lot more courage than I thought." The second was a current student who was asked about choosing to work at a smaller company. And what he said has stuck with me ever since, "We can't wait for Gen Z or whatever generation comes next to make the workplace more equitable. When we show up, we need to be that change."



AUSTIN LAVIN | MBA 22

WILMETTE, ILLINOIS

Future Industry: Tech/Innovation & Design Consulting

Haas Clubs: Haas Innovation & Design Club (VP Careers), Haas Consulting Club, Haas Tech Club, Asian Business Club, and Jewish Business Club

How did you know Haas was the right place for you: Easy, every Haas alum and student that I reached out to not only responded to my emails/LinkedIn messages but genuinely took the time to answer my inquiries and allay my concerns. Coming to Haas was a big move for me, and everyone I spoke with really demonstrated to me that Haas' culture is real and that Haasies genuinely care.



ELLE WISNICKI | MBA 22

LOS ANGELES, CALIFORNIA

Future Industry: Mental Health & Health Tech

Haas Clubs: Entrepreneurship, Consortium, Racial Inclusion Initiative, & Black Business Student Association

How did you know Haas was the right place for you: Haas had the most robust healthcare curriculum and network and a great connection to the public health school. Additionally, Haas was known for having a large entrepreneurship network which was critical for me. Finally, the people and culture really stood out to me. The students and alums I spoke with were very available, empathetic, transparent, and giving. The culture felt really friendly and familial. I also appreciated that Haas was a smaller program than most of its peer institutions. Finally, I love the Bay Area; the people here are relaxed, kind, and giving, yet ambitious and intelligent and you can't beat the weather and nature.

FRIDAY | FEBRUARY 12

WELCOME RECEPTION



ANN HARRISON

DEAN

Ann Harrison began as Dean of UC Berkeley's Haas School of Business in 2019. Prior to Haas, she was the William H. Wurster Professor of Multinational Management and Professor of Business Economics and Public Policy at the University of Pennsylvania's Wharton School. With deep Berkeley roots, she earned her bachelor's degree from UC Berkeley with a double major in economics and history in 1982. She also served as a professor of Berkeley's Department of Agricultural and Resource Economics from 2001 to 2011.

Harrison said she is thrilled to return to Berkeley to join its top-ranked business school, and is looking forward to meeting Haas students and alumni, as well as working with the distinguished faculty and staff. Before joining the Wharton School in 2012, Harrison served as director of development policy at the World Bank. There, she co-managed a team of 300 researchers and staff, reformed the World Bank's process for allocating research funds and oversaw the institution's most important flagship publications, including its annual World Development Report. During her tenure, she convinced the World Bank's president to release all historical records on project loans, a milestone in increasing transparency.

MIXER WITH STAFF & FACULTY

On Friday, there will be an opportunity for you to meet in small groups with the following faculty and staff:

STAFF & FACULTY	DEPARTMENT	TITLE
Clayton Critcher	Faculty (Marketing)	Associate Professor, Marketing
Veselina Dinova	Faculty (Accounting)	Lecturer, Accounting
Rhonda Shrader	Institute for Business Innovation / Berkeley Haas Entrepreneurship Program	Executive Director, Berkeley Haas Entrepreneurship Program
Adeeba Fazil	Institute for Business Innovation / Berkeley Haas Entrepreneurship Program	Program Manager, Berkeley Haas Entrepreneurship Program
Cathy Garza	Institute for Business & Social Impact	Executive Director, Institute for Business and Social Impact
Amy Hornstein Appel	Program Office	Director of Student Experience
Laura Kray	Faculty/EGAL	Professor and Faculty Director, Center for Equity, Gender and Leadership
Genevieve Smith	Center for Equity Gender & Leadership (EGAL)	Associate Director, Center for Equity, Gender and Leadership
Bradley Jong	Academics	Director of Academics
Peter Johnson	Academics	Assistant Dean, Full-Time MBA Program
Jenn Bridge	CMG	Senior Director of Employer Engagement and Operations, Career Management Group
Brandon Toney	Admissions	Associate Director of Admissions
Om Chitale	Admissions	Director of Diversity Admissions
Cindy Jennings Millette	Admissions	Senior Associate Director of Admissions
Maria Martinez Madrigal	Admissions	Associate Director of Admissions
Eric Askins	Admissions	Executive Director of Admissions
Nicole Faherty	Admissions	Associate Director of Admissions
Haas Student Ambassadors	HSAs (Available to answer any questions!)	

MIXER WITH ADMITS

After meeting with staff and faculty, the following breakout rooms will be ready for you to connect with your future classmates:

BREAKOUT ROOM	DESCRIPTION	SUGGESTED QUESTIONS
Geography: West Coast	Get to know fellow admits on the West Coast!	Where are you from? Are you excited to move to the Bay Area? Which coast is better (East or West)?
Geography: East Coast	Get to know fellow admits on the East Coast!	Where are you from? Are you excited to move to the Bay Area? Which coast is better (East or West)?
Geography: Midwest	Get to know fellow admits from the Midwest!	Where are you from? Are you excited to move to the Bay Area? Aren't you sick of coastal elitism?
Housing	Sync up with other admits to talk about housing searches.	Where are you looking for housing in the Berkeley area? How would your last roommate describe you?
Industry: Consulting	Meet other admits interested in consulting.	Why are you interested in consulting? Are you committed or exploring? What resources are available at Haas to help students prepare for consulting?
Industry: Tech	Meet other admits interested in tech.	Why are you interested in tech? Are you committed or exploring? What resources are available at Haas to help students prepare for tech?
Industry: Other	Meet other admits who aren't interested in tech or consulting!	What industry/function are you interested in? How are you planning to explore your career in business school?
Startup Squad	Have an idea for the next big thing? Meet other entrepreneurial future Haasies!	Which Haas accelerators are you interested in? Whose garage should we start our venture in, yours or mine?
Random	Talk about anything and everything with fellow admits.	Anything your heart desires! The more random the better.
Partners / Bearcubs	Have a partner or some little ones who will be coming with you to business school? Connect with other admits in the same boat.	Where are you thinking about living? How old are your kids?
Hiking / Outdoors	Love the great outdoors? Meet other future Haasies who feel the same way!	Which CA national parks are you going to hit up first? How many trips to Tahoe do you think you can squeeze in during a semester?
Foodies	Who doesn't love food? Share suggestions of Bay Area restaurants to check out (hopefully in person).	Any favorite Bay Area restaurants? Cheeseboard vs. Sliver - which is better? Where is the best place to get fresh produce in Berkeley? (spoiler alert: Berkeley Bowl!)
Pet Parents	Bringing a furry/scaly/feathered friend with you to business school? Connect with fellow pet parents!	Do you know of any good dog parks in the Bay Area? What's the funniest way your pet has interrupted a zoom call?

SATURDAY | FEBRUARY 13

ALUMNI KEYNOTE & PANEL



MEG ROUNDY

ASSOCIATE DIRECTOR | STUDENT-ALUMNI RELATIONS & DEVELOPMENT

Meg has been a member of the Haas Development & Alumni Relations team since 2006 focusing on building a strong, engaged, and invested student to alumni pipeline. Meg works with Berkeley Haas MBA students across all three MBA programs (while they are our alumni-in-residence), and young alumni, to facilitate connections within the Haas Alumni Network - connecting current students with Haas alumni, teaching best practices within the Haas Alumni Directory and alumni engagement tools, building networking events, facilitating introductions, and offering tremendous engagement opportunities for the entire Haas community. Go Bears!



KENDRICK VAUGHN | MBA 16

KEYNOTE SPEAKER & PANELIST

DIRECTOR, BREAKLINE EDUCATION

Kendrick has a deep desire to create pipelines of opportunity and make the world a more equitable place for his children and all people of color. Kendrick has twelve years of military service and a passion for Diversity, Equity, & Inclusion to the team. He formerly served as West Point's Director of Diversity Admissions and Outreach, where he led the effort to matriculate 3 of the 4 most diverse classes in the Academy's 200+ year history. Kendrick received a BS in Engineering Management from the United States Military Academy as well as an MBA from the University of California-Berkeley's Haas School of Business. Kendrick is happily married with two amazing children.



AMY FAN | MBA/MPH 19

PANELIST

**COFOUNDER, PRESIDENT
& CPO, TWENTYEIGHT HEALTH**



BRETT FOREMAN | MBA 14

PANELIST

**BUSINESS DEVELOPMENT,
CAPELLA SPACE**



ERIN GUMS | MBA 18

PANELIST

**SENIOR BRAND MANAGER,
ELECTRONIC ARTS**



BREE JENKINS | MBA 19

PANELIST

**LEADERSHIP DEVELOPMENT
ASSOCIATE,
PIXAR ANIMATION STUDIOS**

LEADERSHIP VALUES AT HAAS (DEI, SUSTAINABILITY, & ETHICS)



ÉLIDA BAUTISTA

CHIEF DIVERSITY, EQUITY, AND INCLUSION OFFICER (INTERIM)

Currently serving as the Berkeley Haas Interim Chief DEI Officer, ÉLida M. Bautista, PhD initially joined Haas in January 2018 as the Director of Inclusion and Diversity. In that inaugural role, she led the implementation of the 2018 Haas DEI strategic plan, and was an integral member of the 2019 Haas DEI Action Plan. ÉLida has delivered curriculum for students and alumni, and developed training opportunities to equip staff, faculty, and leadership with an understanding of diversity concepts. Prior to Haas, ÉLida was an Associate Professor in the University of California, San Francisco's School of Medicine in the Department of Psychiatry. There, she served as the Director of Clinical Training for the UCSF Multicultural Clinical Training Program, focused on trauma-informed culturally congruent practices for underserved communities. She also developed and taught the UCSF Diversity and Inclusion Certificate Program for staff and led UCSF's campus-wide Unconscious Bias training initiative for UCSF faculty and leadership. ÉLida continues to serve in the community with her contributions to the boards of Women Organized to Make Abuse Nonexistent, and the National Coalition on Youth Law. She also serves as an Advisor for Skillful.ly and for The Black Fund.

MOCK CLASS: INSIGHT INTO A FORTUNE 500 COMPANY'S FINANCIAL STATEMENTS



VESELINA DINOVA

LECTURER | HAAS SCHOOL OF BUSINESS

Veselina Dinova is a professional faculty at UC Berkeley's Haas School Business. She teaches core and elective courses in Accounting and Finance with the Full-time, Evening and Weekend and the Executive MBA programs. Her professional experience is in corporate treasury, most recently with Yahoo! Inc. in Sunnyvale, California where she was responsible for managing the corporate investment cash portfolio, the share repurchase program, risk management and other corporate finance decisions.

Veselina is part of the team that developed a multinational corporate finance simulation game, FORAD, used as educational tool at a number of business schools around the world. The participants in the game represent the executive management team of a complex organization – US-publicly traded company with foreign operational subsidiaries. The teams are responsible for decisions in the areas of operations, budgeting and cash management, choice of financing options, foreign exchange and commodity price risk management, international taxation.

Veselina is originally from Bulgaria and came to the US to attend a business school - Thunderbird in Arizona. She is a CFA charter-holder and a member of the CFA Society in San Francisco.

SUNDAY | FEBRUARY 14

FINANCING YOUR MBA STUDIES



JAMIE HAYDEN

ASSISTANT DIRECTOR OF FINANCIAL AID

Jamie Hayden is an Assistant Director for the Haas Financial Aid Office. She joined Haas in January 2011 and has worked in graduate financial aid for 16 years. Previously she held positions at University of San Francisco, School of Law, Golden Gate University, School of Law and The Wright Institute. A few of Jamie's responsibilities include private loan processing, administering the Haas Loan Repayment Assistance Program (LRAP) and performing need analysis for scholarship applicants. She works closely with the international student population assisting them with the loan process from application to repayment.

CAREER MANAGEMENT OVERVIEW



ABBY SCOTT

ASSISTANT DEAN, MBA CAREER MANAGEMENT & CORPORATE PARTNERSHIPS

Abby Scott has led the MBA Career Management Group at Berkeley Haas for many years. In this role, she has worked with thousands of MBA students to help them achieve their career goals. She has particular interests in networking, leadership development, and salary negotiations and she's on the Advisory Council for Forte. Additionally, Abby has worked in other groups at Haas including Emerging Initiatives, Executive Education, and Development & Alumni Relations. Before joining Berkeley Haas, she spent ten years in the technology industry, where she worked in marketing, product management and sales positions for Electronic Arts, Intel and Embark (now Princeton Review). Abby has been a recipient of the Haas Outstanding Staff award, a Berkeley Excellence in Management award, and the Chancellor's Outstanding Staff award. Abby holds a Bachelor of Arts from UC Berkeley and a Master of Business Administration from the Kellogg School at Northwestern University. Abby is a meal-kit junkie, tennis hack, board game lover and proud mother of 16 year old twins.



MARK FRIEDFELD

CAREER COACH, HAAS SCHOOL OF BUSINESS

With a background in law, marketing and admissions, Mark joined Haas in 2001 after working for the MBA program at the University of Maryland. Following judicial clerkships in Alaska and attorney positions in Washington, D.C., he entered the business world by joining the Princeton Review, where he taught students, trained instructors, designed courses and served in various corporate roles including Special Project Manager and Director of Marketing. As an MBA Career Advisor, Mark works with all students but has a particular focus on those transitioning from nontraditional careers.

Away from Haas, Mark is active with the Leukemia & Lymphoma Society's Team In Training triathlon program. He received a BS in economics and a BA in international relations from UC Davis and a JD from the American University's Washington College of Law.

CLOSING REMARKS & REFLECTION



MIKE KATZ

FOUNDING DIRECTOR & LECTURER, INTERPERSONAL DEVELOPMENT PROGRAM

Mike believes we are all in the business of developing leaders. He brings this belief to bear at Haas through his two courses “People Development” and “The Pursuit of Meaningful Work”, as well as in the non-credit programs of the Interpersonal Development Program. In each of these offerings, students practice facilitating diverse perspectives, attuning empathetically, and framing high-impact conversations. Outside of Haas, Mike works as an executive coach with senior leaders in high tech, financial institutions, and consumer goods sectors.

Prior to this work, Mike led the MBA career coaching portfolio for Haas, the MBA Professional Development Program at Management Leadership for Tomorrow, and coached MBA students at both NYU Stern and McCombs School of Business. Prior to his career as a coach, Mike worked as a consultant for financial services clients, specializing in customer segmentation strategies and organizational design. He holds a Bachelor of Science in Finance and Information Systems from NYU Stern and a Master of Business Studies in Organization & Management from Emory University.