Summer Success Planner

JULY

MEET WITH YOUR SPS ADVISOR TO PLAN OUT YOUR FALL CLASSES
jean.mann@mville.edu for MS Business Specializations
SPS BUS FALL 21 SCHEDULE
david.torromeo@mville.edu for MS Sport Business and Entertainment Management
MS SPORT BUS FALL 21 SCHEDULE

JOIN A HANDSHAKE EVENT

Mini-Series Part 3: Technical Interview Prep 8/11 @ 5 pm

AUGUST

REGISTER FOR FALL COURSES TO SECURE YOUR SPOT

Student Planner How-To

LOGIN TO THE SERVICE HUB

GRADUATE BUSINESS PROGRAMS VIRTUAL OPEN HOUSE

WEDNESDAY, AUGUST 18
6 PM - 7 PM

Register and Gear up HERE!

SEPTEMBER

DOWNLOAD MICROSOFT TEAMS ON ALL OF YOUR DEVICES!
LOGIN TO www.mville.edu/my-mville

CHECK OUT YOUR MANHATTANVILLE COLLEGE LIBRARY RESOURCES

FALL SEMESTER BEGINS!

MONDAY, SEPTEMBER 30
Find the Academic Calendar Here

DID YOU KNOW?
YOU CAN TAKE INDIVIDUAL MS GRADUATE COURSES AT SAS?
Explore Your Options and Visualize Your Future
FALL ORIENTATION & INFO SESSION
Thursday, August 18, 6-8 pm

PREPARE FOR SUCCESS
Learn about College resources, including programs, career services, financial aid, residence life, and recreation

GET OUT AND NETWORK
Meet Your Cohort, Faculty and Staff
Bring a Friend

MEET US ON ZOOM
Register Today
"They graduated with me in high school and 20 years later we did it again 😊. It was a complete surprise. I felt like I was going to walk alone by myself and lo and behold, I found them before the ceremony began and it made me feel so good"

- Ramon A. Viruete '21 with Flora Turcios '21 (front) and Nick Marcin '21 (back)
Greetings!

What an interesting year and a half we’ve had (yes, an understatement!) As we see the light at the end of the tunnel we also see much growth and opportunity in the business world.

I’m so proud of our students for how well they’ve adapted and thrived from in-class learning to remote learning! Technology-enabled countless high-profile guest speakers sharing their real-world, real-time challenges and knowledge in our classes. Thank you to our faculty, students, and alumni for our informative virtual power lunches in leadership, financial technology, marketing, and human resource management. If you’ve missed any- check out our YouTube channel! Additionally, we successfully coordinated about 50 final project presentations over zoom and enjoyed having the ease of having extended families, pets and babies join us in celebrating our soon-to-be graduate’s accomplishments. Our in-person graduation could not have been more beautiful.

I am truly looking forward to getting back on campus this fall but we will also take what we learned these last 15 months to elevate our class and learning experiences. Opportunities are growing and evolving in Leadership, Finance, Marketing, and HR Management- in large part due to technology- so it’s a great time to earn a degree, advanced certificate, or take a class. I’m excited to welcome our returning instructors and introduce two new ones! All are superstars who bring their real-world expertise, industry contacts, and practical experiences into the classroom. Here’s to a safe summer and a great fall term!

Jean Mann

Program Director
MS Business Leadership
MS Finance
MS Human Resource Management
MS Marketing Communication Management
FROM THE DIRECTOR
MS Sport & Entertainment Business Management

Happy Summer 2021!

Well, we are all returning to some form of normalcy in our lives. It’s been crazy, but hopefully the worst is behind us!

As we finish up our summer classes and prepare for Fall, and a return to normalcy on campus, we are reminded that we are in the presence of some amazing people! From our tremendous adjuncts, advisory board members, and current students to of course our amazing alumni!

After 15 years of running this program, we have more folks successful in business, (sports and others), who are all tremendous. At this point, I just want to take a moment to thank anyone who has been involved in this program over the last 15 years as well as to say that we are still on the cutting edge of this platform. We were one of the first graduate programs 15 years ago, we were the first program to run classes in such things as agents, esports, the business of baseball, and analytics at the graduate level. We have had more top-level sports power brokers on campus than any college in the area combined!

People have followed our lead which is quite complementary. But the biggest thing I can say is our alumni are awesome—we have people all over the industry and, as I noted, in all areas of business as well as entrepreneurs! I am so damn proud and appreciative of every person who has ever been associated with this program.

Thank you, God bless, stay well and please feel free to reach out to me if I can help in any way or just to connect.

Dave Torromeo
Program Director
MS Sport & Entertainment Business Management
"Do not settle based on fears of other people. People are going to project their shortcomings onto you and will try to talk you out of pursuing your destiny, which is not their job to create in the first place. Do you!"
Lee Moskowitz - MS Marketing Communication Management ‘18
Featured in Authority Magazine - READ IT
MEET THE PROF
DENIS SULLIVAN
DENIS SULLIVAN has been a Graduate Business faculty member of the Manhattanville Master of Science in Human Resource Management program since 1993. During his career as an HR practitioner, executive, consultant, and educator he has advised global clients on a wide array of organizational, workforce, and leadership development matters. With over 40 years of proven leadership and extensive functional expertise, he established a track record for delivering award-winning programs and business solutions with specific, quantifiable outcomes.

Denis has served as a trusted senior advisor and confidant to C-Suite human resources executives, demonstrating an effective combination of strategic and conceptual ability, operational insight, and a penchant for innovation. With strong decision-making and coaching skills, Denis has built a reputation for driving change in a healthy way – by putting new ideas into action and assembling highly effective teams with a contagious desire to deliver results. He seeks solutions that are intentionally aligned with business strategy and maintains a strong connection to both human and business-based values.

As an HR educator, he draws upon his real-world experiences in the military, higher education, and his years in corporate HR and consulting to create a rich, engaging and energetic learning experience.

Denis is an enthusiastic communicator and public speaker. As a skilled facilitator with an effortless personal style, Denis is able to bring forth the best ideas that a group has to offer and is practiced in the art of the difficult conversation.

Join Denis' Human Resource Competencies HROE 5100 course at SAS this fall.
Dr. Janet Walsh
Leading Effectively and Ethically SU21
Dr. Janet L. Walsh is the CEO and President of Birchtree Global, LLC, an award-winning, global market entry, and HR training corporation. Dr. Walsh has worked in and established business operations in 81 countries and all 50 US States directing teams of lawyers, CPAs, finance, and HR leaders. She is noted for delivering significant increases in financial productivity by leveraging effective tax and HR strategies. Prior to working for Birchtree Global Janet was the VP and Director of Global HR in billion-dollar multinationals. Dr. Walsh is a noted thought leader and speaker in global market entry and financial performance. She is the architect of the World Trade Center Atlanta’s global market entry training program. In 2019 she won the global leadership award and outstanding research award, at the Global Conference on Business and Finance for her work on managing high-performance bullies a Global Journal of Business Research top ten download. She recently contributed a chapter in the book, “The Cuba-US bilateral relationship: New pathways and policy choices.” Her research on market entry, financial performance, HR, and Cuba regularly appears in professional and academic journals. Stay tuned for more exciting course offerings with Dr. Walsh at SAS!

Professor Anthony DeFrancesco
Business Strategy FA21
Professor DeFrancesco currently is Managing Director at ANTHONY DEFRANCESCO, LLC where he consults with global technology companies on innovation, strategy, and growth. He is a Business Development Strategy Associate at TRI Corporation, a global leader in Experiential Leadership Simulations and Corporate Training. Mr. DeFrancesco served as Vice President Global Business Development and Strategic Planning at PITNEY BOWES INC, (PBI), Stamford, CT., $5.4 B global provider of mail, print, software, and e-commerce products and services. Over his career, Mr. DeFrancesco has also held various Director and Management level roles in Manufacturing, Engineering, Product Development, Product Planning, Product Management, Strategic Sourcing, Strategic Planning, Service Operations, and Quality Assurance. In addition, he teaches graduate courses in Business Strategy with Experiential Leadership Simulations, Innovation and Growth, Supply Chain Management, Global Business, Operations, Global Marketing Strategies, Marketing Management, and New Product Development/Innovation Management at several New York institutions including Manhattanville College. Register for DeFrancesco’s MGPS 5000 Hybrid course this fall.
NEW FACULTY

Professor Sierra Brown
Brand Management SP21
Sierra is a digital marketer and currently the Product Manager, NPP Marketing at Boehringer Ingelheim focusing on the respiratory business. Passionate about digital, Sierra has worked on multiple integrated marketing, advertising, digital, PR and social media programs throughout her tenure. Before her time at BI, Sierra was on digital strategy/account teams at multiple New York creative agencies serving clients ranging from Fortune 50 to startups in a variety of industries including: CPG, pharmaceutical, fashion, beauty, technology & more. Sierra received her M.S. in Marketing Communication Management from Manhattanville College in 2016. Stay tuned for more courses with Sierra at SAS!

Dr. Laura Bigaouette
Consumer Behavior SU21
Dr. Bigaouette has 15 years of higher education teaching and higher education administration experience. She has taught at Baruch College, Manhattanville College, and Fordham University. Prior to her career in higher education administration and teaching, Dr. Bigaouette had a 20-year corporate career in telecommunications with fifteen years of marketing experience. This includes 8 years in Verizon International where she managed projects throughout Southeast Asia and Europe with substantial time in Thailand and Indonesia. She worked as a marketing consultant for Telcordia Technologies and worked with clients in Egypt, Ecuador, and Mexico. Her marketing experience includes market plan development, market management, market analysis, and sales support. Dr. Bigaouette completed her doctorate in educational leadership at Manhattanville College in 2019. She has an MBA from Pace University and a BA in History/Russian language from the University of Rochester.

Dr. Katie Kelley
Data Analytics for Business F21
Dr. Kelley is an Executive Director for Ellucian, the world’s leading provider of software and IT services designed for higher education, and currently partnered with the Office of Information Technology at Manhattanville College. Her work is focused on business process improvement and strategic planning. She holds an MBA in Business Administration and Management from the University of Maryland as well as a Doctor of Education in Higher Education Leadership from Manhattanville College. Join Dr. Kelley’s MSBL 5650 course this fall and gain the ability to understand, analyze, and interpret data so you too can join the data conversation.
NEW FACULTY

Professor Allison Kahn
PR Theory and Practice FA21
Allison Kahn is a communications and marketing leader, writer, and educator with nearly two decades of experience. Her writing has appeared in the New York Times, the Washington Post, CNN, Buzzfeed, NBC, Cosmopolitan, Slate, New York Magazine, Refinery29, and many other outlets. She also has over 17 years of communications, marketing, and digital media experience, including with brands like JetBlue, JPMorgan Chase, Mastercard, and ACLU, and others. Allison also currently teaches marketing and communications classes at Hunter College, CUNY, and SUNY Purchase. She holds an MFA in Integrated Media Arts and a BA in Media Studies from Hunter College. Take Allison's MKMC 5100 this fall to bolster your business, marketing, and communications acumen.

Professor Ray Katz
Contemporary Leadership in Sport FA21
Mr. Katz is an accomplished marketing executive with an unusual breadth of experience and skills. With an MBA from the Wharton School of Business, Mr. Katz has enjoyed twenty years of diverse marketing successes encompassing packaged goods, retail, financial services, direct marketing, and the sports and entertainment industry. He has worked as a corporate executive and entrepreneur on the agency side and the client side. He has 360-degree expertise in the business of sports, with expertise including sponsorship strategy, negotiation, and activation, licensing, promotional marketing, and property representation including traditional and emerging media. Take this MSBM 5025 elective course to deepen your understanding of current issues facing leaders in sports organizations.
NEW FACULTY & NEW COURSES

Special Topics in Marketing: Digital Media Production with Professor Justin Capalbo W21

This course gives marketing professionals the skills to oversee and interact with their creative counterparts. The course covers both still and time-based media using Adobe Creative Cloud. Students gain an understanding of design, aesthetic choices, as well as the technology driving digital media production today.

Justin Capalbo is an Assistant Professor of Communication and Media at Manhattanville College and runs the Fab Lab in the Center for Design Thinking. He received his MFA in Photography from Long Island University and his work has been exhibited in New York, London, and other domestic and international galleries. He has taught both fine art and media production at the undergraduate and graduate levels for the past six years. His current research deals with the potential homogenization of media due to the rise of artificial intelligence-based tools.

Design Thinking with Professor Rob Kissner SP21

Design Thinking is a problem-solving methodology that can be used to analyze and develop solutions for business, design, and social issues. This course introduces design thinking applications in management, human resources, marketing, user experience (UX), innovation, and other business roles. Students develop the mindsets, skills, and techniques used in this creative problem-solving process and gain an understanding of how human-centered design and the problem-solving process functions in the real world.

Rob Kissner is the Founder and President of The Digital Arts Experience, Designer-in-Residence, and Professor of Entrepreneurship at Iona College’s Hynes Institute for Entrepreneurship and Innovation, and TEDx speaker. He loves working as a team and is passionate about thinking divergently and being creative. Technology and its role in helping us create are a driving force for him and he has a strong background in media production and a passion for teaching technology. Breaking through the frustration of learning new technology and seeing everything fall into place is what motivates him.
Special Topics in Sports & Entertainment Business: E-Sports
with Professor Dave Torromeo SU21

With a focus on entrepreneurialism, the class covers a wide range of operational, business, management, and legal issues, including an overview of current business models in games and interactive media, methods for pitching and getting products funded, legal issues pertaining to copyright and intellectual property issues, production management techniques, as well as business start-up nuts and bolts for aspiring entrepreneurs.

Dave Torromeo has served as the head of the Sport Business Management Program at Manhattanville College since its inception in July 2006. He has over 28 years of experience in sports business, including serving as VP of the National Football Foundation & College Hall of Fame, (NFF), 15 years in collegiate athletics and as an industry consultant. He has worked in nearly every capacity of the sports world, from a minor league team, to a D-I athletic program and the Football Foundation. He is also a consultant to the sports industry and the founder of Future Sports Business Executives (www.fsbe.org). More about Dave

Leading Sport Organizations
NOW ON SATURDAYS
with Professor Gene Doris FA21

This MSBEM core course examines leadership principles and techniques of efficient management within the culture of sports organizations, distinguishes the leadership requirements in collegiate and professional sport organizations, explores the psychology of sport and theories of organizational behavior and their implications for motivating, managing, and evaluating the performance of employees, individually, and in teams. This course also identifies effective management styles and places emphasis on the importance of sound communication skills and goal setting.

Professor Doris is an Intercollegiate Athletic Consulting (ICAC) Advisor who served as Athletic Director at Fordham University and Marist College. Doris was inducted into the Eastern College Athletic Conference (ECAC) Hall of Fame in 2016. He also received the 2010 Northeast Athletic Director of the Year award and was presented with the Distinguished Faculty/Administrator Award from Fairfield University in 2013, a tribute to his accomplishments and contribution to the University community.
If you invest in cyber currencies, know the risks. It’s very volatile.

There are MANY career opportunities in Financial Technology. It’s one of the hottest fields and the compensation is high.

Taking a class or getting your degree is a great way of learning about the field or getting started.

"LIFELONG LEARNING IS KEY NOW" Take JC's FinTech course at SAS this spring 2022. WATCH THE TALK HERE
As usual, we welcomed some heavy hitters in the world from the sports business world to speak with our students about their past success; how sports have changed, and the opportunities that are available. Amy Trask was the first female CEO of a professional sports team—she was the head of the (then) Oakland Raiders. Amy shared her sports war stories as well as some words of advice; “to thine own self be true,” whether you are a woman or a man and work diligently. “WORK HARD. HARD WORK MATTERS.”

Jim Rooney, owner of the Pittsburgh Steelers shared his many great stories about life in the owners' box and as the son of a great Hall of Famer as well as education, business acumen, and his book, “A Different Way to Win”. The Rooney’s were crucial in educating the league to have minorities interview for head-coaching jobs and the Rooney Rule is active, not only in the NFL but around the sports world.

WATCH THE TALKS HERE
The connections and the opportunities to learn from the best are real. **GET BACK IN THE GAME with SAS.**
GET TO WORK ON YOUR FUTURE

For information on how to get started contact trisha.felicano@mville.edu
914-323-1490