HASLAM

Haslam Magazine is the premier publication of the Haslam College of Business at the University of Tennessee, Knoxville.

MAGAZINE
Volume 14, Issue 2



What's in a name?

We take a look at the impact of Haslam's landmark naming gift, 10 years later.

PLUS

The Masters Investment Center Triples in Size

The Advanced Supply Chain Collaborative

Digits Influence Consumer Decisions and Behavior

We stand apart.

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HASLAM
COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE

Haslam rankings in the *Financial Times'*
2024 Custom Executive Education Rankings

VOLUME 14, ISSUE 2

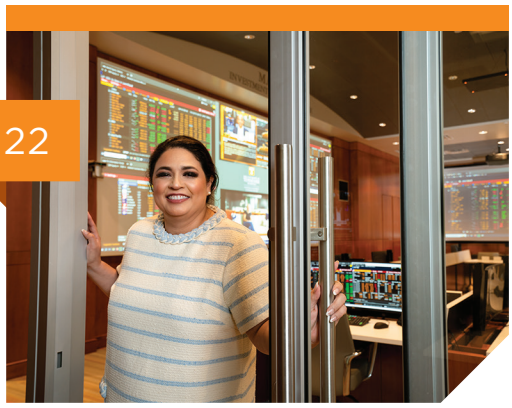
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We take a look at the impact of Haslam's landmark naming gift, 10 years later.



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TEN YEARS AGO, the Haslam College of Business became the first named college at the University of Tennessee, Knoxville. While much has indeed changed over the decade, perhaps the changes are best viewed through the lens of that which has remained the same. Our commitment to enhancing our students' life trajectories and empowering them to create positive impacts in business affects every part of our economy and society. We accomplish this mission through high quality academic programming, engaged research programs, and personalized growth opportunities available to all students.

The bold investment made by the Haslam family in 2014 has led to transformational growth and innovation. Some of the changes are readily apparent, such as a student body that has grown by more than 100 percent. Other developments are less visible but just as life altering, including the expansion of summer pre-collegiate programs attracting first generation and historically underrepresented groups.

In our cover story (page 16), members of the Haslam family, as well as college community members who have implemented and benefited from the investment, reflect on its impact and how it has shaped the college's future.

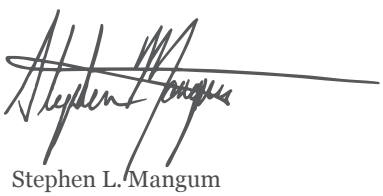
The Masters Investment Learning Center (page 22) also has stepped firmly forward into a future where it may serve more students better. The center, which serves as a real-world training ground for finance students, recently expanded its physical footprint. The additional space facilitates collaboration and networking, along with expanded educational experiences.

As dean, seeing students learn and grow through high quality classroom and engagement programming is a most fulfilling experience. The life's calling of faculty and staff revolves around preparing young people for the unprecedented opportunities for innovation and impact in business and other organizations. One faculty member who exemplifies that calling and who understands the connection between engaged students and meaningful learning is Brian Stevens. Stevens (page 7) has built his statistics classes around engaging students in his discipline through video games, music, and current pop culture. Stevens captures students' attention and watches them eagerly acquire knowledge along the way.

Success in business education requires attracting high potential students, hiring and retaining the best faculty in the word, and then bringing these students and faculty together in world class programs and learning environments supported by committed, caring staff. Whether you are a student, a staff or faculty member, a Haslam alum, an industry connection, or a campus or community partner, I am grateful to each of you for your vital contributions. Our collective future is indeed bright.

Thank you for coming with us as we continue to pursue our best future. Go Vols!

With gratitude,



Stephen L. Mangum
Dean and Stokely Foundation Leadership Chair
Haslam College of Business

HASLAM MAGAZINE

***Haslam Magazine* is the alumni publication of the Haslam College of Business at the University of Tennessee, Knoxville.**

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Council



HASLAM COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE

AS A PROFESSIONAL SCHOOL, the Haslam College of Business at the University of Tenenssee, Knoxville, must keep in touch with the world in which its graduates will function. One important avenue for maintaining this contact is the Dean's Advisory Council.

Since its formation in 1975, this council has played an increasingly vital role by developing plans and strategies to guide the college's future. The advice and insights of these leaders have proven invaluable to the college as it strives to improve its reputation as a national leader in business education.

These professional and business executives meet with the deans and faculty each year to discuss current business issues. Through the years, this continuing dialogue has shaped the college's choices of action in order to improve its response to the current issues and the anticipated demands of the market.

The Deans and Executive Committee of the Haslam College of Business thank each member, past and present, for their service and devotion to the college.

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TL



Bloomberg
March 18, 2024

"To get more women into senior positions, we need more in junior positions. And delivering the same degrees to the same number of women as men is the foundation for future equity."

Amy Cathey, associate dean for Graduate and Executive Education, on the importance of attracting more women to careers in business.

The National Desk
March 15, 2024

"In terms of our dependence on China and other foreign sources, it's a drop in the bucket. More significantly, it begins to plug a gaping hole in the lithium supply chain, refining. Coupled with refining expertise built over the last two decades and less-stringent work standards, loosening China's grip on the lithium supply chain will be easier said than done."

Alan Amling, Global Supply Chain Institute distinguished fellow, on a recent U.S. Department of Energy loan aimed at boosting the production of lithium for electric vehicles.

Inbound Logistics
March 1, 2024

"They have to be global citizens and understand that what takes place in, say, Indonesia could very much influence their supply chains and business."

Thomas Goldsby, Dee and Jim Haslam Chair in Supply Chain, David P. Perrot Supply Chain Management Faculty Fellow, and Global Supply Chain Institute co-executive director, on supply chain leaders' need to understand geopolitics.

Deseret News
February 2, 2024

"Given the peer-reviewed, empirical evidence of its effectiveness, this policy will decrease voter participation, especially among those who face the most barriers: racial minorities, the elderly, the disabled, the military, and stressed-out parents with young children."

Michael Kofoed, assistant professor of economics, on the drawbacks of moving away from a vote-by-mail option.

Becker's Healthcare Podcast
February 2024

"When we begin to see the supply chain as a strategic asset and a corporate capability, then and only then will we be able to experience supply chain excellence that … delivers the right type of care, at the right place, and at the most feasible cost available."

Randy V. Bradley, associate professor, on the future of supply chain in the healthcare industry.

Agenda,
A SUBSIDIARY OF THE
Financial Times
January 16, 2024

"The audit committee should be paying attention to the nature of the deficiency to better understand if this is something that could allow a material misstatement to go undetected at their company."

Lauren Cunningham, Cheryl Massingale Business Faculty Scholar, Keith Stanga Professor of Accounting, and director of research for the Neel Corporate Governance Center, on how companies can improve audit inspection quality.

Wall Street Journal
January 10, 2024

"[During the holidays], stores typically have people that maybe are new or temporary seasonal hires, and they're easier marks for criminals."

Alan Amling, Global Supply Chain Institute distinguished fellow, on the increase in fraudulent retail returns.

Nashville Banner
June 21, 2024

"Online retail had been steadily growing for years, but the pandemic supercharged that growth, and probably pulled forward a decade of online retail growth into just a couple years."

Michael Galbreth, business analytics and statistics department head and Pilot Corporation Chair of Excellence, on the pandemic's impact on reverse logistics and the return industry.

The Conversation
May 31, 2024

"The challenges facing companies today mirror the economic planning debates of the Cold War, with many of the same issues returning. There are clear differences with Soviet-style centralized planning. But an increasingly consolidated set of companies plan huge swaths of the U.S. economy."

Daniel Pellathy, assistant professor of practice and director of operations for the Advanced Supply Chain Collaborative, on the role of planning in the U.S. economy.

The Conversation
February 6, 2024

"There's mounting evidence that a short-term win at the bargaining table can mean a loss in terms of overall trust and cooperation. That can leave everyone—including the 'winner'—worse off."

Kate Vitasek, Global Supply Chain Institute distinguished fellow, on how lessons from game theory can inform negotiation strategies.

The Globe and Mail
March 26, 2024

"These steamship lines are having to be agile to the circumstances. The other ports are ready to receive. What is a challenge for Baltimore is an opportunity up and down the coast"

Thomas Goldsby, Dee and Jim Haslam Chair in Supply Chain, David P. Perrot Supply Chain Management Faculty Fellow, and Global Supply Chain Institute co-executive director, on the collapse of the Francis Scott Key Bridge.

awards



Office of Access and Community Connections staff (L-R), recipients of the HUB Staff Excellence Award for Outstanding Teamwork and Collaboration: Donna Collier, Pamela Sanchez, LaKietha Jackson, Nayasha Farrior, and Clarence Vaughn.

COLLEGE-WIDE

Haslam's annual award reception took place on May 8. The following faculty and staff were recognized in specific award categories:

Haslam Undergraduate Business (HUB) Staff Excellence Award for Outstanding Service: **Katie McCay**

HUB Staff Excellence Award for Outstanding Results: **Jared Worsham**

HUB Staff Excellence Award for Outstanding Innovation: **Laurel Cox**

HUB Staff Excellence Award for Outstanding Teamwork and Collaboration: **Office of Access and Community Connections (OACC)**

Staff Excellence Award for Outstanding Service in Graduate and Executive Education (GEE): **Christie Knapper**

Staff Excellence Award for Outstanding Results in GEE: **Hannah Carter**

Staff Excellence Award for Outstanding Innovation in GEE: **Sharath Sriman**

Staff Excellence Award for Outstanding Teamwork and Collaboration in GEE: **Taylor Ward**

Staff Award for Superior Customer Responsiveness: **Kaitlyn Wray** (Finance)

Staff Award for Innovation and Creativity: **Christine White** (Marketing)

Tim Williams Staff Award for Professionalism: **Tyler Orr** (Global Supply Chain Institute)

Outstanding Staff Service Award: **Blythe Kanaswood** (Marketing)

Richard C. Reizenstein Outstanding Commitment to Students Award: **Ryan Farley** (Finance)

Allen H. Keally Excellence in Teaching Award: **Adam Spannbauer** (Business Analytics and Statistics)

Outstanding Doctoral Student Teacher Award: **Melissa Baucum** (Marketing)

Outstanding Doctoral Student Researcher Award: **Becca Arwine** (Management and Entrepreneurship)

Vallett Family Outstanding Researcher Award: **Linda Myers** (Accounting & Information Management)

Rising Star Research Award: **Annika Abell** (Marketing)

Richard Sanders Faculty Leadership Award: **Joe Buckley** (Supply Chain Management)

George Miller Jr. Award for Lifetime Achievement in Executive Education: **John Gallagher** and **Don Lighter**

Bank of America Faculty Leadership Award: **Tim Munyon** (Management and Entrepreneurship)

Martin and Carol Robinson Excellence in Teaching, Research, and Service Award: **David Williams** (Management and Entrepreneurship)

Diversity and Inclusion Award: **Alex Zablah** (Marketing)

Spirit of a Volunteer Award: **David Ecklund**

Volunteer Spirit Award: **Izabela VanDeest** (GEE)

1974 Award: **Ernest Cadotte**



UT'S PROFESSIONAL PROMISE AWARD

Lauren Cunningham (accounting and information management) and **ChuanRen (Charles) Liu** (business analytics and statistics) were honored with UT's Professional Promise in Research and Creative Achievement Award.



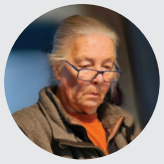


Gil Souza (business analytics and statistics) received the 2024 UT Outstanding Graduate Research Mentor Award. This award is selected by the Graduate Student Senate and recognizes faculty members who have shown outstanding commitment to mentoring graduate and professional students in their research endeavors.



Amelia Hart (accounting and information management) was the inaugural recipient of Haslam's Inclusive Leadership Award, presented by the OACC with the support of corporate partner EY.

Melinda Micheletto was named the 2023–2024 winner of the Lee and Allison Herring Endowed Teaching Fellowship in Marketing.



In Memoriam

College enrollment manager **Beth Maney** died in May. "She cared deeply for her teammates in Undergraduate Programs, the people of Haslam, and her colleagues across campus. She was a critical member of our college team and a warm and loving friend. She will be deeply missed," said George Drinnon, assistant dean of undergraduate programs.

The Department of Business Analytics and Statistics (BAS) hosted Insight Global's Rod Bates, vice president of business analytics, and Bria Villasante, DEI and belonging strategist, for a week. The duo shared valuable insights on AI in analytics and engaged BAS undergraduate and graduate students, as well as BAS faculty. Bates participated in the department's **Analytics Leadership Speaker Series** in the MSBA capstone course and spent time mentoring MSBA students. BAS faculty, staff, and students are thankful for the time and expertise Bates and Villasante shared.

Harshvardhan and **Nikhil Narayane** achieved top honors at the SMART-AI workshop poster fair, securing two of the top three positions.



Tingliang Huang, Yuanyang Liu, and **Chuanren Liu's** research project, "Tracking the New Frontiers of Work in Tennessee," was awarded a grant from **UT's AI TENNessee Initiative Seed Funds FY 2025**.


Huang


Y. Liu


C. Liu

BUSINESS ANALYTICS & STATISTICS

THE BAS DEPARTMENT RECOGNIZED THE FOLLOWING FACULTY WITH AWARDS:



Missie Bowers received the MBA Second Year Faculty Award for excellence in the classroom and outstanding service to students beyond the classroom in support of the academic, professional, and individual development of MBA students.



Adam Spannbauer received the MSBA Teaching Award for outstanding commitment to students.



Adam Petrie received the MSBA Faculty Excellence in Teaching Award for distinction in teaching through commitment to excellence in the classroom and steadfast emphasis on curriculum content, innovation, and delivery.



Above, top to bottom: Bowers, Spannbauer, Petrie, and Zhou.

Wenjun Zhou received the 2024 Advanced Supply Chain Collaborative Faculty Award for her research on sustainable behaviors and ridesharing.


Souza

Gil Souza co-authored "Renewable, Flexible, and Storage Capacities: Friends or Foes" for *Manufacturing & Service Operations Management.*


Bichescu

Tingliang Huang, Yuanyang Liu, and **Chuanren Liu** won the 2023 INFORMS Workshop on Data Science Best Paper Award. **Huang** also received the 2023 *Management Science* Meritorious Service Award and was appointed associate editor for *M&SOM, IISE Transactions,* and *Service Science.* He also co-authored "Service Networks with Open Routing and Procedurally Rational Customers," which was published in *Production and Operations Management.*


Hilafu

Bogdan Bichescu was appointed associate editor for *Decision Sciences.*


Letizia

Production and Operations Management published **Haileab Hilafu** and **Paolo Letizia's** article, "Product Customization and Returns: The Moderating Role of National Culture" (with Paolo Roma).


Bradley

Haileab Hilafu, Bogdan Bichescu, and Hui Jia (PhD, '23) published the article "Hospital-Physician Integration and Cardiac Surgery Outcomes: A U-Shaped Relationship?" in *Production and Operations Management.*


Galbreth

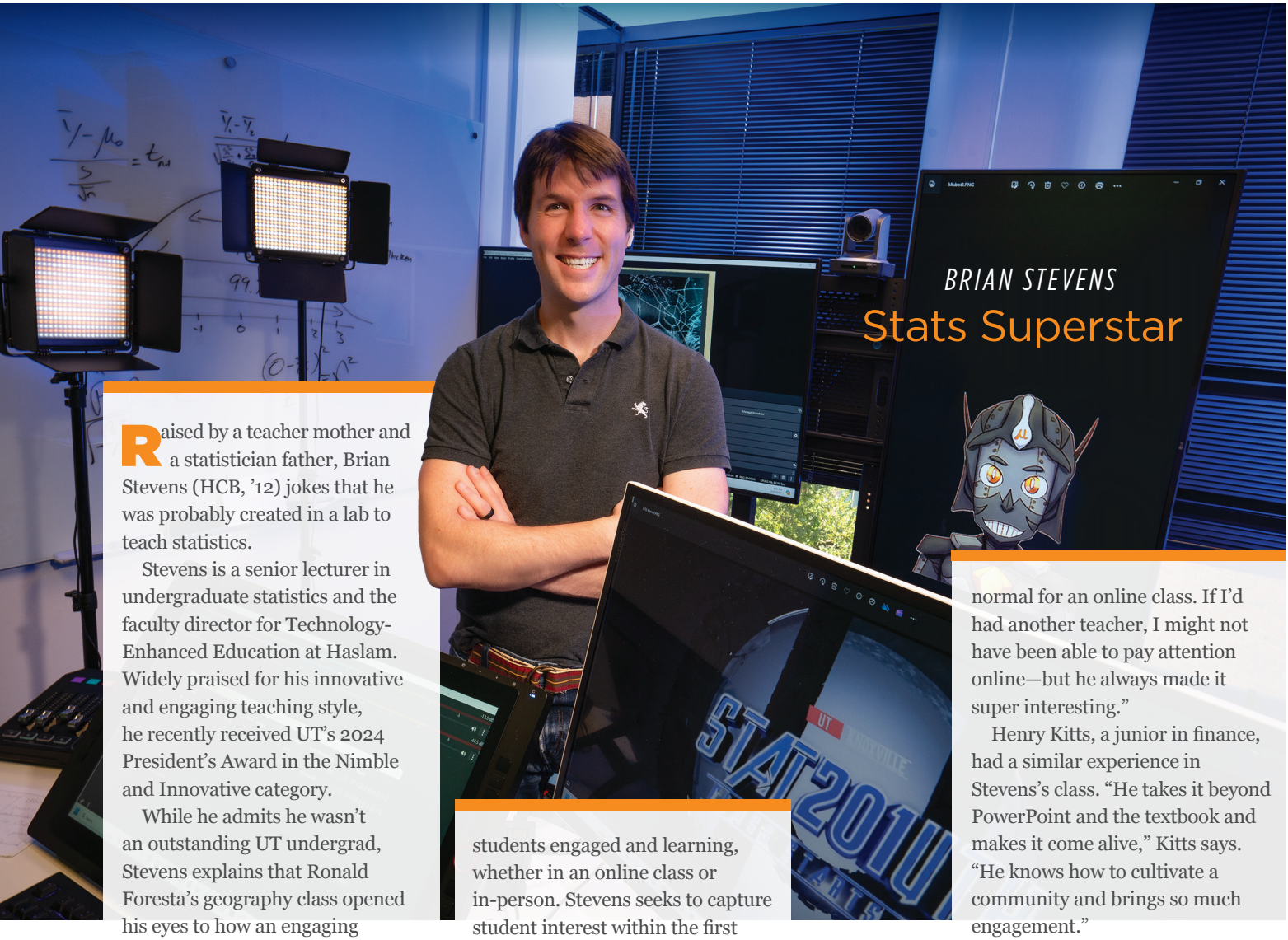
"Managing Product Variety to Increase Sales in Used Automotive Closed-Loop Supply Chains," co-authored by **Randy Bradley** (supply chain managment) and **Mike Galbreth** (business analytics and statistics) and **Lance Saunders** and **Chad Autry** (supply chain management), was published in *Production and Operations Management.*

Decision Sciences published **Mike Galbreth's** co-authored article, "Order Basket Contents and Consumer Returns."

Robert Mee recently appeared on the show *Design of Experiments Fireside Chat,* where he spoke on "Augmenting Definitive Screening Designs: Going Outside the Box," his recent publication in the *Journal of Quality Technology.*

YOUTUBE.COM/WATCH?V=OCP-9KETAAS





BRIAN STEVENS
Stats Superstar

Raised by a teacher mother and a statistician father, Brian Stevens (HCB, '12) jokes that he was probably created in a lab to teach statistics.

Stevens is a senior lecturer in undergraduate statistics and the faculty director for Technology-Enhanced Education at Haslam. Widely praised for his innovative and engaging teaching style, he recently received UT's 2024 President's Award in the Nimble and Innovative category.

While he admits he wasn't an outstanding UT undergrad, Stevens explains that Ronald Foresta's geography class opened his eyes to how an engaging teacher could make all the difference.

"Professor Foresta made it fun, and it meant a lot to me to enjoy a class," Stevens says. "When I started teaching statistics, I thought, 'How do I make this enjoyable?'" Stevens looked to his hobbies and interests—Marvel, video games, current events, and music—and found ways to use them to connect with students. "Not everything will resonate, but they are likely to find one thing they like."

Stevens earned his MSBA from Haslam and became a lecturer in 2012. He has enhanced his course content over the years with his own brand of creativity to keep students engaged and learning, whether in an online class or in-person. Stevens seeks to capture student interest within the first few minutes of each session with humorous introduction videos, video-game-inspired "speed runs," and pop culture references.

Using gamification to incentivize participation, Stevens ensures his classes are interactive and engaging. When students join his YouTube livestream, a program called MuBot tracks their activity and awards them points based on their participation in YouTube chats, polls, and quizzes.

"He didn't just go through a slideshow like some other teachers do when it's online," says Ellie Gustin, a junior in supply chain management. "He gave us points for responding, and everyone was in the chat answering, which isn't normal for an online class. If I'd had another teacher, I might not have been able to pay attention online—but he always made it super interesting."

Henry Kitts, a junior in finance, had a similar experience in Stevens's class. "He takes it beyond PowerPoint and the textbook and makes it come alive," Kitts says. "He knows how to cultivate a community and brings so much engagement."

STEVENS JOKES THAT HE WAS PROBABLY CREATED IN A LAB TO TEACH STATISTICS.

Stevens reads all of his student reviews, using their suggestions to refine his courses and methods. This open mindset is one reason he excels as a lecturer—and why students and faculty alike appreciate his work.

"Students often tell me how they 'expected to hate statistics,' but after Brian's course they are excited to dive deeper and, in some cases, even shift their career aspirations," says Mike Galbreth, business analytics and statistics department head and Pilot Corporation Chair of Excellence. "It is hard to find a Haslam student whose college experience has not been enhanced by Brian's talent and commitment to teaching excellence."

Advancing Supply Chain

Imagine a partnership where innovative academic research meets practical business solutions. The Advanced Supply Chain Collaborative (ASCC) makes this concept a reality by uniting researchers and industry experts to address critical supply chain issues.

Haslam's Global Supply Chain Institute launched the ASCC in 2019, and the initiative now collaborates with 10 to 12 industry partners annually. Functioning as a think tank, the ASCC does not shy away from discussing big problems. "We take on big, thorny issues that most businesses confront but don't have the bandwidth or research skills to tackle on their own and bring these companies together with our researchers to find solutions," Ted Stank, ASCC director and Harry J & Vivienne R. Bruce Chair of Excellence, says.

UNITING SCHOLARSHIP AND INDUSTRY RELEVANCE

Stank explains that the ASCC was born out of a desire to generate business scholarship that is useful to practice and extends knowledge in the discipline. Achieving the initiative's goal requires more effort at the front end to gain the trust of companies, negotiate through corporate legal systems, and gather current data from business partners instead of collecting student data or purchasing secondary data sets. "For us, it's not about doing relevant industry research versus academically robust research," he says. "I believe you can stay on that knife edge and accomplish both goals."

Twelve companies are on the ASCC's roster this fall, and all are part of the wider group of more than 70 companies in Haslam's Global Supply Chain Institute. The ASCC operates with the buy-in of the companies who are members. Participants in the ASCC provide the college with some financial support to cover operating costs of research and appoint a representative to become the point of contact within the collaborative, allowing Haslam faculty to engage with each and gather insights and data.

Each year, faculty and industry members identify projects that are interesting and applicable to multiple companies. Many initiatives continue for several years, such as one on supply planning. Other ASCC projects consider organizational and general supply chain agility, talent retention, digitalization, and inventory modeling.



Ted Stank

AT THE ASCC, INDUSTRY RESEARCH AND DATA COMBINE WITH ACADEMIC RESEARCH AND THEORY TO GENERATE CONCRETE SOLUTIONS.

The majority of the first 10 companies to join the ASCC in 2019 still participate today—a testament to the collaboration's impact. Bush Brothers & Company, an inaugural participant, continues to derive value from the ASCC. "We've been involved with several projects over the years focused on demand-driven supply planning and supply chain agility," says Ben Belk, vice president of supply chain at Bush Brothers & Company. "We've gained new perspectives and ideas on how to run not just our supply chain but our entire business."

Kenco Group also has been part of ASCC since its inception and has participated in various projects. "All of [the projects] helped us develop internal strategies and specific initiatives," says President and CEO Denis Reilly.

Jen Kelly, vice president of planning, North America Global Supply Chain at Schneider Electric, says ASCC involvement allows her team to test academic theory against historical data. "The ASCC provides extended resources to solve our real-world business challenges. We can collaborate and experiment in a safe space."

BOOSTING RESEARCH OUTPUT

While adding value to industry partners, the ASCC also enhances faculty research. Lance Saunders, Jerry & Suzanne Ratledge Professor of Supply Chain Management and Vallett Family Faculty Fellow, works closely with the ASCC on researched focused on supply chain planning. "My work with the ASCC has allowed me to obtain a research identity related to supply chain planning, which historically has been an under-researched area within our field," he says. "The best thing about the ASCC is that we collaborate with industry to discuss challenges and work together to develop solutions."

Chad Autry, associate dean of faculty and research, Myers Distinguished Professor of Supply Chain Management, and R. Stanley Bowden II Faculty Research Fellow, says the ASCC has transformed how Haslam supply chain faculty and students approach research. "It's a unique initiative that few, if any, other universities can match."

Department of Supply Chain Management (SCM) faculty have been requested for expert commentary in more than 40 articles by media outlets and professional publications, including ***Forbes, FreightWaves, The Guardian, Inbound Logistics, The Wall Street Journal,*** and ***The Conversation.***

SUPPLY CHAIN MANAGEMENT



Yemisi Bolumole was named director of the department's Transportation and Logistics Collaborative, which is currently working on several significant projects and studies.

The **Advanced Supply Chain Collaborative** (ASCC) is entering its sixth year. In the past fiscal year, the ASCC has organized cutting-edge supply chain innovation projects between faculty project leaders and corporate partners such as Amazon, Bush Brothers & Company, Colgate-Palmolive, Cummins Kenco Logistics, Sam's Club, Leidos, Schneider Electric, Kimberly-Clark, Sysco, and WestRock.

In April, **Ted Stank** participated in a fireside chat on campus with Dave Clark (MBA, '99), the former Amazon consumer business CEO.

492 STUDENTS | **60** PARTNERS

From April 9 to 11, the department and the **Global Supply Chain Institute** hosted the spring edition of the **Supply Chain Forum,** which welcomed 813 attendees, including 492 students and 60 corporate partners.




Deakins

FreightWaves' "What the Truck" podcast featured **Thomas Deakins** and **Lance Saunders,** as well as top undergraduate students Olivia Daniels, Riley Willingham, Stefan Steiger, and Laura Fetherling.


Saunders


Vitasek

Kate Vitasek offered expert commentary on the Baltimore bridge collapse in *Forbes;* **Tom Goldsby, Ted Stank,** and **Don Maier** also contributed commentary on the Keys bridge to various publications.


Goldsby

Tom Goldsby and **Ted Stank** contributed to an *Inbound Logistics* enterprise story on trends and insights in global logistics.


Stank

Ted Stank spoke with former Walmart CEO Bill Simon on the *CXO Talk* podcast.

Alan Amling discussed fraudulent returns in *The Wall Street Journal.*


Maier

Alan Amling and **Tom Goldsby** spoke to a number of media outlets on the impact of the UAW strike and UPS-Teamsters negotiations.


Amling

Alex Scott discussed sustainable logistics and emissions tracking with *FreightWaves, Sustainable Supply Chain,* and *DC Velocity.*


Scott

Tom Goldsby appeared in the *Associated Press, Marketplace, Fortune, Sourcing Journal,* and *The Wall Street Journal.*


Lenn

Laura Lenn was honored as Haslam Student Organization Advisor of the Year.


Henriksson

FINANCE

Review of Financial Studies published "The Partisanship of Financial Regulators," co-authored by **Matt Henriksson**, and "Financial Effects of Remote Product Delivery: Evidence from Hospitals," co-authored by **Zihan Ye**.

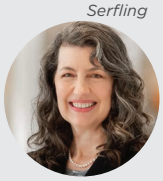

Ye

"Constraining Growth: Advance Layoff Notice and Corporate Innovation," co-authored by **Scott Guernsey**, was included in the proceedings of the 2023 EUROFIDAI-ESSEC Paris December Finance Meeting.


Guernsey


Serfling

Matthew Serfling and **Tracie Woidtke** were co-authors on "Unveiling the Role of Director-Specific Quality in Creating Firm Value," a paper published by the *European Corporate Governance Institute.*


Woidtke

OFFICE OF UNDERGRADUATE PROFESSIONAL & CAREER DEVELOPMENT

HASLAM PREPARED CAREER FAIR

The Office of Undergraduate Professional and Career Development held its largest **Haslam Prepared Career Fair** in February, hosting 80 employers and nearly **2,700 students.**

INTERNSHIP SUPPORT

The office also distributed more than **50 scholarships** to students to support their internship housing.



Alex Zablah (center) with his first UT doctoral student, Nawar Chaker (left), and most recent doctoral student, Melissa Baucum (right). *Far right:* Neil Hoyne (second from left) with three MS in Marketing students.

Photo courtesy of Emmanuel Blackson



MARKETING

The AMA honored **Alex Zablah** with the 2024 "Mathew Joseph" Doctoral Student Mentorship Award. Zablah was also recognized as a 2024 Outstanding Reviewer by the field-leading *Journal of Marketing.*

The **Department of Marketing** welcomed Neil Hoyne, chief strategist at Google and best-selling author of *Converted: The Data-Driven Way to Win Customers' Hearts,* for the latest installment of its **Master of Science in Marketing Distinguished Speaker Series.**



Abell



Romero

Kelly Hewett was elected to serve a three-year term as a member of the American Marketing Association (AMA) Academic Council.

"The Power of a Star Rating: Differential Effects of Customer Rating Formats on Magnitude Perceptions and Consumer Reactions," co-authored by **Annika Abell, Marisabel Romero,** and another colleague, was published in the *Journal of Marketing Research.*

The *Journal of Consumer Research* published "Curvy Digital Marketing Designs: Virtual Elements with Rounded Shapes Enhance Online Click-Through Rates," co-authored by **Annika Abell.**

"How Verbal Versus Symbolic Numbers Influence Consumer Judgment and Choice," by **Marisabel Romero** and co-authors, was published in the *Journal of Consumer Research.*

"Food and Technology: Using Digital Devices for Restaurant Orders Leads to Indulgence,"co-authored by **Annika Abell,** was published in the *Journal of the Academy of Marketing Science.*

"The Future of the Food Production-Consumption Chain: Fighting Food Insecurity, Loss, and Waste with Technology and Artificial Intelligence," a paper co-authored by **Stephanie Noble,** was published in the *Journal of the Academy of Marketing Science.*



The department hosted the inaugural **Marketing and Sales Innovation Conference and Awards** on April 3–4. UT System President Randy Boyd and Vols Baseball Head Coach Tony Vitello presented keynote addresses.

AMA | AMERICAN MARKETING ASSOCIATION

Five marketing faculty—Neeraj Bharadwaj, Kelly Hewett, Charles Noble, Stephanie Noble, and Alex Zablah—were invited to attend the 2024 AMA-Sheth Foundation Doctoral Consortium as Distinguished Faculty Fellows.



Bharadwaj



Hewett



C. Noble



S. Noble



Zablah

ECONOMICS

Maria Padilla-Romo was appointed a faculty research fellow of the National Bureau of Economic Research.

Maria Padilla-Romo and **Ketki Sheth** organized the second annual Development Economics in the South Conference, held at UT on April 19.

Luiz Lima was appointed the George A. Spiva Scholar in Economics.

Matt Van Essen was appointed the Lena M. and Clarence A. Garvin Professor of Economics.



Padilla-Romo



Sheth



Lima



Van Essen



INTERNATIONAL PROGRAMS & PARTNERSHIPS

707

GLOBAL EXPERIENCES

Haslam continues to lead the university in global experiences with 707 in the 2023–2024 academic year, a 9.4 percent increase from the previous year and a record for the college. **Of all UT students who studied abroad for spring 2024, 48 percent came from Haslam.**

STUDY ABROAD SUPPORT

Twenty percent of Haslam undergraduates who studied abroad in the 2023–2024 academic year received Haslam **scholarship funding,** averaging $1,730 per award.

Participation in **international internships** increased by 37 percent in the 2023–2024 academic year. Students interned in Barcelona, Dublin, Lisbon, London, Madrid, Prague, Singapore, Stockholm, and Tokyo.

International Business Major

Since its launch in 2022, the IB major has nearly tripled in size, with 43 students currently under review and 27 students fully admitted to the double major program.

ACCOUNTING & INFORMATION MANAGEMENT


Pienta


Cunningham

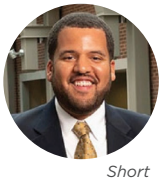

Myers


Neal


Schmardebeck


Ayres


Chyz


Short


Lee


Li

Daniel Pienta was named an associate editor of the *Journal of the Association for Information Systems.*

The Public Company Accounting Oversight Board (PCAOB), which regulates auditors of U.S. publicly traded companies, issued a proposal for an expanded set of disclosures on audit firm and audit engagement performance metrics. Research from **Lauren Cunningham, Linda Myers, Terry L. Neal,** and **Roy Schmardebeck,** as well as several PhD alumni, were cited in the proposal.

The CFA Institute's *Enterprising Investor* blog published "Sustainability Reporting: Navigating Assurance Practices," co-authored by **Lauren Cunningham.**

Doug Ayres co-authored "Demand Uncertainty and the Production of Audit Services," published in *Auditing: A Journal of Practice & Theory.*

James Chyz's co-authored paper, "Codetermination and Aggressive Reporting: Audit Committee Employee Representation, Tax Aggressiveness, and Earnings Management," appeared in the *Journal of International Accounting, Auditing, and Taxation.* Another paper he co-authored, "Separating Auditor-Provided Tax Planning and Tax Compliance Services: Audit Quality Implications," appeared in *Auditing: A Journal of Practice & Theory.* A third co-authored paper is forthcoming in *Management Science.*

James Chyz and **Linda Myers** co-authored a paper forthcoming in *The Accounting Review.*

"Sin Stocks and SEC Filing Reviews," co-authored by **Lauren Cunningham**, was published in the *Journal of Accounting, Auditing & Finance.*

Lauren Cunningham, Linda Myers, and **Justin Short** co-authored a paper that is forthcoming in *Accounting Horizons.*

Jong Lee co-authored "Gender Effects on the Impact of Colorectal Cancer Risk Calculators on Screening Intentions: Experimental Study," which was published in the *Journal of Medical Internet Research – Formative Research.*

A paper co-authored by **Yuan Li** is forthcoming in *MIS Quarterly.*

Linda Myers co-authored a paper forthcoming in *Management Science.*

Daniel Pienta co-authored a paper forthcoming in *Information Systems Research,* as well as one forthcoming in the *Journal of Management Information Systems.*



Left to right: Myra Loveday, Misty Mayes, John Bruck, Brian Krumm, and Melissa Cardon.

BRIDGING RESEARCH AND PRACTICE

"Taking Smart Risks" was the theme of the Anderson Center for Entrepreneurship and Innovation's (ACEI's) spring 2024 Bridging Research and Practice event, featuring community members John Bruck and Misty Mayes (UT, '88) and UT faculty members Brian Krumm and Myra Loveday. **Melissa Cardon** led the group in a panel discussion focused on how entrepreneurs can assess short-term risk for long-term success.

ANDERSON CENTER FOR ENTREPRENEURSHIP & INNOVATION



Lia Winter

Lunch and Learn Series

The spring 2024 Accelerator Lunch and Learn Series featured presentations from ACEI entrepreneurs-in-residence **Melissa Centers, Mark Huber,** and **Lia Winter,** who shared their insights with aspiring student entrepreneurs and the Knoxville startup community.

Vol Court
SPEAKER SERIES & PITCH COMPETITION

The spring 2024 Vol Court speaker series culminated in a pitch contest in which **T Squared Putters,** a company that crafts premium customizable golf putters, took first place and $1,500; The Bobby Band, a seven-piece brass band that aims to bring brass back into modern music, won second place and $1,000; and **Aeroshine** (formerly Sky Clean), a drone soft-washing service specializing in cleaning commercial surfaces like buildings, roofs, and solar panels, received third place and $500.



Left to right: Camden Shuman, Tony Tuber, and Robert Troutman.

2024–2025 ACEI FELLOWS

The ACEI announced its 2024–2025 ACEI Fellows. The program now includes teaching fellows in addition to research fellows.

Below, left to right: Joan Heminway, Bill Hicks, Susan Hébert, Zihan Ye, Tomer Stein, Celeste Carruthers, Myra Loveday, Don Bruce, Shawn Carson, Melissa Cardon, Edwin Armbrister, and Aaron Staples.



TEACHING COHORT

The new teaching cohort includes: **Edwin Armbrister;** Dustin Gilmer, UT Oak Ridge Innovation Institute; Susan Hébert, College of Nursing; Bill Hicks, Tickle College of Engineering; **Kurt Jacobs;** Brian Krumm, College of Law; Myra Loveday, College of Education, Health, and Human Sciences and Rocky Top Institute; **Haseeb Qureshi;** Ryan Sharp, UT Institute of Agriculture; **David Williams;** and Fatima Zahra, College of Education, Health, and Human Sciences.

RESEARCH COHORT

The latest research cohort includes: Stuart Brotman, College of Communication and Information; **Celeste Carruthers;** Joan Heminway, College of Law and Institute for Professional Leadership; **Jessica Jones;** Aaron Staples, UT Institute of Agriculture; Tomer Stein, College of Law; Maurice Stucke, College of Law; and **Zihan Ye.**



Top row, left to right: Ian Parten, Claudia Dipasupil, Vance Sohn, Alexa Schnitkka, and Blake Hopkins. *Bottom row, left to right:* Jackson Zimmer, Jess Taylor, Nick DiMeglio, Madison Murray, Connor Langford, and Ashtin Hara. *At right:* Haseeb Qureshi.



STARTUP STUDIO SUMMER 2024 COHORT



The ACEI welcomed the inaugural **Startup Studio** cohort. Led by lecturer **Haseeb Qureshi,** the new 10-week summer program is designed to help UT students and recent alumni launch ideas into businesses through an intensive curriculum, mentoring, and interdisciplinary collaboration.



Left to right: Ethan McFarland, Camden Shuman, Connor Langford, Maxwell Coggin, Josie Rich, Zachary Barron, Emma Lakatosh, Tony Tuber, Mike Tuber.

Six student-run businesses took home a total of $20K in the spring 2024 **Graves Business Plan Competition.** In the Growth category, **T Squared Putters** won first place and $5,000; Spartronic, a laser tag system that allows users to create new game modes and customize their experience, took second place and $3,000; and **Aeroshine** received third place and $2,000. In the Lifestyle category, **Pink Apron,** a bakery specializing in authentic European pastries, took first place and $5,000; **Dogwood Picnics,** which delivers all the components for a quality picnic, received second place and $3,000; and **Rocket City Refill,** a zero-waste refill store, won third place and $2,000.

GRAVES
BUSINESS PLAN
COMPETITION



Left to right: Braden Hechmer, Wesley Pitts, Randy Boyd, Mickey Napier, Cody Blankenship, and Logan O'Neal.

In the annual **Boyd Venture Challenge, Laborup,** a staffing platform for the industrial sector, won $15,000; **KnoxBots,** a robotic lawn care company, was awarded $7,500; **Flock Analytics,** a cloud-based, comprehensive software solution tailored for church analytics, was awarded $5,000; and **Napier Athletics,** a sporting events company with a primary focus on pickleball, received $2,500.

BOYD
VENTURE CHALLENGE

The inaugural cohort of UT Haslam's **Chief Medical Officer Leadership Program** graduated this spring.

GRADUATE & EXECUTIVE EDUCATION



Custom Executive Education Programs

#2	among U.S. public institutions
#5	nationally
#24	worldwide
#1	overall client satisfaction among U.S. public institutions
#1	value for the money among U.S. public institutions
#1	for growth among U.S. public institutions

— 2024 *Financial Times*

Full-Time MBA

#15	among public institutions
#36	nationally

— 2024 *Fortune* Education's Best MBA Programs

Online Graduate Business Programs

#7	service to veterans
#14	among U.S. public universities
#18	overall

— *U.S. News* Best Online Graduate Business Programs ranking

Supply Chain Management Programs

#3	among public universities
#4	nationally
#2	for service to veterans

— 2024 *U.S. News* Best Graduate Schools Ranking

NEEL CORPORATE GOVERNANCE CENTER



The **Neel Corporate Governance Center (CGC)** appointed **Tomer Stein** from the College of Law as its newest research fellow. Stein brings expertise in corporate law and governance, mergers and acquisitions, and contracts.

The Neel CGC's **Distinguished Speaker Series** welcomed Kelly Richmond Pope, the Dr. Barry Jay Epstein Endowed Professor of Forensic Accounting at DePaul University and the author of "Fool Me Once: Scams, Stories, and Secrets from the Trillion-Dollar Fraud Industry"; Jennifer "JP" Price, assistant director and neuro-inclusion champion at EY in Chicago; and Scott Roe (HCB, '87), chief financial officer and chief operating officer of Tapestry, Inc.



Pope



Price



Roe

Digits Influence Consumer Decisions and Behavior



When communicators share written numerical information, they can choose to express it either in digits ("10 points") or in words ("ten points"). For marketers and others aiming to convey a message that influences recipients' behavior, which approach is more effective? That's the question associate professor of marketing Marisabel Romero and her co-authors[1] examine in their paper "Are '10-Grams of Protein' Better Than 'Ten Grams of Protein'? How Digits Versus Number Words Influence Consumer Judgments," in the *Journal of Consumer Research*.

In general, the researchers find the digit versions of numbers, more so than words, positively affect consumer judgment and behavior. This phenomenon, termed the "number format effect," was observed when consumers were shown simple advertisements with numerical information presented both in digits and words. Romero says, "We asked, 'How right does it feel to have this number presented that way?' It feels more right if you have the digit form versus the verbal form. It might be because when we think of numerical information in math, we present it in digits and that's the form people teach to present that kind of information. It's also a concise manner."

The effect applies whether the numerical information pertains to a positive product feature, such as hours of battery life, or one that has negative connotations, such as grams of sugar. In both scenarios, consumers consistently felt it was more "right" to receive numerical information in digit form rather than with words.

The number format effect also helps consumers make decisions when they have doubts about the credibility of product information or even a public message such as the "6-feet" versus 'six-feet" social distancing signage used during the pandemic. "If you don't know enough about this product or you're not sure if this manufacturer is good or not, these feelings you have with the digits transfer over to evaluating a product positively," Romero explains. "If you already know the message and trust the source, then [the number format] makes less of an impact on your choices."

> *"Many think it doesn't matter, but these subtle cues can and do affect consumer behavior."*
>
> —MARISABEL ROMERO

Even less formal forms of product promotion, such as customer reviews, are influenced by the number format preference. When consumers themselves are writing about products, they use both versions—the digits and the verbal form. The researchers found that other consumers perceive a review as more helpful if a reviewer uses a digit rather than writing the word for the number.

While consumers in the studies overwhelmingly preferred digits in most marketing contexts, Romero and her co-authors found more variance in the reaction to certain display situations such as billboards. In those cases, she says, aesthetics likely played a role. "Sometimes something looks better when it's spelled out rather than the [digit] form."

Overall, the paper's findings should benefit marketers and policymakers seeking ways to communicate numerical information to consumers and constituents.

"Many think it doesn't matter, but these subtle cues can and do affect consumer behavior," Romero advises. "We're hoping that when it comes to nutritional information, for instance, that marketers use this information to promote the consumption of products that could be beneficial for someone."

—Stacy Estep

[1] "Are '10-Grams of Protein' Better Than 'Ten Grams of Protein'? How Digits Versus Number Words Influence Consumer Judgments," co-authors are Anand Kumar (University of South Florida, Tampa), Milica Mormann (Southern Methodist University), and Adam W. Craig (University of Kentucky). The research is featured in the *Journal of Consumer Research*.

MANAGEMENT & ENTREPRENEURSHIP


Hymer


Lerman


Cardon


Thatcher


Jones


Roccapriore


Smith

McGraw Hill adapted **Christina Hymer's** *The Conversation* article, "What is Intersectionality? A Scholar of Organizational Behavior Explains," as a learning resource for students.

"From the Minivan to the Empty Nest: Navigating Parenthood in Academia," a professional development workshop (PDW) co-organized by **Christina Hymer,** was named Best Community-Building PDW for the Organizational Behavior (OB) Division of the Academy of Management (AOM). An ethnography by **Michael Lerman** (PhD, '19), **Melissa Cardon,** and **Sherry Thatcher** won the OB Division 2024 AOM Meeting Best Paper with Entrepreneurship Implications Award.

"Does Religion Matter to Angels? Exploring the Influence of Religion in Entrepreneurial Investor Decision-Making," a paper co-authored by **Jessica Jones, Christina Hymer,** and **Ashley Roccapriore** (PhD, '23), was published in *Small Business Economics.*

"Making Exceptions Exceptional: A Cross-Methodological Review and Future Research Agenda," co-authored by **Christina Hymer** and **Anne Smith**, was published in the *Journal of Management.*

"From Textual Data to Theoretical Insights: Introducing and Applying the Word-Text-Topic Extraction Approach," a paper co-authored by **Jaewoo Jung** (PhD, '22), **Anne Smith,** and **Wenjun Zhou** (BAS department) was published in *Organizational Research Methods.*

A paper co-authored by **David Gras** and **Michael Lerman** (PhD, '19) is forthcoming in the *Journal of Business Venturing Insights.*

Codou Samba has a paper forthcoming in the *Journal of Management Studies.*

Anne Smith has two papers forthcoming, one in *Organization Research Methods* and another in the *Journal of Family Business Strategy.*

Sherry Thatcher has papers forthcoming in the *Journal of Management* and *Organizational Psychology Review.*

Christina Hymer was selected as an Early Career Fellow for the 2024 Work and Family Researchers Network.

Shannon McCloud was promoted to the position of student engagement and career coordinator for the Department of Management and Entrepreneurship.

In February, UT's Office of the Provost Academic Personnel Services (APS) Support UT honored **Michelle Molter** as APS Champion of the month.

Aarti Pradeep joined the Department of Management and Entrepreneurship as a financial associate.


Jung


Zhou


Gras


Samba


McCloud


Molter


Pradeep

The OACC hosted its annual **faculty and staff professional development session** in November. Colber Prosper, CEO of Prosper and Partners, and Mary Lucal, UT's then associate vice chancellor of human resources, led the session on the theme of "Overcoming Negative Substitution." Participants took part in a discussion centered on negative substitution and ways to enhance inclusive practices in regard to onboarding and retaining underrepresented populations in the workforce. UT HR representatives also shared information about career development and advancement opportunities.

The OACC hosted the annual **Inclusion and Engagement Summit** in February, which offered workshops, educational sessions, and talks on the theme of "Defining Purpose through Inclusive Leadership." UT's Division of Access and Engagement and Haslam's corporate partner, EY, a multinational professional services provider, supported the summit.

OFFICE OF ACCESS & COMMUNITY CONNECTIONS

Inspiring Programs in Business

The magazine *Insight Into Diversity* announced the Haslam College of Business as the recipient of its **2024 Insight Into Diversity Inspiring Programs in Business Award.** The honor recognizes OACC programs for demonstrating an outstanding commitment to diversity and inclusion.



In March, the OACC hosted the **2024 Women in Business, Entrepreneurship, and Leadership Summit.** The annual event connects Haslam administrators, faculty, staff, students, and friends with accomplished female leaders who can help nurture and cultivate leadership skills.



HAS IMP

What's in a name? So much.



ACT

Ten years ago, the Haslam College of Business became the University of Tennessee, Knoxville's first named college. Since that transformative gift from the Haslam family, much has changed for the college—from exponential enrollment growth to the development of new programs and centers, an influx of extraordinary faculty, and the expansion of international business and study abroad opportunities.

The Haslam naming gift did not prescribe how the funds would be used, leaving flexibility to the college's leadership to invest where needed to make the greatest impact on the college and its students. "When we made the gift, we had a strong desire to honor our father, while at the same time providing the opportunity for more students to benefit from the university in the same way that he had," says former Tennessee Governor Bill and Crissy Haslam. The Haslams also wanted the college to become an economic driver for the state, and to become known as one of the best places to prepare students for the business marketplace. "Looking back, I think we would all say that the results have far exceeded our expectations. The college's growth and development over the past decade has been nothing short of phenomenal and has helped lead the entire university to new heights."

Growing the Faculty

Haslam undergraduate enrollment grew by 117.2 percent over the past decade, and the college has also seen significant growth in graduate programs during that time frame. Thanks to the naming gift, several internationally recognized faculty members were brought on to keep pace with the college's monumental growth.

To bolster the institution's academic strength and align with evolving industry demands, college deans developed a strategy to increase the number of faculty members while focusing on broadening their scope of expertise. Chad Autry, associate dean of faculty and research, Myers Distinguished Professor of Supply Chain, and R. Stanley Bowden II Faculty Research Fellow, says, "The naming gift enabled us to attract faculty who were settled in at other great institutions. We never would have been able to recruit them otherwise."

Stephen L. Mangum, dean and Stokely Foundation Leadership Chair, says hiring faculty who share the college's values remains a priority. "We've sought those who exhibit a commitment to the institution and our community," he says. "Also, we look for individuals committed to and gifted in both research and teaching—not research or teaching."

The college has developed several new research streams and areas of expertise since the Haslam's transformative gift. "This is paying off in terms of educating our students," Autry says. "The classroom experience is richer and more thorough because of the new faculty expertise we've been able to acquire."

Broadening Student Services and Access

Since the naming gift, the college has greatly expanded the depth and breadth of its student programs and services, such as signature and honors programs, learning communities, specialized academic advising, career management services, international programs, student engagement initiatives, professional development, and technology-enhanced education. These investments include creating a course series for professional and career development that every undergraduate student now takes. "The academic experience we're able to provide is the main reason we have grown to more than 9,100 undergraduate students," says Lane Morris, associate dean of undergraduate studies and student affairs and the Fisher Professor of Innovative Learning. "Our suite of student services and signature programs has become very impactful and attractive."

The college simultaneously strengthened initiatives to widen its demographic profile and improve undergraduate student retention for historically underrepresented groups and first-generation students. For example, the college's Business Education for Talented Students (BETS) summer program is designed to introduce high school seniors to the world of business through discipline-specific workshops and networking opportunities. Haslam family funding made possible the creation of scholarships to increase the ability of BETS completers to matriculate to UT after graduating high school.

Clarence Vaughn, the director of Haslam's Office of Access and Community Connections, explains that offering financial aid to top BETS program participants is a key component of the college's strategy to recruit students from varied backgrounds. "The BETS Scholarship also gives students access to supportive resources," says Vaughn. "Recipients have increased opportunity to network and receive useful input on career management and professional development best practices."

Expanding Graduate and Online Education

Over the past 10 years, Haslam has introduced seven new master's programs, including three new fully online programs, helping the number of enrolled graduate students grow from 560 students in 2014 to 1050 students in Fall 2024.

The naming gift played a key role in the growth of the college's graduate programs, says Amy Cathey, Haslam's associate dean for Graduate and Executive Education (GEE). "Part of the gift was support for graduate scholarships, and those have allowed us to attract talented students, grow our programs, and enhance the quality of programs," she says. Because scholarships at the graduate level are often more difficult to obtain, offering them helps make Haslam's programs more accessible and competitive. "Scholarships are central to attracting top students from across the nation and world to Haslam. It's really important for us."

The gift also gave graduate program leaders the freedom to invest in developing new, flexible online programs that fit the schedules of busy professionals. "The naming gift gave us the time and resources to execute our first online program, the MS Supply Chain Online, several years ago," Cathey says. Since then, Haslam has launched an online MBA program and an online MS Business in Cybersecurity. "The online programs have been very successful in the marketplace and helped us meet market demand from students in a variety of locations and with different schedules."

Investing in Institutes and Centers

A portion of the Haslam naming gift has gone toward fostering existing institutes and centers of the college, as well as seeding new, impactful ways to connect students with experiential learning opportunities and industry leaders. Examples of impacted college entities include the JTV Center for Applied Business Analytics, the Anderson Center for Entrepreneurship and Innovation, the Business Analytics Forum, the Global Supply Chain Institute, the Boyd Center for Business and Economic Research, the Masters Investment Learning Center, the Professional Sales Forum (a precursor to the current Marketing and Sales Innovation Alliance) and the Neel Corporate Governance Center. Each of the college's centers forges connections with industry leaders and other academic disciplines to enrich the student experience.

The unwavering focus on students is, for Jimmy and Dee Haslam, the hallmark of the college's decade of growth. "Each Haslam College of Business student is a future leader who will make an economic and community impact," they say. "It's exciting to see the relentless focus on how the Haslam College of Business experience helps these future leaders achieve outsized outcomes in job creation, economic impact, and innovation."

Forging a Strong Identity

Beneath the financial impact on the college's programming lies the psychological effect of bearing a family's name, notes Morris. "The Haslam family has had a huge philanthropic heart that's made an impact throughout the Knoxville community and beyond," Morris says. "We could not have been blessed with a better leadership role model and name than Mr. Haslam's for our college. The naming gave all of us an identity—and what a wonderful one, to be affiliated with the Haslam family."

UT Chancellor Donde Plowman says the 2014 Haslam gift set the stage for more generosity that's impacted the entire university. "When the Haslam family decided to invest in the college of business 10 years ago, UT had never received a gift of that magnitude. Since then, we've not only seen how [the Haslams'] continued generosity has transformed that college, but we've also seen it pave the way for others."

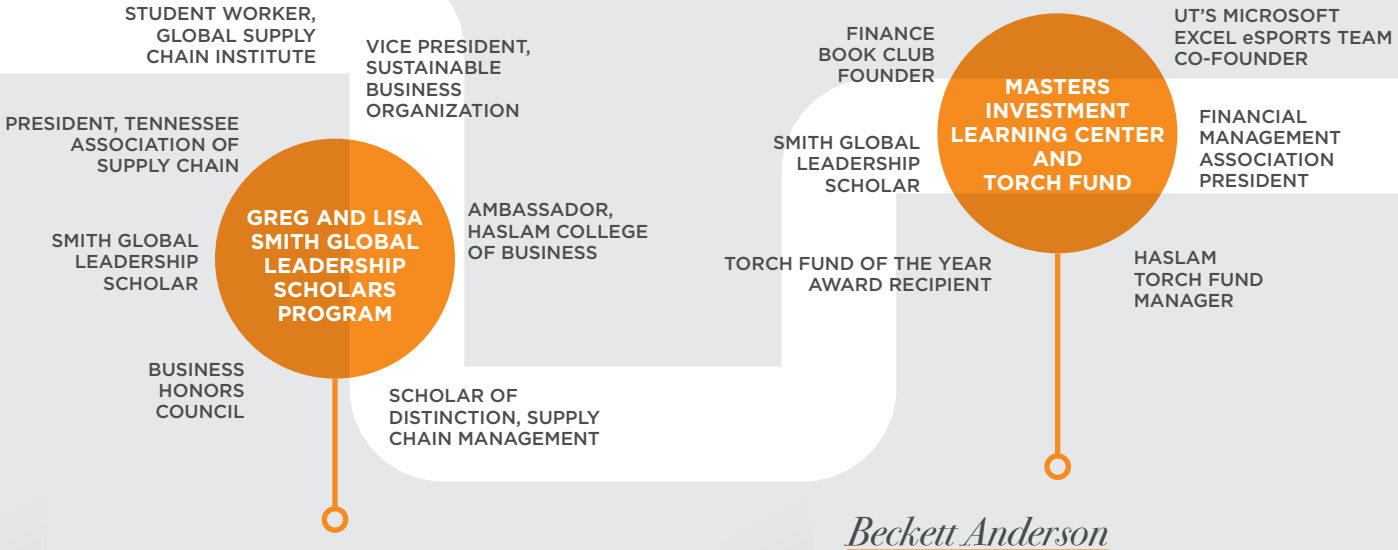
Brian Broyles, senior vice chancellor for advancement for UT Knoxville, adds, "The Haslam family's unparalleled generosity, which includes the establishment of the Haslam College of Business and numerous other philanthropic gifts, has paved the way for three additional named colleges at UT, profoundly transforming lives within the university community."

To Ann (Haslam) and Steve Bailey, meeting Haslam students and hearing their stories is the biggest return on their family's investment. "Every one of them has such an appreciation for the Haslam College of Business and the education they are receiving," say the Baileys. "We feel so blessed to be a small, small part of the school."

STUDENT IMPACT

In Their Own Words

The Haslam naming gift empowers the college to impact students in positive ways, from hiring world-class faculty to extending accessibility, creating new programs, and fostering a supportive, generous community. Five incoming and current students share thoughts on how being part of the Haslam community enriches their lives and opens doors of opportunity.



Elisa Alvarado

SENIOR, SUPPLY CHAIN MANAGEMENT AND BUSINESS ANALYTICS



Elisa Alvarado chose Haslam because of the college's nationally recognized supply chain program and commitment to student success. She currently serves as president of the Tennessee Association of Supply Chain and as a Haslam Ambassador, Supply Chain Management Scholars of Distinction peer mentor, and a student worker in the supply chain department. As part of the Smith Global Leadership Scholars Program, Alvarado studied abroad in London and completed internships in the U.S. and the U.K. "Every success I've experienced is a testament to the resources and support Haslam has made available to me," she says. After two internships at Procter & Gamble, Alvarado was offered a full-time supply chain role at the company beginning in 2025. "I know for a fact that the people and resources in Haslam were essential in making this opportunity possible."

Beckett Anderson

SENIOR, FINANCE AND MARKETING



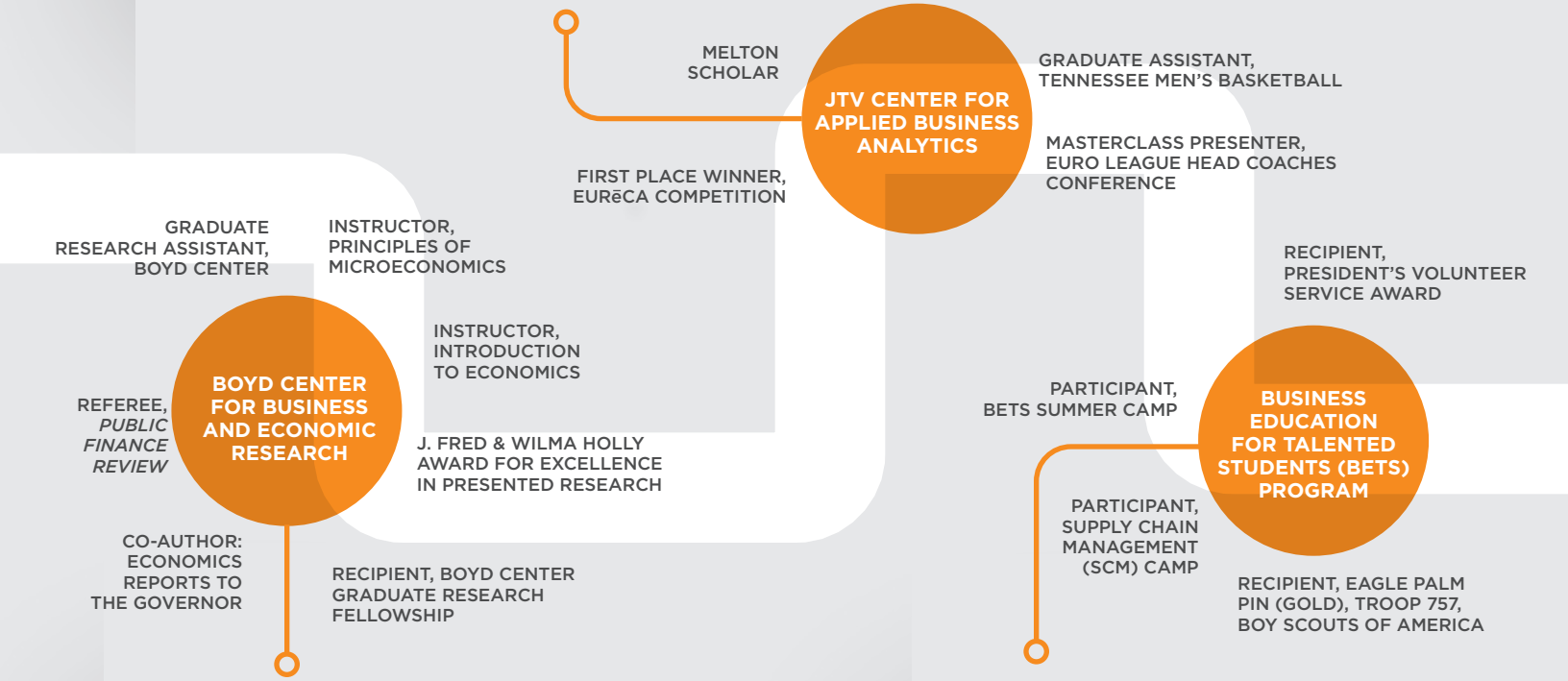
Beckett Anderson chose Haslam for the community. "I wanted to be part of the Smith GLS program, and to have opportunities to work closely with classmates and professors," he says. "I've had more opportunities open up to me at Haslam than I could ever have imagined." Anderson has served as a fund manager in the Haslam Torch Fund program through the Masters Investment Learning Center and as president of the Financial Management Association, completed three internships. He also co-founded UT's Microsoft Excel eSports team and competed at the financial modeling world championships. "Through it all, I've met great students and professors who helped push me forward in my professional development."

Scott Daughtry

HCB, '24 AND DUAL MBA/MSBA CANDIDATE



Daughtry came to Haslam for the well-respected business analytics program. He values the commitment and mentorship he's received from professors over the past few years. "Adam Spannbauer has mentored me since my junior year," Daughtry says. "Whenever I needed help with a project, he walked me through the challenge." That personal attention helped Daughtry connect two passions—basketball and analytics—while serving as a student manager for the Tennessee Men's Basketball team. Now, he's a graduate assistant for Tennessee Men's Basketball, applying analytical models to aid in injury prevention, player development, and recruitment. With support from Haslam faculty, Daughtry recently landed his dream internship working for an NBA front office. "Those connections have already helped me gain opportunities to interact with NBA teams for full-time roles."



Alannah Shute

HCB, '21 AND DOCTORAL CANDIDATE IN ECONOMICS



Alannah Shute was attracted by Haslam's welcoming, supportive atmosphere. "When you go to graduate school, culture is a key element—and I was sold on Haslam without even doing a campus visit," she says. The college offered Shute a graduate research assistant position at the Boyd Center for Business and Economic Research. "I knew I wanted to do impactful, policy-relevant research, and that is exactly what the Boyd Center does." She also received a three-year Haslam Doctoral Scholarship and a two-year Boyd Center Fellowship, making Haslam even more attractive and affordable. "I think my future is really bright because of my decision to come here," she says. "I have an incredible mentor and have formed great professional relationships. I have no doubt that everyone here wants me to be successful—and they work hard to make that happen, which motivates me every day."

Ashoke Watkins

INCOMING UNDERGRADUATE STUDENT



Ashoke Watkins appreciates the introduction to the business world he gained at Supply Chain Management Camp in 2023 and the BETS program in 2024. "I learned a lot about the different majors as well as the careers I could pursue," he says. "These programs also gave me a taste of what it's like to live on a college campus." The experience drew Watkins to apply to Haslam and pursue a career in business. "I hope to get one of the best business educations available, which will help me be successful in whatever career path I choose."



MASTERS INVESTMENT LEARNING CENTER TRIPLES IN SIZE


+300x MLC



More than 200 Haslam students visit the Masters Investment Learning Center (MILC) each week to take part in Bloomberg training courses, student clubs, and other programming. Beyond theoretical training, the MILC also helps facilitate real-world practice, with student members of the Torch Fund program actively managing nearly $4 million in donors' funds at the center, a unique opportunity for experiential learning in the field of finance.

Laura Seery Lenn, Sharon Pryse/Trust Company director of the MILC since its 2009 inception, is passionate about helping students gain access to the best, most up-to-date technology to facilitate their decisions. "Our goal is for students to gain a deep understanding of financial markets, investment strategies, and risk management through hands-on experience," Lenn says. "Along the way, we help them develop critical thinking skills and cultivate ethical, responsible investment practices."

RECENT RENOVATIONS

This spring, the MILC reopened after extensive renovations that nearly tripled its size to 1,900 square feet of usable space. The center now boasts 20 Bloomberg terminals, the gold standard of financial market databases, more than any other university in the Southeastern Conference.

Betsy Adams, Haslam's assistant dean of operations, strategy, and planning, says, "The seamless integration of state-of-the-art technology, courtesy of the Technical Innovative Solutions team's expertise, has catapulted our student experience into a new era."

Mike Masters (HCB, '89), founder and chief investment officer of Masters Capital Management, LLC, and MILC namesake, funded the project to give back to his alma mater and help future students. "It's a beautiful facility and will attract prospective students to the Haslam College of Business," says Masters. "I received a great education from UT. Their finance department was excellent when I attended school in the 1980s, and it's even better today."

In addition to advanced computer labs, the updated center includes a modern classroom, a conference room, and a break-out room, allowing students to gather for lectures, meet with clubs and study groups, or conduct research on their own. "The environment is designed to mimic real-world financial settings, providing students with an immersive learning experience," says Lenn. "The expansion means students will have access to more networking opportunities as the added space lends itself to more programming such as lectures, workshops, and hands-on projects."

Lindsey Campbell (HCB, '24) says the renovation is already facilitating more student interactions. "It's really promoting collaboration and mentorship that we never had before," she says. "As a senior, I collaborated with a lot of sophomores this spring. More clubs were meeting in the space, and some students even started a podcast. All of this arose from having these additional spaces to gather and talk with each other."

FIRSTHAND EXPERIENCES

Enjoying the MILC requires investment from faculty and students. Every day, Lenn works with students to keep the MILC running smoothly, constantly updating the Bloomberg training curriculum because the system changes frequently. "All the content we create is stale within a semester," says Lenn. "Many universities don't do what we do because it takes such organization and hard work to keep the curriculum up to date, but we think there is value in it."

From the required effort comes value in two forms. First, it is helpful for students to have access to training modules that are up-to-date and accurate. Second, engaging in the work of updating the curriculum keeps MILC student workers at the top of their Bloomberg game. "Some

students who work for me are Bloomberg ninjas by the time they are seniors," says Lenn. "They each take a content area and become an expert."

Within the Bloomberg system, content areas include equity, real estate, fixed income investments, and swaps and derivatives. Students collaborate to assess changes and create updated modules for two courses on how to use the Bloomberg terminals. "There are so many skills I took away from this experience working on the curriculum and with the Torch Fund," says Campbell. "The biggest one is learning how to work in a community of people in finance. There are not a lot of opportunities on a college campus that replicate a working environment, but the MILC really does that."

The hard and soft skills students gain through the MILC prove invaluable when they transition to the workplace after graduation. Katie Fowlkes (HCB, '19), who now works in P&G's corporate accounting group, says, "All of the company research done as part of the Torch Fund made me familiar with key corporate metrics and gave me financial statement expertise."

INVESTING IN STUDENTS

Lenn ensures students gain more than training through the MILC, as she pours time and energy into connecting with them and aiding their growth and development. "The students' enthusiasm, curiosity, and drive are a constant source of inspiration for me," Lenn says. "It's particularly rewarding to see their 'aha' moments when a challenging concept clicks, or when they successfully apply theoretical knowledge to practical scenarios in our simulated trading environments."

Fostering a collaborative environment that encourages teamwork and a sense of community is also a priority for Lenn. "These experiences not only enhance their learning but prepare them for the collaborative nature of the professional world," she says. "The most rewarding aspect of my work with MILC students is playing a part in their journey toward becoming skilled, ethical, and successful finance professionals."

Lenn's students attest to the positive impact she and the MILC have made. "[She] was an incredible mentor to me during my time at Haslam," says Fowlkes. "What I most appreciated is her open-door policy with students. Her leadership style created an amazing culture within the MILC and made her known as a true advocate for students."

Campbell also looked up to Lenn as a mentor. "For me, the most impactful thing was seeing a successful woman in finance," she says. Lenn's emphasis on serving others in addition to personal ambition inspired Campbell. "She'd remind us that at the end of the day, we have a duty to help other people, especially other women, to be successful in a field that's always been dominated by men," Campbell says. "The idea of servant leadership is what I've taken away."

"The environment is DESIGNED TO MIMIC REAL-WORLD FINANCIAL SETTINGS providing students with an immersive learning experience." —LAURA LENN







Above: Accolades from the past year reflect the support students receive from the Finance Department. *Above right:* Laura Lenn with Mike Masters at the Masters Investment Learning Center's post-renovation reopening.



JUSTIN HILL

Why Stop Now?

Haslam undergraduate alumnus and current Online MBA student Justin Hill (HCB, '20) has always been interested in logistics—the operations involved in transporting people and things from place to place. The son of a Navy aircraft mechanic, Hill learned to fly and enrolled in air traffic control and flight management programs, intending to become an air traffic controller. However, his career took a new direction when he joined the U.S. Navy.

As a personnel specialist stationed in Bahrain and then Japan, Hill had multiple opportunities to witness ship cargo being loaded and unloaded, experiences that later provided insights into the business world and his career. "I was in awe of the massive scale of operations that it took to get things on and off the ship," Hill says. "I saw the tip of the iceberg of how the supply chain industry works."

After five years of managing Navy personnel records and payments, Hill decided to pursue a degree in finance. He looked at schools across the Southeast, but ultimately chose UT because of its veteran-friendly atmosphere and his childhood love of Vols Baseball. After moving to Knoxville, he also joined the Navy Reserve.

Hill was sold on finance until his supply chain courses led him to change his major. "I took a couple of supply chain classes and thought, 'Hey, this clicks with my personality,'" says Hill. "I love the data analytics part of it, finding trends, and then visualizing it and telling that story."

"I SAW THE TIP OF THE ICEBERG OF HOW THE SUPPLY CHAIN INDUSTRY WORKS."

Haslam also prepared Hill for the civilian workforce and its different organizational structures. He worked for the transportation logistics company J.B. Hunt in Atlanta for a year and a half before a job opening and a budding relationship with his now wife, Iva, drew him back to East Tennessee. Hill currently works in procurement for Leidos in Oak Ridge.

Determined to take his career to new heights, Hill enrolled in Haslam's Online MBA program, expecting to graduate in 2026. The program's flexibility allows Hill, who works four 10-hour days each week, to complete coursework during his off hours. "A lot of companies, my workplace being one, value employees having an MBA because it shows you are continuing the learning process," he says. "One thing my parents always taught me was that you might graduate, but you never stop learning, whether in school or out. So, why stop now?"

awards

TOP GRADS

Haslam recognized the following 23 undergraduate students as Top Grads: **Haiden Arruda** (accounting), **Ziyad Banadqaji** (supply chain management), **Kacey Cannon** (marketing), **Tyler Caricato** (finance), **Nicole Carvagno** (supply chain management), **Barrett Chambers** (management), **Michael Chodak** (finance), **Viktoria Eisenstadt** (finance), **Jacob Kleist** (finance), **Connor Kolstad** (finance), **Margaret McGee** (marketing), **Kelvin Melendez** (accounting), **Ethan Moody** (supply chain management), **Michael Neuhoff** (finance), **Ansh Patel** (finance), **Nancy Patel** (finance), **Veda Seay** (business analytics), **Kyle Siegel** (finance), **Avery Smith** (marketing), **Abigail Soisson** (supply chain management), **Anna Strohm** (marketing), **Jackson Ubriaco** (supply chain management), and **Emily Whelan** (economics).

CHANCELLOR'S HONORS AWARDS

Three Haslam students won Chancellor's Honors Awards. **Lindsey Campbell** (finance) won the Extraordinary Campus Leadership and Service Award, **Nicole Carvagno** (supply chain management) won the Extraordinary Community Service Award, and **Tucker Mountain** (economics) won the LGBT+ Student Leadership Award.



Lindsey Campbell



Nicole Carvagno



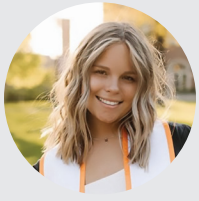
Tucker Mountain

University Student Engagement Awards

UT recognized two Haslam students and two Haslam student organizations for engagement. **Ian Parten** (accounting) was recognized as an Outstanding Executive Board Member, **Melanie Luke** (finance) won the Rising Student Organization Leader award, **Women of Haslam** was recognized with the Outstanding Commitment to Innovative and Creative Programming award, and **Women in Finance** won the Outstanding Organization Excellence—Large Organization award.



Ian Parten



Melanie Luke

Haslam Student Organization Awards

Haslam recognized one student and three student organizations for their efforts. **Hannah Clark** (supply chain management) won the Member of the Year award. **The Music Industry Club** won Organization of the Year, the **UT Investment Group** won Innovation of the Year, and **Women in Finance (WinFin) Personal Finance Symposium** won Event of the Year.



Left to right: WinFin co-president Savannah Overton, co-founder Jackie Tenney, co-founder Emily Becker, and co-president Jessie Deutschmann.



Haslam's International Business Case Team earned first and third place in the online **BisNet International Case Competition**, where they were challenged to assist a business considering options to consolidate its food delivery service in Colombia. The team of **Nolan Beasley** (junior in finance), **Ainsley Scheidler** (Smith Global Leadership Scholar and junior in business analytics and marketing), **Brock Sooley** (Chancellor's Honors sophomore in logistics and management consulting), and **Yunfei Xie** (junior in accounting) secured first place in the competition. The team of **Michaela Bianco** (junior in marketing), **Sean Fritts** (senior in accounting and finance), **Haley Shimer** (senior in finance and business analytics), and **Katie Dugger** (sophomore in finance) placed third.

Entrepreneurs in Training

What do customizable golf putters, robotic lawnmowers, European pastries, wedding dress shops, and biotech research have in common? They are all business ideas formed and executed by students and alumni who are part of Haslam's ACEI.

After its inception in 2009, the ACEI received a generous contribution from the Anderson family in 2010 that has enabled the office to serve hundreds of graduate and undergraduate students, faculty, and alumni. The ACEI's programming includes business competitions, mentoring and networking opportunities, and an entrepreneurship minor open to undergraduate students from across the university.

COMPETITION GROWTH

From the beginning, business competitions like the Graves Business Plan Competition, Vol Court Speaker Series and Pitch Competition, and Boyd Venture Challenge have been part of ACEI programming. Over the years, the ACEI has awarded more than $1 million to student-own startups through these competitions thanks to the generosity of many donors.

Students face different levels of preparation depending on the competition they choose, from creating a 90-second elevator pitch for Vol Court to a 10-minute presentation for the Graves Competition and Boyd Venture Challenge. A panel of judges with industry experience awards winners anywhere from $500 up to $20,000, depending on the competition and placement.

While cash prizes help fund businesses, the experiences provide even more value, says Tony Tuber (HCB, '24), co-founder of T Squared Putters and 2024 Vol Court and Graves Competition winner. "Your preparation makes you step back and evaluate all facets of your business," he says. "I was able to recognize problems and make changes that I wouldn't have made otherwise."



Clockwise from top left: Emma Lakatosh, Zain Zitawi, Cody Blankenship, Mickey Napier, JT Sudderth, Ian Parten, Brennan Lessard, Robert Troutman, Logan O'Neal, Camden Shuman, Wesley Pitts, Tony Tuber, Ethan McFarland, Mickey Napier, Katy Daniels, David Walters, Alexa Schnittka, Jawan Qura, Josie Rich, and Ashley Tucker.

BUILDING STRONG ENTREPRENEURIAL FOUNDATIONS

Rheagan Haynes (HCB, '24) became a business owner when she purchased Lace & Glam Bridal earlier this year. She connected with the ACEI to gain more experience and resources, participating in events such as Vol Court and the Women in Business, Entrepreneurship, and Leadership Summit. "Those experiences helped me step out of my comfort zone," she says. "I was able to fine-tune my story of business ownership and share it effectively."

Graham Taylor (MABE, '07, '14, '16), founder and president of Helix Biotech, completed three degrees in biomedical engineering at UT. While working on his doctorate in 2015, Taylor connected with the ACEI and entered the Boyd Venture Challenge with his startup company, T&T Scientific. "We had the pleasure of working closely with Tom Graves and Lynn Youngs, who helped advise us on financial plans, accounting, and more," he says. "Both were incredibly helpful advocates, and it really helped to have access to their networks and experience to guide us in the early days."

Taylor's company won a cash prize in the 2015 and 2016 Boyd Venture Challenges, helping them set up an initial facility. "We were officially in business thanks to the competition," says Taylor. "The connections we made through the

ACEI with investors, advisors, and business development professionals have been very valuable. I strongly believe I might not be where I am today without the ACEI."

BEYOND THE BUSINESS SCHOOL

The ACEI's mission centers on connecting students with the resources they need to succeed as entrepreneurs, whether or not they are business students. ACEI executive director Breanna Hale says 50 percent of students currently involved in ACEI programming are students from outside Haslam.

Through speaker events led by community members and faculty and presented in other areas of campus, the ACEI is taking its message beyond the college's walls. "We're partnering with faculty and alumni from other disciplines such as music and agriculture to lead presentations that are relevant to students in those areas," says Hale. "Ultimately, we want students to recognize that entrepreneurship is in every discipline and every field—and to discover that it's a viable career path."

To learn more about how you can support the ACEI, visit **HASLAM.UTK.EDU/ANDERSON-CENTER/VOLUNTEER** or email Breanna Hale at **BHALE19@UTK.EDU**.



The inaugural **Rocky Top Golf Tournament**, spearheaded by the student-run **Professional Sales Club**, served as an experiential learning and networking opportunity, as well as a fundraiser to benefit the student organization and the Department of Marketing.



Scott Daughtry, mentored by BAS faculty member Adam Spannbauer, completed his Melton Scholar project in which he collaborated with the UT basketball team to create a real-time transfer portal prediction tool. Daughtry's project received an award from the EUReCA competition. Daughtry joined Haslam's dual MBA/MSBA program in July.

The Society of Human Human Resource Management (SHRM) chose **UT-SHRM** as one of the organization's top four student chapters nationwide.



Left to right: Carmanelette Rawls (MSMHR, '23), Emma Rowan, (HCB, '23, MSMHR, '24), UT-SHRM faculty advisor Debbie Mackey, and SHRM president Johnny C. Taylor.

GRADUATE & EXECUTIVE EDUCATION



Yu Jiang received the 2024 Advanced Supply Chain Collaborative PhD Student Award for her research on retail consumer returns, mentored by BAS faculty members Mike Galbreth and Paolo Letizia.



Teknovation featured **Nataliia Yakushko**, doctoral student in the Strategy, Entrepreneurship, and Organizations program. The article highlighted her "Santa for a Day" program, which provides holiday gifts for children in her home country of Ukraine, and her dissertation work exploring the effects of the war on Ukrainian entrepreneurs.



Gavin Williamson and **Janelle Bremer**, Strategy, Entrepreneurship, and Organizations doctoral students, and co-author Emily Campion won Top Rated Poster honors at the Society for Industrial and Organizational Psychology's annual conference for their paper "Measuring Constructs With O*Net: Beyond the Content Model."



Top to bottom: Jiang, Yakushko, Williamson, and Bremer. *Below, left to right:* Bauer, Tate, Evans, and Epperson.

Gavin Williamson authored a paper that is forthcoming in *Entrepreneurship Theory & Practice.*



Master of Science in Management and Human Resources students **Noel Bauer**, **Miranda Epperson**, **McClane Evans**, and **Greg Tate** passed the SHRM Certified Professional exam.



WESLEY PITTS

Making the Cut

If you've seen robots mowing grass on the UT campus lately, a junior Haslam undergrad has something to do with it.

Wesley Pitts grew up in Eastern Europe where his parents served as missionaries in Hungary. While a high school student at an international Christian school in Budapest, Pitts's natural interest in entrepreneurship emerged. At 16, he started a landscaping business that catered to expatriates and included property management services.

Budapest exposed him to technologies that hadn't yet caught on in the U.S.—such as robotic mowing. "My junior year of high school, I saw my first robotic mower and followed it for 45 minutes," Pitts says. "I knew I wanted to bring that to the U.S."

His Knoxville connections and interest in business led Pitts to apply to Haslam. Although he considers himself a poor test-taker and had no ACT score to submit, UT accepted Pitts on the basis of the essay he submitted with his application.

Pitts is pursuing a degree in management with an entrepreneurship and emerging enterprises track and a collateral in sales and marketing. Meanwhile, he serves in the Tennessee Air National Guard to help pay for school.

Inspired by the technology he had seen years earlier in Budapest, Pitts and a friend started KnoxBots, a company that sells and leases robotic mowers as well as subscription-based service packages in the Knoxville area. KnoxBots acquired LLC status in January 2023, the same year Pitts won a combined $25,000 in funding from the Boyd Venture Challenge and the Graves Business Plan Competition through Haslam's Anderson Center for Entrepreneurship and Innovation.

KnoxBots earned $123,000 in revenue its first year, and the company currently operates robotic mowers on the UT campus, the 134th Air Refueling Wing at McGhee Tyson Airport, and multiple golf courses. Recently, Pitts created TerraSYNC, a nationwide version of KnoxBots, and launched a site in West Palm Beach, Florida, with plans to expand to two other cities.

Beyond his lawn care business, Pitts also co-founded another Knoxville-area enterprise, Pink Apron Logistics, which bakes its own authentic European pastries and delivers them to local coffee shops. Pink Apron recently catered an event for UT Athletics at Neyland Stadium.

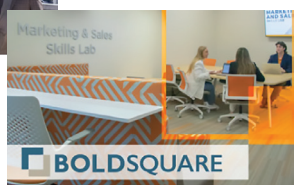
In addition to nurturing two businesses after graduation, Pitts hopes to establish a nonprofit to help new entrepreneurs get their ideas off the ground. "I want to give others the opportunities for success that I've had," he says. "My ultimate goal is to invest in young entrepreneurs and give them, at no cost, the resources they need to succeed."



Nine UT students, including seven from Haslam (**Bridget Barnes**, senior in supply chain management; **Brooke Dixon**, senior in marketing; **Campbell Hubbard**, junior in marketing; **JaKya Moore**, senior in human resource management; **Bethany Naffizger**, senior in management; **Jenna Stayart**, junior in marketing; **Julia Thompson**, junior in human resource management) participated in the **Big Orange Combine** and traveled to Las Vegas to work behind the scenes at Super Bowl LVIII.



Above: Big Orange Combine students and faculty advisor Debbie Mackey on the set of CBS Sports in Las Vegas. *At left:* Boldsquare Residency participants.



Designed to help students apply classroom lessons to relevant workplace situations, the Boldsquare Residency launched as a partnership between Boldsquare—a Knoxville marketing and communications firm—and Haslam's Marketing and Sales Skills Lab. The residency provides students with deeper insight into agency life by working with clients to solve real-world marketing challenges.

Below: Randy Boyd, far left, with the students who created a strategic marketing plan for tnAchieves.



In an innovative **independent study course taught by Jules Morris**, students created a strategic marketing plan to help tnAchieves increase the percentage of Tennessee high school graduates pursuing a postsecondary degree or certificate. The students presented their plan and recommendations to Haslam leadership and representatives from tnAchieves, including Randy Boyd, board chair and UT system president.

Torch Fund



Torch Fund trip to Larry Carroll's office

Thirty-four **Torch Fund** students, along with program director Ryan Farley, traveled to Charlotte, North Carolina, for a private seminar with Larry Carroll (HCB, '78) at his Wealth Enhancement Group (WEG) office.



Campbell

Senior finance major **Lindsey Campbell** received the Bank of America Student Leadership Award.



Pitts

Junior management major **Wesley Pitts** won third place and $2,500 at the University of Georgia's Next Top Entrepreneur competition for KnoxBots, his robotic mowing business.



Malone

Kevin (KJ) Malone, a senior finance major with a concentration in international business, and **Veda Seay**, a senior with a dual major in business analytics and mathematics, were named to *Poets&Quants* for Undergrads' 2024 list of 100 Best and Brightest Undergraduate Business Majors.



Seay

A team of first-year students including **Veronica Chudoba** (accounting major), **Garrett Brown** (finance major), and **Tucker Riley** (communications major) took first place in the 2024 OACC TakeOff Program pitch competition with their product, Blizzard Beater.



Left to right: Brown, Chudoba, and Riley.


"I CREDIT MY EDUCATION AT HASLAM FOR PREPARING ME FOR A VARIED CAREER AT JOHN DEERE. ALL THESE CROSS-FUNCTIONAL EXPERIENCES IN THE MBA PROGRAM POSITIONED ME FOR SUCCESS."

DAN DOUGHERTY

Cultivating Future Leaders

Dan Dougherty (HCB MBA, '00) was headed toward law school when he stumbled on a love for business. After earning an undergraduate degree in political science and communication, Dougherty got a job at a small telecommunications company where he grew up in rural Virginia to save money for law school. "My primary job there was managing a public access cable channel, from filming to broadcasting and selling advertising," Dougherty says. "I gained a multi-faceted view of all the different pieces of running a business."

Dougherty came to the Haslam College of Business as an MBA student in 1998, and landed an internship at agriculture machinery giant John Deere the following summer. The internship gave him the opportunity to apply what he was learning in the Haslam MBA program in a real business setting.

When Dougherty graduated, John Deere hired him full-time. He's been there ever since, starting out in supply chain and moving into different roles in operations, new product development, and business strategy. Since 2015, he's led sales, marketing, and program management for John Deere's electronic solutions business, based in Fargo, North Dakota. "I credit my education at Haslam for preparing me for a varied career at John Deere," he says. "All these cross-functional experiences in the MBA program positioned me for success."

Dougherty is quick to shift the focus from his own success to the achievements of his teams. "I believe in servant leadership, trying to support the team and remove obstacles in their way," he says. "I love seeing people that work for me get a new opportunity or promotion based on what they bring to the table."

Looking back on his 25-year tenure at a global company, Dougherty is grateful for the opportunities he's had to travel the world and experience different geographies and cultures. "When I started working at John Deere in my 20s, I'd only been on an airplane twice," he recalls. Since then, he's traveled around the world, throughout locations from rural African jungles to Hong Kong skyscrapers. "Not everyone from a small town in southwest Virginia has these experiences, and I try to never take them for granted. It's given me an understanding that people are pretty much the same anywhere—an awareness that has helped me negotiate in business and made me a more understanding person."

Dougherty brings his extensive experience back to Haslam as a classroom guest speaker, a member of the Marketing Department Advisory Council, and a mentor for students. He also enjoys judging practice cases for undergraduate students on case competition teams. "I was on a case team as a student, led by Eddie Armbrister, and it was one of the most impactful experiences I had as an undergraduate," Dougherty says. "Case competitions really prepare students for real-world business challenges and give them a head start for their first job."

Recently, Dougherty created the Mary, Jack, and Daniel H. Dougherty Faculty Award Endowment in honor of his parents, who have both now passed away. "My parents instilled in me the importance of learning," he says. "I don't have children of my own, so it's meaningful to me to pay forward the successes I've achieved, help other students succeed—and to extend my family's values to future generations."

DONOR

Report

*These lists, unless otherwise noted, reflect society members as of June 1, 2024.

THE DEAN'S CIRCLE

Members of the Dean's Circle support Haslam students, faculty, and programs through leadership-level annual giving to the College Fund. Cumulative gifts made each calendar year of $1,000 or more ($500 for alumni who have graduated within the past 10 years) qualify for Dean's Circle membership and are recognized by plaques in the Haslam Business Building and invitations to special events throughout the year. Gifts to the College Fund impact all students, faculty, and programs at the college. Names listed represent 2023 calendar year members.

21st Mortgage Corporation
Michael D. & Charlotte B. Acuff
Gary D. & Carol M. Adams
Jerry & Carolyn Allen Jr.
Marvin Friedman
Carson & Kari Anderson
Glenn C. & Suzanne W. Andrews
Todd & Periann Archer
Avery Aulds
James M. & Corinne M. Balthrop
David K. & Janine N. Barber
M. Todd Barham
Blanding & Lane Beatty
Tom & Jennifer Bell Jr.
Leonard J. & Laura B. Berlik
Mike A. & Nancy M. Berry
Ken & Dawn Bertsche
Mary T. & Timothy M. Blair
April Blalock
John Bolton
Karen M. and Mark S. Bowling
Randy & Jenny Boyd
Rick & Vicky Boyd
Christi Branscom
Charlie Brinkley Jr.
Shirley Pih Broadbery & Paul Broadbery
Marty & Ann Brown
Erica Brown
Roger S. Bush & Larry Young
Bush Brothers & Company
Thomas R. & Nancy H. Campbell
Dick & Nancy Cardin
Larry & Vivian Carroll
Regina S. Carter
Danielle R. Casson & P.J. Martin
Caterpillar Financial Services Corp.
Amy S. & Robert R. Cathey Jr.
Michael K. & Regena D. Chapman
James W. & Melissa P. Charles III
Milt & Carol Childress II
Robert E. & Margaret Christopher
G. Fenn Church
David V. & Molly Clark II
Paul E. & Terri S. Clark
Marsha K. Clayton
Judson H. and Melissa D. Clifton
Scott D. Craig & Jill E. Gordon-Craig
David W. & Barbara L. Crippen
Jefferson & Jennifer Cross
Matt & Mary Dallas
Clay S. & Anita G. Davis
Dennis & Kim Denton
Chad & Jennifer Deutsch
John R. & Diana J. Doss III
Daniel H. Dougherty
Jim R. Doyle
Bill & Janyce Dudney
Mario & Fanny Dudzinski
Robert S. & Deborah E. Durrett
Eastman
David K. & Kathleen A. Ecklund
James B. & Sharon H. Edwards
David H. & Liza England
Michael M. Flanary
David M. & Dana M. Evans
Michael P. Fath
Dave M. Fentress
Joe & Ruth Fielden
Devin & Samantha Finch
Lester E. Finell Jr.
First Horizon Foundation
David & Alberta Fitzgerald
Shirley A. Flynn
Edwin B. & Karen Fort
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*DEAN'S CIRCLE LISTING JANUARY 1, 2023 – DECEMBER 31, 2023

GLOCKER SOCIETY HASLAM COLLEGE OF BUSINESS

THE GLOCKER SOCIETY

The University of Tennessee, Knoxville, must have seemed an unlikely choice for Theodore Glocker when he arrived in 1913, as there was no business school or even a business program for him to lead. But by 1914, under Glocker's visionary leadership, the School of Commerce had been formed to educate students on issues relating to banking and corporate finance.

Glocker's dynamic leadership carried the school from its humble beginnings through countless transitions and growth in student enrollment, facilitating the school's accreditation as the College of Business Administration in 1947. In 1952, the Glocker Business Administration Building was dedicated in honor of its first dean and loyal leader, Dr. Theodore Wesley Glocker Sr.

Members of the Glocker Society share the vision, passion, and commitment to excellence in education the college's beloved dean demonstrated almost 100 years ago. Those who are part of this prestigious group stand out among their peers and are recognized for lifetime giving to the college of $1 million or more.

Because of these great leaders, the UT Haslam College of Business' next 100 years will be even brighter than the first.

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The Anderson Family
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John H. Boll
Randy & Jenny Boyd
Charlie & Candy Ergen
FedEx
First Horizon
John & Janice Fisher
Bob & Vicki Hall
Bill & Crissy Haslam
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Jimmy & Dee Haslam
Ralph & Janet Heath
Dennis & Jennie Hendrix
Home Federal Bank of Tennessee
Doug & Brenda Horne
JTV Company
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Gerry & Terri Niedert
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David & Debbie Stevens
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Andy Taylor
Truist Bank
Bill Vandergriff
Mark & Lynn Venrick
Charlie & Nancy Wagner

ARCHWAY SOCIETY HASLAM COLLEGE OF BUSINESS

THE ARCHWAY SOCIETY

Throughout the history of UT's Haslam College of Business, the arches of the business building have welcomed countless students eager to excel academically and become successful leaders in their chosen fields. The tradition continues with today's students, who pass through the original stone arches of Glocker that have been preserved, as well as through the new steel arches that connect the restored Glocker Wing to the classrooms of the James A. Haslam II Business Building.

The Archway Society recognizes private support and development of the college's programs. Even as the business building's arches represent a link to the past, this society's membership understands the importance of creating a bridge to the future by establishing active endowments benefiting Haslam College of Business students.

Through their unwavering support, these generous alumni and friends of the college uphold the tradition and provide tomorrow's graduates with the opportunity to pass through these regal arches and into a brighter future.

AAA Cooper Transportation
Jeff & Jacqueline Abbott
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Molly & Rodney Adams
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Frank M. Addicks
Mary H. Allen
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Todd L. & Robin R. Bassett
Brodie & Grace Baynes
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Randall S. Beard

NEWLY ESTABLISHED ENDOWMENTS

JANUARY 1 THROUGH AUGUST 1, 2024

Tom, Julie and Brandon Carpenter Supply Chain Management Scholarship Endowment

David and Theresa Dieter Family Scholarship Endowment

Fitzgerald Family Business Scholarship Endowment

Joni T. and Robert L. Goan Endowed Scholarship in Business Excellence Endowment

Lee and Allison Herring Endowed Research Award in Marketing

Larkin Express Logistics Supply Chain Management Scholarship Endowment

Dr. Charles and Marla Little Supply Chain Management Scholarship Endowment

McCrary Family College of Business Scholarship Endowment

Janie and Al Marshall Memorial Graduate Business Endowment

Reedy Family Real Estate Endowment

Cory S. and Jennifer L. Schulz Graduate Business Fellowship Endowment

Randy Smith Business Scholarship Endowment

Robert S. Ronka Supply Chain Management Scholarship Endowment

William A. Jr. and Dene R. Shipp Business Fellowship Endowment

Stalcup Family Business Scholarship Endowment

Lucas Paul Treacy Supply Chain Scholarship Endowment

Two Chesters Legacy Scholarship Endowment

Dena and Arthur vonWerssowetz Business Scholarship Endowment

Coach Lendon and Charlotte Welch Business Scholarship Endowment

David Yorde Supply Chain Management Professorship Endowment

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James & Patricia Bernal
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Willis Corroon Corporation of Tennessee
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Alan D. & Wendy R. Wilson
Edward E. & Anne A. Wilson
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Neville J. Woods
Chris & Melissa Wyatt
Elise Roby Yanders

1914
SOCIETY
HASLAM COLLEGE OF BUSINESS

THE 1914 SOCIETY

When the School of Commerce began in 1914, it had only 11 students and one faculty member. While their numbers were few, their shared passion for leadership in business practices and education was strong. As the college has grown and changed, the passion shown by its original students and faculty has persevered. Each year, hundreds of future business leaders graduate and join the ranks of our loyal alumni,

CONNECTUT

There's a new way for students, alumni, faculty, and staff to stay connected with each other and with the wider UT community.

Connect UT is a free, All-Vol networking platform thousands of UT alumni worldwide use for fostering professional relationships.

Registering takes only a few minutes, and you can use your LinkedIn, Facebook, Google, UT system login, or email. The user-friendly platform is easy to navigate. Connect UT members can filter searches and networks by graduation year, campus, interests, career paths, and more. An interactive map shows all the cities and states where Vols are located.

Seth Reagan, senior executive director of advancement for Haslam says, "There are already thousands of Haslam alumni, students, faculty, and staff using Connect UT as a way to either seek or offer opportunities to engage with one another. When our Haslam community comes together to help one another, it is the embodiment of being a Vol for Life."

The platform also maximizes opportunities for mentorship as well as career advancement. Alumni can give back through the Connect UT news and events portal, find speaking engagements, and participate in an individualized mentorship program. The exclusive job board allows members to promote their companies' open positions, enabling them to recruit and hire more UT graduates.

Sign up today at connectut.tennessee.edu.



NEW BUILDING UPDATE

Haslam's new business building will enable the college to continue meeting the needs of its students and those of the greater business world that depend on the college for its accomplished graduates and relevant thought leadership. The official groundbreaking took place on August 21, and the facility is tentatively scheduled for completion in 2027. "Everything is currently on track with our timeline," Betsy Adams, Haslam's assistant dean of operations, strategy, and planning, says. "We're set to move into the construction phase later this fall." For the latest updates, photos from the site, and time lapse video of the demolition earlier this year, visit **HASLAM.UTK.EDU/FUTURE**.

It's not too late to make a supportive gift and secure your legacy in the largest academic building on Rocky Top, Paul Clark, executive director of development (capital projects) at Haslam, says. "We have received more than $70 million in philanthropic commitments toward our overall goal of securing the $100 million needed to complete the construction of this historic facility. Several classrooms and areas of the new building have been named by Haslam's generous alumni, friends, and partners, with more being reserved each week." Many naming opportunities are still available. If you are interested in supporting Haslam's students and mission, contact the Office of Advancement at **HASLAMALUMNI@UTK.EDU**.

Learn more at haslam.utk.edu/future.

reaffirming the importance of a continuing legacy to inspire future growth and success for the college.

1914 Society members reflect the values of the founders of the college, and understand the importance of continuing that legacy. Members show their commitment through bequests, charitable remainder trusts, charitable gift annuities, life insurance gifts, or retirement beneficiary designations.

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H. Russell & Florence L. Johnston Jr.
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Ronald A. Justus
Timothy F. & Janet W. Kercheval
Ben S. & Margaret Kimbrough Sr.
Mark & Lindy Kinser
Michael A. & Pamela S. Koban Jr.
Steve & Cindy Kroeger
Jeffrey & Shannon Land
Chris & Quinita LaPorte
Ronald E. & Carolyn B. Lawrence
Fred R. & Sharon Lawson
William E. & Pamela R. Lee
LeAnn & John Luna
Stephen L. & Troba Mangum
A. David & Sandra L. Martin
Larry B. & Jane Hope Martin
Whitney Johns Martin
F. Stewart McCorkle Jr.
Janet L. McKinley
Robert C. & Ann McMahan
Scott D. McWilliams
George & Peggy Melton
Dan M. & Amy E. Miles
Joseph Minga
W. David & D. Sien Moon III
James M. Moore
Charles W. & Sherry R. Morgan
Michael B. & Renee L. Mulcahy
Pamela R. Neal
Terry L. & Robin A. Neal
Gordon H. & Camoline D. Newman
James & Kathy Newsome III
Dennis H. Owen
Mitchel T. & Chris F. Parrott
Chip & Carolyn Pearson
Edward V. & Karen D. Pershing
Johnny & Kimberly S. Pitts
Bill S. & Kathy P. Portis
Patricia D. Postma
Gary M. Pratt
Jerry & Suzanne Ratledge
Richard B. & Jane M. Ray Jr.
S. Seth & Loren L. Reagan
Philip A. & Kathi Reisz
Jon G. & Mintha E. Roach
Mary Nell Robbins
Martin L. & Carol Fri Robinson
King W. & Judy P. Rogers III
Nolen & Clarice Rollins
Brett W. Rousch
Robert E. & Anne L. Sandlin
David L. and Marilyn A. Schreiber
Cory S. & Jennifer L. Schulz
Louis C. & Sherlene C. Schumacher
Charles G. Seay
Gregory M. Sekelsky
Scott A. & Kathryn W. Selbach
James B. Selleh
Stephen R. & Katy Senkus
Marc A. Shepherd
William A. & Dene R. Shipp Jr.
Bill H. Sims Jr.
A. Dean & Ann H. Skadberg Sr.
Fred W. & Lynn H. Smith III
Gregory L. & Lisa V. Smith
Randall E. Smith
David M. Snapp
Aaron J. Snyder
David H. & Beverly C. Stacey III
Nancy C. Stalcup
Douglas L. Standifer
Connie Dorrough Steinmetz
David & Deborah Stevens
Michael H. & Rebecca Sutton Sr.
Robert S. Talbott
Herman J. Tallman
W. Kirk Taylor
Joe P. & Sheryl S. Teague
J. Neal & Cathy Townsend
Pamela C. Treacy
Walter F. & Patricia Trent
Jerry V. & Kendra Tune
Thomas M. & Traci A. Van Dorselaer
Dwight H. & Shelia Van Inwegan
William H. & Jo-Ann Vandergriff
James H. & Connie P. Vavalides
Charlie A. & Nancy G. Wagner III
James W. & Candy P. Wansley
James C. & Corinne Ward III
Paul A. Warren
Charles R. West
Kay & Bill Whitman
Jan R. & Elaine Williams
Rod A. & Karen C. Williams
Kenneth L. & Shari Wills
J. Michael & Nadine C. Woodall
Joseph M. & Karen S. Young
Lynn & Liz Youngs
Morgan M. & Kathryn Zook

ALUMNI

Update

Stay in touch!

To share your news with the Haslam community, submit it, along with any relevant images, to haslampr@utk.edu. Please use "Alumni News" in your subject line.

This update reflects information known as of May 31, 2024.

'70s



The North Carolina League of Transportation and Logistics honored **Fred Russell Piercy Jr.** (HCB, '77) with the 2023 Bill H. Teague Lifetime Achievement Award.

Bill Vandergriff (HCB, '72) was awarded an honorary doctorate of humane letters from Mississippi University for Women in recognition of his outstanding achievements and contributions to various fields throughout his career.

'80s



The University of South Florida appointed **David Blackwell** (HCB, '80; PhD, '86) dean of its Muma College of Business.



PYA President **Marty Brown** (HCB, '85) was recognized by *Forbes* as one of the Top 200 CPAs in the nation.



Longtime Smithville, Tennessee, CPA **Tom Janney** (HCB, '85) retired from the tax and accounting side of Janney & Associates, CPAs, PC, a business he founded in 1992.



Sam Jones (HCB, '88) was named senior vice president of Legends Bank in Clarksville, Tennessee.

Argonne National Laboratory spotlighted **Kelli Kizer** (HCB, '89), procurement manager for the lab's Advanced Photon Source Upgrade.



Cincinnati, Ohio-based Structure First appointed **Corey Napier** (HCB, '88) regional vice president.



Mark Oldham (HCB, '82), CEO and owner of Oldham Hospitality (with his wife, Sharon, [UT, '82]) recently acquired Blackberry Farm Brewery in Maryville, Tennessee.



Edward W. Oliphant (HCB, '83) retired as the chief financial officer for WeGo Public Transit.



2024 marks **Darryl Thornton's** (HCB, '88) 20th year as staff-certified general real estate appraiser at Hearthside Bank, with licenses in Tennessee, Kentucky, and Virginia.



Advarra, a market leader in regulatory review solutions and clinical research technology for sites and sponsors, announced **Dwight Van Inwegen** (HCB, '86) as their new chief financial officer.



The Standard, out of Portland, Oregon, hired **Kevin White** (HCB, '89) as its regional vice president in retirement plans.

'90s

Citizens Bank announced its promotion of **Aaron Brooks** (HCB, '92) to chief credit officer.



Memphis' Patriot Bank named **Michelle Couch** (HCB, '91) director of community lending.

Chattanooga's Elliott Davis, a business solutions firm, added **Shannon Farr** (HCB, '92) to its valuation and forensic accounting consulting practice.

MarTech Outlook held a Q&A on creating personalized brand experiences at scale with **Matt Gregory** (HCB, '96), senior vice president and chief customer officer of The Clorox Company.

Sam Keener (HCB, '92) was recently promoted to Major General in the U.S. Air Force. He is currently assigned to U.S. Space Command as the director of joint forces development and training at Peterson Space Force Base, Colorado Springs, Colorado.

J. Christopher Lauricella (MBA, '96) is vice president of Programming and Acquisitions at AT&T.



Goodyear Tire & Rubber named **Mark Stewart** (MBA, '93) its new CEO.



Mike Taylor (HCB, '95), CEO of the Knox Education Foundation, recently spoke to the East Knoxville Business & Professional Association.

'00s

Vishal Arora (MBA, '08) is Nike's director of Global Outbound Logistics.



Chattanooga-based Cempa Community Care appointed **Jamie Barbeauld** (HCB, '06) as its chief financial officer.



Cape Fox Corporation welcomed **Jason Brown** (MBA, '02) to its team as the senior vice president of Construction Services.

Eddie Crosslin (EMBA-SL, '05), of Crosslin Supply Company in Middle Tennessee, joined LMC's board of directors.



PYA hired **Ron Feinbaum** (EMBA-SL, '06) as its new chief marketing officer.

Fortune interviewed **Jasen Gundersen** (PEMBA, '07), CEO and co-founder of CardioOne, for an article on why more doctors are getting their MBAs. Gundersen discussed his experience in Haslam's PEMBA program.

Boston Government Services, LLC, headquartered in Oak Ridge, Tennessee, promoted longtime executive **Karen Harris** (MBA, '01) to vice president for energy and environmental.

Andrew McGranaghan (HCB, '09), chief development officer at Wallace Real Estate, was included on the *Knoxville News Sentinel's* "40 Under 40" list.



The City of Murfreesboro named **Ben Newman** (HCB, '02) director of land management and planning.



Kituwah, LLC, hired Kituwah Economic Development Board member **Samuel Owl** (HCB, '01, MAcc, '02) as its new CEO. Owl was later the subject of a feature story in *One Feather.*



Liberty, South Carolina-based PMW Aero hired **James Palacios** (ADMBA, '08) as the company's vice president of sales and business development.

Vincent Passafiume (HCB, '07) is director of Airport Operations Customer Service for United Airlines at its Denver hub and has served on the Haslam Young Alumni Board since 2019.



Eneida Roldan (PEMBA, '03), CEO for FIU Health Care Network, was featured in the new book, *Cuban American Women Making History,* which delves into the stories of Cuban American women and the importance of their engagement in the U.S. workforce and society. In January, she also sat on a panel that discussed this topic at the University of Miami, Florida.

Forbes featured research from Soin Neuroscience, Inc., whose founder and owner is **Amol Soin** (PEMBA, '07), in an article titled, "Soin Neuroscience — Pain Relief Through Technology, Not Opioids."



Fifth Third Bank in Nashville promoted **Damien Todd** (HCB, '07) to senior credit analyst.



Muthukumar Vaidyaraman (PEMBA, '07), IRO-ERO physician reviewer for Medical Review Institute of America, LLC, launched the AI tool Healthcare ABC Advisor, which offers features for consumers and medical practitioners. It is available in the OpenAI GPT store.

'10s

Andrew Adams (HCB, '15), managing consultant at Cencora, serves on the Haslam Young Alumni Board.

Mia Becker (MBA, '19), senior planner with Nissan Motor Corporation, is working with its Global Product Planning team and represented the company in Japan this summer by attending key meetings and representing the U.S. market/customer.



Anton Bilchik (PEMBA, '16), professor of surgery and chief of medicine at California's Saint John's Cancer Institute, was tapped to lead the Stand Up To Cancer (SU2C) Colorectal Cancer Health Equity Dream Team.



Courtesy of The Trust Company of Tennessee

The Trust Company promoted **Cassie Brown** (HBC, '15) to administrative services manager.

The following Haslam alumni are members of the Volunteer 40 Under 40 Class of 2024:

Mohamed Abbas (ProMBA, '22), senior project manager with Denark Construction

Ashley Cash (HCB, '07), owner of Ashley Cash Coaching & Consulting, LLC

Eugene Overton (HCB, '09), global logistics manager at Google

Kim Smith (MBA, '16), Southern Appalachian community conservation specialist at The Wilderness Society

Lance Taylor (MSMHR, '16), chief operating officer for enrollment management at UT

Keong Min Yoon (HCB, '13), legal counsel at the World Bank



Michael Brown (PEMBA, '15) was appointed medical director for eviCore Healthcare. He will continue his work as a private contractor for DakotaCardiac Thoracic Services, LLC.



Monique Butler (PEMBA, '16), who was recently appointed president of graduate medical education at HCA Healthcare, appeared in a cover story of *Tallahassee Woman Magazine,* discussing the need to embrace excellence and empowerment.

Russel Carey (HCB, '19), a material project manager with Leidos in Reston, Virginia, and **Jackson Frizzell** (HCB, '19), a third-party manager for Capital One in Richmond, Virginia, were named to the Institute for Supply Management's (ISM) international 30 Under 30 Rising Supply Chain Stars Recognition Program for 2023-2024.



The Trust Company of Tennessee hired **Justin Chavez** (HCB, '19) as its customer service team lead.



Michael "Bo" Delacruz (HCB, '13) launched GearSwap.Shop, a place for service members and veterans to buy and sell military gear.

Robert Ferraro (EMBA-HL, '19) was promoted to chief operating officer at Ravin Consultants.

Samantha Finch (HCB, '17) is senior national account manager for Omnichannel at Georgia-Pacific in Atlanta, as well as a member of the Haslam Young Alumni Board.



Richard Gajdowski (PEMBA, '04), medical director at Fidelis Care in Pittsburgh, founded Gajdowski Law PC.



Infectious Diseases and Therapy published **Patrick Godwin's** (PEMBA, '16) article, "Remdesivir for the Treatment of COVID-19: A Narrative Review."



Becker's Healthcare Podcast featured as a guest **Jay Grider** (PEMBA, '13), chief quality officer at UK HealthCare, speaking on his leadership journey and strategic priorities.



Nicholas Holmes (PEMBA, '11), senior vice president and COO at Rady Children's Hospital in San Diego, spoke on his hospital's current technology, changing payer relationships and the changing regulatory environment at the CEO + CFO Roundtable hosted by Becker's Healthcare.



U.S. Orthopaedic Partners, a multi-state orthopedic care platform based in the Southeast, appointed **Steve Holtzclaw** (PEMBA, '18) as its CEO.



John Howington (PEMBA, '19), a thoracic surgeon at Virginia Mason Franciscan Health in Silverdale, Washington, is president-elect for the American College of Chest Physicians.



Kimberly Hunter (MBA, '17), chief nurse executive with University of Iowa Health Care, was elected to the American Association of Colleges of Nursing (AACN) Board of Directors.

Marcia Inklebarger (HCB, '13) was recognized by BestAgents.us as a 2023 Top Agent.



Terri La Russo (PEMBA, '19) is serving as the interim chair of the Department of Medicine while continuing to serve as vice chair of clinical affairs for specialty medicine at Prisma Health in Greenville, South Carolina.



Heather Leisy (PEMBA, '15) joined the University of California, Davis, as the medical director of population health quality.









Mountain Commerce Bank recently promoted several Haslam alumni. **Josh Marsh** (MBA, '03) is now senior vice president and market president. **Tom Jensen** (HCB, '88), executive vice president and city executive, was named team leader for the Bearden Financial Center. **Connie French** (HCB, '92), senior vice president and senior relationship manager, was named team leader for the Bank's West Knoxville Financial Center, and **Wesley Lemon** (HCB, '16, MAcc, '17) was promoted to controller.

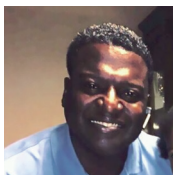
Top to bottom: Josh Marsh, Tom Jensen, Connie French, and Wesley Lemon.

Alex Luna (HCB, '15), founder and CEO of AlphaRail, authored an article for *Railway Age* on what rail must do to ensure its continued relevance in shipping.

James Blake Miller (HCB, '12) was promoted to investment advisor at OneDigital in Atlanta. He also sits on the Haslam Young Alumni Board.



Thomas G. Mitchell (ProMBA, '12), oncology senior specialist at Novartis, earned his doctorate from Bowling Green State University's Schmidthorst College of Business in 2023.



The biography of **Patrick Moore** (PEMBA, '14), founder, CEO, and medical director of the Prevention Center at Moore Healthcare Group, was included in *Marquis Who's Who,* which has published short biographies of select individuals for more than a century.



Ashish Patel (PEMBA, '22) was appointed interim division chief of emergency radiology at Vanderbilt University Medical Center.

Catherine Porth (MBA, '18), an MBA Alumni Advisory Board member, is the founder of Let Her Speak, which has been part of the Knoxville Entrepreneur Center, but this year is expanding and moving into its own space.



Taran Sangari (PEMBA, '17) is now vice chair and chief of pediatric anesthesiology for Oakland Children's Hospital at the University of California, San Francisco.



Nathaniel Shelso (HCB, '11), Senior Relationship Manager with FirstBank was named to the *Knoxville News Sentinel's* "40 Under 40" list.

Caitlin Morris Titus (MBA, '15), senior product manager for ad innovation and experiences with Sharethrough was recently named a "Rising Star of Ad Tech" by *Business Insider.*



Harsh Trivedi (PEMBA, '12), president and CEO of the Sheppard and Enoch Pratt Hospital, was named to *Modern Healthcare's* 100 Most Influential People in Healthcare 2023 and was featured in *The Maryland Daily Record.*



The Association of Community College Trustees (ACCT) appointed **Carlton Underwood** (MBA, '10) to the ACCT Finance and Audit Committee.



Ugo Uwaoma (PEMBA, '15), co-founder and CEO for Redesign Health, presented at the HLTH Startup Pitch Competition last fall in Las Vegas.

Gibbs Wetherall (HCB, '14), director of corporate development for Nashville-based Legacy South, a full-service real estate development, construction, and management company, serves on the Haslam Young Alumni Board.

Xee Xiong (HCB, '14; MAcc, '15), JSOX compliance manager at Bridgestone Americas, is serving on the Haslam Young Alumni Board.

'20s



Hasan Ahmad (PEMBA, '21), a physician informaticist, was elected as a Fellow of the American College of Physicians.



Fadiah Alkhattabi (PEMBA, '21) was named the Saudi Health Council's chairperson for the National Committee for Violence and Abuse Cases.



Zainab Almoosa (PEMBA, '20) used the PEMBA program's required organizational action project to design a rehabilitation facility, which has become a reality with the recent launch of Almoosa Rehabilitation Hospital.



Asim Alsaedi (PEMBA, '22) was named deputy executive director of Clinical Services at King Abdulaziz Medical City-Jeddah, National Guard Health Affairs.



Gabe Andrade (PEMBA, '22), hospitalist and facility medical director at Riverview Medical Center, placed in the National Hospital Medicine Poster Competition for a second year in a row. He took third place for his poster, "Matching Supply with Demand: Tactics to Optimize Hospitalist Schedule Ensuring Work Life Balance and Patient Coverage."



Shannon Evanchec Andrews (MBA, '21), CEO of TruePani, was selected to be a member of the *Knoxville News Sentinel* "40 Under 40" list.

Wellstar Health System in Atlanta named **Ami Attali** (PEMBA, '22) system specialty lead and chair of anesthesiology in its WMG Department of Anesthesiology.

For earning their Aerospace and Defense MBAs from Haslam last year, **Bart Bates** (ADMBA, '23), 570th Aircraft Maintenance Squadron, **Kevin J. Borgatti** (ADMBA, '23), 309th Aerospace Maintenance and Regeneration Group, **Brock Emerson** (ADMBA, '23), 309th Commodities Maintenance Group, and **Daniel Hallock** (ADMBA, '23) and **Glen Moultrie** (ADMBA, '23), both with 309th Software Engineering Group, were featured in an article distributed through the Defense Visual Information Distribution Service.



Vanguarde, a global leadership advisory and executive search firm, appointed **Gabrielle Brown** (MSMHR, '21) as managing partner and head of operations.



Harvey Castro (PEMBA, '20) was named Medical Intelligence Ops' new CEO.



TeamHealth hired **Christine Cattaneo** (PEMBA, '23) as regional medical director for its Northeast Group.



Julia Dietz (HCB, '22) is the first person to serve as KARM Stores' director of marketing and communications.



North Carolina's AdventHealth Hendersonville announced **Byron Dixon** (PEMBA, '20) as its new chief medical officer.



Jimmell Felder (PEMBA, '22) is now the owner at New Creation Wellness, LLC, in South Carolina.

Christine Haggerty (HCB, '20), a construction planner for Bechtel, is serving on the Haslam Young Alumni Board.



Chandra Jennings (PEMBA, '23), medical director at Miami's Camillus Health Concern, Inc., authored the article "Mission Moments: Remembering Why We Chose Medicine" for the American College of Osteopathic Family Physicians website.



Luissa Kiprono (PEMBA, '20), founder and CEO of TeleMed MFM, a maternal-fetal medicine telehealth company, published her memoir, *Push, Then Breathe,* which has become an Amazon bestseller.

Elana Ladd (HCB, '20) was promoted to unit GM designate at PepsiCo in Memphis. She also serves on the Haslam Young Alumni Board.



Bill Logan (EMBA-HL, '20) is now staff vice president and national medical director for Palliative Care at Carelon Health.



Gustavo Lozada (PEMBA, '23), director of anesthesiology at Boston Eye Surgery and Laser Center, delivered a presentation to the Massachusetts Society of Anesthesiologists during its fall retreat on the topic "Safety Considerations with the Current Ambulatory Trends."



Jim McLoughlin (PEMBA, '23) was awarded the Commission on Cancer (COC) State Chair Award, honoring his outstanding leadership and innovation and significant contributions to the improvement of cancer care in Tennessee.



The *Knoxville News Sentinel* included **Cohl Morgan** (HCB, '20), advisor and multi-family specialist at SVN | Wood Properties, on its "40 Under 40" list.



Luke O'Banion (MBA, '24) was named as one of *Poets&Quants* Class of 2024 100 Best & Brightest MBAs.



Maggie O'Hara (HCB, '22) is a client consulting analyst at NCSolutions in New York City.





Mitch Parker (PEMBA, '22) and **Rob Headrick** (PEMBA, '14) shared their work on artificial intelligence in thoracic surgery during the Southern Thoracic Surgery Association's annual meeting.

Amy Poffenberger (HCB, '23) spent a year teaching in Spain before beginning her job with Dell.



The Leapfrog Group, the nation's premier advocate of transparency in healthcare, gave Wellspan's Ephrata Hospital—where **Ericka Powell** (PEMBA, '20) is vice president for Medical Affairs—an "A" grade in the fall 2023 ranking.



The Association of American Medical Colleges (AAMC) awarded the Careers in Medicine (CiM) 2023 Excellence in Medical Student Career Advising Award to **Erin Pukenas** (PEMBA, '22), associate dean for student affairs at Rowan University's Cooper Medical School, in recognition of Cooper's 100 percent residency placement rate.



Art Roa (PEMBA, '22) is now senior medical advisor for the Integrated Veteran Care CMO's Office at the Veterans Health Administration.



Jeremy Roberts (EMBA–HL, '23) started a new role as HCA Florida Healthcare's clinical resource director.



Michael Scheerhorn (EMBA-HL, '23) began a new position as program manager of informatics, HIPAA, and consumer data protection for Publix Super Markets.



A new book by **Wisler Saint-Vil** (PEMBA, '23), *Exercise: The Best Health Insurance*, is now available for purchase.

Noah Smith (HCB, '22) is enrolled in the Delta Air Lines Propel Flight Academy in Vero Beach, Florida, where he will receive his ratings to become a pilot. Upon completion of his training, Smith will work for Delta Air Lines as a first officer. He also joined the Haslam Young Alumni Board last year.



Sirisha Talari (PEMBA, '23) is now TeamHealth's Jacksonville market director for Hospital Medicine in Jacksonville, Florida. In December, Talari earned first place in the National Hospital Medicine Poster Competition with the topic, "Length of Stay and Patient Experience-Interrelated: Streamlining at a Hospitalist Program."



Musaddiq Waheed (PEMBA, '21) was appointed chief medical officer for HCA Houston Healthcare in Pasadena, Texas. Envision Physician Services also named Waheed the 2023 Hospital Medicine Medical Director of the Year.



Nyah Aaliyah Wright (MSMHR, '23), an HR business partner with International Paper, was Haslam's first graduate through its HBCU (Historically Black College and University) Collaboration.

The following PEMBA alumni were named to Becker's Hospital Review's 2024 "180 CMOs to Know" list:















Top to bottom: Sandip Godambe, Timothy Groover, Mayank Shah, Ghazala Sharleff, Geralda Xavier, Chris Chisholm, and Syed Hussain.

Sandip Godambe (PEMBA, '09), CMO and senior vice president of Medical Affairs at Children's Hospital of Orange County, California

Timothy Groover (PEMBA, '12), senior vice president and CMO at Baptist Health in Jacksonville, Florida

Mayank Shah (PEMBA, '19), vice president and CMO of Advocate Condell Medical Center in Libertyville, Illinois

Ghazala Sharieff (PEMBA, '11), corporate senior vice president and chief medical and operations officer for Acute Care at Scripps Health in San Diego, California

Amit Vashist (PEMBA, '13), senior vice president and chief clinical officer of Ballad Health in Johnson City, Tennessee

Geralda Xavier (PEMBA, '17), CMO for New Jersey's Hackettstown and Newton Medical Centers

Chris Chisholm (PEMBA, '24), CMO for Central Puget Sound at Providence Swedish in Seattle, Washington

Syed Hussain (PEMBA, '24), senior vice president and regional chief clinical officer at Trinity Health Of New England in Hartford, Connecticut

MARKETING MAVERICKS

Interns All in for Partnership Marketing

Emily Keaton (HCB, '23) found herself at the center of the action at the 2023 Daytona 500 race, appearing on national TV as part of the NASCAR Victory Lane post-race show.

A student in Haslam's Master of Science in Marketing program at the time, Keaton was interning with Gatlinburg-based Sugarlands Distilling Company. Sugarlands engages in partnership marketing, a strategy that creates mutually beneficial connections between brands and public figures. Keaton attended the Daytona 500 to take photos for the company's social media accounts as part of their partnership with a NASCAR driver. When their driver won the race, Keaton was swept up in the victory excitement. "People dream about doing this and I didn't even know what was going on," she says. "It was an awesome experience."

Interns at Sugarlands have unique experiences through the company's many partnerships with household sports events and public figures, including Dale Earnhardt Jr. and his wife, Amy, the PGA of America, Folds of Honor, Eggo, O.A.R., the Boston Red Sox, the Golic family, and more.

Sugarlands has partnered with the MS in Marketing program since 2022, participating in class visits and inviting students to work on real-world research projects. Ned Vickers, co-founder and president of Sugarlands, says the collaboration arose from a need for more support in partnership marketing. So far, they have brought on five interns from the Haslam master's program and hired four of them for full-time positions, including Emily Keaton and her former classmate, Harrison Mullaney (HCB, '23). "It's been a great way for the interns to gain experience, and for us to get some really intelligent people on our team," says Vickers.

From his first interaction with Haslam students, Vickers was impressed. "They are really engaged and focused, ask great questions, and always focus on the end goal," he says. "We typically have a lot of students from the MS in Marketing program apply for internships and it's a challenge to decide who to bring in."

For Mullaney, the experience of interning and now working for Sugarlands provided a back-door entrance to his dream of working in sports. "The marketing partnerships with sports events and celebrities is the doorway for me to enter that space," he says. "I don't know where that will lead, but just being able to be part of the sports world and apply my marketing skills has been great."

Because Sugarlands has a small team, interns are deeply engaged in marketing efforts. Tasks often include executing social media strategy, scheduling and creating content, monitoring content success, and participating in new product development. "Even when we were interns, they encouraged us to share our ideas," says Keaton. "It's a great experience seeing partnerships grow from the ground up, and the team is wonderful to work with both as a student and an employee."



BUSINESS RUNS THE BASES

Join us in congratulating the Haslam student athletes who are part of the National Championship baseball team.


Drew Beam


Andrew Behnke


AJ Causey


Aaron Combs


Dean Curley


Dylan Dreiling


Austin Hunley


Luke Payne


Cannon Peebles


Brady Robertson


AJ Russell


Derek Schaefer


Brayden Sharp


Charlie Taylor

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