

Cornell-vin

UNIVERSITY PROJECT



VINUNIVERSITY



Cornell
SC Johnson College of Business







“The goal of VinUniversity is to be a university of the highest international standards in research, teaching and training for students both at the undergraduate and graduate levels, serving as a magnet for the most talented faculty and students from all over the world.”

Rohit Verma

Founding Provost, VinUniversity

Protem Committee Member, VinUniversity Project

Former Dean of External Relations, Cornell SC Johnson College of Business

On November 27, 2017, Cornell University, on behalf of the Cornell SC Johnson College of Business, entered into a multi-year academic consulting contract with Vingroup - a large conglomerate located in Hanoi, Vietnam. The goal of this project is to support Vingroup in its aspiration to create a new, world-class private university – VinUniversity. The new university will include Colleges of Business, Engineering, and Health Sciences. Cornell is involved with every aspect of VinUniversity's development, spanning infrastructure, governance, faculty hiring, and curriculum development. Cornell is leading the consultive collaboration for the Business and Engineering Colleges. The University of Pennsylvania is advising on the Health Sciences College. Public engagement is central to Cornell's landgrant mission, and this unique opportunity extends that mission internationally.

Situated within the Cornell SC Johnson College of Business, The Cornell-VinUniversity Project Team will manage this collaboration. Cornell's primary role will be to build its faculty and leadership teams to validate and assure the quality of curriculum developed by VinUniversity faculty, and to guide VinUniversity on a path of international accreditation. Cornell faculty members will lay the foundations to position VinUniversity as a world-class teaching and research university in accordance with QS 5-star rating standards. Faculty consulting will take place both from the Cornell campus, and at the new VinUniversity campus being built in Hanoi. The first cohort of 300 students in the Class of 2024 arrive at VinUniversity in summer 2020.

VINUNIVERSITY ACADEMIC PROGRAMS



College of Business

Bachelor of Business
Management

Bachelor of Hospitality
Management

Bachelor of Real Estate

Master of Management in
Hospitality



College of Health Science

Doctor of Medicine

Bachelor of Nursing

Residency in Internal Medicine



College of Engineering and Computer Science

Bachelor of Mechanical
Engineering

Bachelor of Electrical
Engineering

Bachelor of Computer Science

Master of Computer Science

SCOPE OF WORK

RECRUITMENT AND
FACULTY, KEY STAFF
DEVELOPMENT

CURRICULUM
DEVELOPMENT

QUALITY ASSURANCE AND
ACCREDITATION

RESEARCH
DEVELOPMENT

FACILITIES AND
EDUCATIONAL
TECHNOLOGY
ASSURANCE

UNIVERSITY
MANAGEMENT SYSTEM
AND PLATFORM
ASSURANCE

GOVERNANCE

VALIDATE
VINUNIVERSITY'S FIRST
BATCH OF
UNDERGRADUATE
STUDENTS

VINUNIVERSITY
MARKETING AND
BRANDING ACTIVITIES



MAJOR ACCOMPLISHMENTS

Developed and participated in the design charrette focusing on the high level strategy of a world-class university



Assisted in the development, and validated VinUniversity's undergraduate curriculum in Business, Hospitality Management, Real Estate, Mechanical Engineering, Electrical Engineering, Computer Science, and General Education



Assisted in the review and approval of campus design plans and infrastructure planning



Led the recruiting process for the Curriculum Development Faculty of VinUniversity

Spearheaded the recruiting process leading to the selection of the Founding Provost



Launched the recruiting process leading to the selection of leading candidates for Deanships in Business Management and Engineering

Spearheaded the recruiting process of the initial faculty in Finance, Accounting, Economics, Statistics, Hospitality Management, Real Estate, Mechanical and Electrical Engineering, and Computer Science



Assisted in the development of VinUniversity strategies in admissions, marketing, student affairs, library management, IT, and research



Developed and provided professional development training for VinUniversity faculty

Developed and provided professional development training for high level university staff in admissions/marketing and human resources



UPCOMING MILESTONES - through 2020

Assist in the development, and validate graduate degree programs in Hospitality Management and Computer Science.



Develop training opportunities and programs for new faculty, senior leadership and senior staff. Explore coaching and mentoring opportunities.



4 Faculty trips to Hanoi to participate in curriculum development, industrial roundtables and conferences, and marketing, admissions, career orientation activities.



Select and assist in the professional development training of VinUniversity Post Doctoral Fellows accepted by Cornell.



Validate strategic plans in branding, marketing, communications and admissions.



Connect VinUniversity with Cornell and other universities, explore student/faculty exchanges, credit transfers, and research collaborations.



Dean, SC Johnson College of Business



Kevin F. Hallock

Dean and Professor

Cornell SC Johnson College of Business

Professor of Strategy and Business Economics

Joseph R. Rich '80 Professor of Economics and Human Resource Studies

Kevin F. Hallock is Dean and Professor of Strategy and Business Economics at the Cornell SC Johnson College of Business and the Joseph R. Rich '80 Professor of Economics and Human Resource Studies and Founding Director of the Institute for Compensation Studies at Cornell University. Previous Cornell positions include the Chair of the University Financial Policy Committee, the Kenneth F. Kahn '69 Dean of the School of Industrial and Labor Relations, and the Donald C. Opatrny '74 Chair of the University-Wide Department of Economics.

He is also a Research Associate at the National Bureau of Economic Research. In 2013, he was elected a Fellow of the National Academy of Human Resources.

Kevin's work has covered a variety of topics including executive compensation, compensation design, discrimination, compensation of persons with disabilities, strikes, the gender gap, job loss, the link between labor and financial markets, the valuation of employee stock options, compensation of leaders of for-profits, nonprofits and labor unions, retirement, and quantile regression. His current research is focused on labor markets, executive compensation, and the plan design and mix of employee compensation.

He earned a B.A. in Economics, Summa Cum Laude, from the University of Massachusetts at Amherst in 1991, a M.A. in Economics from Princeton University in 1993 and a Ph.D. in Economics from Princeton University in 1995.



Cornell University Representative



Linda Barrington

***Associate Dean of External Relations
Cornell SC Johnson College of Business
Executive Director, Institute for Compensation Studies
Former Associate Dean for Outreach and Sponsored Research
Cornell ILR School***

Linda Barrington is the Associate Dean of External Relations for the Cornell SC Johnson College of Business. Prior to her appointment, she was the Associate Dean for Outreach and Sponsored Research in the ILR School at Cornell University. She is also the Executive Director of the Institute for Compensation Studies (ICS), an interdisciplinary initiative that analyzes, teaches, and communicates broadly about monetary and non-monetary rewards from work.

As an experienced administrator and academic, Associate Dean Barrington is uniquely qualified to serve as the Cornell representative for the VinUniversity Project. In that capacity, she is the academic leader of the project, serves on the VinUniversity ProTem Committee on governance, and has signatory authority for all operational documents which fall under the umbrella of the Memorandum of Understanding and Capacity Building Contract.

Barrington came to Cornell from The Conference Board, a global business membership and research organization. There, she held several positions over the past 10 years, including economist, special assistant to the CEO, research director, and most recently Managing Director of Human Capital. Prior to The Conference Board, Barrington was on the economics faculty at Barnard College of Columbia University. She has also taught at Columbia's School of International and Public Affairs (SIPA), the University of Michigan, and the University of Illinois. Her research has been published in academic journals, as well as business and practitioner reports and periodicals. She earned a Ph.D. in economics from the University of Illinois, and a B.S. in economics from the University of Wisconsin.

DIRECTOR FOR ENGINEERING



Mark Campbell

S.C. Thomas Sze Director

John A. Mellowes '60 Professor of Mechanical Engineering

Sibley School of Mechanical and Aerospace Engineering

Cornell College of Engineering

Professor Campbell is interested in autonomy for robotics, aircraft and spacecraft. Research areas include sensor fusion and perception; decentralized estimation and control; human decision modeling and human-robotics interaction; nonlinear and hybrid estimation theory; formation flying spacecraft, and structural dynamics and control. Professor Campbell's educational areas include control systems, estimation, and space systems with an emphasis on experiential learning projects.

Prior to Cornell, Professor Campbell was an Assistant Professor at the University of Washington from 1997-2001. In 1995, he worked on MACE, a dynamics and control laboratory flown on Space Shuttle Endeavor. For the mission, his responsibilities involved the design of many of the 500 multi-variable control experiments implemented on-orbit. Professor Campbell spent his 2005-06 sabbatical year as a Visiting Scientist at the Insitu group, maker of small autonomous UAV's for commercial and defense applications, and as an Australian Research Council (ARC) International Fellow, working at the ARC Centre of Excellence for Autonomous Systems in Sydney Australia. In 2012-13, Professor Campbell was among a small group of tenured faculty members across all disciplines in science and engineering selected for the Defense Science StudyGroup (DSSG). He currently serves on the Air Force Science Advisory Board (SAB).

Professor Campbell has received a number of teaching awards including Cornell's College of Engineering Stephen Miles '57 Award (2004) and the Douglas Whitney Award (2010), the American Society of Engineering Education Teaching Award (2007), the UW Aeronautics and Astronautics Professor of the Year award (1999), and the Frontier's in Education Young Faculty Fellow. Professor Campbell has delivered several keynote addresses at conferences, and received best paper awards from the AIAA (2004, 2011), Frontier's in Education conference (1999), and best poster award at the International Symposium on Distributed Autonomous Robotic Systems (2012); he also received the Bennet Prize and is an Andrew Carnegie Scholar.

DIRECTOR FOR COMPUTER SCIENCE



Joseph Halpern

Professor of Computer Science
Joseph C. Ford Professor of Engineering
 Cornell College of Engineering

Professor Halpern's major research interests are in artificial intelligence, representing and reasoning about knowledge and uncertainty, qualitative reasoning, causality, security, game theory, distributed computation, decision theory, belief revision, and fault tolerance. Together with his former student, Yoram Moses, he pioneered the approach of applying reasoning about knowledge to analyzing distributed protocols and multi-agent systems. He has coauthored 6 patents, three books ("Actual Causality", "Reasoning about Knowledge", and "Reasoning about Uncertainty"), and over 350 technical publications.

Halpern is a Fellow of the National Academy of Engineering (NAE) and the Association for the Advancement of Artificial Intelligence (AAAI), the American Academy of Arts and Sciences, the American Association for the Advancement of Science (AAAS), the Association for Computing Machinery (ACM), the Game Theory Society, the Institute of Electrical and Electronics Engineers (IEEE), and Society for the Advancement of Economic Theory (SAET). Among other awards, he received the Kampe de Fariet Award in 2016, ACM SIGART Autonomous Agents Research Award in 2011, the Dijkstra Prize in 2009, the ACM/AAAI Newell Award in 2008, the Godel Prize in 1997, was a Guggenheim Fellow in 2001-02, and a Fulbright Fellow in 2001-02 and 2009-10. Two of his papers have won best-paper prizes at IJCAI (1985 and 1991), and another two received best-paper awards at the Knowledge Representation and Reasoning Conference (2006 and 2012). He was editor-in-chief of the Journal of the ACM (1997-2003) and has been program chair of a number of conferences, including the Symposium on Theory in Computing (STOC), Logic in Computer Science (LICS), Uncertainty in AI (UAI), Principles of Distributed Computing (PODC), and Theoretical Aspects of Rationality and Knowledge (TARK). Halpern has also received numerous teaching awards including Cornell's Ralph S. Watts College of Engineering Teaching Award (2005), the Kenneth A. Goldman '71 Excellence in Teaching Award (2010), and the ACSU (Association of Computer Science Undergraduates) Faculty of the Year Award (2007).

CO-DIRECTOR FOR BUSINESS MANAGEMENT



Doug Stayman

Associate Professor of Marketing
Former Associate Dean for MBA Programs
Samuel Curtis Johnson Graduate School of Management
Cornell SC Johnson College of Business
Former Associate Dean for Professional Programs
Cornell Tech

Professor Stayman has been the Associate Dean of Cornell Tech since 2014. He has helped to lead the formation of the new applied sciences campus in NY and its interdisciplinary masters programs. Professor Stayman is responsible for helping to lead academic areas of the campus, including faculty hiring, research programs and curriculum development. He has specific responsibility for directing the new Johnson Cornell Tech MBA as well as Johnson's other NYC initiatives.

Prior to Cornell Tech, Professor Stayman was Associate Dean at Johnson in Ithaca, leading the various Executive and Residential MBA programs. Professor Stayman's teaching and research interests are in the areas of advertising and consumer decision making. He came to Johnson from the University of Texas at Austin. His research has been supported by grants from the Ogilvy Center for Research and Development, the Marketing Science Institute, and the American Academy of Advertising.

Professor Stayman was a former Co-Chair for the Conference of the Society for Consumer Psychology. He served on committees such as the Association for Consumer Research Conference Program, the Advertising Educational Foundation Visiting Professor Program, and the American Academy of Advertising Research Committee. Professor Stayman is currently a member of the American Academy of Advertising, the American Marketing Association, the American Psychological Association, the Association for Consumer Research and the Society for Consumer Psychology.

CO-DIRECTOR FOR BUSINESS MANAGEMENT



Edward W. McLaughlin

Robert G. Tobin Professor of Marketing
Director of the Food Industry Management Program
Cornell SC Johnson College of Business
Former Dean
Charles Dyson School of Applied Economics and Management

Edward McLaughlin is the Robert G. Tobin Professor of Marketing at the Dyson School of Applied Economics and Management in the Cornell SC Johnson College of Business at Cornell University where he also serves as Director of the Food Industry Management Program. On July 1, 2017, he stepped down from his role as the first Dean of the Dyson School and 21 years as the Director of Dyson's undergraduate program, the largest major at Cornell. He received his PhD at Michigan State University and joined the Cornell faculty in 1983.

Before his academic appointment, he had extensive international experience, having spent four years in Africa with the U.S. State Department, the United Nations and the World Bank. His research interests include retailing strategies, linking customer satisfaction to firm performance, and the economics of retailing and fresh food marketing. His research appears in numerous academic journals including *Journal of Marketing*, *Journal of Marketing Research*, *American Journal of Agricultural Economics* and *Journal of Retailing* and he is the author or co-author of three books.

He has won several national awards for his research and his teaching and recently was designated a Weiss Presidential Teaching Fellow, Cornell University's most prestigious award for distinguished teaching. Dr. McLaughlin teaches retailing at the Graduate School of Management in Lille, France, is Professor of Retailing at Nyenrode, The Netherlands School of Business, is Director of the Ahold Retail Academy in The Netherlands and the Dean of the Cornell Retail Management Program in Japan. Professor McLaughlin serves on the boards of several public and private organizations.

DIRECTOR FOR HOSPITALITY MANAGEMENT



Gary Thompson

Professor of Service Operations Management
School of Hotel Administration
Area Coordinator for Operations, Technology and
Information Management
Cornell SC Johnson College of Business

Gary is a tenured professor of service operations management in the School of Hotel Administration at Cornell University, where he teaches graduate and undergraduate courses in service operations management. He also serves as the Area Coordinator for Operations, Technology and Information Management in the Cornell S.C. Johnson College of Business. Prior to joining Cornell in 1995, he spent eight years on the faculty of the David Eccles School of Business at the University of Utah.

His current research focuses on restaurant revenue management, food and beverage forecasting in lodging operations, workforce staffing and scheduling decisions, wine cellars, scheduling conferences, and course scheduling in post-secondary and corporate training environments. His research has appeared in the Cornell Hotel and Restaurant Administration Quarterly, Decision Sciences, the Journal of Operations Management, the Journal of Service Research, Management Science, Naval Research Logistics, Operations Research, Production and Operations Management, and other journals. He has consulted for several prominent hospitality companies and is the founder and president of Thoughtimus® Inc., a small software development firm focusing on scheduling products. From July 2003 through June 2006 he served as Executive Director of the school's Center for Hospitality Research. In his free time he enjoys exercising, drinking fine red wine, and listening to doom metal music.

DIRECTOR FOR REAL ESTATE



Dustin Jones

Director
Baker Program in Real Estate
Sr. Lecturer
Dept. of City and Regional Planning
School of Hotel Administration
Cornell SC Johnson College of Business

Dustin Jones is the Director of the Baker Program in Real Estate in the SC Johnson College of Business at Cornell University. The Baker Program is the nation's leading 2-year graduate real estate program with an inter-disciplinary curriculum focused on real estate finance, investment & asset management, as well as an emphasis on the built environment through principals of development, law, construction and design.

Jones teaches graduate level courses in real estate transactions and deal structuring, real estate development process, and zoning and entitlements law on Cornell's Ithaca campus, as well as courses on smart cities, and real estate technology and innovation at the Cornell Tech campus in New York City. Graduate students enrolled in Jones' courses draw from multiple disciplines including the MBA, real estate, technology, law, planning and architecture programs.

Prior to joining Cornell University in 2014, and through January of 2016, Jones was an attorney at the national law firm of Polsinelli in Phoenix and New York with a practice focused on real estate, corporate, mergers and acquisitions, and government affairs. Prior to that he practiced in the Southwest's leading law firms of Snell & Wilmer and Lewis & Roca.

In 2014, Jones was appointed to serve on the advisory board of the Arizona Department of Real Estate by Arizona Governor Jan Brewer; he also served two terms on the African-American Advisory Council for then-Arizona Governor Janet Napolitano.

Executive Director



William W. Huling, Jr.

Executive Director

Cornell-VinUniversity Project

Cornell SC Johnson College of Business

Former Associate Dean

Alumni Affairs and Development

Samuel Curtis Johnson Graduate School of Management

Bill is the Executive Director for the Cornell-VinUniversity Project with the Cornell SC Johnson College of Business. He led the integration process for the newly established College of Business, helping the College leadership identify synergies and develop processes that maintain the identities of three distinct school of excellence while forming one cohesive college. In that capacity, Bill led the College Leadership Team in the development of School and College KPIs and managed the relationship with Hanover Research, which conducted faculty/staff, corporate recruiter, and student satisfaction surveys. Bill also coordinated market research and analytical studies for the College. Bill advised the External Relations Division on structure and operations; before his current position as the Executive Director of the Cornell-Vin University Project.

Prior to the formation of the SC Johnson College of Business, Bill served as the Associate Dean, Alumni Affairs and Development for the SC Johnson Graduate School of Management and was instrumental in leading record breaking campaign efforts over a number of years. As an experienced advancement professional, he served more than 30 years' in university alumni affairs and development at Cornell, including four years as Associate Dean, twelve years in Special Gifts and Major Gifts, ten years in Corporate Relations and Development, and three years in University Alumni Affairs.

In his Corporate Relation and Development role, Bill worked closely with high level corporate executives and corporate partners creating involvement strategies that were mutually beneficial. He focused on increasing corporate interaction and attracting investments to Cornell that helped organizations meet their strategic and recruiting goals. Major accomplishments included raising significant cash and in-kind gifts from corporate sources for a capital building campaign, leading the School's implementation of a customer relationship management system, and setting Johnson School corporate giving records in five consecutive fiscal years.



Assistant Director



Thao Ly Bui Tran

Assistant Director
Cornell-VinUniversity Project
Cornell SC Johnson College of Business

Thao Ly is the Assistant Director of the Cornell-Vin University Project. She is responsible for planning and coordinating the overall program implementation of this project. She will assist the Project Director and the academic team who will provide the advice and consulting deliverables as mutually agreed upon in the contract.

Before the Cornell-Vin University Project, Thao Ly was Operations Manager at Catelas, a regulation technology company. She was in charge of all operations, sales support, and account management. Before working with Catelas, Thao Ly had more than five years of experience in hotel management and asset management through different positions, including General Manager, Regional Manager, and Corporate Asset Manager. She oversaw financials, managed more than 65 employees, and directed operations of two properties, a 77-room hotel and a 400-room hotel, in Florida.

Beside working experiences in France, Canada, and the USA, Thao Ly has involved actively in different projects in Vietnam, such as the Hi-Tech Business Incubator in Ho Chi Minh City, and the International Centre for Interdisciplinary Science and Education in Quy Nhon. Through these projects, she acquired a deep understanding of Vietnamese economic and educational system.

Thao Ly received a Master of Management in Hospitality at Cornell University, a Master in Innovation Management and a Bachelor in Economics and Management at Toulouse University, France. She is always passionate about Entrepreneurship and Hospitality. She received Champion of Firenze BXT Innovation Competition from Microsoft, and Award of Leadership and Entrepreneurial Spirit from Fairmont Hotels & Resorts.



Project Coordinator



Danielle DiDuro

Project Coordinator
Cornell-VinUniversity Project
Cornell SC Johnson College of Business

Danielle is the Project Coordinator for the Cornell-VinUniversity Project. She is responsible for overall administrative and logistical support by coordinating the day-to-day fiscal and operational activities of this project. She provides analysis, conducts reports, organizes and facilitates meetings and works as a liaison for faculty involved in the project. She also educates audiences on the project's mission while ensuring the success of the Cornell Vin-Academy contract with assistance in special projects.

Before joining the VinUniversity team, Danielle spent six years in the Finger Lakes Wine Industry as a sales and marketing manager overseeing multiple aspects of a boutique family run winery. Danielle was in charge of leading the staff in trainings and day-to-day operations, delivering outside educational seminars, preparing the business accounts, and handling the logistics, relationship management and success of the wine club. In addition, she was responsible for developing marketing materials and product packaging and managing the online marketing presence. She is also an experienced book-keeper/business manager.

Danielle earned her Bachelor's degree in Broadcast Journalism from Pennsylvania State University with dual minors in Sociology and Political Science. While there, she interned at multiple companies including NBC News Washington, D.C. Bureau, local news station WENY-TV, and the public relations office of Ohio University. Upon graduation, she entered the field of wine hospitality for the first part of her career before turning her focus to higher education.



Admissions

Brad Walp

*Executive Director Enrollment
Management and International
Academic Initiatives*
Cornell SC Johnson College of
Business

Pamela Tan

Deputy Director of Admissions
Cornell University

Scott Campbell

Director of Admissions
Cornell College of Engineering

Curriculum Development

Benjamin Piekut

Associate Professor
Cornell College of Arts & Sciences

David Albonesi

Professor
Cornell College of Engineering

Jan deRoos

*HVS Professor of Hotel Finance
and Real Estate*
Cornell SC Johnson College of
Business

Maria Wolfe

Senior Lecturer
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Mona Olsen

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Senior Fellow, Program Evaluation
Cornell Office of Engagement
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Thuy Tranviet

Senior Lecturer
Cornell College of Arts & Sciences

Career Services

Cynthia Saunders-Cheatham

Career Services Director
Cornell SC Johnson College of
Business

Rebecca Sparrow

Career Services Director
Cornell University



Engagement

Basil Safi

Executive Director
Cornell Office of Engagement
Initiatives

Kurt Sarsfield

Assistant Director
Cornell Science and Technology Entry Program (STEP)

Entrepreneurship

Deborah Streeter

Bruce F. Failing Sr. Professor of Personal Enterprise and Small Business Management
SC Johnson College of Business

Zach Shulman

Director of Entrepreneurship
Entrepreneurship at Cornell

Ami Stuart

Tech Events Manager
Entrepreneurship at Cornell

Wesley Sine

Professor of Entrepreneurship and Innovation
Co-Director Entrepreneurship and Innovation Theme
Cornell SC Johnson College of Business

Facilities, IT and Architecture

Bill Bader

Director of Facilities 2010-2017
College of Engineering, and Computing and Information Sciences

Mike Hammer

Former Director of Data Management and IT Team Lead
Cornell College of Engineering

David Vernon

Chief Technology Officer
Cornell University

Patrick Daly

Design Director
Woods Bagot

Leslie Ashor

Laboratory Design Director
Woods Bagot

Paul Gandel

Professor Information Studies
School of Information Studies,
Syracuse University

Faculty Recruitment

Tsuhan Chen

Former David E. Burr Professor of Engineering
Cornell College of Engineering

Eric Lewis

Associate Professor of Practice
Director of Master of Professional Studies in Management
Cornell SC Johnson College of Business

Finance

Tivadar Szegletes

Executive Director of Finance
Cornell SC Johnson College of Business

Ann Richards

Associate Director for Financial Aid
Johnson Graduate School of Management
Cornell SC Johnson College of Business

Governance

Cassie Dembosky

Advisor to the Vice Provost for Enrollment and Former University Registrar
Cornell University

Sandy Dhimitri

Assistant Dean for HR
Cornell College of Human Ecology

John Siliciano

Deputy Provost
Professor of Law
Cornell University



Human Resources

Allan Bishop

AVP for HR
Cornell University

Angela Winfield

AVP for University Inclusion and
Workforce Diversity
Cornell University

Gordon Barger

Senior Director for Benefit Services
and Administration
Cornell University

Kathryn Burkgren

AVP for Organizational Development
and Talent Management
Cornell University

Kim Babuka

Director for Compensation
Cornell University

Linda Howell

Director for HR Analytics
Cornell University

Laurie Margaret Johnston

Senior Director Workforce Policy
and Labor Relations
Cornell University

Seth Brahler

Senior Director, HRIS
Cornell University

Taylor Shuler

Assistant Director for HR
Cornell College of Engineering

Pamela Strausser

Senior Consultant Academic HR
Cornell University

Leadership

Glen Dowell

Associate Professor of Management
& Organizations
Cornell SC Johnson College of
Business

Laura Georgianna

Executive Director of Leadership
Programs
Johnson Graduate School of
Management
Cornell SC Johnson College of
Business

Guy Hoffman

Assistant Professor
Sibley School of Mechanical and
Aerospace Engineering
Cornell College of Engineering



Library

Xin Li

Associate University Librarian for Discover, Assessment, and International Engagement
Cornell University

Neely Tang

Off-Site Public Services Librarian
Management Library
Cornell SC Johnson College of Business

Marketing and Communication

Amanda Hauptfleish

Associate Director for Marketing
Cornell SC Johnson College of Business

Peter Glanville

Digital Communications Specialist
Cornell SC Johnson College of Business

Barbara Scott

Associate Dean and Chief Marketing Officer
Cornell SC Johnson College of Business

Rachael Potter

Communications Manager
Cornell SC Johnson College of Business

Carolyn P. O'Keefe

Principal
Carolyn P. O'Keefe Strategic Consulting

Sandra Paniccia

Executive Director of Marketing Operations
Cornell SC Johnson College of Business

Joel Malina

VP of Communications
Cornell University

Sarah Mangus-Sharpe

Director of PR and Media Relations
Cornell SC Johnson College of Business

John McKain

Former Associate Vice President for Communications
Cornell University





Post Doctoral Program Planning

Christine Holmes

Director for Post Doctoral Studies
Cornell Graduate School

Kathryn Dimiduk

Director
McCormick Engineering Teaching
Excellence Institute (MTEI)

Programming

Elizabeth (Beta) Mannix

*Ann Whitney Olin Professor of
Management*
Cornell SC Johnson College of
Business

Mark Walsh

Extension Support Specialist
Cornell Center for Materials Research

Kimberly Williams

Educational Consultant
Cornell University

Nevjinder Singhota

Educational Outreach Director
Cornell Center for Materials Research

Quality Assurance and Accreditation

Mark A. Conostas

*Associate Professor Applied Econom-
ics and Management*
*International Professor of Agriculture
and Life Sciences*
Dyson School, Cornell University

Robert Reid

Senior Executive Advisor
AACSB



South East Asia Program (SEAP)

Abigail Cohn

Director
Cornell SEAP Program

Thamora Fishel

Associate Director
Cornell SEAP Program

Student Services

Betsy East

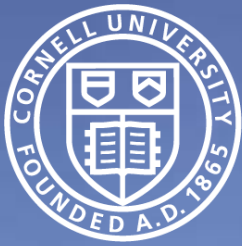
Former Associate Dean for Student Services
Cornell College of Engineering

Susan Murphy

Vice President, Emerita
Cornell University

Kandice Salomone

Former Senior Director of Student Services
Cornell School of Hotel Administration



Cornell University

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