SEE THROUGH

Simon Business School | University of Rochester
At Simon Business School, an MBA is about more than a credential. It’s about a new level of clarity. Clarity at Simon means learning how to see through ambiguity and the short-term, and get to the heart of any problem.
LET’S BE UNABASHEDLY ANALYTICAL.

A new level of clarity.

"To say we emphasize the analytical doesn’t mean we just focus on computation. It means we challenge you to think rigorously and deeply about the drivers of any given situation."

We’ll show you how a deep understanding of economics, combined with an intensive quantitative focus, gives you a cohesive, evidence-based approach to decision-making. You’ll graduate with the confidence to frame problems more effectively, uncover patterns that motivate and drive markets, and use data to persuade and inspire.

RONALD GOETTLER
Senior Associate Dean for Faculty and Research; James N. Doyle, Sr. Professor of Entrepreneurship
Teaching Interests: Economics; marketing; entrepreneurship
PhD: Yale University
Despite prior work experience in analytical roles, my time at Simon so far has OPENED MY EYES TO NEW WAYS OF ANALYZING INFORMATION.

“I KNEW SIMON WOULD PROVIDE ME WITH THE QUANTITATIVE AND DATA ANALYTICS SKILL SETS to frame, analyze, and communicate insights to solve complex business problems efficiently.”

PATRICK COULTER ’19
Corporate Accounting, Finance
Undergraduate degree: Bachelor of Business Science from University of Cape Town in South Africa
Co-curriculars: Consulting Club Vice President of Strategy; Data Analytics and Business Modeling Workshop Internship: The Boston Consulting Group, Summer Consultant

KRISTALYN JONES ’19
Competitive and Organizational Strategy, Marketing
Undergraduate degree: Bachelor of Arts in French Language and Literature from University of Virginia
Co-curriculars: Consortium Liaison, Simon Health Sciences Club Vice President of Marketing and Communications
Internship: Johnson & Johnson, Experienced Commercial Leadership Development Program Summer Associate
THREE PREEMINENT JOURNALS
STARTED AND EDITED AT SIMON:
Journal of Accounting and Economics
Journal of Financial Economics
Journal of Monetary Economics

SIMON FACULTY
CONSISTENTLY
REceive an A FOR
TEACHING QUALITY.

We have a strong quantitative focus because good business requires making quantitative decisions: what product to launch, what pricing to use, where to invest your firm’s money. It’s also what defines the businesses at the forefront of the economy.

ANDREW AINSLIE
Dean, Simon Business School
Research interests: Economic and statistical models of consumer behavior and direct marketing
PhD: University of Chicago
Hobbies: Cave diving, flying

“The faculty here collaborate across different areas— it’s definitely a holistic, rather than a siloed, approach. We build on each other’s classes, and there’s an abundant exchange of ideas that helps everyone better understand the business world.”

JOANNA WU
Susanna and Evans Y. Lam Professor of Business Administration
Teaching interests: Corporate financial reporting
Research interests: Financial disclosure and regulation
Editor: Journal of Accounting and Economics

“At Simon, you study with professors who originated the research. We want you to understand these ideas and use them in the real world.”

GREGORY BAUER
Associate Dean of Full-Time Programs; Rajesh Wadhawan Chair of Development Economics
Teaching interests:
Macroeconomics; international finance
Teaching Award Winner: 2010–14, 2016
PhD: University of Pennsylvania

“We’re sharing with you a deep understanding of how businesses should be designed, how they should work, and how you should interact in them. This is more than just a toolkit for your next job. It’s a toolkit for life.”

Paul Ellicksen
Michael and Diane Jones Professor of Marketing and Economics
Research interests: The interaction between quantitative marketing and industrial organization
PhD: Massachusetts Institute of Technology

“Head of the Class.”

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Joanna Wu
Susanna and Evans Y. Lam Professor of Business Administration
Teaching interests: Corporate financial reporting
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Paul Ellicksen
Michael and Diane Jones Professor of Marketing and Economics
Research interests: The interaction between quantitative marketing and industrial organization
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“A”

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CONSISTENTLY
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TEACHING QUALITY.

No. 9
IN THE WORLD FOR ENTREPRENEURSHIP

No. 2
IN THE WORLD FOR FINANCE

No. 5
IN THE WORLD FOR ECONOMICS

HEAD OF THE CLASS.

Financial Times, 2017, 2018
INNOVATIVE CURRICULUM.
STEM-DESIGNATED OPTION.

We are the first MBA program in the US to offer a STEM-designated option to students in any specialization, which signals analytical and quantitative rigor to employers.

10 SPECIALIZATIONS
Our specializations take a deep dive in one area of focus. Your coursework will be linked to co-curricular and career-search activities that align with your short-term career goals.

FINANCE
Banking
Asset Management
Venture Capital & Private Equity
Corporate Finance

MARKETING
Brand Management
Product Management

CONSULTING
Strategy
Pricing
Technology
Operations

6 MINORS
Complement the coursework in your specialization with a minor, which will round out your skills and functional training.

Accounting
Leadership
Global Business
Health Sciences Management

Analytics
Entrepreneurship

A PROGRAM FOCUSED ON ONE GOAL:
ADVANCING YOUR CAREER

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STEM-DESIGNATED OPTION.

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MARKETING
Brand Management
Product Management

CONSULTING
Strategy
Pricing
Technology
Operations

6 MINORS
Complement the coursework in your specialization with a minor, which will round out your skills and functional training.

Accounting
Leadership
Global Business
Health Sciences Management

Analytics
Entrepreneurship

CORE COURSES
GBA 411  Business Modeling
FIN 402  Capital Budgeting and Corporate Objectives
MKT 441, CIS 461, OR FIN 434  A project-based course lasting two terms
MGC 401, MGC 402  Communicating Business Decisions Sequence
STR 421  Competitive Strategy
ACC 401  Corporate Financial Accounting
GBA 401A  Structured Problem Solving
GBA 412  Data Analytics
CIS 401A, CIS 401B  Information Systems for Management
STR 401  Managerial Economics
MKT 402  Marketing Management
OMG 402  Operations Management
15 ELECTIVES, INCLUDING 2 BREADTH ELECTIVES

Enrich your studies by choosing breadth electives designed to bolster professional skills employers desire. We require students to choose at least two breadth electives to ensure every Simon MBA enters the workforce positioned to make an immediate impact.

TREKS AND IMMersions:
Through a mix of coursework, discussions with local government and business leaders, and on-site visits to leading companies and organizations, you’ll experience the world of international business first hand.

Most students pursue their MBA for one reason: to advance their careers. At Simon, every aspect of our program is designed around that goal. We call it our Integrated Student Experience. It means that everything you do here—including your coursework, co-curricular activities, and career search—is intentionally connected and focused on positioning you for career success.

CAREER PLANNING AND SUPPORT
During the spring and summer—before you’ve even set foot on campus—we’ll help you explore areas of study to find one that matches your interests and talents.

YOUR CAREER ACTION TEAM
When you arrive on campus, you’ll be placed into your Career Action Team, or CAT. These small groups, made up of students with similar career interests, advisors, and alumni, meet regularly throughout the program to share experiences, exchange insights, and network.

CO-CURRICULAR ACTIVITIES
You’ll have the opportunity to participate in case competitions, pro bono consulting projects, student clubs, and other activities that enrich and round out your MBA studies.

Consulting Club
Simon Data Analytics
Net Impact
Real Estate Association at Simon (REAS)
Simon Accounting Association (SAA)
Simon Entrepreneurs Association (SEA)
Simon Finance and Investment Club (SFIC)
Simon Health Sciences (SHS)
Simon Marketing Association (SMA)
Simon Pricing Club
Simon School Venture Fund
and more

OPTION FOR STEM DESIGNATION
For international students, our STEM-designated MBA option offers the opportunity to extend Optional Practical Training (OPT) by 24 months, for a total of three years without H1B visa sponsorship, if they are hired in a STEM-eligible role.
HOW TEAMS SHOULD WORK.

A new level of clarity.

The Simon MBA student community is small by design and one of the most diverse at any business school in the country. With an extraordinary array of perspectives always close by, you’ll get first-hand experience turning differences into a competitive edge.

“I’VE HAD THE CHANCE TO WORK WITH FIVE DIFFERENT TEAMS SO FAR, AND I’VE LEARNED SO MUCH FROM EVERY SINGLE TEAM MEMBER.”

FERNANDA VEIGA NUNES DIAS ’19
Competitive and Organizational Strategy, Marketing
From: Brazil
Co-curriculars: Graduate Business Council Vice President of Events, Student Career Advisor
Internship: Tesla, HR Business

COUNTRIES OF ORIGIN
Class of 2019
Bangladesh
Brazil
Canada
China
Colombia
El Salvador
Guatemala
India
Indonesia
Israel
Jamaica
Mexico
Peru
South Africa
Trinidad and Tobago
United States
Vietnam
Grow your professional acumen and network. Share your enthusiasm for sports, gaming, or wine. Bond over shared cultural backgrounds. Connect with new friends and experiences. Make a difference in the world around you. Our clubs and organizations provide plenty of options to belong and lead.

**TOP TEN**

**MOST DIVERSE MBA PROGRAMS**

U.S. NEWS & WORLD REPORT, 2016

33% ARE WOMEN Class of 2019

25% OF US STUDENTS ARE UNDER-REPRESENTED MINORITIES Class of 2019

"BEING THE GRADUATE BUSINESS COUNCIL (GBC) PRESIDENT HAS ALLOWED ME TO DEVELOP MY LEADERSHIP SKILLS MORE THAN ANY SINGLE CLASS OR GROUP PROJECT I HAVE WORKED ON. THE GBC BOARD CREATES AND IMPLEMENTS KEY INITIATIVES that I hope will foster a more enriching experience for my classmates."

YONNAS TEFERE '19
Accounting, Finance
From: United States
Co-curricular: Graduate Business Council President; Simon School Venture Fund Internship: Morgan Stanley, Summer Associate

30+ DIVERSE ACADEMIC & CULTURAL CLUBS

[https://simon.rochester.edu/mba-clubs](https://simon.rochester.edu/mba-clubs)
Our students consistently rate the Simon experience as collegial and supportive. And our smaller class sizes mean you’ll get to know—truly know—your classmates.

1:5
MBA FACULTY/FULL-TIME MBA STUDENT RATIO

50+
HOURS OF TEAMBUILDING
training during the first year of the MBA program

14
15

"THE NIAGARA TREK WAS A BRILLIANT OPPORTUNITY TO GET TO SEE A NEW PLACE, TAKE PART IN FUN ACTIVITIES, AND GET TO KNOW YOUR CLASSMATES BETTER.

As an international student, I’m always on the lookout for chances to see the sights and explore new places in the US.”

NIKHIL PINTO ’19
Health Sciences Management
From: India
Co-curriculars: Graduate Business Council Vice President of Club Communication/Activities; Simon Health Sciences Vice President of Alumni Relations
Internship: The Roche Group, MBA Summer Intern – Discovery Marketing

"THE NIAGARA TREK WAS A BRILLIANT OPPORTUNITY TO GET TO SEE A NEW PLACE, TAKE PART IN FUN ACTIVITIES, AND GET TO KNOW YOUR CLASSMATES BETTER."
A new level of clarity.

REFLECTION, REFINEMENT, AND ROCHESTER.

We believe a rigorous MBA program can and should be eye-opening on many levels. You’ll be encouraged to explore and focus as never before—to gain a more profound understanding of what business means in the world, the leader you can be, and the impact you can create.

“It was great to take a break and get off campus. I ACTUALLY MET WITH MY MENTOR—A SIMON ALUM—at this coffee house every few weeks to talk about school and life.”

RAVEN HUDSON ‘18
Marketing Strategy, International Management
From: United States
Co-curriculars: Simon VISION Consulting President, Simon Volunteers
Headed to: Baxter International, Marketing Manager, Commercial Leadership Development Program

16

17
Our hometown of Rochester is remarkably affordable on a graduate student budget. There's a booming farm-to-table and craft cocktail/beer scene, world-class music, and all the natural beauty that Western New York and the Finger Lakes region have to offer.

“My favorite thing about Simon is the incredible support system and the superb mix of classmates who challenge me to be better every day.”

CHOUDHURY (SHAH) SHAHARIAR '19 Competitive and Organizational Strategy, Finance From: Bangladesh Co-curricular: Consulting Club Vice President of Finance; Simon School Venture Fund Internship: Constellation Brands Inc., Digital Transformation Intern – Project Horizon

RADIO SOCIAL
ROCHESTER, NEW YORK
LIFE LESSONS

From projects with local businesses, nonprofits, and agencies to global treks, Simon gives you opportunities to work alongside key business innovators and go behind the scenes at the world’s best companies.

- **8 COUNTRIES WITH ON-SITE PROJECTS AND TREKS IN 2017–2018**
  - Germany, Finland, Israel, Japan, Mexico, South Africa, Switzerland, and the United States
- **100% FIRST-YEAR STUDENTS COMPLETE A PROJECT-BASED CONSULTING COURSE**
- **$1.8M STUDENT-RUN SIMON SCHOOL VENTURE FUND**
“I pursued my MBA because I knew I wanted to change my career. Simon sharpened my skills in several different areas, and the variety of classes helped make me more flexible and adaptable for a new professional path.”

DRE COLLIER ’15
Business Systems Consulting
Accenture
Senior Strategy Consultant

“Simon helped broaden my perspective in the field of finance and offered me practical exposure to the industry so I can better understand real business situations. The diverse perspectives of the class were what really added value to the concepts that I already knew.”

ALIA TABET ’09
Finance, Marketing
NFL Network
Director of Marketing

“Simon gives me the tools to be effective in the modern global environment. To sit in a classroom and learn statistics, analytics, pricing, and business principles was incredibly valuable.”

TIM HAYWARD ’16
Competitive and Organizational Strategy, Finance
 Bain & Company
Consultant

“Simon prepares you for the real business world with professors who wrote the books on what they teach. It’s a tight-knit community that is truly committed to your success in the workforce.”

KANUKA CHOPRA ’15
Competitive and Organizational Strategy, Finance
Citi
Vice President

18,000+ ALUMNI IN MORE THAN 80 COUNTRIES
“Living in Rochester gives me a strong sense of community. The people are welcoming and always happy to help you in any way. Also, experiencing all four seasons gives you a chance to enjoy them all.”
The University of Rochester is a leading private research university known for its outstanding programs in arts and sciences, engineering, medicine, and music. The motto, *Meliora*—"ever better"—expresses the University's commitment to invention and innovation, fueled by hard work and imagination.
NO. 8 IN THE WORLD FOR
ROI
BASED ON PERCENTAGE INCREASE ON PRE-MBA SALARY
THE ECONOMIST, 2017

EMPLOYMENT STATISTICS
CLASS OF 2017

94% ACCEPTED EMPLOYMENT 3 MONTHS POST GRADUATION

$116,000 AVERAGE TOTAL COMPENSATION
(Based on U.S. News & World Report calculations)

SAMPLE OF COMPANIES HIRING FULL-TIME MBA TALENT
2016 to 2018

3M
Abbott
Accenture
Amazon
AT&T
Bain & Company
Bank of America Corporation
Barclays Investments LLC
Baxter
Beech-Nut
The Boston Consulting Group
Cargill Incorporated
Citigroup Inc.
Cognizant
Colgate-Palmolive Company
Constellation Brands Inc.
Credit Suisse
CVS Health
Dell
Deloitte
Discover Bank
Eli Lilly and Company
EY
ExxonMobil
Facebook
Federal Reserve Bank of New York
FedEx
Fisher-Price
Ford Motor Company
Gartner
General Electric
General Motors
Google
Grant Thornton
GlaxoSmithKline
Hilton Hotels & Resorts
HomeAway
HP
Humana
IBM
Intel
Jefferies Financial Group
Johnson & Johnson
KPMG
Liberty Mutual Insurance
Lockheed Martin
M&T Bank
Mars
Merck & Co.
Microsoft
MorganFranklin Consulting
NBA Media Ventures
Nationwide Mutual Insurance Company
Nielsen
Nissan Motor Company
Novartis
Nomura Securities International
Parker Hannifin Corporation
PwC
RBC Capital Markets
Reckitt Benckiser Group PLC
S.C. Johnson & Son Inc.
Simon-Kucher & Partners
Staples
Tesla
The Hershey Company
The Hertz Corporation

SIMON CONNECTS YOU WITH TODAY’S TOP COMPANIES

75% SCHOOL-FACILITATED EMPLOYMENT

98% ACCEPTED INTERNSHIPS
Class of 2018

NOTE: All figures for Class of 2017 are accurate as of October 12, 2017. Calculations for salary-related figures were prepared in adherence to the MBA Career Services and Employer Alliance’s Standards for Reporting MBA Employment Statistics.

GRADUATE HIRE BY FUNCTION: Full-Time MBA Class of 2017

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<th>Function</th>
<th>Low</th>
<th>Average</th>
<th>High</th>
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<td>27% FINANCE/ACCOUNTING</td>
<td>$75,000</td>
<td>$105,000</td>
<td>$137,000</td>
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<td>$167,000</td>
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<td>$74,000</td>
<td>$93,000</td>
<td>$115,000</td>
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<tr>
<td>5% OPERATIONS/LOGISTICS</td>
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94% ACCEPTED INTERNSHIPS
Class of 2018

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Your Career Action Team will be an essential resource throughout your Simon experience. These small groups—made up of students with similar career interests, advisors, and alumni—meet regularly to share experiences and insights. The goal: positioning you to stand out and succeed in your desired field.

NO. 7 FOR JOB PLACEMENT 3 MONTHS POST GRADUATION
BLOOMBERG BUSINESSWEEK, 2017

EMPLOYMENT STATISTICS
CLASS OF 2017

94% ACCEPTED EMPLOYMENT 3 MONTHS POST GRADUATION

$116,000 AVERAGE TOTAL COMPENSATION
(Based on U.S. News & World Report calculations)

SAMPLE OF COMPANIES HIRING FULL-TIME MBA TALENT
2016 to 2018

3M
Abbott
Accenture
Amazon
AT&T
Bain & Company
Bank of America Corporation
Barclays Investments LLC
Baxter
Beech-Nut
The Boston Consulting Group
Cargill Incorporated
Citigroup Inc.
Cognizant
Colgate-Palmolive Company
Constellation Brands Inc.
Credit Suisse
CVS Health
Dell
Deloitte
Discover Bank
Eli Lilly and Company
EY
ExxonMobil
Facebook
Federal Reserve Bank of New York
FedEx
Fisher-Price
Ford Motor Company
Gartner
General Electric
General Motors
Google
Grant Thornton
GlaxoSmithKline
Hilton Hotels & Resorts
HomeAway
HP
Humana
IBM
Intel
Jefferies Financial Group
Johnson & Johnson
KPMG
Liberty Mutual Insurance
Lockheed Martin
M&T Bank
Mars
Merck & Co.
Microsoft
MorganFranklin Consulting
NBA Media Ventures
Nationwide Mutual Insurance Company
Nielsen
Nissan Motor Company
Novartis
Nomura Securities International
Parker Hannifin Corporation
PwC
RBC Capital Markets
Reckitt Benckiser Group PLC
S.C. Johnson & Son Inc.
Simon-Kucher & Partners
Staples
Tesla
The Hershey Company
The Hertz Corporation

SIMON CONNECTS YOU WITH TODAY’S TOP COMPANIES

75% SCHOOL-FACILITATED EMPLOYMENT

98% ACCEPTED INTERNSHIPS
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THE CONSORTIUM FOR GRADUATE STUDY IN MANAGEMENT

In 2018, Simon celebrated 50 years of partnership with The Consortium, a partnership of leading business schools and Fortune 500 companies committed to increasing African American, Hispanic, and Native American students in full-time MBA programs and corporate management. Benefits include a common application, scholarships, and an orientation program that offers networking with potential employers.

THE ROBERT TOIGO FOUNDATION

This organization provides minority MBA candidates committed to careers in finance with a merit award, a network of contacts, career management support, mentorship, and leadership training.

REACHING OUT MBA

Simon partners with ROMBA to offer two LGBT MBA fellowships of at least $10,000 per academic year in addition to exclusive mentorship and leadership training.

THE FORTE FOUNDATION

The Forté Foundation is a partnership of MBA programs and corporate sponsors who seek to increase the number of women in business leadership. Benefits include application support, professional development, and consideration for selective fellowships.

THE CONSORTIUM’S ORIENTATION PROGRAM PRESENTS A WEALTH OF OPPORTUNITY.

Simon staff helps you prepare your elevator pitch, résumé, and list of target industries so you can maximize your experience.

TERRANCE LOVELADY ’18
Finance
From: United States
Co-curriculars: Simon School Venture Fund Vice President of Portfolio Management; Simon Real Estate Association President
Headed to: Barclays Investment Bank, Associate

Simon works with national organizations to provide aspiring MBA students with financial aid, mentoring, and career support.

TEACH FOR AMERICA

Simon offers an application fee waiver and at least $10,000 per year in merit-based scholarship support to candidates transitioning directly from their teaching commitment.

MANAGEMENT LEADERSHIP FOR TOMORROW (MLT)

MLT is a partnership offering pre-MBA application preparation support and career development programming for African American, Native American, and Hispanic students.

PROSPANICA

Simon offers scholarship support to an outstanding candidate each year in an effort to increase the number of Hispanic students receiving an MBA.

MILITARY AT SIMON YELLOW RIBBON PROGRAM

This program provides unlimited matching funds to cover MBA tuition costs beyond the benefits of the Post-9/11 GI Bill. Additionally, Simon will waive the application fee for US active and veteran military members.
With an engineering background, I knew that I wanted an MBA program known for analytics that would allow me to continue to leverage my quant background. From our classes in business modeling to marketing research, Simon teaches you to make data-driven decisions.

MIKE ALCAZAREN
(right) ’19
Competitive and Organizational Strategy, Entrepreneurship
From: United States
Co-curriculars: Simon School Venture Fund Vice President; Net Impact Vice President of Partnerships
Internship: Amazon, Senior Product Manager

“Networking and engaging with alumni is a key part of the MBA experience. I had the privilege of speaking with an alumna who is the director of brand management for Starbucks’ Breakfast Division. Her journey after leaving Simon and her perspective on the industry were enlightening.”

JASMINE MITCHELL
(left) ’19
Brand Management, Marketing
From: United States
Co-curriculars: Graduate Business Council Vice President of Student Engagement; Simon Marketing Association
Internship: Starbucks, Global Marketing Strategy Intern

“With an engineering background, I knew that I wanted an MBA program known for analytics that would allow me to continue to leverage my quant background. From our classes in business modeling to marketing research, Simon teaches you to make data-driven decisions.”

MIKE ALCAZAREN (right) ’19
Competitive and Organizational Strategy, Entrepreneurship
From: United States
Co-curriculars: Simon School Venture Fund Vice President of Deal Sourcing; Net Impact Vice President of Partnerships
Internship: Amazon, Senior Product Manager