You’re ready for something more.

You know what you’re doing. You’ve always been a high performer, a heavy lifter, and the consummate team player. Success and achievement come standard. You hate to lose, and you rarely do. You’ve been on a steady rise, honing your skill set and perfecting your craft, and you’ve overcome every challenge you’ve faced.

Now you’re ready for something more, because new challenges await.

You need to broaden your expertise with new skills, smarter processes, and relevant experiences to help take yourself, and your organization, to even higher levels.

You need better connections and resources, for better opportunities and insights, with the area’s most respected network of working executives. And you need to invest in yourself in ways that will pay you back today, tomorrow, and for the rest of your life.
You’re ready for the Simon MBA.

The bottom line? The Simon MBA offers the best, most rigorous business education in the region. We give you the tools you need to become a more decisive and dynamic leader while cultivating the analytical thinking that has made the Simon MBA the area’s number one choice for return on investment—all within a structure designed specifically for successful professionals.

You’ll be prepared to lead. You’ll be better connected. And you’ll get a higher return on your investment.

You will see results starting day one. Our program is designed to help you create an immediate impact in your workplace.

When you graduate, you’ll walk away knowing how to do things differently. Your ability to analyze complex situations will be unrivaled, and the confidence you’ll need to make tough decisions will match.

Most important, however, will be the continuous payoff derived from the Simon MBA and the rigorous educational foundation that will deliver a lifetime of returns.

The Simon MBA will put you in a distinguished class of smart, capable business leaders.

With our cohort-based learning model, you’ll study and grow with an elite class of professionals who have your same drive to go higher and do better.

You’ll also gain access to a regional and global network of highly successful alumni, offering you unparalleled opportunities for networking and growth.

And of course you’ll enjoy the prestige that comes with the Simon MBA—ranked among the best in the world. This includes the Financial Times of London, 2015, designating the Simon MBA No. 3 in the world for Economics and No. 5 in the world for Finance.
Dorothy Coleman
Executive Vice President and CFO
Excellus BCBS and Lifetime Healthcare Companies
Executive MBA Candidate
Class of 2016

“As a busy executive, I find the structure of the program easy to integrate into my schedule. Classes one Friday and every other Saturday each month allow me to have time on the weekends to study and do homework. I take what I learned in class back to the office on Monday and apply it. It has already modified the way I think and approach business issues and solutions.”
Better decisions start with better understanding.

With the Simon MBA, you’ll develop an economic-based approach to decision-making that will help you make the most of smart opportunities while managing the risks to your organization. And with our Executive Program, you’ll receive the full Simon MBA experience—curriculum, resources, and faculty—in just 19 months of coursework.

Our expertly designed program leads to more effective learning.

Our highly structured course progression ensures that students have the tools to succeed at each step of the curriculum. As the classes increase in depth and complexity, so does your expanding skillset. The final experience becomes that of one cohesive course taught by a series of experts.

You’ll gain more than just business skills.

Successful leaders require more than in-depth business knowledge to excel. Leadership, strategy development, and real-world challenges are seamlessly embedded into the Simon MBA curriculum.
“There is such a great wealth of knowledge in a Simon EMBA classroom. The time I spent there was an experience I will never forget, and an investment I will never regret.”

Jason Aymerich
President
Complemar
Executive MBA Class of 2010

As his e-commerce, fulfillment, and warehousing company, Complemar, begins its international growth strategy throughout Europe and Asia, Jason acknowledges that the Simon Business School EMBA program gave him the broader view of the world he has today. At Simon, he learned the frameworks to handle tough competition, squeezed margins, and disruptive technology. Jason says he valued interacting with the wide range of business and professional people who were taking the program with him and recommends the experience to anyone serious about their future.
Strong leadership ensures new strategies succeed.

Our Leadership Practicum will help you build a framework for effective personal and professional leadership that will increase your ability to address complex and dynamic organizational challenges.

**Strong leadership starts on the inside.**

While working with executive coaches, you will sharpen your focus on executive leadership skills built on integrity and team strength. Success in today’s business world means effective communication, problem solving, and team building—that’s why our real-world approach builds those core competencies in ways you can apply to your career today.

**Advanced tools for personal development.**

The Simon Executive MBA program utilizes Matrix Insights© for their leadership development programming. Matrix Insights is an interactive and dynamic platform that utilizes 360-degree reviews to understand personal interaction styles and help improve communication, enhance collaboration, and customize each student’s professional development.
Major General John Batiste
US Army (Retired)
Partner, Level Five Associates

Major General Robert Mixon Jr.
US Army (Retired)
Partner, Level Five Associates

EXPERT LEADERS
Building on their experience as leaders both in the military and corporate world, the leadership instructors provide the foundation for students to develop their own Personal Leadership Guide.
New realities demand new business strategies.

Our New Venture Development course is designed to pull together learnings from all your other classes, teaching you how to construct long-term business strategies, and how to engage others to make those new plans a reality.

**New skills focused on new ventures.**

Whether you work for a multinational corporation or a startup organization, an entrepreneurial spirit is vital to success. That’s why we offer a yearlong New Venture Development course, which builds on the skills you’ll learn in the core curriculum. You’ll address every aspect of the enterprise, learning techniques, and tools to drive growth in both the short and long term.

**Master the importance of the business plan.**

Along with a hand-selected team, you will create, evaluate, and develop a business plan. This could be a brand new venture, a new market entry for your existing organization, or business line extensions. The course culminates with a presentation to a panel of faculty and investors.

Explore how Ben Zombek applied what he learned in the New Venture Development course at simon.rochester.edu/emba-network.

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**BEN’S SIMON NETWORK**

- David Curry
  *Executive MBA Class of 2013*
- Katrina Connelly
  *Executive MBA Class of 2013*
- Toby Dallas
  *Executive MBA Class of 2013*
- Jason Aymerich
  *Executive MBA Class of 2010*
- Cory Sheldon
  *Executive MBA Class of 2013*
- Liz Schirmer
  *Part-Time MBA Class of 2011*
The Strength of Entrepreneurship at Simon

Ben Zombek

Executive MBA Class of 2013

Founder/Principal, bzdesign
Partner, Tailwind Innovation

Liz Schirmer brings BZDesign on board for pro-bono work on Untapped Shores project.

Through Jason Aymerich, BZDesign works with Cory Sheldon on branding at Complemar.

Toby Dallas brings BZDesign to Thermal Gradient for industrial design.

BZDesign continues to grow: Parts Dashboard brand launch with CEO and EMBA classmate, Toby Dallas.

BZDesign grows: Re-branding project at Faraci Lange via EMBA teammate, Katrina Connelly.

Ben launches his firm, BZDesign

Ben launches TAILWIND innovation with EMBA classmate, David Curry through the University Incubator.

BEN LAUNCHES HIS FIRM, BZDESIGN

BZDESIGN CONTINUES TO GROW: PARTS DASHBOARD BRAND LAUNCH WITH CEO AND EMBA CLASSMATE, TOBY DALLAS.

TOBY DALLAS BRINGS BZDESIGN TO THERMAL GRADIENT FOR INDUSTRIAL DESIGN.

BZDESIGN GROWS: RE-BRANDING PROJECT AT FARACI LANGE VIA EMBA TEAMMATE, KATRINA CONNELLY.

LIZ SCHIRMER BRINGS BZDESIGN ON BOARD FOR PRO- BONO WORK ON UNTAPPED SHORES PROJECT.

THROUGH JASON AYMERICH, BZDESIGN WORKS WITH CORY SHELDON ON BRANDING AT COMPLEMAR.
Experience
global business
firsthand.

If you want to be a part of the international business community, you need to grow an international network. In our Global Management Option, students learn from European and Asian faculty and peers. Our reciprocal program in Switzerland allows candidates to share perspectives and experiences with their Swiss counterparts, while our annual course in China will immerse you in a highly diverse marketplace.

In Switzerland: You’ll see European finance in action.
Our course in International Economics and Finance, in conjunction with our MS in Finance program in NYC, immerses you in the study of global finance. Students travel to Switzerland for instructional visits to the United Nations, the World Trade Organization, and other financial institutions. Visits provide firsthand exposure to international banking and financial markets.

In China: You’ll see the rise of an economic superpower.
You will explore the hub of China for business learning and finance. Our Emerging Markets course takes a close look at the challenges and opportunities faced by firms working in emerging and transitioning economies abroad. Looking at the historical, economic, social, and cultural situations provides a deeper understanding of the business environment.

Alumnus feedback
“The conversations and shared world perspectives I had with our Swiss counterparts have indelibly changed the way I view the world and my part in it. As China and other emerging markets will become the dominant influences in middle-class markets, a global experience can only help enrich one’s career path, irrespective of what it may be.”

Mat Felthousen
Vice President, Office of Support Service at Cleveland Institute of Art
Executive MBA Class of 2011
You will have the opportunity to take a course in China in the spring of the second year of the program. The instructor will focus on the complex interplay between macroeconomic, political, social, competitive, and market conditions. You will address the competitive strategies of Chinese, as well as Western firms.

Switzerland
You will have the opportunity to take a course in Switzerland in the second year of the program. There, you will study international finance in the heart of one of the financial capitals of the world. Firsthand presentations by global organizations and financial institutions add to your in-depth understanding of global market issues.

Grossmünster Cathedral
Zurich, Switzerland

Downtown
Shanghai, China

China
You will have the opportunity to take a course in China in the spring of the second year of the program. The instructor will focus on the complex interplay between macroeconomic, political, social, competitive, and market conditions. You will address the competitive strategies of Chinese, as well as Western firms.
Our expert faculty is your invaluable resource.

The Simon faculty is truly in a class by itself, and its members form an elite group of some of the business world’s top thinkers and researchers. Your exclusive access to these expert instructors will offer you a new perspective on business that you can immediately apply to your own professional endeavors.

**Their skill will drive your discovery.**

Simon faculty members are known as much for their academic excellence as their ability to teach. Approachable and experienced, they’ll encourage you to think critically and creatively for the best solutions. Discussions in and out of the classroom will help you look at the business world from a new perspective.

**Research brings new insights to the classroom.**

Our professors are among the country’s top researchers and regularly bring their expertise to the classroom. In addition to their own research, many of our faculty members are founders and editors of top research journals, some of which are published at Simon. The *Journal of Financial Economics* was launched by our faculty and remains the premier journal in financial research.

**EXPERT KNOWLEDGE**

Three preeminent journals got their start at Simon. The *Journal of Financial Economics*, the *Journal of Accounting and Economics*, and the *Journal of Monetary Economics* were all created here.

**GROUNDBREAKING RESEARCH**

Simon’s faculty research often comes through interactions that they have with companies facing real-world problems.

**A RANGE OF BACKGROUNDS**

Faculty members offer a balance of research- and industry-based backgrounds.

| Research Backgrounds | 55% |
| Industry Backgrounds  | 45%  |
Ron Goettler
Professor of Economics, Marketing, and Entrepreneurship
Senior Associate Dean for Faculty and Research
James N. Doyle, Sr. Professor of Entrepreneurship
Your fellow students will be your mentors and motivators.

Peers with diverse backgrounds add an extra dimension to your education, just as you will add to theirs. The tasks you face together will prepare you for challenges throughout your career.

The optimum team has a wide range of talent.

Teams are organized specifically to ensure varied expertise. For example, if you are a marketing specialist, your new teammates will become your resources in accounting, management, and operations. Professionals from every industry and background work as one so you succeed both personally and as a group.

Quality students make for a quality experience.

Guaranteeing that the students in the Simon Executive MBA program are the very best is what makes the program so effective. Much is demanded of each candidate—both in and out of the classroom—that even if one student isn’t fully committed, all will feel the effect. By accepting only determined and accountable students with a history of success we ensure the best educational experience for everyone.

A wide range of backgrounds

Simon EMBA students come from a wide range of different-sized firms. This brings many benefits, from networking with other C-level managers to learning from functional experts in different industries.

STUDENTS BRING EXPERIENCE FROM A BROAD RANGE OF INDUSTRIES

Additionally, the leaders of new entrepreneurial ventures gain knowledge from senior managers at established firms. Therefore, both the team environment and the classroom discussions are elevated by the wealth and diversity of experiences that the students bring with them.
“The Simon EMBA program gave me an economic framework that both shaped my business thinking and helped me develop as a leader. Each day, as I interact with others to solve tough, complex problems, I apply what I learned at Simon.”

Lance Drummond
Director, Board of Directors
Freddie Mac
Executive MBA Class of 1985

With a career that has spanned three different industries—manufacturing, operations, and banking—Lance maintains the Simon Business School EMBA taught him three essential business skills. First, to quickly grasp the economic parameters of any industry and how it makes a profit. Second, to then identify where the biggest opportunities lie within that industry. And third, the program’s accelerated schedule taught him how to prioritize and sort what really matters from what does not.
The Simon MBA Alumni Connection

With alumni in more than 80 countries around the world, Simon’s network of alumni, partners, and associates reflects the Simon experience—global, connected, and built for business excellence. The Simon MBA allows you to enjoy the prestige that comes with a degree from one of the world’s best business schools.

Alumni that impact organizations.

Simon EMBA alumni throughout the world positively impact their organizations. While most graduates go on to manage and lead areas of their organization, 27 percent have started their own firms or have risen to leadership positions in regional and global firms.

In addition to the global reach of all Simon Business School alumni, the Executive MBA program provides an additional network, both regionally and internationally. With CEOs and presidents from companies such as Paychex, Harris RF, M&T Bank, Five Star Bank, Welch Allyn, and many more, you have an accessible network that will help you succeed in your career goals.

Hear what Simon graduates have to say.

As one of the longest standing executive MBA programs in the world, we have many alumni who have gone on to do great things. Here’s what they have to say:

“The Simon EMBA enabled me to help those who need it most. During my time at Simon, I was hired to run the Food Bank of the Southern Tier. Consequently, I was able to seamlessly increase food distribution to low-income families by 30 percent—while still maintaining a surplus.”

Natasha Thompson
President
Food Bank of the Southern Tier
Executive MBA Class of 2009
Diana Nole  
CEO and President  
Executive MBA Class of 2001

“The Simon EMBA program helped me make better decisions. I became more confident and more open to using different approaches. Also, learning how to get things done efficiently within a team structure was extremely important for me.”

Dan Burns  
President  
Executive MBA Class of 2011

“I’ve acquired insights and skills that today help me lead internal committees, make better decisions for my commercial clients, and manage people more effectively. I owe it all to my Simon experience.”

Kate Washington  
Deputy Commissioner  
Neighborhood & Business Development, City of Rochester  
Executive MBA Class of 2004

“My Simon education was the opportunity to balance my creative intelligence and entrepreneurial experience with a well-developed analytic and strategic operations skillset. Among the many applications was the ability to solve complex problems by integrating a wide array of tools and resources.”
Expertly designed to make the most of your time.

There will be ceaseless demands on your time, because we know you’ll continue to put everything you have into both work and school. There will be even more demands on your mind. But we are here to help you balance it all. We know this will be one of the hardest things you’ll ever do. We also know what it takes to help you succeed.

A program tailored for you.

Classes meet biweekly—only three days per month—so you have more control over your time. Online tools provide easier collaboration outside the classroom, giving students the option to attend class in person just one weekend a month.

We sweat the small stuff so you don’t have to.

Being prepared is a top priority in business. But when you’re juggling so many responsibilities it only seems fair to have a little help. Simon’s Executive MBA team takes care of the details. From course materials and software to parking passes and class-day meals, we organize the logistics so your focus is always on your studies.
**Quantitative preparation**

Feeling like you’ve been out of school for too long? Our quantitative refresher course will ensure you hit the ground running. Reviews are available online or in-person.

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**A results-driven orientation**

Our orientation program includes a thorough review of instructional technology, intense team building exercises, and a kickoff of your academic coursework. We cap off the experience with a celebratory dinner with spouses and partners, led by students and alumni who provide insights on success in the program.

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**Career support and development**

Dedicated career coaches have been retained to help you reach your career objectives. The Career Management Center offers a full range of professional development and job search tools to enhance your opportunities.
You’re a cut above. So is the Simon MBA.

Investing in a Simon MBA is one of the best career decisions you can make. You’ll develop the skills and connections you need to make a real difference. And you’ll develop new ways of thinking that will help you understand the difference you need to make—right now, and for the rest of your life.

Make no mistake. The challenge of the Simon MBA is very real. But the first step is easy. Get in touch with us and find out how to apply.

For information about admissions, financial aid, and scholarship, please contact us.

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