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Schoolwide News

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News@MIT Sloan is a weekly student newsletter that updates you about what is happening on campus.



In Rhythm

By Amy MacMillan

Gene Nubla, MBA 11, is always moving. A former professional dancer, he taught himself commercial hip hop as a senior in high school in Southern California. If he's not dancing, he's practicing Tae Kwon Do or playing basketball, his first love.

Growing up as the youngest in a Filipino family that emigrated when he was just two, he watched his three older sisters take dance lessons throughout his childhood. Watching the 'N Sync videos that were popular in the 1990s, Gene waited until he was a little older, and danced informally at pep rallies and parties. "I knew I loved it," he remembered.

After high school, Gene attended University of California-Berkeley, which was the first time he had ever been away from home. He joined Danceworx, the school's dance team, and worked his way up to become vice president of public relations and ultimately, the team's president and choreographer. "Dancing took care of the stress," he explained. He also played basketball for the women's scout team, a practice squad comprised of other students to simulate real games against Berkeley's women's division I basketball team.

In college, he majored in business and after graduation landed a position with Aon Corporation, a Fortune 500 company that is one of the largest insurance brokers in the world. But he didn't leave dancing behind. His sister, Sigrid Nubla, MBA '06, had danced with Culture Shock Dance Company, (<http://www.cultureshockdancecenter.com/home.html>) a non-profit hip hop dance company based in San Diego, and Gene joined the Los Angeles team full time. In addition to his full-time job at Aon, Gene danced commercial hip hop Sunday and Thursday nights with the group. The

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Gene Nubla, MBA '11, performing at last semester's Southeast Asian C-Function. (Photo by I-Wen Hung, MBA '10)

dancers were sometimes paid in shoes and gear by sponsors such as Nike, but everyone did it for the love of dance and for the community. Culture Shock never charged for exhibition dances and partnered with other non-profit organizations such as a D.A.R.E. and local community centers.

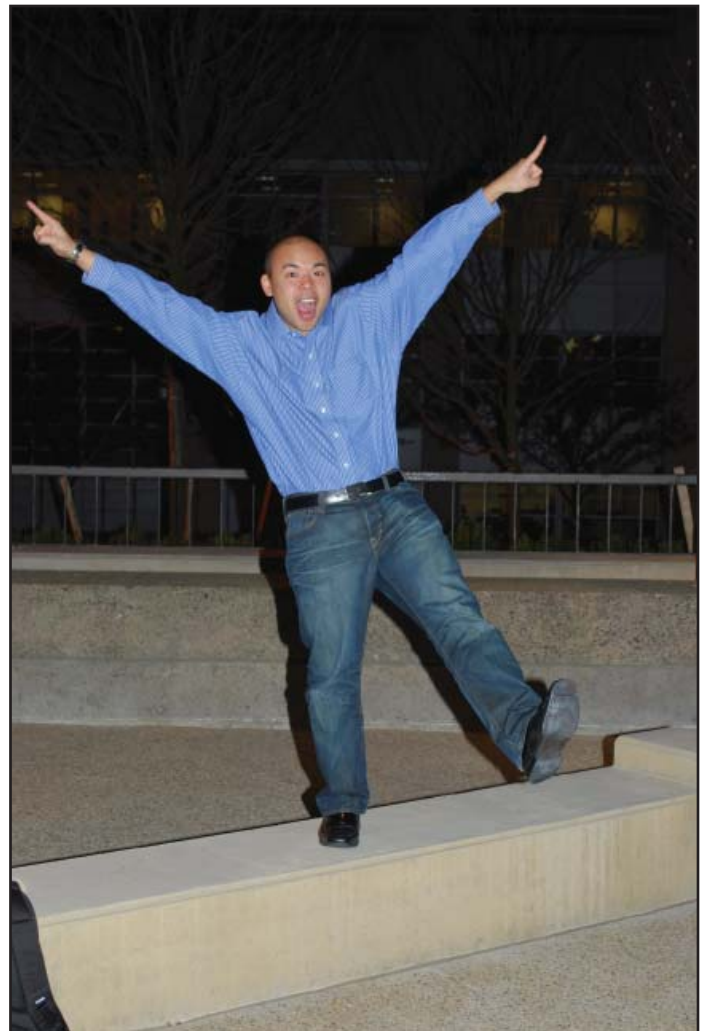
In 2005, Culture Shock danced on stage at a Sunset Strip club in Los Angeles with Rihanna, who debuted that year. Gene met the pop star, but didn't spend a lot of time with her. "She was very down-to-earth," he said.

After performances, Gene often didn't get home until 3 a.m. and the lifestyle and long hours took a toll on him, so he left Culture Shock. "I'm sad that I couldn't carry that through for more than a year," he said. Meanwhile, Gene had some career decisions to make. Although he enjoyed his job at Aon, he grew tired of the insurance industry's repetitive grind. "In my role as a broker, I got to deal with the client, the insurance markets, and everyone internally, so I got to work with a number of people. That's what I liked about my job," he said.

But Gene wanted to get into management or strategy consulting, and knew business school was a conduit for such a career change. Although his sister spoke highly of MIT Sloan, Gene confirmed the School was for him after he attended the Ambassadors Program. "I liked the people who were here. It was one thing to hear my sister talk about the collegial nature here, but to actually come and see it was what made me decide," he said.

It's a decision he hasn't regretted. "I love it. The campus is cool and the city is great. The weather is suspect, but it's mainly the people that I like." Gene has wasted no time in getting involved here. He started an MIT Sloan intramural, co-ed basketball team – the Sloan Reigndropz – of which he is captain and point guard. There was so much demand for an intramural basketball team that he created another team – the Sloan Teardropz. He also just became the Vice President of Skills Camp for the Management Consulting Club and is anticipating getting involved in the Entertainment, Media and Sports (EMS) Club this spring.

His favorite class so far has been Visiting Professor Mark Ritson's Marketing Management class (15.810), although he also enjoyed Financial Accounting (15.515) with Professor Sugata Roychowdhury. Gene also served as



Gene hams it up on the E52 Plaza.

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choreographer for last fall's Southeast Asian C-Function. Ten Sloanies practiced for two hours every week for four weeks before dancing an 'N Sync routine at the C-Function. "I think it turned out really great. It was a great way to meet people and network," Gene said.

Gene admitted he doesn't have too much time for dancing anymore. He may take a couple of local dance classes, but he mainly stays in shape playing basketball and exercises recommended to him by his "personal trainer" and fellow classmate, Collwyn Tan, MBA '11. He has some dance routine ideas that he's considering for the Sloan Follies, but hasn't finalized the plans yet.

But dancing's not going away for Gene. "For as long as I have legs to dance with, I will!"

Apply to be CityDays Coordinator

Part-time, spring (flexible) full-time, summer (40 hours/week)

Help create CityDays 2010! This great one-day community service event is part of freshman orientation at MIT and one of the largest service events of the entire year. CityDays is an MIT tradition that requires a great coordinator at its helm, one with exceptional organization and communication skills, and creative vision. Responsibilities include recruiting community agency partners, planning activities, working with the Public Service Center (PSC) and Orientation staff on event logistics and leadership, writing descriptive materials, maintaining contact with group leaders and others, and keeping track of everything. As part of the PSC team, you will also assist with two other key service events (FUP and Service Fair) while taking the lead on this very important program.

Qualifications: The ideal candidate will demonstrate a commitment to community service and a strong interest in event coordination. You must have top-notch organization and communication skills, the willingness to take a creative lead, determination, resourcefulness, and persistence. Previous program planning experience is a plus but not required. You should be comfortable working in a busy office with a hard working, but fun staff.

Timeline: Preference is that you will be available to begin working about five hours a week during the spring semester to evaluate and update the program logistics. You must be available full-time in summer to implement the program.

To apply: Submit resume and cover letter to Kristi Gundrum Kebinger, kristig@mit.edu, or call 617-253-8968.

Quote of the Week
//Nobody can think straight who does not work. Idleness warps the mind." — Henry Ford

Akamai's Paul Sagan to Discuss Leading Through Adversity



Paul Sagan

This Thursday, February 18, at 12:00 p.m. in Wong Auditorium, the MIT Sloan community will welcome Paul Sagan, Chairman, President, and CEO of Akamai to speak at this semester's first presentation of the Dean's Innovative Leader Series. Lunch will be available beginning at 11:30 a.m. in Ting Foyer. There will also be an opportunity for a small group of students to attend a private lunch with Sagan immediately following the presentation. To be considered for this opportunity, please send an e-mail as soon as possible to Cessy Cook at crcook@mit.edu and include your name, program and class year, and contact information.

Paul Sagan was a relatively new President of Akamai when his leadership qualities were called into action as the company faced serious challenges in 2001. Just two years into his presidency, the tech bubble burst and Akamai's stock price plummeted, dropping from a high of \$345 to 56 cents per share. Even more daunting for the company was the loss of Danny Lewin, Akamai Co-Founder and CTO. He was aboard one of the planes that struck the World Trade Center on September 11.

Sagan and the company overcame the challenges. Ironically, as a result of the attack, the Internet became a primary means of communication for individuals through e-mail to friends and family, and for those seeking news through websites. Companies turned to Akamai for its assistance in handling increased loads on their websites. Named CEO in 2005, Sagan has continued to fuel Akamai's growth through his vision and leadership.

Akamai's beginnings lie in what is now known as the MIT \$100K Entrepreneurship Competition. In early 1995, World Wide Web inventor and MIT professor Tim Berners-Lee foresaw the congestion that is now very familiar to Internet users, and he challenged his colleagues to invent a fundamentally new and better way to deliver Internet content. What he probably didn't expect was that posing such an academic challenge would ultimately result in a service that is revolutionizing the Internet.

MIT Professor Tom Leighton speculated that a solution to web congestion could be found in applied mathematics and algorithms. He recruited graduate student Danny Lewin and several other top researchers to tackle the challenge. In 1998, the group entered the esteemed annual MIT \$50K Entrepreneurship Competition, where the company's business proposition was selected as one of six finalists among 100 entries. The distinction signaled that Internet content delivery had serious market potential. Akamai was launched in the fall of 1998.

Akamai offers the most widely used platform for content delivery and application acceleration, with more than 42,000 servers in 70 countries. Based right here in Kendall Square, the company had 2008 revenues of \$790 million, up a healthy 24 percent over the previous year.

Join us for Sagan's reflections on his extraordinary journey with Akamai and leading during challenging times.

Upcoming Events:

Wednesday, March 31

Edmund F. (Ted) Kelly, Chairman, President & Chief Executive Officer of Liberty Mutual

For more information about upcoming events visit: <http://mitsloan.mit.edu/corporate/dils.php>.

STUDENT CLUB NEWS

Fourth Annual MIT Sloan Sports Analytics Conference to be Held

ESPN named new presenting sponsor; new location at Boston Convention & Exhibition Center to handle conference's rapid growth

The MIT Sloan Sports Analytics Conference kicks off its fourth year on March 6, with a new presenting sponsor and a roster of speakers that will include NFL, MLB, NHL, MLS, EPL, and NBA owners, coaches, and industry leaders, and the journalists that follow them.

The Conference is organized by the MIT Sloan Entertainment, Media & Sports Club, which was formed in 2001 as a student-run organization to fulfill the growing interest at the MBA program in the business of entertainment, media, and sports. For more information on the club visit: <http://sloanems.org>.



Boston Celtics Guard Ray Allen (center) poses with some students. (Photo by John Marcus, MBA '09)

ESPN has agreed to become the presenting sponsor of the MIT Sloan School of Management's most popular conference, said Daryl Morey, who Co-Chairs the conference, and an MIT Sloan alumnus who is general manager of the Houston Rockets. "ESPN has always been about NEXT and the use of analytics in sports, which, in a short time, has become the next critical tool in building a championship caliber team," said Morey.

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“Analytics are increasingly playing a bigger role in the sports conversation,” said John Walsh, ESPN Executive Editor. “They are even stirring up controversy in some quarters. Who knew? This conference has a history of helping us understand the dynamics of analytics. So, yes, ESPN would want to be part of this conversation.”

Last year’s sold-out conference, which included a keynote panel featuring Boston Celtics All-Star Guard Ray Allen, attracted more than 450 industry leaders and students. To accommodate a projected doubling of participants, the conference will this year be held at the Boston Convention and Exhibition Center.

Dallas Mavericks Owner Mark Cuban will again highlight the Basketball Analytics panel. “I wouldn’t miss ‘Geekapalooza’ for anything,” said Cuban. “This is the cutting-edge of analysis. I recommend that no other NBA teams attend.”

Other confirmed speakers to date include:

- Michael Lewis, author of *The Blind Side* and *Moneyball*
- Hannah Storm, Anchor and Reporter, ESPN
- Avery Johnson, TV Analyst and former Head Coach, Dallas Mavericks
- Buck Showalter, TV Analyst and former manager, Texas Rangers
- Bill Polian, President, Indianapolis Colts
- Bill Simmons, Author of *The Book of Basketball* and ESPN columnist
- Mark Waller, CMO, NFL
- Peter Moore, President, EA Sports
- Adam Silver, COO and Deputy Commissioner, NBA
- Steve Pagliuca, Managing Partner, Boston Celtics
- Sunil Gulati, President, U.S. Soccer Federation

Slated topics are:

- What Geeks Don’t Get: The Limits of *Moneyball*
- Next Generation Sports Management and Ownership
- Baseball, Basketball, Emerging, and Coaching Analytics
- International Expansion of Sports
- High-Tech Fan Interaction and Advertising
- Performance Enhancement: Will Future Athletes be Formula 1 or NASCAR?

“Analytics is not the future of sports, it is playing a critical role in defining sports today,” says conference Co-Chair Jessica Gelman, Director of New Business Development and Operational Initiatives for the Kraft Sports Group and New England Patriots. “This is illustrated by the growth of the conference – the doubling in attendance each year, and the incredibly high quality of speakers who are involved. If people are interested in sports and the forefront of change, they make a point to be here.”

To register for or for more information on the MIT Sloan Sports Analytics Conference, please visit: <http://www.sloansportsconference.com/2010/> or contact Ben Schlesinger at ben@sloansportsconference.com.

For press inquiries contact Patricia Favreau at pfavreau@mit.edu.

Fifth Annual MIT Sloan Investment Management Conference to be Held

The MIT Sloan Investment Management Club (IMC) Presents: *Shaping Asset Management's Future*

Keynote Speakers:

Robert Pozen – Chairman of MFS Investment Management
Michael Even – President & CEO of Numeric Investors

Four discussion panels will explore the dynamic nature of the asset management industry:

- Asset Allocation
- Emerging Markets
- Real Assets and Natural Resources
- Post-crisis Debt Markets

To register for the conference and for additional information, visit: www.mitsloaninvestmentconference.com.

Prices:

- Professionals & Alumni: \$100
- BSAS Member: \$85
- MIT Sloan IM Club Members: \$35
- Other MIT Students: \$40
- Non-MIT Students: \$50

This event will take place Saturday, February 27, 8:00 a.m. -5:00 p.m. in E51-325, 335, 345. The first 100 registrants will receive a complimentary copy of "Too Big to Save" at the conference. To register visit: <http://www.acteva.com/booking.cfm?bevaaid=197279>.

If you need further information or have questions e-mail: imofficers@sloan.mit.edu.

CAMPUS CORNER National Engineering Week

Celebrate National Engineers Week with the MIT Museum! All the week's activities are free with Museum admission. Due to popular acclaim, we'll be bringing back the theme of robotics, with activities and demonstrations for ages 10 and up.

Programs include:

Robotics Demos - 1:00 - 2:00 p.m., starts on first floor MIT360 space. See real robots, old, and new. Learn what robots can do today and may be able to do tomorrow like frowning and smiling, driving a car, and cleaning your house.

Robotics Workshops - 2:00 - 4:00 p.m., held on the second floor Education Center. Four sessions will be held at 2:00, 2:30, 3:00, and 3:30 p.m. Please show up early for free passes at the second floor information desk, as enrollment is limited. Try your skills at constructing and programming a robot using Lego Mindstorms NXT.

These events take place Wednesday, February 17-20, 1:00 - 4:00 p.m., in N51, MIT Museum at 265 Massachusetts Ave. This event is free and open to the general public. For more information call 617-253-5927, or visit: <http://web.mit.edu/museum/programs/calendar.html>.

MIT CEER Kick-Off Event: China's Climate Change Policy, Technologies, and Investment in The Post-Copenhagen Era



Speaker: Prof. Gang Chen, Dr. John Parsons, Prof. Kelly Sims Gallagher, Amy Corinne Smith

What is the deadlock between United States and China on climate change cooperation? How to break the deadlock? What's the trend of the carbon market, and the implication for China's investment in clean energy?

If you want to discuss any of these interesting questions, or want to hear how some of our experts respond, please join us for the MIT China Energy and Environment Research Group (CEER) kick-off event on China's climate change policy, technologies, and investment in the post-Copenhagen era on Thursday, February 18.

A panel discussion given by Professor Gang Chen, Warren and Towneley Rohsenow Professor, MIT Mechanical Engineering; Dr. John Parsons, Executive Director of Center for Energy and Environmental

Policy Research, MIT Sloan Management; Professor Kelly Sims Gallagher, Fletcher College, Tufts University and Harvard China project, Harvard University; and Amy Corinne Smith, Managing Director, Co-Head of Alternative Energy Banking, Barclays Capital.

The panel discussion is followed by a social session, and fruit and beverages will be served. This talk will take place Thursday, February 18, from 3:00 – 5:00 p.m., in 32-155.

For more information contact Lei Chen, ceer_board@mit.edu, or visit: <http://ceer.mit.edu/event>.

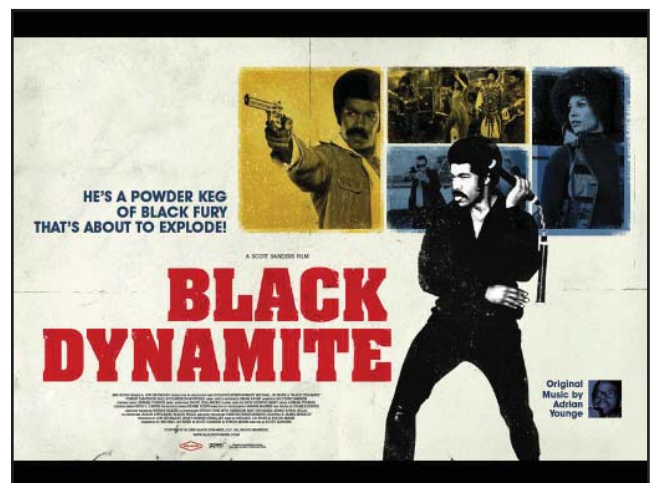
Movies Now Playing on Campus...



***Black Dynamite* (2009)**

When "The Man" murders his brother, pumps heroin into local orphanages, and floods the ghetto with adulterated malt liquor, *Black Dynamite* is the one hero willing to fight all the way from the blood-soaked city streets to the hallowed halls of the Honky House. Michael Jai White (*The Dark Knight*) stars as Black Dynamite, a gun-toting, nunchuck-wielding, ladies man, and soul brother. Written and directed by Scott Sanders (*Thick as Thieves*), *Black Dynamite* also stars Tommy Davidson, Nicole Sullivan, Bokeem Woodbine, Arsenio Hall, and John Salley.

Playing on February 20, at 7:00 and 10:00 p.m. in 26-100 February 21, at 10:00 p.m. in 26-100.



(Courtesy of Google Images)

From the Lecture Series Committee website. All movies are just \$4.

AROUND TOWN

Things to do in Boston & Cambridge

George Packer to Speak at Lesley University



George Packer, is a staff writer for *The New Yorker* and author of the much-lauded 2005 book *The Assassin's Gate: America in Iraq*. Packer, whose most recent book *Interesting Times: Writings from a Turbulent Decade*, will deliver a lecture entitled "We're Not That Good Anymore: Why Changing Presidents Wasn't Enough." There will be a reception and book signing to follow.

This talk takes place at Lesley University, University Hall Amphitheater, 1815 Massachusetts Ave., Cambridge, on Thursday, February 18, at 7:00 p.m. This talk is free.

(Courtesy of Google Images)

SUSTAIN-ABILITY @SLOAN



Print Smarter

Here's one more way to reduce your carbon footprint at MIT Sloan: print smarter! If you have to print, be sure to use recycled paper and set printer defaults to duplex or the double-sided printing option. Also, be sure to set copy machine defaults to the duplex option. Remember to purchase Energy Star-rated printers and copiers when purchasing new equipment. Visit this link to see how to set your printer up for duplex printing, <http://ist.mit.edu/services/printing/duplex>.

