

**David Schmittlein**

John C Head III Dean, MIT Sloan

David Schmittlein joined the MIT Sloan School of Management as John C Head III Dean in October 2007. His focus, since arriving on campus, has been to broaden MIT Sloan's global visibility, work with the faculty to create new high-quality management education programs, develop enhanced educational opportunities for current students, and develop and disseminate business knowledge that has impact and will stand the test of time. He has also reached out to the many members of MIT's alumni community to gain their valuable insights into MIT Sloan and management education.

Prior to his appointment at MIT Sloan, Dean Schmittlein served on the faculty at the Wharton School of the University of Pennsylvania from 1980 until 2007. While at Wharton, he was the Ira A. Lipman Professor and Professor of Marketing. He also served as interim dean during July 2007 and as deputy dean from 2000 to 2007. In addition, he was chair of the editorial board for Wharton School Publishing.

Dean Schmittlein earned a PhD and an MPhil in business from Columbia University and a BA in mathematics (magna cum laude) from Brown University. His research assesses marketing processes and develops methods for improving marketing decisions. He is widely regarded for his work estimating the impact of a firm's marketing actions, designing market and survey research, and creating effective communication strategies.

**Judy Lewent, SM '72**

Retired Executive Vice President & CFO, Merck & Co. Inc.

Judy Lewent was responsible for worldwide financial, corporate development and licensing matters, as well as for strategic planning at Merck. Lewent was also responsible for the Johnson & Johnson Merck Consumer Pharmaceuticals and Merial (Merck and Sanofi-Aventis) joint venture relationships and the Merck ongoing relationships with Astra and DuPont. She was Chairman of Merck Capital Ventures. Lewent was a member of Merck's Executive Committee, a senior management group which evaluates and makes strategic decisions for the Company.

She joined Merck in 1980 as Director, Acquisitions and Capital Analysis. She was promoted to Assistant Controller of the Merck Research Laboratories in 1983 and to Executive Director of Financial Evaluation and Analysis in 1985. Lewent was elected Vice President and Treasurer in October 1987, Vice President for Finance and Chief Financial Officer in March 1990, Senior Vice President and Chief Financial Officer in December 1992, and Executive Vice President and Chief Financial Officer in February 2001. In January 2003, Lewent gained additional responsibilities as President, Human Health Asia. Beginning in July 2005, Ms. Lewent resumed the title of Executive Vice President and Chief Financial Officer as she assumed strategic planning responsibilities for Merck, at which time she relinquished her role as President of Human Health Asia.

She is a member of the Board of Directors of GlaxoSmithKline, Motorola Solutions, and Thermo Fisher Scientific. She was a director of Motorola from 1995 to 2010 and a director of Dell from 2001 to 2011. Lewent was a Class A Non-Executive Director of a group of privately held pharmaceutical companies, including Purdue Pharma, Mundipharma and Napp Pharmaceuticals, from 2009 until 2014. She is a trustee of the Rockefeller Family Trust; a life member of the MIT Corporation; and a member of the American Academy of Arts & Sciences.

Lewent earned a BS in economics from Goucher College in 1970 and an SM in Management from MIT's Sloan School of Management in 1972. She received an Honorary Doctorate of Humane Letters from Goucher College in 1998, an Honorary Doctorate of Engineering from Stevens Institute of Technology in May 2000, and an Honorary Doctorate of Science from the New Jersey Institute of Technology in January 2004.

**Ruth Sommers, SF '01**

Founder and CEO NEXT Consulting

Ruth Sommers has more than 25 years of experience in global production, sourcing, product development, and operations for some of America's largest retail brands. Most recently she served as the Chief Operating Officer at Blue Nile. Before Blue Nile, she was the Chief Operating Officer for David Yurman, leading sourcing, production, and information technology, as well as the distribution and customer care centers.

Prior to David Yurman, Ruth was the Founder and Chief Executive Officer of NOI Solutions, a company formed to assist specialty retailers with production throughout Asia. She also served as Chief Sourcing and Production Officer at American Eagle Outfitters, and as Managing Director of Ann Taylor's overseas offices, which was preceded by more than 15 years at L Brands in several executive leadership roles.

Ruth holds a BA in business administration from Lake Forest College and an MBA from the MIT Sloan School of Management.

**Antoinette Schoar**

Michael M. Koerner (1949) Professor of Entrepreneurship, MIT Sloan

Antoinette Schoar is the Michael M. Koerner (1949) Professor of Entrepreneurship and a Professor of Finance at the MIT Sloan School of Management.

An expert in corporate finance, entrepreneurship, and organizational economics, Schoar researches venture capital, entrepreneurial finance, corporate diversification, governance, and capital budgeting decisions in firms. She has received the Fellowship of the George Stigler Center, 1997–1999, and the ERP Doctoral Scholarship of the German Ministry of Trade, 1995–1997.

Her current research focuses on the areas of household finance, entrepreneurial finance, and finance in emerging markets. Some of her ongoing projects investigate whether the market for financial advice corrects or aggravates investor biases, how competition in credit card markets impacts financing contracts, the role of housing and other forms of collateral for firm and job creation, and applications of behavioral economics to small-business lending. She is also a co-founder of ideas42, a non-profit that uses insights from behavioral economics and psychology to solve social problems.

Schoar holds a diploma in economics from the University of Cologne, Germany, and a PhD in economics from the University of Chicago.

**Beatrice Ballini, SM '86**

Managing Director, Russell Reynolds Associates SRL

Beatrice Ballini is a senior member of the firm's Retail Sector. Based in Milan, she conducts global assignments working with world-renowned clients, family businesses and private equity funds. Over the past 10 years, Beatrice has worked on numerous CEO and board searches and has developed external succession plans for clients.

Prior to joining Russell Reynolds Associates, Ballini was a Managing Director with a prominent men's clothing manufacturer in Milan and assisted with the company's strategic growth. Prior to that, she spent four years with Goldman Sachs & Co. in New York as Vice President of Mergers and Acquisitions. Earlier, she was with Bain & Co. for four years, first in London as a Consultant and later as a Manager in Boston.

Ballini received her LAUREA degree in chemical engineering from Milan Polytechnic and her MS from MIT. She received her MBA from the MIT Sloan School of Management, where she was awarded the Brooks Prize. She is fluent in Italian, French and English. She is also a member of the Italian Association of Engineers and a teacher at Sciences Po, Master in Marketing. Recently, Ballini joined the MIT Sloan European, Middle Eastern, South Asian and African Executive Board.

**Mariafrancesca Carli, SM '92**

Managing Director, BDT & Company, LLC

Mariafrancesca Carli is a Managing Director at BDT and Company, based in New York. BDT & Company is a merchant bank that combines more than \$9 billion in affiliated investment funds with advisory services to address the long-term strategic and financial objectives of family- and founder-led businesses.

Prior to BDT & Company, she spent over 15 years in the Investment Banking Division of Goldman Sachs in Europe and in the US, with roles in M&A, the Financial Institution Group, the Executive Office, and the Infrastructure and Sovereign sector. After Goldman Sachs, Carli moved to J.P. Morgan with responsibility to set up the coverage of Infrastructure Funds in Europe. After 4 years in London, she moved to New York where she worked in the Financial Sponsor Group covering a number of large Private Equities. Before moving to BDT & Company, she had started the Family Office Group, to provide Investment Banking Services to families and family offices in the US.

Over her 25 years in Investment Banking in Europe and in the US, Carli has executed a variety of M&A transactions and capital raisings for clients across sectors, including banks, insurance, asset managers, exchanges, corporates, infrastructure funds, private equities and private families.

Carli received an MBA from the MIT Sloan School of Management and a Degree in Economics from Università Commerciale Luigi Bocconi. She serves on the MIT Sloan North America Executive Board, the Board of Friends of Bocconi and the Italian Business & Investment Initiative Advisory Board.

**Thalia Chryssikou, PhD '98**

Managing Director, Goldman Sachs

Thalia Chryssikou is co-head of Global Sales Strats and Structuring across FICC and Equities at Goldman Sachs. She serves on the Securities Division EMEA Operating Committee, Interest Rate Products Operating Committee, Structured Products Committee and EMEA Audit, Business Standards and Compliance Committee. Chryssikou is also co-chair of the Structured Investment Products Committee and a sponsor of the EMEA Securities Division Women's Network.

Prior to her current role, she was head of European Interest Rate Product Sales and managed the European Macro Sales Strats and Structuring team, responsible for client strategies and solutions. From 2004 to 2007, she was head of the Pensions and Insurance Strats Group focusing on asset liability management. In 2001, Chryssikou became a member of the Interest Rate Products Strats Group after joining Goldman Sachs in 1998 as an associate in the Firmwide Risk Department. She was named managing director in 2007 and partner in 2010.

She earned a PhD in operations research from MIT and an MSc in civil engineering from the National Technical University of Athens.

**Mary Stephens Naphtal, SM '86**

COO and Founding Partner, P/E Investments

Mary Stephens Naphtal is a Founding Partner and Chief Operating Officer of Operations at P/E Investments, LLC. From 1986 to 1995, she was employed at McKinsey & Co., where she was involved in corporate strategy. Prior to McKinsey, Naphtal served at Morgan Stanley & Co., having participated in corporate finance, trading and mergers & acquisitions transactions. She served as a Client Manager at Harper and Schuman, a financial software concern from 1981 to 1984.

She received an SM in management from the MIT Sloan School of Management in 1986 and a BA in economics from the Colorado College, magna cum laude, in 1981. Naphtal is a member of Phi Beta Kappa and a recipient of a full Boettcher Scholarship.

**Erin Kelly**

Sloan Distinguished Professor of Work and Organization Studies, MIT Sloan School of Management

Erin Kelly is the Sloan Distinguished Professor of Work and Organization Studies at the MIT Sloan School of Management and affiliated with the Institute for Work and Employment Research.

Her research investigates the adoption, implementation, and consequences of work-family and anti-discrimination policies in U.S. workplaces. She is part of the Work, Family and Health Network, which was supported by the National Institutes of

Health and Centers for Disease Control. Kelly has also investigated non-compliance with the Family and Medical Leave Act, how U.S. companies manage flexible work arrangements, and the effects of corporate affirmative action, diversity, and family policies on the representation of white women, women of color, and men of color in managerial and professional positions.

Kelly received the Rosabeth Moss Kanter Award for Work-Family Research and has published articles in leading journals including the *American Sociological Review* and the *American Journal of Sociology*.

Prior to her appointment at MIT Sloan, she held the Martindale Chair in Sociology at the University of Minnesota and an affiliate of the Minnesota Population Center and the Life Course Center. Kelly was also a member of the graduate faculty at the Carlson School of Management.

She received her BA in sociology from Rice University, an MA and PhD in sociology from Princeton University.

**Adriane Brown, SF '91**

Board Member &amp; Venture Partner

Adriane Brown serves on the board of directors of eBay Inc, Allergan Plc, Raytheon, and Washington Research Foundation. She is also on the board of directors of the Pacific Science Center and Jobs for America's Graduates - the nation's leading dropout prevention program. She also serves on MIT's Civil and Environmental Engineering Visiting Committee.

Brown is a Venture Partner with Flying Fish Fund, who invest capital, expertise and relationships in early stage startups with big ideas and commit to seeing these companies thrive through series A and beyond. Areas of focus are Machine Learning, Artificial Intelligence and Cloud Infrastructure.

From 2010 through 2017, she served as President and COO at Intellectual Ventures (IV). During her tenure, the team delivered more than \$3B in revenue, spun out 14 companies and joint ventures, closed more than 50 retail customers, and established Global Good and Research driving innovation in global health and development.

Before joining IV, Brown was president and CEO of Honeywell Transportation Systems. Under her management, this strategic business group experienced profitable growth through disciplined global expansion and innovative new products. Over the course of 10 years at Honeywell, she held leadership positions serving the aerospace and automotive markets.

She spent 19 years at Corning, beginning her career as a shift supervisor gaining hands-on experience in operations. Her roles spanned sales, customer service and product management. In 1999, she was appointed vice president and general manager of Corning's Environmental Products Division.

Brown has received many honors including University of Washington Women's Center Woman of Courage, MIT's Martin Luther King Jr. Leadership Award, Woman of Achievement by Legal Momentum, and a Woman of Influence by the *Puget Sound Business Journal*. She enjoys public speaking, mentoring, and connecting with talented people across all walks of life.

Brown holds an honorary doctorate in humane letters, a bachelor's degree in environmental health from Old Dominion University, and a master's degree in management from the MIT Sloan School of Management where she was a Sloan Fellow.

**Ruby Chandy, SB '82, SM '89**

CEO, Lumina Advisory Services

Ruby Chandy is currently the CEO of Lumina Advisory Services. She was formerly President of the Industrial Division of Pall Corporation. Prior to Pall, Ruby held general management positions at Dow Chemical, Thermo Fisher Scientific, Boston Scientific, and Millipore. She also served as Chief Marketing Officer at Dow Chemical, Rohm and Haas, and Thermo Fisher Scientific.

She has over 12 years of public company board experience, serving on the Ametek Inc. (AME) Board, the Flowserve Corporation (FLS) Board, and the Specialty Division Advisory Committee of DowDupont, (to be spun out as DuPont in 2019). She previously served on the IDEX Corporation (IEX) Board from 2006-2013.

In addition, Chandy is on the board of Infiltrator Water Technologies, a portfolio company of Ontario Teachers Pension Plan Private Capital and the Executive Advisory Board of Gryphon Investors, a middle market private equity firm based in San Francisco. She is a Mentor-in-Residence for University of Pennsylvania PCI Ventures.

She serves on the Americas Executive Board of the MIT Sloan School of Management and was previously on the board of Unicef New England. Chandy received her bachelor's degree in materials science and engineering from MIT, a master's degree in materials science and engineering from Northwestern University, and a master's degree in business from the MIT Sloan School of Management. She resides in Philadelphia, PA with her husband and daughter.

**Stephen P. DeFalco, SB '83, SM '88**

Partner, Lindsay Goldberg

Stephen DeFalco joined Lindsay Goldberg in 2018 and leads the firm's portfolio operations function. In his role, DeFalco leads the firm's efforts in enhancing the operational resources Lindsay Goldberg provides to support growth and operational excellence at its portfolio companies.

Prior to joining Lindsay Goldberg, he served as President and CEO of Crane & Co., the primary supplier of currency paper and anti-counterfeiting technology to the U.S. Government and over 70 countries globally. Previously, he held CEO roles at MDS (NYSE), a global life sciences company, Senseonics (NYSE) a diabetes care company where he is still Chairman, and PathoGenetix. DeFalco was also President of PerkinElmer Instruments, a strategy consultant at McKinsey & Company, and a product development leader at IBM.

He holds an SM from the MIT Sloan School of Management where he won the Alexander Proudfoot Memorial Scholarship for academic excellence and the Sara Turnball award for the most outstanding thesis in marketing. He has an MS in computer engineering from Syracuse University, and a BS in mechanical engineering from MIT.

DeFalco has served on the board of directors of Crane, Senseonics, MDS, PathoGenetix, and BioProcessors. He also serves on the MIT Sloan School Americas Executive Board and has recently joined the MIT Alumni Association Board or Directors. He was awarded the Margaret L. A. MacVicar Award for his volunteer contributions to MIT.

**Melissa J. Webster, MBA '09**

Lecturer, Global Economics and Management, MIT Sloan School of Management

Melissa J. Webster is a lecturer at MIT Sloan School of Management and a member of the school's Global Economics and Management group. In Action Learning classes, she advises and evaluates graduate student teams doing projects on current management challenges for companies in India, Africa, Latin America, and the United States. Additionally, Webster

coaches Sloan Fellows on designing projects strategic to their career transitions and works in the MIT Sloan Initiative for Health Systems Innovation.

Prior to her academic role, Webster worked nearly two decades in general management, including as Vice President, Energy Management Group, for Skanska, one of the world's largest construction companies. With functional depth in strategy and marketing, she worked across industries such as energy and cleantech, healthcare, software services, architecture/engineering, and construction. She also creates affinity groups for entrepreneurs and other leaders to grow relationships and increase impact and, in 2015, founded Vulnerability Lab to offer programs supporting professional and personal courage.

She holds a BA degree in architecture from Wellesley College and an MBA from the MIT Sloan School of Management, where she focused on entrepreneurship and innovation in the cleantech sector. She then trained in Leadership Embodiment and the Art of Hosting and is currently enrolled in the Institute for Conscious Counseling and Coaching.

**Erik Vogan, EMBA '18**

Director, Office of Corporate Relations, MIT

Erik Vogan joined the Office of Corporate Relations at MIT in 2015. He has numerous years of experience in big data and analytics, business development and partnering, and research and technology development, particularly in the areas of biotechnology and life sciences. He has numerous patents, publications, and presentations to his credit.

Prior to joining the Office of Corporate Relations, Vogan worked as a consultant to Boston-area venture capital and biotechnology companies and was a cofounder of Krypton Immuno-oncology.

At Beryllium Discovery Corporation, he was Vice President of Drug Discovery, leading functions in Business Development and Research. At Permeon Biologics, Vogan founded the research laboratory and served as Director, Protein Sciences. Prior to that, he held positions as Head of Structural Biology at Acceleron Pharma and Senior Scientist at Wyeth Research.

Vogan earned his BS in genetics at the University of California, Davis and his PhD in biochemistry at Brandeis University working with Gregory Petsko, followed by postdoctoral work in the laboratory of Stephen C. Harrison at Harvard Medical School and Children's Hospital, Boston. He recently completed his EMBA at the MIT Sloan School of Management.

**Zeynep Ton**

Adjunct Associate Professor, Operations Management, MIT Sloan School of Management

Zeynep Ton is an Adjunct Associate Professor of Operations Management at the MIT Sloan School of Management. She is currently examining how organizations can design and manage their operations in a way that satisfies employees, customers, and investors simultaneously. Her earlier research focused on the critical role of store operations in retail supply

chains. Her work has been published in a variety of journals, including *Organization Science*, *Production and Operations Management*, and the *Harvard Business Review*. In addition, she has written numerous cases that explore different approaches to managing retail stores and labor.

In 2014, Ton published her findings in a book, *The Good Jobs Strategy: How the Smartest Companies Invest in Employees to Lower Costs and Boost Profits*. The book draws on 15 years of research to show that the key to offering good jobs to employees, great service to customers, and superior returns to investors is combining investment in employees with specific operational choices that increase employees' productivity, contribution, and motivation.

After her book was released, retail leaders started reaching out to Ton to understand how to implement the Good Jobs Strategy in their organizations, or to describe how they were already adopting the strategy. She cofounded the nonprofit Good Jobs Institute to help them transform through assessments, workshops and longer term partnerships.

Prior to MIT Sloan, Ton spent seven years as an assistant professor in the Technology and Operations Management area at Harvard Business School. She has received several awards for teaching excellence both at HBS and MIT Sloan. Ton lives in Cambridge, Massachusetts with her husband and four children. A native of Turkey, she first came to the US on a volleyball scholarship from the Pennsylvania State University. She received her BS in industrial and manufacturing engineering there and her DBA from the Harvard Business School.

**Trish Cotter**

Senior Lecturer and Executive Director of the Martin Trust Center for MIT Entrepreneurship, MIT Sloan School of Management

Trish Cotter is a Senior Lecturer and Executive Director of the Martin Trust Center for MIT Entrepreneurship. She is also Entrepreneur-in-Residence at MIT and Director of delta v - a capstone program for MIT Entrepreneurship. Cotter mentors students through the accelerator process for their start-up ventures and was awarded the 2018 Monosson Prize for Entrepreneurship Mentoring. She was previously an executive at two emerging companies which she helped to bring public (Netezza in 2007 and Visual Networks in 1998). When Netezza was acquired by IBM for \$1.8 billion in 2010, she served in the role of president of Netezza LLC during the integration process. She has a background in engineering, and has held various engineering and management positions at Honeywell, Computervision, Sun Microsystems, and Stratus.

Cotter holds a BA in business administration from Boston College, an MBA from Northeastern University, an AMP from Harvard Business School, and an MEd and EdD from the University of Pennsylvania. For her doctorate, she focused on work-based learning and closing the 21st century skills gap. You can follow Trish's blog at [www.trishcotter.com](http://www.trishcotter.com).

**Gabrielle Haddad, SF '17**

Co-founder and COO, Sigma Ratings, Inc.

Gabrielle Haddad is the Co-Founder and Chief Operating Officer of Sigma Ratings, Inc., the world's first non-credit rating agency. Gabrielle began her career as an M&A attorney at Milbank, Tweed, Hadley & McCloy in NYC. She subsequently spent several years as an executive at The Global Fund, a Geneva, Switzerland based international financing institution, where she worked on risk and governance issues in over 30 country portfolios across Africa, Asia and the Middle East. Her passion for international development, technology and innovation led her to return to the US and to spend a year studying at MIT, where she met her co-founder and launched Sigma.

She has an undergraduate degree in Finance from Villanova University, a JD from The George Washington University Law School and an MBA from the the MIT Sloan School of Management.

**Jean Hammond, SM '86**

Partner & Co-Founder, Learn Launch

Jean Hammond is a serial tech entrepreneur turned active angel investor, and a member of Launchpad Venture Group, Hub Angels and Golden Seeds (co-founding the Boston forum), which focuses on investments in women owned or managed businesses.

She is the cofounder of LearnLaunch, through which she engineers and supports the growth of entrepreneurial and investment ecosystems. LearnLaunch is a set of entities that support edtech and workforce edtech clusters in New England.

Hammond is the General Partner at LearnLaunch Accelerator, which provides investment, world-class mentoring and personalized support to a select group of high-growth edtech startup companies. Since 2014, LearnLaunch Accelerator has invested in 54 companies in eight cohorts.

She is the recipient of the Hans Severiens Award, the highest award for U.S. angel investors. She has served on the board of over 25 companies and organizations including MIT, her alma mater.

**Ysaira Jimenez, MBA '14**

CEO, LaborX

Ysaira Jimenez is the CEO of LaborX, the LinkedIn for the LinkedOut, linking people who are currently linked out of the knowledge economy to good jobs. As a talent marketplace, LaborX connects hiring managers to vocational, boot camp, apprenticeship and community college graduates using predictive skill analytics and 3d resumes. Many of the programs we source from support diverse demographics such as opportunity youth, veterans, and immigrants who have the skills but lack the networks to connect to good jobs. LaborX believes in a world where everyone can contribute their skills and potential to the workforce, regardless of pedigree or social capital.

Jimenez was born in the Dominican Republic and raised in the Bronx, NY. She's worked for three education startups bringing tutoring to 10,000 low opportunity students. She's a serial entrepreneur and is currently building LaborX.



She received her MBA from the MIT Sloan School of Management. She also holds a BA in English and Latin American Studies from Columbia University.

**Noor Sweid, MBA '05**

Founder and General Partner, Global Ventures

Noor Sweid is the founder of Global Ventures, a Dubai-based, growth-stage venture capital firm. Previously, she was the Chief Investment Officer at The Dubai Future Foundation, focusing on developing the technology and innovation ecosystem in Dubai. Prior to this position, Sweid was a Managing Partner at Leap Ventures, a growth-stage venture capital firm based out of Dubai and Beirut. With experience as a biotechnology and pharmaceutical strategy consultant in the US, and moving back to the MENA region in 2005, she joined her family business, Depa. Implementing best-practice corporate governance and enabling the scaling of the business tenfold in three years to reach US\$600 million in revenues, she then led the IPO for the company in 2008, on the NASDAQ Dubai and the London Stock Exchange.

In her eight year tenure at Depa, Sweid's involvement ranged from the strategic and growth planning and implementation, to application of corporate governance, the execution of a private placement and an IPO, cross-border acquisitions, regulatory compliance, and investor relations. During this time, she also founded ZenYoga, the first yoga and pilates studio in MENA. ZenYoga grew to become the largest chain of wellness studios in the Middle East, providing space and instruction for over a thousand students to practice yoga weekly, as well as facilities providing international teacher training and qualification, leading to improved health and wellness in the region. Sweid exited ZenYoga in early 2014 through sale to a private equity firm. The combined experiences have led her to focus in spaces of corporate governance and entrepreneurship. She is a Director-in-Residence for the Corporate Governance department at INSEAD where she teaches in the Value Creation for Owners and Directors program.

She is Chairperson of the Middle East Venture Capital Association, and also serves as a Director for Nord Anglia International Schools, MIT Sloan, Endeavor UAE, The Grooming Holding Company and the Collegiate American School in Dubai. Sweid has been named in the Arabian Business 100 Most Powerful Arab Women list three times and has been profiled on the covers of Forbes Middle East, Entrepreneur Middle East, and Arabian Business magazines.

She holds bachelor's degrees in finance and economics from Boston College, and an MBA from the MIT Sloan School of Management.

**Renée Richardson Gosline**

Senior Lecturer & Research Scientist, MIT Sloan School of Management

Renée Richardson Gosline is a Senior Lecturer and Research Scientist at the MIT Sloan School of Management. She has been named one of the World's Top 40 Professors under 40 by Poets and Quants, an MIT "Iron Professor," and a scholar at the MIT Center for Digital Business.

Her main interest is in how status-based bias and technology affect self-perceptions and behavior. Gosline's research projects include: the positive impact of imitation on brand strength, the effect of social media storytelling on persuasion, the role of status dynamics in health and performance, and the use of wearable technology to aid willpower. In order to address these issues rigorously, she employs experimental methodology, both in the field and laboratory.

Prior to academia, she was a marketing practitioner at LVMH Moët Hennessy and Leo Burnett.

Gosline received her undergraduate and graduate training at Harvard University, including a Doctorate from the Harvard Business School.

**Anita D. Carleton, EMBA '18**

Interim Director, Software Solutions Division, Carnegie Mellon University

Anita Carleton is a technology, research, and innovation executive with 30 years of experience designing, building, and deploying advanced software technologies for national security. She is passionate about shaping and growing world-class technology organizations and working with diverse, interdisciplinary teams to solve hard problems with real-world applications. She has a proven ability to create and foster positive work cultures driving workforce engagement and successful teams. As Director of the SEI's Software Solutions Division at the Software Engineering Institute, Carnegie Mellon University, she leads the research and development portfolio and its work with government, industry, and academia to develop and adapt software technologies, software analyses, and data analytics for national defense. The ubiquity and critical role of software require fundamental shifts in software engineering to maintain DoD's competitive advantage motivating Carleton's leadership and development of a national agenda for software for the DoD. Her seminal research in applying statistical process control techniques to the U.S. Space Shuttle software data led to Carleton's co-authored book *Measuring the Software Process: Statistical Process Control for Software Process Improvement* published by Addison Wesley. She serves on the IEEE Software Board and is a Senior Member of the IEEE Computer Society. She has received achievement awards for her work in support of Air Force programs, from the Journal of the Quality Assurance Institute for her leadership in software measurement, and from the Defense Advanced Research Projects Agency, for her leadership in defining measurement standards for collecting well-understood and consistent software data throughout the DoD. In addition she serves on the Board of Directors for the Boys and Girls Clubs of Western Pennsylvania and on the Pittsburgh Cultural Trust Dance Council. She is a recipient of the MIT Sloan Leadership Fellowship Award.

Carleton received her bachelor's degree in applied mathematics from Carnegie Mellon University and her MBA from the MIT Sloan School of Management.

**Rebecca Kirk Fair, MBA '02**

Managing Principal, Analysis Group

Rebecca Kirk Fair is a Managing Principal at Analysis Group in Boston. Throughout her more than 20 years of experience working as a consultant in complex litigation, she has conducted economic analysis and managed case teams in support of academic experts from MIT Sloan – as well as Harvard, Yale, Stanford, U Chicago, NYU, and Dartmouth. These cases include intellectual property, false advertising, tax, class certification, and major antitrust litigation matters.

Kirk Fair has also supported the FTC and parties in a variety of merger investigations. She has evaluated national and international competition in technology, consumer products, and finance industries. She also has extensive experience in the development, administration, and analysis of surveys in antitrust, false advertising, and intellectual property matters. She has supported the design and implementation of online, mall-intercept, and telephone surveys related to hair care products, athletic apparel, Greek yogurt, cable and satellite television, smart phones, and more.

On a number of occasions, Kirk Fair has served as an expert witness – testifying in arbitration, deposition, and at trial – in matters involving the design and implementation of consumer surveys, as well as the evaluation of plaintiffs' surveys and statistical sampling and analyses. She is a frequent writer and speaker on antitrust, survey, and damages issues.

Her latest publications include "The Tyranny of Market Shares: Incorporating Survey-based Evidence into Merger Analysis," an article in *Corporate Disputes*. She has spoken before the American Bar Association, the New York State Bar Association, the Canadian Bar Association, and many academic audiences. Recently, Kirk Fair was named to the "40 in Their 40s" Notable Women Competition Professionals list. She received her MBA from the MIT Sloan School of Management in 2002.

**María Teresa Pulido Mendoza, SM'89**

Director of Corporate Strategy, Ferrovial SA

María Teresa Pulido Mendoza has over 20 years of experience in corporate and private banking, in management consulting and in the infrastructure sector. She has primarily worked on strategy projects, business development, restructuring and change management.

Currently, she is Director of Corporate Strategy and member of the Executive Committee at Ferrovial. She is also member of the Board at Bankinter, the MIT Sloan School of Management and Fundación Eugenio Mendoza. She has also served on the board of Uralita in Spain.

Prior to joining Ferrovial, she held different positions in the banking sector, working at Citi, Deutsche Bank, Bankers Trust and James D. Wolfensohn. At Citi, Mendoza was the Global Market Manager in Wealth Management for Iberia and Northern Europe. Before that, she was Managing Director and COO in Deutsche Bank's Global Private Bank and at Bankers Trust she was Head of New York Sales. At Wolfensohn she worked in mergers and acquisitions.

Before working in the financial sector, Mendoza worked at McKinsey and Company on projects in business strategy and organizational performance.

She earned her MBA degree with honors from the MIT Sloan School of Management and a BA degree with major in economics with honors from Columbia University.

**Daena Giardella**

Senior Lecturer, MIT Leadership Center, MIT Sloan School of Management

Daena Giardella is a Senior Lecturer in the MIT Leadership Center at the MIT Sloan School of Management. She has been a leadership consultant and executive coach as well as a media, communication, and presentation coach for over twenty-five years. At MIT Sloan she teaches the course *Improvisational Leadership* as well as workshops for the Sloan Innovation Period (SIP) and the Sloan Fellows program. She has taught seminars for the MIT Sloan International Programs Latin America Office in Chile and Argentina at numerous business and academic settings, including Católica University in Santiago and Di Tella University in Buenos Aires as well as at the American Chamber of Commerce in Chile. Daena has been a visiting faculty member for six years at The Lisbon MBA program in Portugal, in partnership with the MIT Sloan Office of International Programs. She has also taught Negotiation Improvisation for members of the European Commission in Brussels in collaboration with the Paris ESSEC Business School and Harvard Law School faculty. She is a regular consultant for Harvard

Law School's Negotiation program and she taught a Skills Practicum for the Entrepreneurial Teacher at Babson College's Symposia for Entrepreneurship Educators.

She has enjoyed dual careers in business organizational development and in the performing arts. She combines these backgrounds to design innovative educational programs for numerous world-class companies, organizations, and academic institutions in the USA and abroad. Her programs incorporate her Improvisation and Influence Model ©, which cultivates dynamic leadership, adaptability, presence, and collaborative communication skills. Her consulting clients include organizations, executives, and managers in the financial services, telecommunications, energy, hospitality, retail, fashion, real estate, manufacturing, entertainment, engineering, legal services, and health care industries.

Giardella is also an actor, director, and member of SAG-AFTRA (Screen Actors Guild & American Federation of Radio and Television Artists).

She was formerly a faculty member at Emerson College and Boston Conservatory. She collaborated with David Kantor for eleven years in the creation of TheraVision, a role-play/video based training program for psychotherapists at the Kantor Family Institute. She was the director and teacher of a theater program for at-risk students at Roxbury High School under a grant from Harvard University and she has led diversity and anti-bullying workshops in many educational settings, including the New Mexico Human Rights Foundation.

She is co-author of the book, *Changing Patterns: Discovering the Fabric of Your Creativity* and she recorded the spoken word CD, *Improvisation in Everyday Life*.

**Kristina G. Schaefer**

Senior Associate Dean, External Relations and Global Programs, MIT Sloan School of Management

Kristina Gulick Schaefer is the Senior Associate Dean of External Relations and International Programs. In this role, she oversees fundraising efforts involving private support from private individuals, corporations, and foundations. She also provides administrative leadership for MIT Sloan's international programs. She serves as a key liaison to central MIT Resource Development and the MIT Alumni Association.

Prior to joining MIT Sloan in 2011, Schaefer was the vice president for advancement at Simmons College and served as a key member of the Simmons President's Council.

She holds a BA in Music from Allegheny College.