

FOR IMMEDIATE RELEASE**Business School and Employer Association Hosts Global Virtual Conference**

Over 450 attendees participated in the online experience

July 9, 2020 – In a world of uncertainty and physical isolation, the need to connect with colleagues is more important than ever before. The MBA Career Services & Employer Alliance (MBA CSEA) hosted its first virtual conference June 29 – July 1, bringing together over 450 business school career services professionals, employers, and service providers for three days of connections, learning and engagement.

The event included programming focused on audiences who would have attended the organization’s in-person conferences in Asia-Pacific, Europe and the United States under the theme: *Stronger Together: Empowering Talent at the Crossroads*. 19 countries were represented in all. Speakers and panelists included:

- Jocelyn Bulaon, Manager, Student Programs, Amazon
- Demian Caponi, Program Manager, Google
- Stephen Choo PhD, Managing Director, Digital Survey Data Insight
- Kevin Dolan, Senior Partner, McKinsey
- Chris Earley, Dean, University of Technology Sydney Business School
- Charles Fine, CEO, President and Dean, Asia School of Business
- Anna Fourie, Recruitment Lead, Microsoft
- Jodi Glickman, CEO, Great on the Job
- Dr. Margaret Heffernan, Author: *Uncharted: How to Map the Future Together*
- Richard Koh, Chief Technology Officer, Microsoft Singapore
- Dan LeClair, CEO, Global Business School Network
- Emilio Martinez, Head of Open Innovation and Corporate Venturing at Enagás
- Sharon Matusik, Dean, Leeds School of Business, University of Colorado Boulder
- Tanya Menzel, Director of People & Learning, Lynk
- Marta Newport, Head of National People & Culture, Grant Thornton Australia
- Peter Rodriguez, Dean, Jones Graduate School of Business, Rice University
- Nicole Scoble-Williams, Partner & APAC Leader, Future of Work, Deloitte
- Anju Seth, Director, Indian Institute of Management – Calcutta
- Onis Wong, Senior Manager, Regional Talent Acquisition and Employer Branding, APAC, BASF

Resounding themes surrounded the role of business schools in teaching students to translate skills and knowledge that will shape the world in the new normal, as well as shifting the value proposition from one of curating knowledge rather than generating knowledge. Another theme was the role of career services within the larger university and the need to shift from a service to an education model, becoming more of a strategic partner in connecting academia and the workforce.

Attendees noted that the skills of the future include adaptability, versatility, and persuasive communication. With jobs and industries fluctuating more than ever before, a shift from thinking about the professions of the future to thinking about the professionals of the future is in order.

A panel of diversity organizations discussed ways to build inclusive communities on campus and throughout the student recruiting experience.

Speakers also discussed personal development skills such as becoming a “creativist,” (or an activist for creativity), and being a continuous learner.

It wouldn’t have been a virtual conference without robust discussions about technology, which included focusing not on what technology can do, but on what it should do. All in all, attendees and speakers agreed that virtual engagement is here to stay, and schools and employers alike will continue to feel the need to reshift programs and services within each of our next normals.



MBA Career Services & Employer Alliance

Setting the Standard. Connecting the Industry.

About the MBA Career Services & Employer Alliance

Founded in 1994, the MBA Career Services & Employer Alliance is a global association for individuals in the fields of graduate business career services and employers. There are more than 880 members representing a diverse group of more than 230 business schools and corporations. MBA CSEA provides a direct link between business school career services offices, graduate business recruiting professionals and the media. MBA CSEA sets employment data reporting standards for business schools and monitors media rankings surveys for survey interpretation and alignment. www.mbacsea.org

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