

FALL 2011

Alumni & Friends Newsletter

New SoBA Dean Appointed

The UCR School of Business Administration is pleased to announce that Yunzeng Wang has been appointed as Interim Dean of SoBA through June 30, 2013. Dean Wang joined the SoBA faculty in 2008 as the Dean's Distinguished Scholar in Supply Chain Management and Professor of Finance and Management Science and has prior experience as SoBA's Associate Dean of Academic Programs.

Previously he was a professor at the University of Texas at Dallas, where he was the founding director of their Master's Degree Program in Supply Chain Management as well as the director of their Ph.D. Program in Operations Management. Dean Wang was also on the faculty of the Weatherhead School of Management at Case Western Reserve University for seven years.

Dean Wang earned his Ph.D. in operations management at the Wharton School of the University of Pennsylvania. He has a master's degree in management sciences from the University of Waterloo in Canada and a master's degree in engineering from the Harbin Institute of Technology in China. His undergraduate degree is in electrical engineering from Shandong University in China.

Dean Wang's research interests include supply chain management, technology acquisition and adoption strategy, US-China economic development and trade, stochastic optimization, and game theory. He is a frequent speaker at research universities around the world and at various professional organizations. He has published extensively, and serves as an editor or editorial board member of several journals. Dean Wang was the 1998 recipient of the George Dantzig Prize for the Operations Research and Management Sciences (INFORMS), for the theoretical contributions of his research and its relevance to management practice.



UPCOMING EVENTS

Business Student Welcome

October 11, 4:30-7 p.m.

HUB 302, UCR Campus

Join us in welcoming undergraduate business students. To RSVP, contact [Tamra Johnson](#). View the [flyer](#).

UCR Alumni Event - NYC

October 11, 5:30-8:30 p.m.

Midtown Executive Club

New York, NY

UCR Alumni Association is holding a reception with Chancellor Tim White. Open to any alumni. [RSVP here](#).

Economic Forecast Conference

November 3, 7 a.m.

Riverside Convention Center

SoBA is holding the highly successful economic forecast event again. Contact [Brent Hunter](#) for more information.

Accounting Advisory Board Meeting

November 15, 5 p.m.

Newport Beach, CA

With Squar Milner. All accounting alumni welcome to join. Contact [Brent Hunter](#) for more information.

SoBA Advances in Best Colleges Rankings as Undergraduate Business Program Excels

The UCR business school once again made the Best Colleges list, released annually by *U.S. News & World Report*. Based on the current rankings, the undergraduate business program is 32nd among all public universities, and 55th among all universities nationwide. SoBA congratulates the undergraduate business program staff for this achievement. [Read more...](#)



SoBA Alumni Network



LEADING THINKERS
LEADING GROWTH



MAcc Program Slated to Launch Fall 2012

With a planned launch date of fall 2012, the UCR business school hopes to soon offer the Anderson Master of Accounting, Auditing & Assurance degree. It will help fill the growing demand for qualified certified public accountants (CPAs), especially with a California law to take effect in 2014 that will require 150 semester hours of applicable college credit. The MAcc program was fully approved by the UCR campus and is awaiting final approval by the UC system. For more information, contact macc@ucr.edu.

MBA Program Welcomes Largest Class Ever

The UCR Anderson MBA Program has just welcomed 84 new students to the class of 2013, one of the largest in the Anderson School's history. By comparison, there were 79 students in 2008, 81 students in 2009, and 64 students in 2010. The students come from more than 13 countries. This year saw a GPA increase from previous years and an increase in women (more women than men). Students come with undergraduate majors in more than 20 different degrees, including women's studies, history, business and biology.

Ph.D. Program Launches with Six Students

Fall 2011 marks the launch of the interdisciplinary UCR Anderson Ph.D. Program, which specializes in management and marketing, while incorporating other disciplines like statistics and psychology. Meet the six students that comprise the inaugural group. [Read more...](#)

Montgomery Receives Lifetime Achievement Award

Kathleen Montgomery, SoBA professor emerita of organizations and management, received the Myron D. Fottler Exceptional Service Award at the 2011 Annual Meeting of the Academy of Management in San Antonio. The award recognizes a career's worth of mentoring, professional leadership and research focused on the medical profession and health care organizations. [Read more...](#)

Professor Named 2011 Outstanding Accounting Educator

From Accounting Today: SoBA Distinguished Professor of Audit & Assurance Ted Mock received the Outstanding Accounting Educator Award at the American Accounting Association annual meeting in Denver. [Read more...](#)

Shanghai Trip Broadens EMBA Students' Horizons

UCR Anderson Executive MBA students traveled to Shanghai for a one-week international residential trip to learn about global business. The 11 local business professionals who are students in the program returned home with a renewed understanding of the global economy and an eagerness to apply what they have learned. [Read more...](#)

SoBA Part of Expanded Innovation Hub

SoBA takes part in a partnership that includes the city of Riverside in the California innovation hub initiative that will bring more jobs to the local economy. [Read more...](#)

Social Media Expert Receives Marketing Award

The Direct Marketing Foundation (DMEF) has named Albert O. Steffey Professor of Marketing Donna L. Hoffman the recipient of the 2011 Robert B. Clarke Outstanding Educator Award. [Read more...](#)

SoBA Faculty in the Media

From 89.3 KPCC: Professors Donna Hoffman and Tom Novak have received a two-year grant from the National Science Foundation (NSF). They will use the nearly \$414,000 to study the impact of social media on users' happiness. [Read more...](#)

From *The Wall Street Journal* & *U.S. News & World Report* (in conjunction with NSF): Research by Professor of Marketing Rami Zwick shows risk taking depends on whether participants recalled a past episode of good or bad luck and whether they washed their hands. [Read more...](#)

From *Science Daily*: According to new research co-authored by Assistant Professor of Marketing Cecile Cho, consumers with conservative goals achieve lesser satisfaction than consumers who set ambitious goals. [Read more...](#)

From *North County Times*: Current research by Assistant Professor of Marketing Andrea Godfrey yields insights on the optimal amount of email, phone and mail communication between businesses and customers. [Read more...](#)

JOIN US IN GLOBAL RESIDENCY PROGRAMS

Alumni are encouraged to enroll in our three exciting week-long global residency programs. Students and alumni from the UCR School of Business Administration live in residence, attend customized lectures and visit major corporate and cultural sites earning a certificate of completion from the host university. For information, contact [Dr. Sean Jasso](#). The 2012 program portfolio includes:

[India \(January 1-8\)](#)

[Oxford \(March 25-31\)](#)

[China \(June 17-23\)](#)

University of Mumbai

Worcester College, University of Oxford

Sun Yat-Sen University

Guangzhou, Dong Guan and Shenzhen



OPPORTUNITIES TO SUPPORT YOUR BUSINESS SCHOOL



“Bank of America is proud to support the UCR Economic Development Forecasting Center. The center will provide employers with critical information needed to help grow our local economy and create additional jobs in our region.”

Al Arguello
Inland Empire Market President
Bank of America

For more information on how you can support your business school, contact [Brent Hunter](#).

Alumni Spotlight:

Ryan Hurd
MBA 2003

Ryan Hurd is currently a wealth advisor at Wells Fargo Private Bank. He earned his B.A. in economics from San Diego State University and his MBA from the UCR business school.

Describe a typical day as a senior vice president and wealth advisor at Wells Fargo.

The great thing about my role as a SVP, Wealth Advisor is that there is not a typical day. Some days I may be meeting with existing clients to review their existing portfolios, other days I may be meeting with a prospective client to determine if their current structure is appropriate, and on other days I may be educating different lines of business within Wells Fargo about The Private Bank and how we can add value to their clients. Tomorrow, I am actually traveling to Thailand to visit with the trustee of a very large prospective client. The clientele we work with at the Private Wealth Management level are so unique. One must be prepared to address any situation that may arise, and help our clients structure their wealth in the most appropriate manner.



What made you decide to pursue a career in finance and in what ways has your UCR business school education helped you in your career?

I love the quantitative aspects of my job. Having a deep understanding of modern portfolio theory, portfolio construction, and behavioral finance (just to name a few) are all essential to successfully advising very wealthy clients. The fact that this tied directly back to classes I took at AGSM is gratifying. In addition to the finance aspects of what I do, I truly enjoy working with people face-to-face; that led me to pursue a career in the Private Wealth Management area of finance. This career is a perfect fit as it's quantitative, people oriented and very financially rewarding if you are successful.

What memories of the UCR business school have stuck with you through the years?

For me, the most memorable times were working on projects as a team and having to present in front of a group of fellow students. Overcoming the anxiousness of presenting in front of a crowd was just as valuable as the work that went into the presentation itself.

What advice for attaining success would you give to those just starting out in their careers?

In addition to advising clients directly, I have spent time in management and part of that entailed campus recruiting and recruiting in general. I would say that you need to find a way to differentiate yourself. Every resume looks the same, so what can you put on yours so it won't look like others to get that first interview? Also, don't be afraid to call if you don't hear back; I might take a meeting if someone took the initiative to seek me out and were tenacious in their quest to get an interview. Finally, you may have the best resume out there, but you have to be able to sell

yourself and communicate effectively. This is key during any interview, so work on these "soft skills." As much as we hate to admit it, no matter what you end up doing you are selling to someone. You're selling your ideas to your boss to get buy-in, you're positioning your ideas to your project team or you're presenting directly to your clients/customers. If you can't effectively promote yourself, then all of this will prove to be challenging.

Where do you see yourself in ten years' time?

In ten years I'll still be in Private Wealth Management. The great thing about this business is that it's constantly changing. The concepts and solutions are always evolving (e.g. inclusion of more alternatives such as private equity & hedge funds, income and estate tax law changes, model assumptions changing, etc.). With all of this change, continuously learning is important, as are designations that can help insure you are up to speed. Personally, I've completed the Chartered Alternative Investment Analyst (CAIA) and Certified Investment Management Analyst (CIMA) designations. I've also completed the CFP curriculum (exam pending) and am a CFA Level 2 candidate. So who knows exactly what I'll be doing, whether it is up the ladder in management, or working directly with clients, but I'm sure I'll still be learning and I'll still be tapping into some of the things I learned during my time at AGSM.

To reconnect with Ryan Hurd:

ryan.hurd@wellsfargo.com

<http://www.linkedin.com/pub/ryan-hurd/16/250/14b>

**ATTENTION
EMPLOYERS!**

Tap into a talented pool of tomorrow's business leaders
by posting job/internship opportunities for
UCR School of Business Administration students
Post opportunities for current undergraduate and
graduate students by contacting the [UCR Career Center](#).

Alumni Spotlight:

Anthony V. Navarro
MBA 2004

A graduate of the UCR Anderson MBA Program, **Anthony V. Navarro** is currently a sales operator for Cisco.

Please describe a typical day for you as a sales operator.

I manage a lot of data in support of Cisco's public sector sales organization. We have some pretty important and interesting clients ranging from small cities and counties all the way up to federal government agencies. Working at such a big company, you work in very large teams, and it's just as important to know who does what job as it is to know what you have to do yourself and how you fit into the bigger picture.

Please describe the journey of how you got to where you are now.

I started in sales, and I honestly believe that every new hire for every position - from accounting to engineering - should do a one-week rotation shadowing a sales person! I somehow managed to survive in sales for five years until I switched over to the operations side of things, which is what I originally wanted to do. But having that experience in sales, my understanding of business dramatically changed. No matter how good you are at your job, no one gets paid until something gets sold.

In what ways has your UCR business school education helped you in your career?

I was a non-business major as an undergraduate, so I owe much of my career change and success to UCR. I was a freelance journalist, and although I enjoyed it, I didn't want to be stuck in that lifestyle. UCR was my way out, and I'm so glad that they afforded me that opportunity to come down there and be part of the AGSM family.

What are your favorite memories of the UCR business school?

Business school was probably some of the best years of my life because although the work was rigorous, we had a lot of fun too. Whether it was going out after class or getting together to put together a group presentation (last minute!), it was always fun because the people were fun. I made great friends, and whenever I make a trip down to Southern California, I make an effort to visit some friendly faces.

What advice for attaining success would you give to those just starting out in their careers?

Find your purpose in life. It's so important to do what you love, to find what you were "meant" to do. To be honest, most people don't know this. If you're starting or restarting a career, make

sure it points in the direction of your goals. Lastly, surround yourself with people who support you in furthering your goals. Dead-end people can be more fatal than dead-end jobs.

What advice would you give for those looking for a job in this tough economic market?

It's imperative to always have the right attitude. The right attitude is more than just a "positive" attitude. When I was having a tough time finding a job, I could have blown my top and would have been very justified in doing so. But it wouldn't get me that new job I was looking for. Instead, I tried new things, called new people, left different voice mails, searched different job websites. I knew clearly what I wanted, so I wasn't tired when doors were slammed in my face. I saw these setbacks as steps bringing me closer to my goal.

How important would you say it is to stay connected with your alma mater?

I like to stay connected to UCR not only because it brings back such good memories, but I also keep attuned to what the school is doing to improve itself. Our degrees and diplomas gain value personally and professionally as UCR develops its reputation as a world-class school. Likewise, we alumni give back to UCR's reputation by being outstanding leaders and contributors in our community.

Where do you see yourself in ten years' time?

I see myself teaching and traveling. I'm working on it, and I'm trying to get into a job role that incorporates a little (or a lot) of both.

How can alumni reconnect with you?

They can reconnect with me by visiting the [online alumni directory](#), and I'd be happy to get in touch with old friends or chat with anyone considering applying to AGSM.



We'd Love to Hear From You!

Is there something you'd like to share with your fellow alumni? [Let us know](#) for inclusion in our next newsletter!