SoBA in the News

Welcome New SoBA Alumni - Class of 2011

On June 10, the UCR business school conferred degrees to 592 undergraduate and 89 MBA students, including the inaugural Executive MBA class. At the event, keynote speaker Robert Sun (MBA 1987) told the story of his journey to becoming a current entrepreneur and community leader. Read more... Also view event photos on the SoBA Alumni Network Facebook page...

UCR Business School Graduates First Ever EMBA Class

The UCR School of Business Administration conferred degrees to the first ever graduating class of the Anderson Executive MBA Program, which launched in 2009. The two-year program is designed for experienced business professionals seeking to earn an MBA degree while maintaining full work responsibilities. Successful applicants have a minimum of seven to 10 years of work experience. Read more...

UCR Marketing Professors Win MSI Competition

Chancellor’s Chair and Professor of Marketing Donna Hoffman and Albert O. Steffey Professor of Marketing Tom Novak were named one of the winners of the Marketing Science Institute’s “Challenges of Communications and Branding in a Digital Era” research competition. Read more...
UCR Business School Grads Fly Off to Study China

*From The Press-Enterprise.* Directly after receiving their diplomas, UCR School of Business Administration graduates participate in a weeklong trip to China to introduce them to that country’s economy. The trip is part of an inaugural program headed by lecturer of management Sean Jasso. [Read more...]

SoBA Students Help Rehabilitate Homes

On May 21, more than 50 undergraduate business and MBA students, led by SoBA lecturer of management Sean Jasso, helped rehabilitate mobile homes as part of the Habitat for Humanity Helping Hands program. [Read more...]

Students Celebrate at Annual MBA Banquet

UCR Anderson MBA students celebrated their hard work from the past year at the annual MBA banquet. This year’s event was held on May 20 at the Riverside Victoria Club. The annual “Andy” Award was given to Mike Vanderpool, president and CEO of Security Bank of California. [Read more...]

SoBA Inducts Third Annual Beta Gamma Sigma Initiates

For the third year, SoBA inducted outstanding business students into the prestigious Beta Gamma Sigma international honor society. This year, there were 46 initiates from the undergraduate business and MBA programs, more than any other year. [Read more...]

UCR Business School to Launch Anderson Ph.D. in Fall

*From The Press-Enterprise.* The UCR School of Business Administration will launch a new Ph.D. program in September, which will specialize in marketing and management, and will incorporate other disciplines such as psychology and statistics. [Read more...]

Audit & Assurance Professor Offers Recommendations to PCAOB on Improving Auditor’s Reporting Model

At the 2011 Public Company Accounting Oversight Board (PCAOB) Academic Conference held April 15, Distinguished Professor of Audit & Assurance Ted Mock offered recommendations for possible changes to the current auditor’s reporting model. The PCAOB is a nonprofit corporation which oversees auditing standards for US public companies. [Read more...]
Alumni Spotlight:

Ruben Hernandez
MBA 1999

Ruben Hernandez (MBA 1999) is a man with firm roots in his hometown of Riverside.

Having lived in the city since the age of two, he is a product of the Riverside public school system, as well as of the UCR business school. Now he is CEO of his own real estate investment firm, the Riverside-based Going Green Real Estate Investment (GGREI) Corporation, as well as a local real estate professional at Prudential California Realty.

“Owning your own business requires one to utilize every component, asset, and tool available to you, whether it’s finance, economics, operations, marketing, even business ethics; each plays a role in your daily operation,” he said. “Having acquired this knowledge from UCR has been very beneficial.”

The path to success first led Hernandez to General Electric, where he worked as an account manager. “The role, pace, and responsibility were at times tremendous. You were required to perform at high levels daily, and although the rewards are great, they came with a price.” His busy schedule included working six days a week reviewing reports, creating presentations to support stakeholders, interfacing with pricing representatives, and traveling to and from corporate headquarters.

The rigorous experience at GE proved beneficial, and he moved on to Merck Pharmaceuticals, eventually becoming – only 8 years after his first entry-level job – the vice president of the health care company HealthGrades. While at HealthGrades, his travel schedule subsided, allowing him to develop a stronger, more local network of business professionals.

It was also at this point that Hernandez decided to venture out from corporate America, all while leveraging knowledge from his background, to start his own business in his hometown.

“With the exception of my deployments as a US Marine, this is where I grew up and lived and continue to call home,” he said.

“During my time working with Mayor Ron Loveridge’s office, I realized that Riverside is one of California’s greatest cities, including its rich traditions, citrus heritage, and it’s a great place to conduct business. I see its potential to grow even more over the next decade as our city continues to grow and economy improve.”

Hernandez also believes that attracting businesses to Riverside is of paramount importance. “The commercial side of my operation helps me transition businesses from outside the area into Riverside and vice versa, when necessary,” he said. “It’s a responsibility I take very seriously as I realize it impacts our community greatly. I will continue to assist this city in its quest to attract the best and the brightest.”

He added, “With UCR and RCC nearby, our talent pool opportunities are tremendous. If we can continue in our efforts to keep these young, bright minds in Riverside, particularly as entrepreneurs and high level executives, it will certainly assist in these efforts.”

Hernandez is optimistic about the future, anticipating continued growth for his company. In addition, as a J.D. candidate at California Southern Law School, he intends to combine legal knowledge with his real estate expertise, particularly as it pertains to real estate law, probates, and trust and estate planning/litigation. “As the baby booming segments of the market continue to grow, these areas will provide pivotal growth opportunities while simultaneously allowing us to service those in our network,” he said.

“I love what I do and the life I live. It’s a true luxury to be able to surround myself with people I care about, volunteer, provide outstanding service, and make a great living all the while,” he said. “Doesn’t get any better than this in my opinion.”

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Alumni Spotlight: Jeanne Lew  
B.S. 1984

It was the early 1980s. The UCR commons area, long before it was converted to the HUB, was equipped with arcade games like Centipede and PacMan. Jeanne Lew (B.S. 1984) was a business student at the time, racking up not just high scores in those games, but also in class.

Originally a biomedical sciences major, Lew switched to economics and administrative studies as her focus. “I loved my classes, especially those which expanded my perspective beyond the world I had grown up with,” she said.

She has many fond memories of UCR as it was in the 1980s. The Bell Tower and the commons were favorite hangouts for Lew, especially on “sunny warm winter afternoons with bright blue skies,” she said. She also distinctly remembers the first time she visited the campus. “I was accepted by several schools including UCR, so I was visiting each school with an eye to how comfortable I would be. It was almost magical—as soon as I walked down the pathway from Webber Hall to the Bell Tower, I knew immediately I could spend four years on the campus.”

Fast-forward two decades later, and Lew is now the principal at Passarelle Consulting, a private practice she founded to aid individuals attain their career goals as well as help organizations enhance their operations. She also serves as assistant director for the MBA Career Services office of UC Berkeley's Haas School of Business.

“My well-rounded UCR education enabled me to transition smoothly into a management consulting position after graduation,” Lew said. In addition, she credits her cumulative extracurricular experiences while at her alma mater—such as her participation in the Legislative Council, ASUCR, the Asian American Christian Fellowship, and intramural volleyball—for helping her develop the soft skills that have proven useful for that transition and her career as a whole.

Now, she is helping others find similar success. Jean Lombard, a high-tech marketing and PR professional in San Francisco, credits her success to Lew's consulting expertise. They first met at a Resumes & Cover Letters seminar, part of a series Lew taught on job search and career development. "She knew how to help people of a high caliber understand what they were missing and help them present themselves in a way that expresses clearly what their qualifications are," Lombard said.

Lombard added, "She also helped me rethink my networks, both personal and professional, and think of how to expand them." In fact, Lew considers sustaining connections with one’s alumni network a critical part of one’s success. As an alumna, Lew has served on the UCR Alumni Association Board prior to earning her MBA from UCLA's Anderson School of Management and relocating to the Chicago, Illinois-based Quaker Oats Company.

“After years of applying business strategies to conceptualizing, developing, building, and launching products and services in different industries, I wanted to apply the similar business strategies and approaches for people and organizations seeking direction and greater focus,” Lew said.

Lew’s road to success started when a fellow UCR classmate dared her in her senior year to apply to management consulting practices at the Big 8 accounting firms. Out of the eight, she was invited by two for interviews. She landed a position at what was then known as Price Waterhouse Management Consulting Services, based in Century City, California, a remarkable feat for an undergraduate straight out of college in the mid-1980s.

"As I think back to my UCR business school experience," Lew said, "I didn’t know many of my classmates in my major. And that has weakened my ability to meet potential mentors, and gain wisdom from professionals further along in their careers.” Fortunately, she gained three mentors at Price Waterhouse who taught her valuable management skills including negotiations, problem solving, and team building.

“My experience alone convinces me that creating and facilitating networking opportunities for alumni will always produce fruit—whether in supporting each other in our individual careers and/or providing wisdom to younger alumni as they move up the career ladder,” she said.

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