

FALL 2023/WINTER 2024

BARUCH

ALUMNI MAGAZINE



BEYOND THE CLASSROOM

HOW HANDS-ON EXPERIENCES
ENHANCE STUDENT LEARNING



MESSAGE FROM THE PRESIDENT

Dear Baruch Alumni and Friends,

The Fall 2023 term has been an especially exciting time as we embark on our new strategic plan, *Baruch 2028: Unstoppable*, the result of an intense yearlong collaboration to not only outline our strategic priorities but to define our understanding of Baruch's character—our strengths and challenges—and our vision for the future. Our plan reflects the input and feedback of more than 1,000 students, faculty, staff, alumni, and other community stakeholders. I am grateful to every one of them for their engagement.

What did we discover together? We came away with an expanded appreciation for Baruch as a vital nexus of ambition and opportunity—a place of exploration where Baruchians transform their lives, their professions, and society.

To realize and ground our vision, we created four strategic priorities and identified five core values—collaboration and connection, excellence, impact, innovation, and inclusion—and our students are at the center of it all. I encourage you to learn more about the plan at strategicplanning.baruch.cuny.edu.

Empowering Students to Succeed—The Baruch Way

The feature article of this edition of *Baruch Alumni Magazine*, “Making Connections Beyond the Classroom,” takes a deep dive into one of the plan's priorities. Experiential learning collapses the boundaries between classroom instruction with an experiential and practice-oriented approach to learning—offering students a deeper, more engaging college experience. It allows our students to hone such transferable skills as teamwork, problem solving, communications, and professional networking.

As a faculty member, I often took students into the field and saw how their eyes lit up when they recognized the connection between what they were learning and how it was applied in the professional world. These field trips were inspired by my own experiences as a student and those moments of seeing the bigger picture, of how the world works and how seemingly disconnected facets relate.

Experiential learning also allows Baruch to leverage the dynamism of New York City—one of the College's greatest

assets—and provides opportunities for Baruch students to not only benefit from the City but for the City to benefit from their remarkable talents.

Of course, experiential learning has been part and parcel of the Baruch experience for years. You may have been one of the thousands of students who have benefitted from the internship opportunities offered through the Starr Career Development Center or from life-changing travels through the Study Abroad Office. We are excited to make active learning one of the hallmarks of a Baruch education for every student.

Proof Points: Top Rankings

We continue to make exceptional progress toward our vision of being a national model for access, excellence, and student outcomes. This fall, the *Wall Street Journal* ranked Baruch a Top 10 public college in the U.S. and #1 overall for best value. The Princeton Review rated our alumni network—*your alumni network*—among the Top 20 for public colleges nationwide. The list of national recognition and accolades is long and growing. The value of your Baruch degree is rising with it!

Ambassadors of Success

Our students and alumni are exemplars of Baruch's unstoppable spirit and momentum. That truth was brought home to me at two of the College's special fall celebrations: the second annual Changemakers Awards, where we honored six accomplished alumni who are making tremendous impact in a variety of fields, and the annual 17 Lex Society Reception, where students shared their Bearcat experiences as entrepreneurs, activists/advocates, and athletes. Baruchians are smart, resilient, focused, and determined, and engaging with you is always energizing and inspiring.

Stay Connected

I am excited for alumni to join on the College's five-year journey and beyond. With your help, we are poised to accentuate the essence of what we do at Baruch: create opportunities, celebrate excellence, and deliver outstanding outcomes.

Thank you for contributing to this thriving community.

Sincerely,

S. DAVID WU
President, Baruch College



At Baruch's 2023 Undergraduate Alumni Homecoming, President Wu chatted with recent graduates about the College's new strategic plan.



6 | BEYOND THE CLASSROOM Experiential Learning and Study Abroad

Baruch's campus is a place of education and exploration—but a wealth of opportunity also exists *outside* the College's geographic boundaries. Learn how experiential learning and study abroad, in particular, are impacting students.

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Back in 2015, creating an art business was not top of mind for Elizabeth Sutton ('11). But when her homemade artwork gained traction on social media—and was later featured on Bravo's *Million Dollar Listing*—she found herself in an unexpected new career.



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It was a remarkable season for professional polo player Maureen Brennan—and her dad, Donald Brennan (MBA '66), was cheering her on every step of the way.



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PwC Chair Talks Future of Work and AI

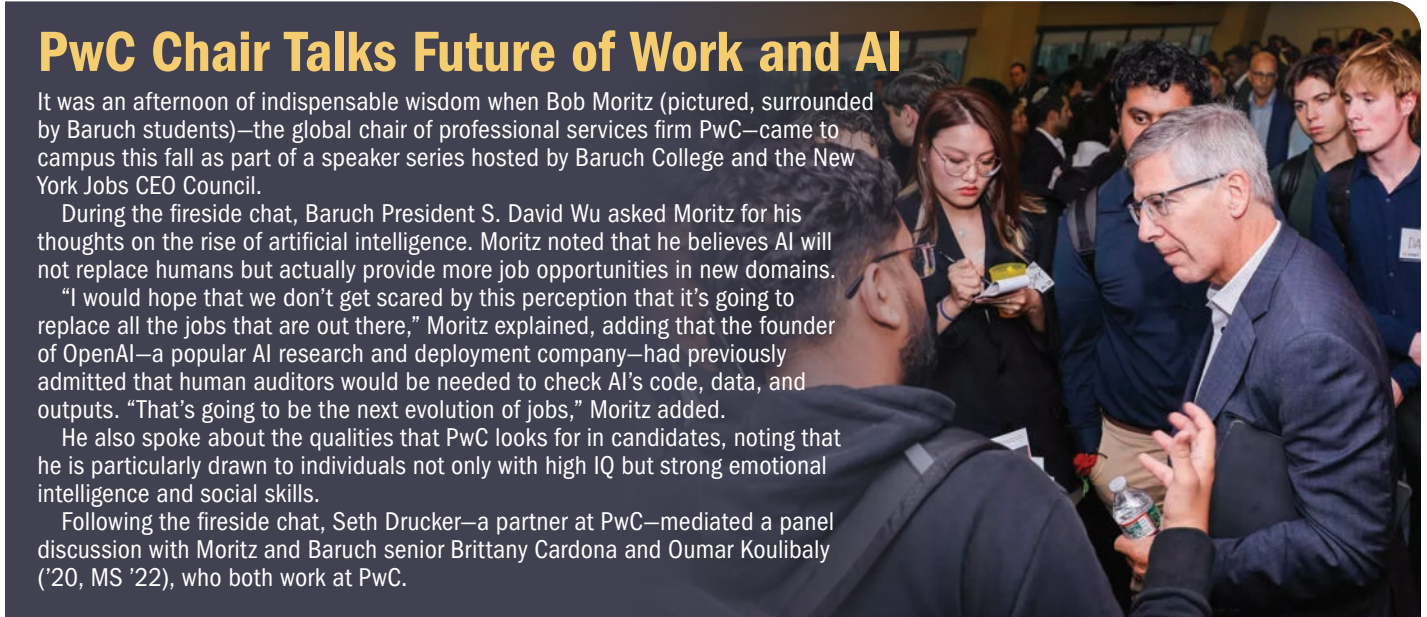
It was an afternoon of indispensable wisdom when Bob Moritz (pictured, surrounded by Baruch students)—the global chair of professional services firm PwC—came to campus this fall as part of a speaker series hosted by Baruch College and the New York Jobs CEO Council.

During the fireside chat, Baruch President S. David Wu asked Moritz for his thoughts on the rise of artificial intelligence. Moritz noted that he believes AI will not replace humans but actually provide more job opportunities in new domains.

“I would hope that we don’t get scared by this perception that it’s going to replace all the jobs that are out there,” Moritz explained, adding that the founder of OpenAI—a popular AI research and deployment company—had previously admitted that human auditors would be needed to check AI’s code, data, and outputs. “That’s going to be the next evolution of jobs,” Moritz added.

He also spoke about the qualities that PwC looks for in candidates, noting that he is particularly drawn to individuals not only with high IQ but strong emotional intelligence and social skills.

Following the fireside chat, Seth Drucker—a partner at PwC—mediated a panel discussion with Moritz and Baruch senior Brittany Cardona and Oumar Koulibaly (’20, MS ’22), who both work at PwC.



Marxe Unveils Online MPA and Certificate Programs

The Austin W. Marxe School of Public and International Affairs recently opened enrollment for a brand-new online Master of Public Administration degree, to begin in the Spring 2024 semester.

“We are expanding upon our deep tradition of educational access and excellence by offering a fully asynchronous online option for students who, for one reason or another, can’t get to campus to pursue their graduate degree,” said Marxe Dean Sherry Ryan, PhD.

The ‘Marxe Online MPA,’ with faculty deeply entrenched in New York City politics and practices, opens a New York City-flavored MPA to students in far-flung rural and suburban environments. It represents an exciting opportunity for prospective students interested in learning about one of the nation’s largest and most complex urban environments—without the need to pack up and move.

In keeping with Baruch’s focus on increasing educational access, the tuition is among the lowest in the nation for MPA programs, while still offering an education ranked nationally in the top 55 by the *US News & World Report* among all schools of public affairs, and #17 for the urban policy specialization.

Additionally, the Marxe School launched two new certificate programs. The Certificate in Public Communication is a highly focused, 12-credit program that prepares students to become leaders in communication-related positions in the public sector and nonprofit organizations. Students learn how to create cutting-edge campaigns that employ digital and traditional media, encourage diversity, and maintain a positive public image of their organization. Students will study and produce communications in multiple contexts that may include policy deliberations, persuasive campaigns, and multimedia, in addition to local, state, national and international communications for a variety of platforms.

The Certificate in Quantitative Methods for Policy and Equity Analysis, meanwhile, is an intensive, 12-credit program that prepares students with the tools necessary to investigate quantitatively the impacts of policies and programs on underrepresented and marginalized groups and on inequalities by race, ethnicity, class, immigration status, gender, sexual orientation, and other dimensions.

Students will learn how to understand deeply, and apply appropriately, rigorous quantitative methods in policy and equity analyses. The certificate is hands-on, and students will gain transferable skills by learning how to apply a wide range of quantitative methods to analyze contemporary policy and equity challenges at the local, national, and international level.

“This graduate certificate program allows working professionals to sharpen their analytical skills specifically in relation to assessing policy outcomes by race/ethnicity, gender, and income,” said Marxe Dean Ryan.

Courses are taught online, in-person, hybrid, or hybrid-flex (simultaneously in-person and online) with the option to complete the certificate entirely virtually. —JASON EPSTEIN



Mammal Mysteries in the Heart of NYC

Baruch Professor Curates New, Permanent Exhibit at Museum of Natural History



In an exciting development for the ever-changing field of evolutionary biology, Assistant Professor Zachary Calamari, PhD, of Baruch College's Department of Natural Sciences unveiled a captivating exhibit at the American Museum of Natural History in New York City. Titled *Mammals with Headgear*, the exhibit explores the appearance of horns and antlers in hoofed mammals and delves into the evolutionary origins of these cranial ornaments.

Dr. Calamari's pathbreaking research has also been recognized with the prestigious Beckman Young Investigator award from the Arnold and Mabel Beckman Foundation, providing \$600,000 over four years to support his studies.

The appearance of horns and antlers, particularly in ruminant hoofed mammals, can be traced back 15 million years and constitutes the primary focus of Dr. Calamari's career. One challenge in understanding how they evolved is the lack of ancestral structures in the fossil record. "There's no sort of nice, rudimentary, ancestral-looking thing that has a little bone bump," Dr. Calamari said. "There's no halfway point between horns and no horns. Maybe it's out there somewhere, but the fossil record doesn't always give us what we want."

This absence has sparked a century-long debate in the scientific community about whether horns and antlers emerged independently on multiple occasions or whether they have a single origin.

To shed light on this evolutionary riddle, Dr. Calamari's research employs a combination of genomics, shape analysis, and modeling

techniques. As fossil RNA is not in itself viable for sequencing, he instead uses modern genomics to examine gene expression in living hoofed mammals and correlates it with the shapes and patterns of horns and antlers observed in extinct species. This research aims to uncover the genes that allow the development of these cranial ornaments and understand precisely how they influence the diverse forms now on display throughout the natural world.

The *Mammals with Headgear* exhibit, part of the museum's Louis V. Gerstner, Jr. Collections Core, provides visitors with an interactive experience. It features information on the distinguishing characteristics of horns versus antlers and allows visitors to explore 3D models, view photos of RNA extraction from tissue samples, and gain insight into the cutting-edge techniques employed in Dr. Calamari's research.

Beyond the exhibit, the Beckman Young Investigator award will allow Dr. Calamari to expand his research further. His project involves three key components: single-cell sequencing, RNA sequencing coupled with epigenetic analysis, and the application of machine learning to map gene expression data onto 3D morphology.

These techniques aim at advancements beyond the world of evolutionary morphology and aid in our understanding of diseases such as bone cancer. Additionally, unraveling the genetic underpinnings of horn development in livestock may lead to improved breeding practices and animal welfare by minimizing the need for physical horn removal, a procedure that currently causes pain and stress to animals.

Perhaps most exciting, the grant also supports paid summer research experiences for Baruch College students, offering valuable hands-on training in scientific inquiry, and equipping them with essential experience in science writing and data collection.

Dr. Calamari reflected on the transformative role that such research experiences have had on his own life: "I was a first-generation college student. I didn't really know what I was doing getting into academia, and one of the things that really made pursuing lab research feasible is that I got paid to do it. This grant is going to make that possible for the next generation of Baruch students."

—DANIEL JACOBSON



Top left: Professor Zachary Calamari, PhD, doing what he loves most—excavating ancient fossils of headgear. Bottom: A look at the new exhibit, which is a permanent addition to the American Museum of Natural History.

Getting Down to Business

New Dean Shares His Vision for the Zicklin School

Bruce W. Weber, PhD, has hit the ground running. In July, he became the Willem Kooyker Dean of the Zicklin School of Business at Baruch College, immediately attending alumni events and meeting with students and faculty. He is also a professor in the Paul H. Chook Department of Information Systems and Statistics.

Dean Weber sat down with *Baruch Alumni Magazine* to chat about his top priorities, his message for current students, and his big-picture vision for the Zicklin School.

Baruch Alumni Magazine: What do you most look forward to as dean?

Bruce Weber: I like seeing our students prepare to live their best lives, both professionally and personally, and then move into career paths that are fulfilling and challenging. Higher education is a ladder to opportunity, but it's a collective effort. Students learn best when they bring their authentic selves to their education. Faculty are there, not just to disseminate knowledge, but to transform and inspire the students to build the skill sets they need to succeed in all the different business environments that are out there. What I really look forward to is seeing how our faculty, programs, and staff bring a student along from having a minimal knowledge of what makes a business or firm successful, to really understanding all the different elements that are required for great business outcomes.

What is your top priority for year one?

To gain an appreciation of what the Zicklin and Baruch College community are most proud of. What are we doing that enables us to have both a top academic reputation and incredible alumni loyalty? For decades, this institution has created successful graduates who want to stay involved and give back, both of their time and their financial resources. I want to make sure we fully understand what creates those successful outcomes, so that we can build on them and do more of what we're most proud of.

The second priority is finding areas where we're not fulfilling our potential. More remains to be done here as far as online learning and education for graduate students, for example. Ultimately, what are the distinctive capabilities of the Zicklin School that we can take into the online space—to enhance our remote and distance learning activities?

You're an expert in information systems and the use of technology in education. What are your thoughts on digital learning?

There is tremendous potential. In the last 10 years, the technology for education has improved and many top business schools around the world that were reluctant to do online MBA programs have changed their minds. For a mature graduate student, someone in their mid-20s or older, we can demonstrate equal and even better learning outcomes in an online environment. The evidence is there. It's not second best anymore—it can be first rate.

The traditional workplace has undergone a seismic shift since the pandemic. As a former management consultant, what do you think about the trend toward remote work?

If you're a partner in a financial services, professional services, or law firm, you have your contacts and your professional reputation and you can probably operate successfully from anywhere in the world. But if you're just starting out, sometimes having a chance to rub elbows with successful people in your industry is the way you learn and climb the ladder. I'd hate to see incorporating so much flexibility into our work schedules that we miss out on key chances to connect, mentor, and have intergenerational transfer of experience and knowledge. I certainly benefited from that myself as a consultant and a new professor.

What do you like to do in your free time?

I devour the *Economist*, the *Wall Street Journal*, and the *New York Times*. I start feeling anxious if I can't spend at least a half-hour every day on news, especially news related to the economy and business. I also like crossword puzzles.

When you were a kid, what did you want to be when you grew up?

I was born in Chicago and lived there until I was nine. I loved baseball and football, so I wanted to play for the Cubs or the Bears. I didn't get to do that, but I did run cross country and track competitively in college, and I still run to this day. This morning, I spent 40 wonderful minutes running along the High Line.

What else would you like us to know about you?

I'm thrilled to be back. New York is a wonderful environment for getting an education and launching a career.

—SARA J. WELCH



National Spotlight on Baruch's Value and Excellence

A series of recent rankings from multiple national outlets recognizes Baruch's economic value and academic excellence.

Highlighting the news was the *Wall Street Journal* and *College Pulse's* 2024 Best Colleges in the U.S. survey, which stated that Baruch offers the best value of any college nationwide, based on how quickly students can recoup the cost of their education after graduating. Additionally, the survey named Baruch the #10 best public college in the country overall.

Baruch also topped the charts in the *U.S. News & World Report's* ranking of regional universities in 2024. The well-known outlet named Baruch the top college in New York and second-best public college in the North. In the same ranking, Baruch earned #9 overall, a five-place jump from the previous year, and the College tied for first in social mobility.

"It is gratifying that Baruch's high-quality academics, value, and excellent post-graduate outcomes continue to be nationally recognized," said Baruch College President S. David Wu. "A top-quality education that is accessible while delivering outstanding career outcomes is critical for our country's infrastructure for opportunity. Baruch aspires to be a national model for access, excellence, and outcomes."

Additionally, The Princeton Review's popular guidebook, "Best 389 Colleges," recognized Baruch in its 2024 rankings. The guidebook's "Best Value Colleges" category awarded Baruch an impressive #4 spot nationally among public institutions.

In the *New York Times'* build-your-own college rankings tool, Baruch earned the #1 spot in the United States based on high-earnings, low net price, economic mobility, and academic profile. And

Washington Monthly also ranked Baruch among the Northeast's top 12 higher education institutions, in a survey focused largely on value and post-graduate outcomes for students.



Celebrating Alumni Changemakers

Baruch's Office of Alumni Relations and Volunteer Engagement celebrated its second class of alumni Changemakers this past fall—individuals who have made a difference in their communities, industries, and professional organizations.

Meet this year's group of Changemakers:



AISSATA M.B. CAMARA ('11)
Deputy Commissioner for Policy and Strategic Initiatives & Chief of Staff, City of New York



DAPHNE LEROY ('93)
Senior Vice President, Advertising Strategy & Culture, Paramount Global

LAKSHMEE LACHHMAN-PERSAD ('01)
Founder, Accessible Travel NYC



ELIZABETH (LIZ) SHAFIROFF ('13)
President, Global Strays



JAY CHAKRABORTY (MBA '06)
Senior Partner in PwC's Cyber Risk and Regulation Practice



JASON LOUGHRAN (EMPA '16)
Senior Advisor of Intergovernmental Affairs, NYC Department of Veterans' Services



Know a Baruch Alumni Changemaker? Scan the QR code to nominate one for next year's ceremony!

MAKING CONNECTIONS BEYOND THE CLASSROOM

EXPERIENTIAL LEARNING TIES THEORY TO PRACTICE

BY SALLY FAY



Those who subscribe to the maxim that experience is the best teacher would find no argument at Baruch. In keeping with its mission to deliver a high-value education that is relevant and impactful, the College is embracing the integration of experiential learning into its curriculum. Its most wide-reaching example to date: the business consulting capstone course delivered by the Zicklin School of Business, required for all MBA students.

Introduced in 2017, the course grew out of an outcomes-based analysis of Zicklin School graduate programs, explains Fred Burke, director of Zicklin's Graduate Career Management Center, who served on the curriculum review committee. "We asked companies recruiting at Zicklin what they look for in candidates for full-time positions, and what we heard was they wanted more students with experience implementing what they had learned in the classroom," he says. "Our takeaway was that we needed to give students greater means to develop skills that are marketable in the real world. The capstone course delivers that."

The semester-long capstone includes several lectures on relevant consulting

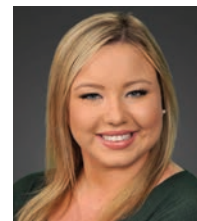
topics, such as problem-solving, teamwork, client management, and formal presentations. A significant part of the semester is focused on solving business problems for real-world clients. "Student teams put classroom teaching into practice to define their clients' challenges and opportunities, identify and evaluate courses of action, and present recommendations," says Anthony Farina, distinguished lecturer and director of business consulting at Zicklin. A former management consultant and executive at several major financial firms, Professor Farina oversees the team of faculty, staff, and business sector advisors who deliver the capstone program.

Key to program success is the cultivation of relationships with client organizations whose business challenges become the basis for the student teams' experiential learning. "We offer an attractive proposition: we'll give you a team of very smart, very hard-working grad students and they'll solve a business problem for you and it's not going to cost you anything," Farina says. "We've had repeat clients for a number of years—Citigroup, UN Capital Development Fund, Lighthouse Guild,

and Arch Care, the health care arm of the Archdiocese of New York—and I'm very proud of that." He's also proud of the team's success in connecting with small and minority/women-owned businesses.

REAL-WORLD AND AROUND THE WORLD

Though most client organizations are based in New York, Farina is keen to pursue international opportunities as well.



In a joint consulting case in conjunction with a partner university, the Free University of Bozen-Bolzano, last spring, five Zicklin MBA students worked in concert with three Bozen-Bolzano students to consult with an Italian subsidiary of a German white-goods parts manufacturer seeking to increase its U.S. market share. For consulting team member Sophie Haas (MBA '23), affordable housing development associate at Long Island real estate development company The Albanese Organization, the consulting practicum—which included a week of on-site work

in Italy—provided an authentic global business experience.

Although the consulting case she worked on was unrelated to her field, Haas extols the impact of the capstone course on her professional life. “The topic doesn’t matter as much as the process of doing the project because it’s the skills the process imparts that are the important thing...Those are skills that are applicable in any job, and their importance was magnified by the added challenge of the cross-cultural aspect.”

Haas’ takeaways from the consulting capstone course went beyond just the acquisition of marketable skills, providing her with rewarding personal connections with her teammates and a new perspective on cross-cultural relations.

BUILDING SKILLS WHILE STRENGTHENING BARUCH’S BRAND

Depending on a given MBA cohort’s contingent of business consulting clients, some students find practicum projects that align closely with their field of professional interest.



That was the case for Denvol Haye Jr. (MBA ’22), who, as a financial services communications professional and associate vice president at PR agency Prosek Partners, had developed a strong interest in the uptake and implementation of DEI efforts in the financial services sector. His capstone practicum involved consulting with Baruch’s Office of Diversity, Compliance, and Equity Initiatives to position the Zicklin School to attract more diverse faculty to better serve its student population.

Today, Haye is head of communications at the McKinsey Institute for Black Economic Mobility, a research institute and think tank established by management consulting giant McKinsey & Co. in

2020 as a vehicle for advancing racial equity and inclusive growth. He credits his MBA experience with reinforcing the idea that there was a career opportunity at the intersection of racial equity, economic inclusivity, and strategic communications.

Haye interviewed for his current role in the midst of his capstone course, and he lauds both the practical skills and wealth of career advice he gained through the experience. The experiential aspect of the capstone course was key to reinforcing classroom learning, he says.

A PRODUCTIVE PIPELINE

MBA students have reacted enthusiastically to the business consulting practicum, through which more than 1,000 students have acquired insight into the consulting field while developing and presenting actionable solutions to some 250 real-world business problems for more than 100 unique organizations. A few of the consulting practicum challenges have even become representative case studies in the Zicklin business curriculum, and the team is actively benchmarking employment outcomes to ensure that the capstone is maximizing graduates’ career potential.

Farina points to MBA graduates’ growing success in landing positions at top-tier consulting firms as one metric of the value of experiential learning. “As an example, McKinsey put together a two-year rotational leadership development program called the BUILD Fellows, which targets recent or upcoming graduates from New York public colleges and universities, and quite a number of our students have been recruited to work there,” he says.

“I’m eager to talk to the people who run the program to find out how our students are doing,” he adds, “and to see what other things we could do to help our pool of candidates be more competitive for future positions.”

No Ivory Tower Here!

The Zicklin MBA program isn’t the only example of how Baruch integrates classroom learning and real-world experience. Impactful experiential learning opportunities can be found in the curricula of the Weissman School of Arts and Sciences and the Marxe School of Public and International Affairs as well. Among current offerings:



Arts Administration

Similarly to Zicklin MBA students, students in the Weissman School’s Master of Arts in Arts Administration program engage in a semester of deep consulting work as a culminating feature of their curriculum. “In their role as consultant to an arts or cultural organization, students address a real challenge or opportunity and develop strategies that work within the organization’s budget and resources,” explains David Milch, distinguished lecturer in fine and performing arts and program director since 2018.



Washington Semester

In the Marxe School’s Washington Semester, open to master’s students in public administration, international affairs, and higher education administration, participants trade their views of the Empire State Building for the Capitol Dome, physically and intellectually immersing themselves in the world of DC policymaking and public affairs. The program comprises two public affairs-oriented seminars, taught by Baruch faculty with extensive DC experience, and intensive semester-long internships within legislative offices, federal agencies, and nonprofit organizations.



Publishing Pros

At the undergraduate level, last spring the Weissman School’s Department of English debuted “Essentials of Publishing,” targeted to English majors interested in a career in publishing. Developed by Professor Timothy Aubry, PhD, department chair, the course delivered a comprehensive perspective on the industry, including examination of the effects of underrepresentation and lack of diversity on the publishing landscape.



Scan the QR code for more information, including how to get your organization involved.



THE WORLD IS THEIR CAMPUS

EXPANDING STUDENTS' HORIZONS THROUGH STUDY ABROAD

BY SALLY FAY

How best to deliver a meaningful educational experience is always top of mind for Baruch College's leadership, administrators, and faculty, whose dedication makes the Baruch campus a place of opportunity and exploration. But a wealth of opportunity also exists outside the College's geographic boundaries.

Helping Baruch students to connect to impactful educational opportunities in the wider world is a primary function of the College's Study Abroad Office. "Study abroad is its own unique type of experiential learning," says Dr. Richard Mitten, PhD, the director of the office whose dedicated staff supports students representing all of the College's three schools.

The office came into existence by virtue of an endowment from the late benefactor George Weissman ('39, LLD-Hon. '82), which in 1994 established the Weissman Center for International Business. Tasked with implementation of a study abroad program as part of its purview, the center hired Dr. Mitten in 2004 to head up a dedicated study abroad office.

FULFILLING PROGRAM REQUIREMENTS FROM AFAR

Far from being a leisure excursion, study abroad carries with it an expectation of good academic performance. "We try to put study abroad on students' radar at orientation to give them every possible opportunity to fit in a course taken abroad in a way that contributes to fulfillment of their degree program requirements," explains Mitten.

Study Abroad staff members offer expert support, helping students choose a program that meets their needs and goals and assisting them throughout the application process and beyond. "The model we use for our study abroad offerings is that they be cost effective, of high educational quality, and academically and culturally immersive," Mitten says.

Having himself spent more than two decades living, studying, and working in Europe, Mitten is passionate about the experiential impact of studying

abroad. “Students at Baruch are obviously ethnically diverse but, generally speaking, they’ve lived within an American culture and all that that entails, and they interact based on that commonality,” he notes. Academically, he adds, students’ horizons are automatically broadened as they experience a classroom environment with perspectives they wouldn’t have encountered at home. “And if it’s an advanced-level course, a student could very likely come away with valuable global insights into how things work differently in a specific business sector,” he adds.

POST-PANDEMIC REENGAGEMENT

After the global disruptions brought about by the coronavirus pandemic, the study abroad program had its highest enrollment ever in fall 2022, with 102 students enrolled in programs at 23 institutions representing 16 countries. And the program appears poised for continued high enrollment in its full-semester offerings. This fall 96 Baruch students were enrolled in semester-long study abroad opportunities, and September’s annual study abroad fair was the biggest ever, attracting more than 500 students. “The response was exhilarating!” says Mitten. “Based on that level of interest, we anticipate a bumper crop of applications for upcoming sessions.”

Mitten acknowledges not all students are able to incorporate study abroad into their curriculum. But that doesn’t dampen his determination to increase access to cross-cultural experiential learning through program innovations. “The promise of virtual communication media is enormous,” he says. “Opportunities abound for everything from routine process improvements, to co-teaching initiatives with partner institutions, to enabling students to work on projects with students from non-U.S. schools before or, in some circumstances, in lieu of traveling there.”

For Study Abroad staff, the bottom line is learning outcomes: the knowledge, skills, and attitudes the students acquire when

they engage with a new culture all have the potential to have a profound academic and societal impact. “Equity is in large part about access,” says Mitten. “By helping students experience the world beyond their

local environs, we’re better positioning them to succeed in the 21st-century job market; it’s another potential spur to mobility. And everybody can benefit from that.”

A World of Potential

Program participants share how their study abroad experience has shaped their perspectives.

Syed Sherazi ('23)

Studied Abroad: Charles III University of Madrid, Fall 2022

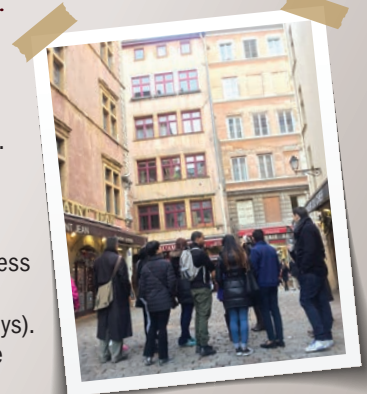
“We take a lot of things for granted when we live in the comfort of the bubble we’ve made for ourselves,” says Syed Sherazi, an international business major who minored in finance and Spanish. Since spending a semester abroad, he says he sees “a shift in how I act, think, and feel... Studying abroad pushed me out of my comfort zone and taught me humility, resourcefulness, flexibility, and self-awareness. Simply put, it taught me about who I am and about how to live my life to its fullest while preparing for a successful future.”



Gloria Nyaega (MBA '19)

Studied Abroad: Jean Moulin University, Lyon, January 2018

Gloria Nyaega calls studying in Lyon the highlight of her MBA. “The program wasn’t just about our studies; it also provided a window on various aspects of Lyonnais life and French culture,” says the now-consultant with the globally focused Boston Consulting Group. She also notes the practical business perspective gained from a visit to a Renault manufacturing plant (“I think about it every time I see a Renault car,” she says). “Study abroad provided me with a valuable life lesson on the importance of seeking out immersive interactions.”



Fanny Zheng ('23)

Studied Abroad: Waseda University, Tokyo, Fall 2022

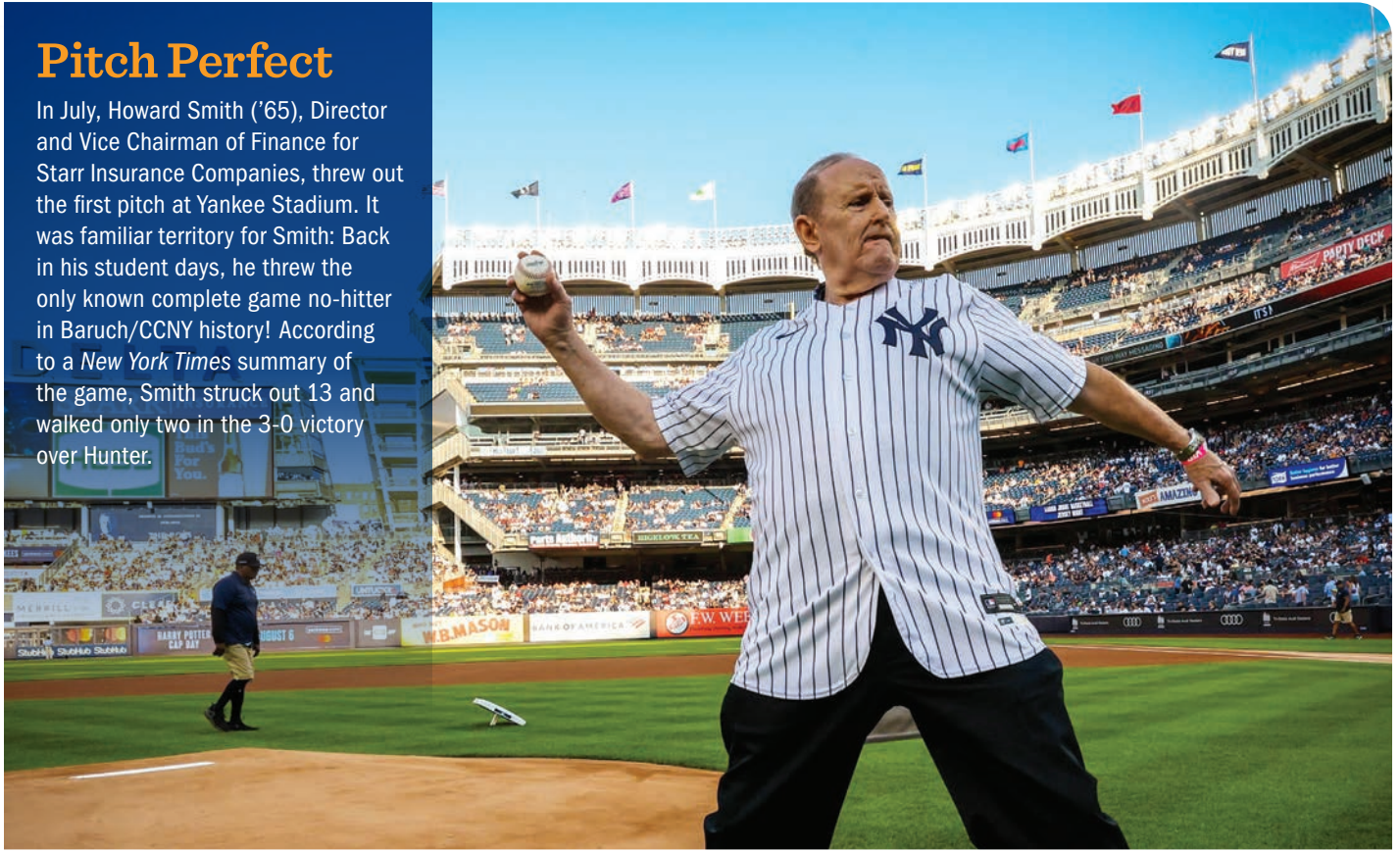
An actuarial science major, Fanny Zheng credits her study abroad experience with giving her a deep appreciation for the power of cultural immersion, “a characteristic that is priceless in today’s interconnected world,” she says. She adds that unique cultural opportunities, including a trip to Mt. Fuji, “taught me things about the world that went beyond classroom learning and helped me develop a global perspective and cross-cultural communication capabilities. My newfound knowledge and cultural awareness will undoubtedly enhance my ability to adapt and thrive in an increasingly globalized workforce.”



CLASSNOTES

Pitch Perfect

In July, Howard Smith ('65), Director and Vice Chairman of Finance for Starr Insurance Companies, threw out the first pitch at Yankee Stadium. It was familiar territory for Smith: Back in his student days, he threw the only known complete game no-hitter in Baruch/CCNY history! According to a *New York Times* summary of the game, Smith struck out 13 and walked only two in the 3-0 victory over Hunter.



60s At a presentation ceremony in October, **Lawrence Balter** ('60) awarded this year's Dr. Lawrence Balter Excellence in Psychology Scholarship to Baruch psychology student Ka Wai (Christy) Lau. **M. Freddie Reiss** ('67) retired from Amyris, Inc. as senior managing director. The Meadowlands Chamber of Commerce honored **Jaime M. Weiss** ('69) with the Legacy Award for his contribution to the growth and diversity of the Meadowlands Real Estate marketplace.

70s Reach Out and Read of Greater New York honored **Gary N. Tannenbaum** ('70) for his service and commitment to early childhood literacy at their annual benefit. **Samuel D. Pollard** ('73) released his latest documentary *The League* to critical acclaim. The film chronicles the history of the Negro Baseball League. **Mildred Garcia** ('74)

was named chancellor of California State University. **Barry H. Horowitz** ('79, MBA '88) retired from WithumSmith & Brown PC, where he was a partner in charge of the state and local tax practice.

80s **Andrea I. Determan** ('80) began a new role as director of inclusive schools for Los Alamos Public Schools. **James C. Lam** ('83) was appointed to the audit committee and board of directors of both World Gold Trust Services, LLC and WGC USA Asset Management, LLC. **Carmen P. Bracho** ('84) is the vice president of innovation and trade marketing for ZOA Energy, Dwayne "The Rock" Johnson's new company. **Walter A. Bishop** ('85) joined the board of directors of OmniLit Acquisition Corp. Wrap Technologies, Inc. appointed **Bruce T. Bernstein** ('86) to the board of

directors. **Carolyn M. Weiss** (MBA '87) delivered the keynote commencement address at Penn State Shenango's spring commencement exercises. **Andrea C. Beatty** (MBA '89) started a new role as director of development for the Salvation Army of Greater Hickory and High Country.

90s **Ila M. Eckhoff** (MBA '90) was appointed as chair of the Cerebral Palsy Foundation's board of directors. Eckhoff is the first woman with cerebral palsy to lead a U.S.-based nonprofit board of directors in the disability sector. **Yomara H. Hernandez** ('91) began a new role as chief financial officer of Harlem School of the Arts. **William A. St. Louis** ('91) is head of enforcement for the Financial Industry Regulation Authority. **Liren Wei** ('91) was elected president of the New York

State Society of CPAs. **Marie Browne** ('92) was appointed to the board of directors of the Center for Exhibition Industry Research. iCoreConnect, Inc. appointed **Joseph A. Gitto** ('92) to the board of directors. **Phillipe C. Leong** ('93) was recently profiled about his life and career for *SILive.com*. **Angelo Odore** ('93) was appointed to serve as general securities principal at LifeMark Securities Corp. **Richard O. Younger** ('93) retired from Church Street School after 20 years of teaching. **Kaz Borawski** ('95) was

named president and chief executive officer of North Brookfield Savings Bank. **Benita S. Draper** (MSEd '95) is the Easton Area assistant superintendent for curriculum instruction. **Barry Lowenthal** (MBA '95) began a new role as president of Inuvo, Inc. **Edwing D'Angelo** ('96) had his work featured in the Cali Distrito Moda 2023 fashion show in Colombia. **Kirk S. Santos** ('96) started a new role as senior vice president of global talent for Constellation Brands. **Jacqueline S. Hernandez** ('98) is the

chief strategy officer of Roar Social, a social media platform that incorporates social impact opportunities. **Howard Liao** (MBA '98) recently published his novel, *A Journey Must Be Taken: Playlist*. **Pauline S. Malcolm** ('98) was recently profiled about her career in *The Black Wall Street Times*. Malcolm is the chief revenue officer of Essence Communications, Inc. **Janet Lee Leslie** (MSEd '99) was appointed to serve on Sundog Theatre's board of directors.

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From Underdog to Top Dog

A self-proclaimed "underdog founder," Edrizio De La Cruz ('06) began his entrepreneurial career selling guavas on the street to support his family in his hometown of Santo Domingo, Dominican Republic. When he immigrated to the Bronx, he continued to help support his family, working full time as an aircraft mechanic at JFK Airport for six years.

Eventually, De La Cruz's innate ambition and growing interest in Wall Street pushed him to pursue a degree at Baruch College. The College's midtown location further motivated De La Cruz. "Proximity begets destiny, right?" he says. "As soon as I started at Baruch, I started to believe I could do it."

Yet when De La Cruz graduated, he found the banking industry did not have the same confidence in him that he had in himself. After racking up a total of 30 job rejections, De La Cruz received an offer to intern at UBS Investment Bank. He took this as a sign to quit his mechanic job, a moment he described as liberating.

Soon enough, De La Cruz accepted a full-time position at JP Morgan before pursuing his MBA at the Wharton School of the University of Pennsylvania. With each accomplishment, De La Cruz pushed himself to achieve more. "Five years ago, I was coming home smelling like gas and jet fuel," he says. "What else can I do in the next five years?" It turns out, a lot.

In 2013, De La Cruz launched his own company, Arcus, which serves Latin American customers with digital money transfers to ease the remittance process. He notes that the idea was inspired by the way he grew up sending money to his family.

Mastercard has since purchased Arcus, which now is one of the biggest payment platforms in Latin America. Last year, De La Cruz also became the first Latino visiting partner at Y Combinator, the world's top venture capital fund.

De La Cruz doesn't take any of his success for granted. Instead, he has worked diligently to democratize resources for other underdog founders. "I'm a big believer in the concept of lifting," he said. "You shouldn't have to wait to succeed to help others."

Founder School, an eight-week mentorship program for aspiring entrepreneurs, is one way De La Cruz gives back. And his new book *Underdog Founder* is a further extension of his mission. The book—part memoir, part guidebook—tells his candid and honest story, with the goal of making entrepreneurship more accessible.

Unsurprisingly, De La Cruz dreams of more. When thinking about his goals for the future, he noted that he hopes to inspire more success stories about new underdog founders. "There could be a thousand Edrizios out there—and a thousand underdog founders," he says. "That's my dream."

—MOLLY TURNER



An Iconic Championship Run

Donald Brennan (MBA '66) and his daughter, Maureen, enjoy a dominant season in polo.

Polo is a unique and demanding equestrian sport. And even though it is co-ed—with no rules barring women from competing against men—it's been male-dominated throughout its history. But Maureen Brennan is helping to change that.

She's both the owner of, and a key player for, polo team Iconica, which won this year's Florida Circuit 16-Goal Super Series Championship in *dominant* fashion. And her dad, Donald Brennan (MBA '66), has been cheering her on every step of the way.

"I'm very proud of what Maureen was able to accomplish, but also how she accomplished it," says Donald, who is a longtime supporter and sponsor of polo teams. He is particularly amazed at his daughter's ability to excel as one of the few women competing at the top level of polo. "The degree of challenge a woman faces in the sport means it takes a 15 out of 10 for her to get to the top," he says.

This year was nothing short of remarkable for Iconica, winning three of four qualifying tournaments on its way to claiming the championship. The team displayed a rare blend of talent and teamwork; the four-person lineup consisted of three up-and-coming players alongside Maureen, and their chemistry proved to be unrivaled.

"This tournament has become *extremely* competitive," says Maureen. "To win so much makes me teary-eyed... it's certainly not a given, and it's hard to do."

Maureen began riding horses in the 1970s and enjoyed a long, successful career as a showjumper, a very *different* type of equestrian sport that involves jumping over poles on horseback. But a chance opportunity to play an exhibition polo match changed her life forever. "It was a total adrenaline addiction," Maureen recalls.

In 2002, polo turned into a full-blown passion and career for Maureen, and she's since gone on to become an accomplished professional. Today, she also runs an equine water training and therapy facility in Wellington, FL.

And while Maureen notes that gender has never even been an issue for her in polo—"I just don't think about it," she says—she recognizes her role as a trailblazer and has worked to increase visibility for dedicated women's polo leagues across the country.

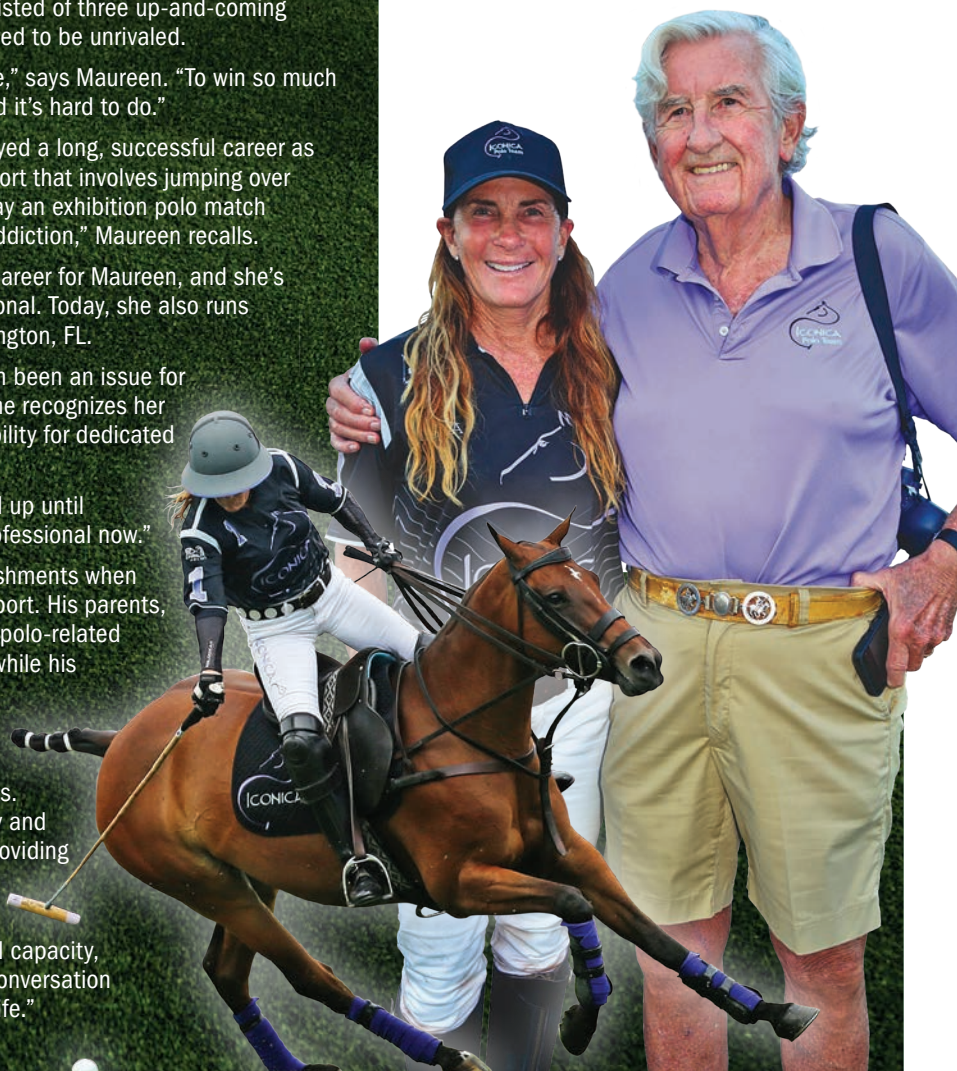
"Women's polo was very amateur and less organized up until around 2006," she says. "It's really become very professional now."

Donald is all the prouder of his daughter's accomplishments when he considers his family's initial introduction to the sport. His parents, both Irish immigrants, met in the U.S. while working polo-related jobs in the mid-1920s—his father groomed horses, while his mother worked as a nanny for one of the players.

As a young man, Brennan served in the U.S. Navy and then obtained his MBA from Baruch, which he says laid the groundwork for his professional success. He served as a managing director at Morgan Stanley and vice chairman of ICT Group, a software company—providing him with the financial basis to later help him and his family get involved in equestrian sports.

"I was a son of immigrants with very limited financial capacity, virtually zero," he says. "I would not be having this conversation in any shape or form had Baruch not come into my life."

00s | **David J. Siino** (MBA '00) has taken on new roles as the managing director, portfolio manager, and senior research analyst at Epoch Investment Partners. **Leston R. Welsh** ('00) is president of ShelterPoint Life Insurance Company. **Ervin Pilku** ('01) is a managing director in the fixed income group at Piper Sandler Companies. **Raymond C. Cole** (MBA '02) started a new venture as chief financial officer of ECD Auto Design. **Shiraz Y. Kaje** ('02, MS '03) was appointed to serve as chief financial officer, treasurer, and secretary of SLR Capital Partners. **Shawn S. Arnone** (MBA '03) was promoted to group head, senior vice president of the newly formed Manufacturer & Government Alliances



business division at Key Equipment Finance. **Wen Nannen** (MS '03) is the vice president and chief investment officer of Securian Financial. Nannen is also serving as executive vice president and chief investment officer for Securian Asset Management. **Brian E. Culot** (MSEd '04) was appointed superintendent of the South Orangetown Central School District Board of Education. **Robert**

F. Holloway ('04) was a finalist for the prestigious ORBIE Award from PhillyCIO. The ORBIE award recognizes the top CIOs in Philadelphia each year. **Justin S. Clair** ('05) was named executive vice president of One Liberty Properties, Inc. **Antoine B. Craigwell** ('05) received the Clifford W. Beers Award at the 2023 Mental Health America Conference for his efforts to improve conditions for, and

attitudes toward, people living with mental health conditions. **Donna M. McGuire** (MSEd '05) won the 2023 New York State Assistant Principal of the Year. **Ritesh Veera** (MBA '06) recently joined the Baruch College Fund Board of Trustees. **Erin H. Whitney** (MSEd '06) was one of five faculty at Chico State to receive the Professional Achievement Honors.

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Fit to Print

Paul V. Reilly's Winning Strategy for a Changing Industry

In the print industry, says Paul V. Reilly ('74, MBA '76), "You need to have the ability to look forward and be open to new technology." As a co-founder of New Direction Partners—the leading investment banking and financial advisory firm in the graphic communications industry—Reilly has been following that philosophy to success for more than 40 years.

The most popular methods of printing, Reilly explains, have evolved over the years, from photo engraving to offset to digital. "Technology has moved so quickly.... a blip since Gutenberg invented the printing press," he says with a laugh.

A Queens native, Reilly began thinking big-picture before his career had even started. He followed up his finance studies with an MBA in Computer Methodology, an emerging field at the time. "It was clear that computers were going to take over the world," he says. That combination of skills laid a unique career foundation.

He was recruited as a computer auditor at accounting firm Arthur Andersen, became a CPA, and was later hired by printing firm Polychrome, an Andersen client. Suddenly, printing became a major part of his life, and he dove into marketing and strategic planning, becoming general manager of Polychrome's North American, South American, and Asian businesses.

Coincidentally, printing also played a part in his extended family. "My wife's grandfather was a print salesman, and her father was a photo engraver," he says. "When I told my father-in-law I was working in offset printing, he looked at me skeptically, and asked: 'How are you going to take care of your family selling that?'"

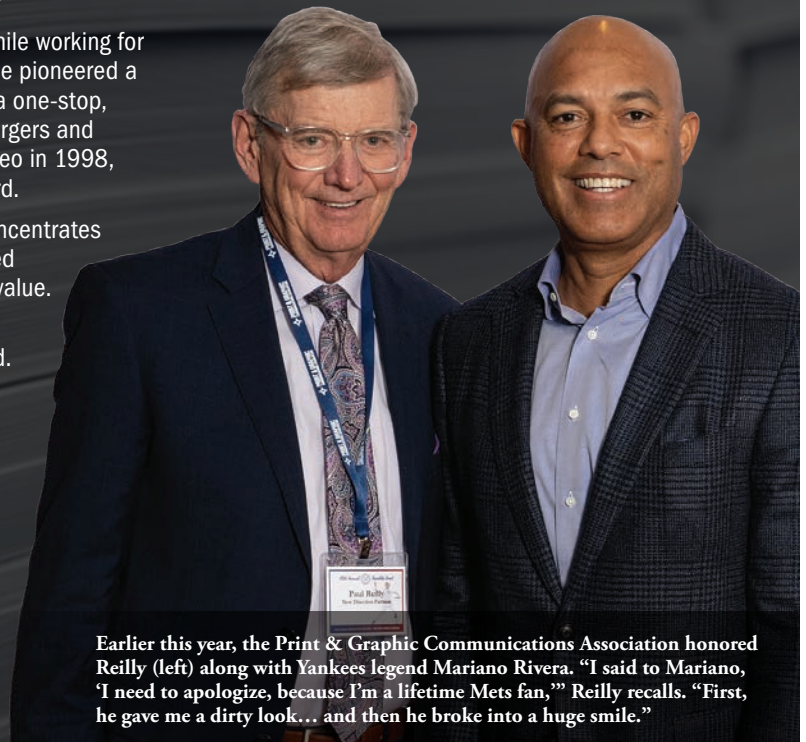
But Reilly was already envisioning the industry's future. While working for Pavey Envelope company (which evolved into Mail-Well), he pioneered a forward-thinking strategy, using technology to implement a one-stop, design-to-fulfillment approach. After overseeing global mergers and acquisitions (M&A) for the company, it rebranded as Cenvo in 1998, with Reilly becoming president, CEO, and chair of the board.

In 2009, he co-founded New Direction Partners, which concentrates on M&A advisory. Since then, New Direction has completed more than 200 transactions, with over \$4 billion in sales value.

In March 2023, Reilly received the Print & Graphic Communications Association's lifetime achievement award.

Reilly is now in the process of retiring as he winds down several of his New Direction projects—what he jokingly calls his "going-out-of-business sale"—and credits much of his success to working in the operations side, as well as the relationships he made with family businesses along the way. "I spoke the language of the people I was dealing with," he says. "Printing and M&A is not just numbers: it's people, systems, customers. That's where the success lies."

—NANETTE MAXIM



Earlier this year, the Print & Graphic Communications Association honored Reilly (left) along with Yankees legend Mariano Rivera. "I said to Mariano, 'I need to apologize, because I'm a lifetime Mets fan,'" Reilly recalls. "First, he gave me a dirty look... and then he broke into a huge smile."



Art of Transformation

Among the vibrant works of art produced by Elizabeth Sutton ('11) is a painting of a vintage, big-finned Pontiac convertible cruising the boldly colored byways of Cuba. Its title: "Driving to New Destinations."

In a sense, you might even say that's the theme of Sutton's life. Her unexpected career transition to an artist led to the creation of the enormously successful Elizabeth Sutton Collection, a luxury fine art and design company that offers Pop Art-style paintings, prints, home décor, and fashion accessories.

But back in 2015, creating an art business was not at the top of Sutton's mind. She had just experienced a number of personal and financial setbacks and had not yet made a career for herself despite some earlier work in marketing. She was hungry to launch a new chapter.

Then, what she calls "a happy accident" occurred. Her longtime love for arts and crafts led her to create some wildly colored geometric acrylic paintings while renovating her son's nursery. Posting photos of the designs to Instagram, the self-taught artist immediately received requests from followers to create custom paintings for them.

Then came a game changer in 2016: real-estate broker Ryan Serhant, the star of Bravo's *Million Dollar Listing*, featured Sutton's paintings for a Manhattan property on his show. It positively rocked Sutton's brand. Celebrities like Kourtney Kardashian and singer Andrea Bocelli became enthusiastic clients.

At this point, the recently divorced mother of two knew she needed to scale up, and the marketing and finance principles Sutton learned at Baruch's Zicklin School of Business kicked in. "In order to create a business from my art, I needed to go beyond the original paintings—which took an enormous amount of time—to a scalable product," she says. "Baruch fostered an environment of independence, for us to be self-motivated individuals. I invested what money I had in research and development, and I reached out to my contacts."

Mentorship from friend and designer Bari Erber, founder of children's accessories company Bari Lynn, provided an informal crash course in licensing deals. Products Sutton designed for Erber were soon picked up by Saks Fifth Avenue and Bergdorf Goodman.

As an ardent home cook, entertainer, and decorator, Sutton also had a keen

Jeffrey Zwick (MBA '06) was appointed to the board of directors of Vecta Inc. **Evancia N. Baron** ('07) was selected as a speaker for the Leadership Experience Tour. **Clarence Emengo** ('07) is the new head men's basketball coach at York College. **Erica M. Ezold** (MBA '07) was promoted to the managing director of People's Light Theatre. **Gisette Forte** (EMS '07) was named vice president for finance and administration for Queensborough Community College. **Jennifer K. Zeigler** ('07) married Rebecca Woodfork in June. Their wedding was featured in the *New York Times*. **Jade Barnwell** ('08) was named chief financial officer of Laser Photonics Corporation. **Gursharan K. Bharth** ('08) self-published his debut children's book, *Veer's First Day of School*. **Cristina S. Contreras** (EMPA '08) was featured on *City & State's* 2023 Manhattan Power 100 List. **Danielle Lamberg** ('08) was promoted to partner at Seward & Kissel. **Jason D. Mercado** ('09) married Kristen Bateman in August. Their wedding was featured in the *New York Times*. **Cecilia Peña-Colon** ('09) was named one of the 2023 Notable Leaders in Advertising, Marketing and PR by *Crain's New York Business*. **Robert Rizzo** (EMS '09) started a new role as executive vice president and general manager of lending of Americor Financial.

sense of tabletop and décor trends. She began developing lines that now include everything from plates to napkin rings, wallpaper to carpets.

Sutton's award-winning creations have been featured in designer show houses and in the pages of *Forbes*, the *New York Times*, and *Architectural Digest*, among others. And in fall 2023, her new studio and first retail space will open in Manhattan's Chelsea neighborhood.

One constant in many of Sutton's designs is her trademark butterfly. "It's symbolism for my life, hope, and transformation," she says.

—NANETTE MAXIM

10s **Louis R. Cohen** ('10) was named one of the 2023 Notable Leaders in Advertising, Marketing and PR by *Crain's New York Business*. **Brooke Selby Keese** (MA '10) is director of communications at Dominican Academy in Manhattan. **Frank M. Restaino** ('11) celebrated the grand opening of his new business, Restaino Realty. **Carmen I. Peralta** ('11) was profiled in *HipLatina* about her career. **Ernest Smiles** ('12) and **Barbara Furlow-Smiles** (MPA '13) published their debut children's book, *When Imani Smiles in France*. **Adeel Rouf** ('13) was appointed to the board of directors of Trajectory Alpha Acquisition Corp. **Bennett M. Lieberman** ('14) started a new role as principal of Jackson Hole High School. **Jenya Semenkova** ('14) launched her new restaurant, Ptashka, in Detroit which specializes in Ukrainian crepes. **Syrias Pande** (MS '15) started a new role as vice president of RCLCO Fund Advisors. **Martha Rivera** ('15) was appointed executive assistant to the New York State Commission On Ethics and Lobbying in Government. **Camille M. Burns** ('15) was recently profiled in *SUCCESS* about her career as the chief executive officer of the Women Presidents' Association. **Sarah A. Sidibe** ('15) started a new role as administrator of Elderwood at Lockport. **Pavel Sokolov** (MS '15) was appointed executive director of the Hudson County Republican Party. **Jane Lowers** (MPA '16) was selected for the 2024 Health and Aging Policy Fellows program. She is an assistant professor in the Division of Palliative Medicine at Emory University. **John Davidson** (MBA '17) was named one of the 2023 Notable LGBTQIA+ Leaders by *Crain's New York Business*. **Ryan M. Koss** ('17) is the managing creative director of the Dorset Theatre Festival. **Owen Martinetti** ('17) and **Christopher J. Abbenda** ('18) are business partners in Naturae Oils. Owen is on the board and Christopher on the retail committee of the Cannabis Association of New York. **Matthew Choon** ('18) was profiled in *MarketWatch*

about his background and career. **Brianna N. Thompson** ('18) was featured on an episode of Mastercard's podcast, "Inside the Circles" discussing how she, as the first in her family to attend college, is helping others in the same position.

20s **Daniel Ambalu** ('21) received the Elijah Watt Sells Award for CPA candidates who obtain a cumulative average score above 95.50 across all four sections of the Uniform CPA Examination and pass all four sections on their first attempt. **Jason Brown** (MA '21) serves as the assistant director of public humanities and research at the Bard Graduate Center. He assisted with the launch and promotion of Sightlines, an art exhibition at Bard that focused on African metal arts. **Judany Sanchez** ('21) celebrated his art exhibition *The Language of Touch*. **Ahmad Choudhury** ('22) joined the Baruch College Fund Board of Trustees. **Jason Huang** ('22)

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BABY FACE

In addition to being named a Baruch Alumni Changemaker this fall, Jason Loughran (EMPA '16) shared this wonderful photo of his adorable four-month-old baby, Oliver—who looks like one skeptical Bearcat!

Maximum Honor

Baruch College Fund chairman Max Berger ('68, LLD-Hon. '19) (left, pictured with his grandson, Charlie) was honored by the Anti-Defamation League (ADL) at its "Partners Against Hate" luncheon. Berger, a founding partner of Bernstein Litowitz Berger & Grossmann LLP, received the ADL's Edward Brodsky Founders Award.



CLASSNOTES

was accepted to the Education Finance Analyst Program sponsored by Equitable Facilities Fund, Civic Builders, and Afton Partners. **Karla G. Cabrera Carrera** (MPA '23) was chosen to be the new district manager of the Bronx Community Board. Before enrolling at Baruch, **Dhanush S. Sirohi** (MBA '23) had a career as a fashion

designer. He is now working at Bristol Myers Squibb and participating in a three-year leadership development program, where he will rotate through different areas of the company. He credits Zicklin's Graduate Career Management Center for helping him make connections with several alumni and prepare for interviews.

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IN MEMORIAM

Joel J. Cohen '59 (1938–2023)



The Baruch College community mourns the loss of Joel J. Cohen ('59). His long and distinguished career—including founding and serving as Chairman and co-CEO of Sagent Advisors Inc., an investment banking boutique—ranked him among the College's most esteemed alumni.

A past president of The Baruch College Fund (2011–15) and a trustee from 2001 to 2005 and again from 2011 to 2020, Joel was a trustee emeritus at his passing. "His vast legal and corporate experience was precisely what the BCF needed in its leadership when he assumed the position of president," said BCF Trustee Dov Schlein ('70, MBA '75). "Joel directed a major overhaul of the BCF bylaws and, during his tenure, helped to turn the BCF into the leading CUNY foundation that it is today."

His passion for providing students with all the tools they need for success led to his endowing the Joel and Lillian Cohen Soft Skills Program in the Starr Career Development Center. In recognition of his leadership, service, and philanthropy, Joel was awarded the President's Medal in 2015.

Arthur Bettauer '39
 *Irving I. Silverman '41
 Elliot L. Aronin '43
 Lester J. Tanner '43
 Edwin Ostrow '45
 Alan S. Goldin '46
 Daniel A. Birnart '47
 Laura A. (Lieberman) Weissbrod '47, MBA '50
 *Sidney Kess '48
 Robert J. Galeaz '50
 Alan Helfand '50
 Lloyd F. Greyson '51
 Gloria V. Gibbons '52
 Marvin Kitman '52
 Edward Labaton '52
 Jerome A. Seidman '52
 Martin S. Pfeifer '53, MBA '61
 Edwin K. Sperling '53
 Norman S. Adler '54
 Martin S. Reich '54
 Arthur H. Zeikel '54

*Stanley M. Nayer '55
 *Herbert Sirowitz '57
 Harvey Blumberg '58, MBA '74, PhD '75
 Arthur A. Marx '58
 Stanley Blacker '59
 *Joel J. Cohen '59
 Moosa J. Salman '59
 Hubert N. Sparks '59
 Joseph P. Schiraldi '60
 Ira P. Weinstein '61
 Jay A. Shaw '62
 Anthony V. Bouza '65, MPA '68
 John P. Brincko '65
 *Richard Gorin '65
 Carl Oliveri '65
 Kenneth H. Wessel MBA '67
 Arthur D. Youmans, Jr. MBA '68
 Robert Franzino '69, MBA '75
 Joseph T. Jurgensen '70
 Ewald Mittendorf '70
 Allan J. Weiser '70

Francine S. C. Bauer '71
 Marianna Reges '71, MBA '78
 Steven H. Manne '72
 Ronald Benjamin MBA '73
 Steven M. Gothelf '73
 Walter B. Brown '74
 Dennis P. Gallagher '74
 James N. Pantelidis '74
 Martin S. Roher MBA '74
 *Martin J. Liebgott '75
 Jose M. Melendez '75
 Rudolf M. Morton '75
 John C. Renda '75
 James Gizzarelli '76
 James J. Kane '76
 Judy (Louie) Lee '76
 Thomas M. King '77
 Dennis P. McGuire MBA '77
 Paul T. Timoney '77, MBA '88
 Louis A. Coppolino '78
 Salvatore D'Amico '78
 William Feigin MBA '78

Jorge L. Liciaga '79
 Hortense L. Ford '85
 Julio J. Lugo '86
 Joseph M. Sewell '88
 Joseph Stepka '88
 Jeannine M. Granger '90
 Sheila R. Vitto '90
 Anita L. Skelton MBA '91
 E. Dawn Evans '93, EMS '05
 Edward A. Butler EMPA '94
 Peter G. Marzec MS '94
 Ruschell (West) Boone '99
 Teresita R. Echaniz MBA '99
 Shalanda P. Graham '10
 Eric J. Bader MBA '11
 Lawrence D. Harewood MPA '15
 Sandra K. Villena '16
 McKenzi Dorilas MBA '20

**Benchmark Society member*

ABOUT THE BENCHMARK SOCIETY

The society honors individuals who have included Baruch College in their will or trust, used retirement fund assets or life insurance to make a gift, or established life income gifts that benefit the College. In so doing, members have chosen to support Baruch beyond their lifetimes as Bernard Baruch did himself. Please contact Laura Kotkin at 646-660-6074 or laura.kotkin@baruch.cuny.edu to learn more.

MAKE THIS HAPPEN

Mary Abdelmassih '24 was determined to meet a professor's challenge to immerse herself in a new culture. Thanks to the support of a study abroad scholarship—which alleviated much of the financial burden of the living and travel expenses associated with studying abroad—she had the opportunity to explore her surroundings, traveling to London, Paris, Belgium, and Marrakesh, among other places.

“For me, the most important thing was seeing what life was like outside of our bubble,” she says. “Thanks to my scholarship, I was able to put the things I was learning into perspective.”

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