

IMPACT

JUNE 2014

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FOR THE FUTURE



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THE HARVARD BUSINESS SCHOOL CAMPAIGN
THE HARVARD CAMPAIGN

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“THE NEED FOR FUNDS TO SUPPORT INNOVATION AND TO PROTECT AND SUSTAIN THE SCHOOL’S CORE ACTIVITIES IS WHAT DRIVES THIS CAMPAIGN.”

—John B. Hess (AB 1975, MBA 1977), CEO of Hess Corporation, Chair of The Harvard Business School Campaign

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*Serving as both Vice Chair and Regional Chair

Committees as of May 21, 2014. For latest listings, please visit [The HBS Campaign site](http://TheHBSCampaign.site).



THE HARVARD BUSINESS SCHOOL CAMPAIGN
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campaign.hbs.edu



More than 600 HBS alumni & friends gathered on campus for a memorable day of activities.



Ratan Tata (AMP 71, 1975)



Harvard President Drew Faust & Tracy Palandjian (MBA 1997)



Katie Vogelheim & John Hansen (MBA 1985)



An interactive experience connected alumni with similar interests.



Campaign Chair John Hess (MBA 1977), Robert Kraft (MBA 1965), Jonathan Kraft (MBA 1990) & Dean Nohria

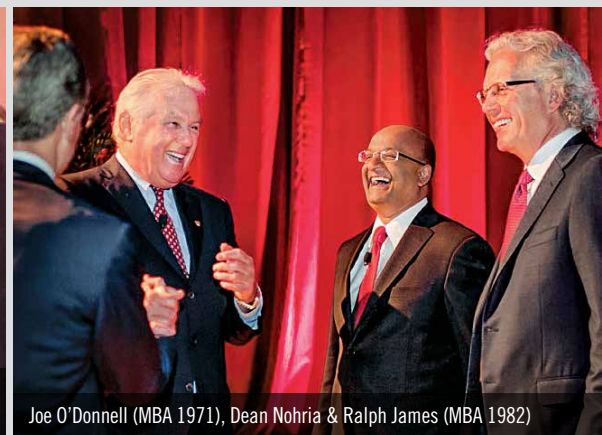
The HBS Campaign Inaugural Event | April 25



Campaign Inaugural Event Highlights



Barry Horwitz (MBA 1988), Liz Horwitz, Sue Thirlwall (MBA 1988) & Frank Hughes (MBA 1975)



Joe O'Donnell (MBA 1971), Dean Nohria & Ralph James (MBA 1982)



Senior Associate Dean Robert Kaplan (MBA 1983)

The HBS Campaign Boston Regional Event | April 26

Regional Events Around the World

San Francisco
Los Angeles
Chicago

New York
Atlanta
Mumbai

Tokyo
Shanghai
Hong Kong

Naples, FL
Palm Beach, FL
Miami, FL

Houston
Dallas
Washington, DC

Paris
London
Rio de Janeiro

São Paulo
Buenos Aires
Mexico City
More to follow

To learn more about upcoming events and see photo galleries from past events, please visit alumni.hbs.edu/CampaignEvents

EARLY IMPACT

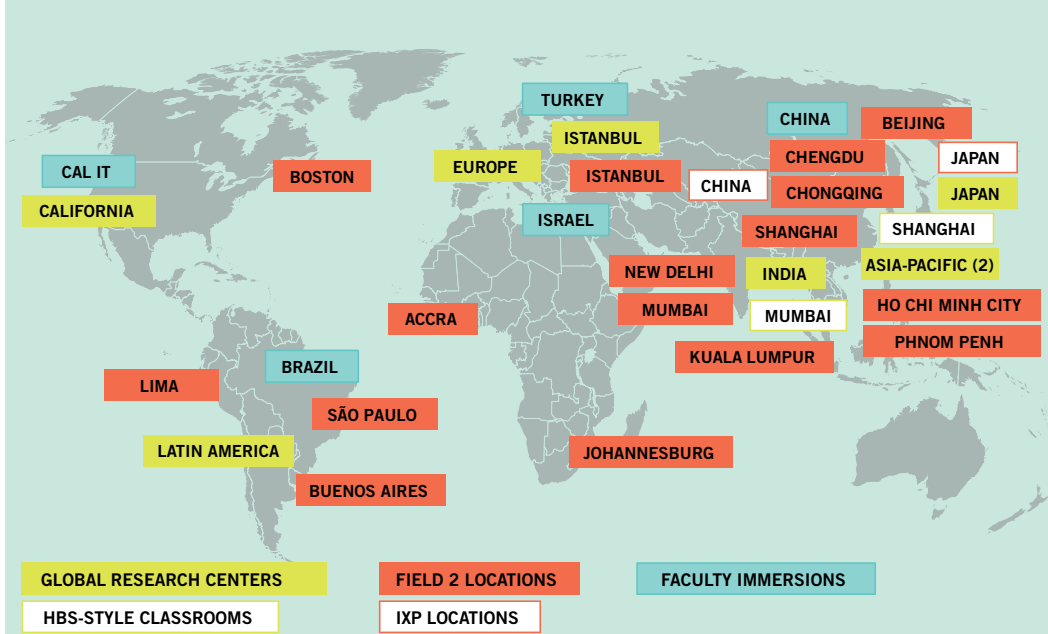
By its launch at the end of April, The Harvard Business School Campaign had achieved \$600 million toward its \$1 billion goal. This early success was made possible by the thousands of alumni and friends who have given to the HBS Fund for Leadership and Innovation, as well as by donors who contributed to specific priorities, such as those featured here.



THE EVOLVING CAMPUS

Since it was built in 1924, HBS's residential campus has evolved and adapted to meet the changing needs of the School. Three new building projects focus on Executive Education, recognizing the growing reach and impact the School is achieving through the more than 8,000 participants who come to campus each year.

Tata Hall (above), named in honor of **Ratan Tata (AMP 71, 1975)**, opened in December 2013, adding much-needed living and classroom space. Baker Hall will reopen in June 2015 after extensive renovations as Esteves Hall, named in appreciation of a gift from **André Esteves**. It will feature updated living and gathering spaces for program participants. The following June, the Ruth Mulan Chu Chao Center will open where Kresge once stood. Made possible by a gift from a **Dr. James Si-Cheng Chao and family foundation**, it will be a hub for executives and a bridge to the HBS community.



GLOBAL ACTIVITIES

HBS recognizes that effective leadership requires a truly global perspective and understanding. Generous early commitments from **Global Leaders Circle** members, including **Sir Ronald Cohen (MBA 1969)**, **Martin Halusa (MBA 1979)**, and **Thierry Porté (MBA 1982)**, enable HBS to advance its international priorities by expanding opportunities for the faculty to test new ideas around the world, by enriching classroom learning with new cases, and by attracting students with a greater diversity of backgrounds. Significant funding from donors such as **David Rubenstein** also makes it possible for the School to provide faculty-designed and -led field experiences where students can experience leading in an unfamiliar environment.



MBA PROGRAM INNOVATION

Continuing its history of educational innovation, HBS has utilized the field method—a powerful complement to the case method—to give students opportunities to develop the “doing” and “being” dimensions of leadership. Just as the yearlong required FIELD (Field Immersion Experiences for Leadership Development) course has had a major impact on the first-year curriculum, a gift from the **family of the late William F. Connell (MBA 1963)** will enable HBS to enhance the second-year elective curriculum and ensure that students are fully prepared to lead in an increasingly complex and ever-changing world.



RESEARCH

Today, more than ever, the world needs bold new thinking—grounded in research and scholarship—to address the complex challenges faced by business and society. The most intractable problems require cross-disciplinary, multi-sector collaboration. Leadership support from the **Citi Foundation**, together with major gifts from individuals such as **Muneer Satter (MBA 1987)**, have made it possible for HBS faculty to do research, conduct surveys, hold forums around the country, and publish their ideas and insights, all as part of the multiyear U.S. Competitiveness Project that has spurred additional work on PK–12 education and infrastructure.





INTEGRATION ACROSS HARVARD UNIVERSITY

Student-centered and faculty-enabled, the Harvard Innovation Lab (i-lab) has become a vibrant, University-wide hub for entrepreneurship since its opening in 2011. The generosity of founding donors—**Len Blavatnik (MBA 1989)**, **Paul (MBA 1983)** and **Sandra (MBA 1989) Edgerley, Bruce and Bridgitt Bertram Evans (both MBA 1986)**, **The Heckscher Foundation**, and **Andrew Paul (MBA 1983)**—and others is allowing members of the Harvard community and beyond to take their ideas as far as they can go.

The HBS One Harvard Fund, a fundraising effort led by **Joe O'Donnell (MBA 1971)**, is enabling HBS faculty to teach a broader cross section of Harvard students through new courses offered at the graduate and undergraduate levels and across disciplines. Making it possible for faculty to develop new curricula and expand their “classroom,” the HBS One Harvard Fund is enhancing the learning for everyone involved.



MBA FELLOWSHIPS

Gifts to fellowships ensure that men and women with the highest potential for leadership can attend HBS. The newly endowed **Women's Student Association** Fellowship, supported by the student club, alumni, and friends, highlights the HBS community's commitment to maintaining a robust financial aid program. By underpinning the School's need-blind admissions policy, fellowships help bring together students from around the world whose insights enrich the learning experience for all. Fellowships also enable recipients to make career choices that resonate with their talents and passions.

ONLINE EDUCATION

HBS is developing highly differentiated online education offerings that will create a new standard for excellence in online business education and pedagogy. With leadership support from founding donors—**The Lemann Foundation, Scott (MBA 1983)** and **Laura Malkin, Hiroshi Mikitani (MBA 1993)**, and **Mark Stevens (MBA 1989)**—HBX will provide an interactive, participant-centered experience that will deepen the impact of the faculty's research and teaching and greatly expand the School's reach.



FACULTY DEVELOPMENT

HBS has remained at the forefront of business scholarship, teaching, and impact on practice by assembling an outstanding faculty committed to the creation and dissemination of breakthrough ideas. Gifts, such as those from **Ajay Piramal (AMP 110, 1992)** and **Dr. Swati Piramal and André Jakurksi (MBA 1973)** to endow associate professorships, help foster the next generation of faculty members who will shape the future of business education.

CULTURE AND COMMUNITY

HBS is committed to creating an environment in which all members of the community can thrive and reach their full potential. Support in this area takes many forms. A gift from **Robert (MBA 1962)** and **Gayle Greenhill**, for instance, supports community-building and campus cultural events and activities within the MBA Program. And a research fund established by **Gisel (MBA 2003)** and **Omid Kordestani** underwrites scholarship and activities at HBS focused on accelerating the advancement of women leaders.



HBS FUND
FOR LEADERSHIP & INNOVATION

HBS FUND FOR LEADERSHIP & INNOVATION

Annual giving to the HBS Fund is a critical source of flexible funding that has an immediate impact on the School's priorities. This collective support, led by **HBS Fund Chairs Judy (MBA 1983)** and **Steve (MBA 1982) Pagliuca**, is also essential to the School's ability to invest in new ideas and initiatives. Those who choose to deepen their commitment to the work of the School as leadership annual donors are recognized as **HBS Fund Investors Society** members.

19K+

DONORS TO THE HBS FUND
counted in the Campaign to date

TAKING THE LEAD IN SUPPORT OF HBS

HBS Fund Investors Society Members Drive Innovation
and Advance the School's Key Priorities



"When it comes to innovative business education, HBS leads the way. I contribute on a regular basis because it's important to me that the School continues on that path."

Andrew Hauptman (MBA 1995)

*Chairman, Andell, Inc.; Owner and Chairman,
Major League Soccer's Chicago Fire Soccer Club
Los Angeles, CA*



"I support the School because I have benefited tremendously from what I learned at HBS about innovation and building businesses, especially from outstanding professors."

Jennifer Yan (MBA 2000)

*Partner, Steamboat Ventures Asia
Shanghai, China*

"Giving to HBS on an annual basis is simply a matter of thinking it through, making a plan, and then executing. Annual giving to HBS is a unique opportunity for graduates who work for companies with matching gift programs to leverage their impact."

Judith Haberkorn (AMP 111, 1992)

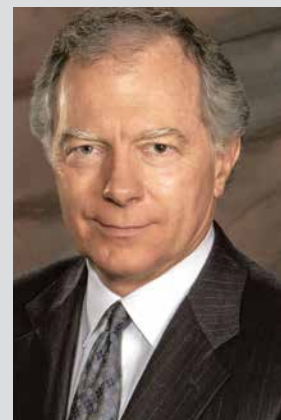
*Retired President of Consumer Sales
and Service, Verizon Communications
Ponte Vedra Beach, FL*



"To me, it would seem unfair to enjoy the successes built on the foundation of my two years at HBS without supporting the School through annual and reunion gifts."

M. Edward Sellers (MBA 1975)

*Chairman, BlueCross BlueShield of South
Carolina; Chairman, South Carolina Council on
Competitiveness
Columbia, SC*



Alumni and friends who make an outright gift of \$5,000 or more to the HBS Fund for Leadership and Innovation enjoy special recognition and engagement opportunities as members of the HBS Fund Investors Society.

For more information, contact Stephanie Noone, Director, Annual and Reunion Giving, at snoone@hbs.edu or 617-495-6526.



HBS FUND
FOR LEADERSHIP & INNOVATION
Investors Society



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FIELD 2 IN ACCRA A CITY OF CONTRASTS

LEARNING BY DOING

Introduced in 2011, FIELD 2 is a transformative experience in learning that sends all 900-plus first-year MBA students across the globe to emerging markets each January where they work with partner organizations on projects with real business consequences. FIELD 2 is the second module of a three-part, required course called FIELD (Field Immersion Experiences for Leadership Development), developed as a result of an intensified focus on field-based learning to be a complement to the School's celebrated case method.

FIELD 2 is the type of large-scale initiative that creates unprecedented intellectual, logistical, and financial challenges. Gifts to the HBS Fund for Leadership and Innovation play a critical part in enabling such ambitious undertakings, which help ensure that the School prepares its students to lead in an ever-changing, increasingly global business environment.

Below: Tim Leach (left) and his teammates are joined by their client at MultiTV, Richardson Doe (center).

TIM LEACH (MBA 2015) had backpacked in Africa before, so he was somewhat prepared for the heat, noise, traffic, dust, and disorientation he and his FIELD 2 team experienced in early January, when they emerged from the airport and began their week-long assignment in Accra, Ghana. But, as the Australian-born Leach notes, "Even if you've traveled extensively, going to a country for a short period of time, working with peers you have not selected, for an organization you know little about, is hugely challenging."

Leach and his five teammates were assigned the task of helping MultiTV, a Ghanaian multimedia company, devise a monetization strategy for its online presence, primarily by gathering information about the viewing habits of young, well-educated, upscale consumers. A key finding that emerged from their surveys, conducted in shopping mall and university venues, was the extent to which respondents said they viewed online content on multiple devices. "Research indicates that smart phones and mobiles are where it's at in emerging markets," says Leach. "But we found that many people still use computers that rely on Wi-Fi. For a client that pushes content on 3G or 4G networks, that's important information."

Among this year's FIELD 2 countries, Ghana has both the lowest GDP per capita and the highest rate of GDP growth. "The country has a large and growing wealth divide," notes Leach, who said the team was struck daily by "the incredible contrast between emerging-market mayhem and tech-savvy efficiency" in a country where energy and optimism coexist with persistent poverty and corruption.

He says the team came away with a more realistic view of the challenges, opportunities, and responsibilities that await a generation of MBAs whose careers will routinely cross borders between developed and emerging economies.

"The skills we learn at HBS—how to analyze problems, propose solutions, and execute—are tremendously valuable in places like Ghana," asserts Leach, who will bring an awareness of the role multinationals can play in supporting local communities to his planned career in the energy sector. "We can help these countries develop more efficient and equitable ways of doing business."

Even as an HBS student, Leach notes that the trip to Ghana began to make him feel part of the HBS mission of making a difference in the world. "You could see it when we talked to young kids about their lives and ambitions and ways they could make their dreams happen," he says. "Our presence in these countries can be a catalyst for building social change."

➔ Find out other ways HBS is leading the way in management education.



“OUR MOST IMPORTANT GOAL SHOULD BE TO BEQUEATH TO FUTURE GENERATIONS THE COURAGE AND THE CAPACITY TO INNOVATE. LET’S BEGIN.”

—Dean Nitin Nohria

