



Fall Break Innovation Trip
New York, NY

October 10-12, 2021

This experience is designed to provide students with insights into design thinking, the customer experience, and organizational innovations.

Bucknell
UNIVERSITY

**Freeman
College of
Management**

Itinerary

Sunday, October 10

3 PM

Theatre production

Roundabout Theatre, Studio 54, 254 West 54th Street (between Broadway and 8th Avenue)

CAROLINE, OR CHANGE

Monday, October 11

11 AM-1 PM

Retail Walk About

American Dream Mall, 1 American Dream Way, East Rutherford, NJ



1:30-2:30 PM

Retail Technology Showcase & Lunch

Brand Experience Lab, 234 16th St 4th floor, Jersey City, NJ



David Polinchock P'22, Co-Founder, Unified Brand Experience Lab

James Wiemer, VP Creative & Marketing, Unified Resources in Display

Katrina Shih, Marketing & Project Coordinator, Unified Brand Experience Lab

2:30-5:00 PM

Design Sprint team presentation work



Monday, October 11 Continued at Brand Experience Lab

5:30-6:30 PM Design Sprint presentations to professionals

6:30-7:30 PM Networking Reception

Attendee Name	Class	Title	Employer
Anthony Mallier		Senior UX Researcher	Google
Caroline MacLure	2017	Analytics Supervisor	Veeva, Crossix Analytics
Chris Sisto	2018	Research Analyst	Brand Watch
Christiana Guzman		Lead Brand Designer	Handsome
David Salvay	2016	Senior Account Executive	Yieldify
Drew Raines		Product Manager	Turntide Technologies
Eric Hunter		VP Strategy	Russell Research
Henry Ripley		Designer	SmartDesign
Jamie Munger		Strategy Director	Smart Design
Kiran Donaldson	2016	Technical Product Manager	Veeva Systems
Manny Galan		Multi-Media Creative Director & Consultant	
Naman Nanda		Industrial Designer	Doris Dev
Natalie Leiser	2018	Agency Operations Associate	Nielsen
Ryan Tomasello	2012	Director, Real Estate Tech Equity Research	KBW
Sara Rosenheck		Senior Director of Sales	Tomy Intl.

Tuesday, October 12

Location: Westin, 270 W 43rd St, New York, NY 10036

12:30-2:10 PM

Lunch and Strategy Session with guests
Bernardine Wu P'24, Founder and CEO, FitForCommerce
Kelly Caputo, Program Manager, FitForCommerce
Matt DeLoca '88, P'24, VP of Sales, Truepic



2:20-3:30 PM

Modeling Exercise and Startup Pathways with Calculate
Samantha Golaski '18, Sr. Associate
Joe Manganeli, Founder

CALCULATE 

3:45-4:45 PM

Innovation Evaluation Session with NielsenIQ
Lauren Perry '20, Senior Research Analyst
James Wilcox '12, Director



5:00-5:30 PM Pre-dinner talk with CEO of the Ride, Richard Humphrey '74



5:30-7:30 PM

Networking Dinner

Attendees

Michelle	Choe	2018	Project Coordinator	McCann Health
Eden	Elam	2020	Graduate Student	Parsons School of Design
Samantha	Golaski	2018	Senior Associate	Calculate
Emily	Gross	2018	Marketing Specialist	Prose
Matt	Hornbuckle	2007	Co-CEO	Stantt
Richard	Humphrey	1974	CEO	The Ride
Rhea	Khera	2019	Platform Manager	Yext Inc
Anthony	Scrima	2018	Salesforce Manager	Zearn
Dr. Janet	Walsh	1976	CEO and President	Birchtree Global, LLC

By 8 PM

Board the bus for the ride back to campus

Gratitude

Thank you to all the guest speakers, who took time from their schedules to share insights, activities, and experiences with us.

We are grateful to the Markets, Innovation and Design Department of Freeman College of Management as well as the Bison Business Alliance student organization for sponsoring this event with the Center for Experiential Learning, Freeman College of Management.

Contact Missy Gutkowski, Assistant Dean for Experiential Learning at mmg019@bucknell.edu or 570-577-1305 with follow-up questions or comments.



Bucknell Attendees

Missy Gutkowski, Assistant Dean for Experiential Learning

Collin Smith, Markets, Innovation and Design Faculty Member

Michaiah	Augustine	2024	International Relations/French
Rowan	Beiter	2022	Markets, Innovation, and Design
Maya	Brown	2022	Africana Studies
Alli	Duenas	2024	Finance
Kevin	Etheridge	2022	Markets, Innovation and Design
Michelle	Gonzalez	2025	Markets, Innovation and Design
Amanda	Kaylor	2025	Markets, Innovation and Design
Grace	Kim	2025	Global Management
Sandra	Madanat	2022	Biomedical Engineering/Management
Natalia	Mancero	2024	Accounting/Spanish
Salina	Musyaju	2024	Accounting and Financial Management
Nguyen	Nguyen	2023	Computer Science/Engineering
Kate	Normandin	2023	Managing for Sustainability
Minh-Anh	Phan	2022	Computer Engineering
Angelique	Sousani-Twumasi	2025	Undeclared, Arts and Sciences
Aya	Tarist	2025	Computer Science/ Engineering
Denay	Taylor	2023	Finance
Brooke	Tuttle	2023	Markets, Innovation and Design
Brandon	Vessels	2022	Markets, Innovation and Design
Yuki	Yao	2025	Psychology