BUSINESS SCHOOL PROFESSIONALS
CONFERENCE 2018
PROGRAMME

2 – 3 July 2018 | Amsterdam, The Netherlands | #AMBA18 #BSPC18
Why BusinessCAS?

» Expand your applicant pool.
» Reduce costs and efforts.
» Make better, quicker admissions decisions.

Explore how BusinessCAS™, the Centralised Application Service (CAS™) for graduate management education programmes, will streamline admissions at Liaison’s table. businesscas.org

PRESENTED BY:
Toby McChesney
Sr. Assistant Dean,
Graduate Business Programmes,
Santa Clara University
Chair, BusinessCAS Advisory Board

Ron Hyman
Executive Director,
Global CAS Development,
Liaison International

Learn more about BusinessCAS at the AMBA Business School Professionals Conference:
In the Business of Change: Lessons Learned During Fast-paced MBA Programme Launches
Check your programme for details.
WELCOME

On behalf of the AMBA team, welcome to the Netherlands and the cosmopolitan, stylish city of Amsterdam. I would like to thank Amsterdam Business School for its gracious hospitality in hosting this year’s Business Professionals Conference.

2018 is proving to be another record year for AMBA with its international community, growing to 259 accredited Schools, 40 AMBA Development Network Schools and 35,000 MBA student and graduate members.

Our AMBA conferences aim to combine current and future thought leadership discussions with valuable networking in inspirational surroundings.

I would like to welcome our event partners, The Wall Street Journal, GMAC, ETS, Liaison International, Keystone Academic Solutions and our event sponsors, Andromeda Simulations International, Unibuddy and The Economist and thank these organisations for their continued support of AMBA and this event.

Our corporate supporters not only provide valuable products for our Business Schools today and for the future, but also enable us to deliver global events of quality and style. They are showcasing some great innovations so I would encourage you to take the opportunity to network with our sponsors during the course of the conference.

Thank you for joining us and I look forward to spending time with you all.

Andrew Main Wilson
Chief Executive, AMBA
# PROGRAMME SCHEDULE

**2 – 3 July 2018 | Amsterdam, The Netherlands | #AMBA18 #BSPC18**

<table>
<thead>
<tr>
<th>MONDAY 2 JULY</th>
<th>怪物</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>09.00 – 09.30</strong></td>
<td>Registration</td>
<td></td>
</tr>
<tr>
<td><strong>09.30 – 10.00</strong></td>
<td>Conference overview and welcome</td>
<td></td>
</tr>
<tr>
<td><strong>10.00 – 10.40</strong></td>
<td>SESSION 1: Social Media: a tool with more uses than a Swiss Army Knife</td>
<td></td>
</tr>
<tr>
<td><strong>10.40 – 11.10</strong></td>
<td>Networking and refreshment break</td>
<td></td>
</tr>
</tbody>
</table>
| **11.15 – 12.00** | SESSION 2: Programme Managers and Alumni Development and Careers | SESSION 2: Marketing and Admissions
UvA in Carré; engaging students, alumni and employers under one roof
Inside the applicant’s mind: understanding students’ decision-making processes when choosing to study abroad |
| **12.00 – 12.40** | SESSION 3: In the business of change: lessons learned during fast-paced MBA programme launches | |
| **12.40 – 14.00** | Networking lunch | |
| **14.00 – 15.00** | SESSION 4: Demand marketing: using strategic communications and intelligent content to raise your competitive advantage | |
| **15.00 – 15.30** | Networking refreshment break, sponsored by *The Wall Street Journal* | |
| **15.30 – 16.10** | SESSION 5: MBA recruitment: from the employer perspective | |
| **16.10 – 16.50** | SESSION 6: Programme design: from basics to cutting edge | |
| **19.00 – 22.30** | Dinner at MaMa Kellys, sponsored by *The Wall Street Journal* | |

*Please note the programme timings and speakers are subject to change*
# PROGRAMME SCHEDULE

## TUESDAY 3 JULY

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.30 – 10.00</td>
<td>SESSION 7: AMBA Business School market update</td>
</tr>
<tr>
<td>10.00 – 10.40</td>
<td>SESSION 8: Evidence and insight: the global MBA trends you need to know about</td>
</tr>
<tr>
<td>10.40 – 11.10</td>
<td>Networking and refreshment break</td>
</tr>
<tr>
<td>11.15 – 12.00</td>
<td>SESSION 9: Programme Managers and Marketing and Admissions</td>
</tr>
<tr>
<td></td>
<td>The MBA demand within the global graduate management education landscape</td>
</tr>
<tr>
<td></td>
<td>SESSION 9: Alumni Development and Careers</td>
</tr>
<tr>
<td></td>
<td>Alumni case study</td>
</tr>
<tr>
<td>12.00 – 12.40</td>
<td>SESSION 10: How nurturing your community can help achieve recruitment goals, support student success and improve alumni engagement</td>
</tr>
<tr>
<td>12.40 – 14.00</td>
<td>Networking lunch</td>
</tr>
</tbody>
</table>

Please note the programme timings and speakers are subject to change
Access Global Insights

MBA students on AMBA-accredited programmes quality for free AMBA membership. One of the many perks of AMBA membership is complimentary access to The Wall Street Journal online.

Visit MBAWORLD.COM/WSJ to activate this benefit.

Like a Diamond, an MBA is Forever

Ensure it’s AMBA-accredited.

Crafted with world-class expertise
The high standard of AMBA-accredited MBAs is certified by highly experienced Business School Deans and Directors - Experts assessing Experts.

Be part of a priceless network
AMBA-accredited MBA programmes require a minimum of 500 ‘contact’ hours, ensuring face-to-face learning and strong relationship-building.

Access to the highest quality experts in academia and industry.
Faculty at AMBA-accredited programmes are internationally diverse and at least 75% must have a relevant postgraduate qualification.

Invest in education that stands the test of time
AMBA-accredited schools have educated MBAs to AMBA standards for a minimum of 3 years and usually over 10 years.

AMBA is the world’s only MBA-specific Accreditation Organisation, accrediting just 2% of the world’s Business Schools.

www.mbaiworld.com
SESSION CONTENT

SESSION 1
Social Media: a tool with more uses than a Swiss Army Knife

Sometimes social media can be a bit of an enigma, posing questions such as:

• What platforms should you be on?
• How often should you be posting?
• Is it really adding any value?

In this session Lord Scott will demonstrate all the uses with which social media can help you with areas such as the MBA life cycle, recruiting MBAs, offering feedback and boosting engagement.

Speaker
Lord Jason Allan Scott, CEO, Calisthetics and Social Media Guru

SESSION 2
Programme Managers and Alumni Development and Careers

UvA in Carré; engaging students, alumni and employers under one roof

In this session Amsterdam Business School, University of Amsterdam will share a case study on how the School blends the business world with its MSc in Business Administration, a challenging one-year programme with a strong curriculum achieving a good balance between theory and practice.

Experts from the School will discuss how top-level speakers from leading companies, as well as entrepreneurial alumni, are invited to give inspirational seminars, and how this is intertwined with the curriculum. They will also discuss how they expose students to real-world case studies from the School’s corporate partners.

Hear first-hand how valuable it is to invite corporates and alumni to participate in shaping the curriculum, giving those who create programmes the chance to hear and ‘feel’ what the business world expects from graduates.

Speakers
Dr Mark van der Veen, Director Graduate School of Business, Amsterdam Business School, University of Amsterdam
Chantalle Sampat, Programme Manager MSc Business Administration, Amsterdam Business School, University of Amsterdam

SESSION 2
Marketing and Admissions

Inside the applicant’s mind: understanding students’ decision-making processes when choosing to study abroad

I-graduate International Insight Group, TOEFL® and GRE® have joined forces to survey the intelligence of students worldwide. This session will explore questions such as: ‘who initiates the decision to study abroad’, ‘what are the primary reasons to study abroad’ and ‘who are the top influencers in this decision?’

This session will also offer insight and ideas to help Business Schools with their marketing and student recruitment efforts.

Speaker
Stella Saliari, Senior Academic Relations Coordinator, Educational Testing Services (ETS)
SESSION CONTENT

SESSION 3
In the business of change: lessons learned during fast-paced MBA programme launches

There’s no time to rest in the world of graduate management education.

As global markets change, prospective students want change, and less-than-agile Business Schools are quickly left behind. During this session, Toby McChesney, Senior Assistant Dean for Graduate Business Programmes at Santa Clara University, will share how the University responded to evolving student demands with new part-time and online MBA programmes.

He’ll start at the beginning, detailing the foundational work that went into aligning internal and external stakeholders, and will share how an emphasis on maximum learning impact has put students on the path to disrupting their careers.

Toby will emphasise how his strategic approach to change management was vital to the success of these launches and he’ll lead a discussion about participants’ own best practices learned from developing MBA programmes themselves.

Speakers
Ron Hyman, Executive Director, Global CAS Development, Liaison International
Toby McChesney, BusinessCAS Advisory Board Chair and Senior Assistant Dean for Graduate Business Programmes at Santa Clara University, Liaison International

SESSION 4
Demand marketing: using strategic communications and intelligent content to raise your competitive advantage

During this interactive workshop, David Woods-Hale, Head of Communications at AMBA will outline how three facets of demand marketing (intelligent content, public relations and social media) can be used collectively to make waves in the marketplace, providing value to alumni; creating a buzz for students and prospective recruits; and adding thought-leading value to local and business communities through the wider media. He will also outline the various ways AMBA can support Schools within its network, through areas such as PR partnerships.

Speaker
David Woods-Hale, Head of Communications, AMBA

SESSION 5
MBA recruitment: from the employer perspective

Our speaker will ask whether MBA programmes are adequately preparing graduates to meet corporate expectations when entering the working world. She will also consider how the hiring landscape is changing and how candidates must adapt to get noticed by employers.

Colette Dennehy, Global Esprit Recruitment Manager, GSK, will give her perspective of the MBA job market within the healthcare industry; taking a closer look at the job seekers’, career services and employers’ perspectives and how in collaboration are key to driving a successful outcome for all.

Speaker
Colette Dennehy, Global Esprit Recruitment Manager, GSK
SESSION 6
Programme design: from basics to cutting edge

In this session, George Iliev will discuss the 13 subject areas required for AMBA accreditation, as well as recent developments in entrepreneurship and innovation; data management and visualisation; managing uncertainty; balancing soft skills and hard skills; use of projects and live cases; and integrating blended elements into programmes.

Speaker
George Iliev, Director of Development Markets, AMBA

SESSION 7
AMBA Business School market update

AMBA, as the only MBA-specific accrediting organisation in the world, is perfectly placed to offer a unique view on global MBA markets and key current and future MBA and business education trends.

Speaker
Andrew Main Wilson, CEO, AMBA

SESSION 8
Evidence and insight: the global MBA trends you need to know about

This session will set out exclusive research that summarises key trends occurring within and affecting management education globally.

Speaker
Will Dawes, Research and Insight Manager, AMBA

SESSION 9
Programme Managers and Marketing and Admissions

The MBA demand within the global graduate management education landscape

The session will provide an overview of the main graduate management education trends and how the global demand and supply for MBA programmes is shifting, using GMAC market research and data that can help you make strategic decisions for your School.

As demographics are changing and candidates have more choices than ever, this session will investigate how the MBA is performing within – and against – the global graduate management education landscape.

Speaker
James Barker, Market Development Manager, Europe, Graduate Management Admission Council® (GMAC®)

SESSION 9
Alumni Development and Careers

Alumni case study

In this session we will hear from alums from an AMBA-accredited School. They will give their opinions and feedback on their experience of their MBA programmes. They will also discuss how they leveraged their MBA degrees to drive their careers forward.

Panel
Interviewer
Tariro Masukume, Membership Manager, AMBA

Interviewees
Gosia Herudzinska, Recruitment and Admissions Manager – Executive Programmes, Executive Master in International Finance (MIF), Amsterdam Business School, University of Amsterdam, Amsterdam Business School Alum
Tara Michael, Co-Founder and Strategic Director of Global Players, Amsterdam Business School Alum
SESSION 10
How nurturing your community can help achieve recruitment goals, support student success and improve alumni engagement

Postgraduate studies represent a huge investment for students: emotionally, intellectually and financially. There is a high expectation of value and return on investment. Institutions are trying to take a holistic approach with their communications and support in a competitive market, but are still focussed in a siloed manner on the lifecycle from recruitment to graduation.

In this session we will explore the approach of proactively connecting students to one another throughout their journey; from applicant, to enrolled, to alumni. In doing so, students are able to make informed choices inspired by others, a sense of community is developed, which provides support and a feeling of belonging. Institutions benefit from improved engagement, conversion and outcomes. Elements of this will be brought to life with examples presented by Imperial College Business School.

Speakers
Jamie O’Connell, Director Strategic Development, Unibuddy
Anum Akhtar, Student Recruitment Manager, Imperial College Business School
CONFERECE HOST

ANDREW MAIN WILSON
CEO, AMBA

Andrew joined AMBA as Chief Executive Officer during the summer of 2013, with a brief to build brand awareness and reputation, significantly expand membership worldwide and grow the global AMBA portfolio of accredited Business Schools. Membership has since increased by more than 400% and the Schools portfolio by 25%.

Prior to joining AMBA, Andrew was Chief Operating Officer of the Institute of Directors (IoD), one of the world’s most respected membership and management education organisations for business leaders. Andrew was formerly the Marketing Director and Commercial Director of Thomas Cook, and Sales and Marketing Director of Citibank Diners Club.

He is an experienced non-executive director (NXD), having served as an NXD on AIM-listed and entrepreneurial start-up boards, in the commercial real estate and luxury brands sectors.

Andrew also has a strong interest in global leadership excellence. As an interviewer and presenter, he has interviewed more than 100 of the world’s most influential leaders including Bill Gates, Baroness Thatcher, HRH The Duke of Edinburgh, Archbishop Desmond Tutu, Jack Welch, Indra Nooyi and Sir Richard Branson.

In his personal life, he has visited 175 of the world’s 200 countries. He is on a journey to become the first person to visit every country and tell the story – in images and words – of the 1000 greatest travel experiences on Earth. This is currently being featured as a series in Nikon Owner magazine.

Andrew was educated at Dulwich College and the University of Birmingham in England and Harvard Business School in the US.

CONFERENCE ORGANISER

LEAH CARTER
Global Head of Events, AMBA

Leah is Global Head of Events at AMBA, a globally-renowned impartial authority on postgraduate management education, currently accrediting programmes at more than 250 Business Schools in 75 countries. Leah is responsible for a large portfolio of more than 30 international and regional events including conferences, gala dinners, awards ceremonies, fairs and webinars. She has a strong financial services background having worked for international firms such as PWC and J P Morgan Chase, as a Project Manager and a Productions Assistant respectively. Leah holds a BSc in psychology, an MSc in health psychology and she is also an AGILE project manager and Prince2 practitioner.
SPEAKER PROFILES

ANUM AKHTAR
Student Recruitment Manager, Imperial College Business School

Anum is the MSc Student Recruitment Manager, at Imperial College Business School. She joined the Business School in November 2016. Her role involves recruitment for all Master’s, Doctoral and Summer School Programmes. Prior to joining Imperial, Anum worked for University of London, as a Senior Recruitment Consultant, placing graduates and students into temporary and permanent roles across London. Previous to that, Anum worked for London Business School as a Recruitment and Admissions Manager, recruiting for its leadership programmes.

LORD JASON ALLAN SCOTT
CEO, Calisthetics and Social Media Guru

Jason Allan Scott is a successful serial entrepreneur, professional keynote speaker, best-selling author, award-winning event professional, mentor, podcaster and a part of Tim Ferris’s NR set who travel the world educating and empowering people.

He shows ordinary people how they too can build a solid living with passion and purpose, on their own terms, while defining athleticism through calisthetics.

He has been voted one of the Top 100 Movers and Shakers in Events by Eventbrite 2016; number one on Double Dutch 250 people in Events; one of the top 10% of social media commentators in events in the world; one of the Small Business Top 100 companies 2016; and an entrepreneur to follow according to Evan Carmichael. He has started and sold several companies on three continents in his entrepreneurial journey.

JAMES BARKER
Market Development Manager, Europe, Graduate Management Admission Council® (GMAC®)

James Barker is Market Development Manager for GMAC based in London. He works with institutions to help them understand and use the range of GMAC products and services to aid their recruitment and admissions processes. He also engages with prospective graduate management education candidates, primarily to raise awareness of the GMAT exam. Previously he spent seven years in the admissions team for the full-time MBA programme at Judge Business School, University of Cambridge.

WILL DAWES
Research and Insight Manager, AMBA

Will is the Research and Insight Manager at AMBA. He is responsible for positioning AMBA as the insight-leader on postgraduate business management education. His role includes designing AMBA’s research programme and executing its projects, as well developing original research content, communicating findings, and writing thought-leadership pieces on the outlook for MBAs globally.

Prior to joining AMBA in 2018, Will spent 10 years at Ipsos MORI, a leading international research agency, where he worked within its public affairs division. Throughout this time, he was responsible for the management of high-profile research projects covering areas such as policy development, communications strategy and impact, corporate reputation and public sector programme evaluations. Will’s most recent clients included the Home Office, the British Council, the Gambling Commission and the Law Society.
SPEAKER PROFILES

COLETTE DENNEHY
Global Esprit Recruitment Manager, GSK

Colette has more than 20 years of recruitment experience across various industries. Her early career was spent recruiting for SME engineering consultancies at a local and global level. Since then she has worked across financial services and the healthcare industry in some of the world’s largest organisations with the focus on reorganisation projects.

She is an advocate for employing effective talent management strategies, beginning with recruitment as it has a direct correlation to an agile, engaged, diverse and high performing organisation. Colette is currently the Global Esprit Recruitment Manager for GSK’s flagship leadership development programme for MBA Students.

GOSIA HERUDZINSKA
Recruitment and Admissions Manager – Executive Programmes, Executive Master in International Finance (MIF), Amsterdam Business School, University of Amsterdam, Amsterdam Business School Alum

Gosia is a business development professional with a passion for innovative solutions. She completed the Amsterdam MBA full-time programme in 2007, and has remained connected with the Business School ever since. Initially an alumna, she became an employee – at first working with the MBA programme and later helping launch the MBA Big Data programme. Now, she is a driving force in introducing finance and technology content and repositioning the finance education offered by Amsterdam Business School.

Prior to obtaining her MBA degree, Gosia worked for several years in marketing and consulting in the pharmaceutical industry, introducing novel solutions for sales and marketing processes.

RON HYMAN
Executive Director, Global CAS Development, Liaison International

Ron Hyman is Liaison’s Executive Director of CAS Development. Hyman joined Liaison in 2015 and engages strategic partners to identify, co-create and take to market Liaison’s CAS platform for new global initiatives. In 2006, he co-founded Avow Systems, the first provider of secure electronic PDF transcripts for higher education. As General Manager of Avow Systems, he was responsible for all aspects of the company. In 2012, Avow was acquired by Parchment where Hyman became Senior Vice President and was instrumental in the merging of the two companies.
GEORGE ILLIEV
Director of Development Markets, AMBA

George Iliev is Director of Development Markets at AMBA in London, in charge of China, Russia, Spain and Latin America. He has managed more than 60 MBA programme assessments worldwide.

George completed his MBA at Emory University in Atlanta, where he was a Fulbright Scholar. He holds an MSc degree on China from the London School of Economics and a BA in Chinese studies from Sofia University. George has also pursued specialisations at the Hong Kong University of Science and Technology and at Anhui University in mainland China.

George’s professional background before AMBA includes consulting work in media (CNN-Atlanta); public health (Bolivia) and energy (Bulgaria); macroeconomic and EU policy research for the Economic Policy Institute; and a stint of four years as managing editor of China, Japan and Russia business news digests published by Dow Jones Factiva. He was a lecturer in Business and Economy of China at Sofia University until 2007.

George speaks Mandarin Chinese, English, Russian, Spanish and his native Bulgarian. In his spare time he writes a blog exploring the parallels between nature and business.

TARIRO MASUKUME
Membership Manager, AMBA

Tariro Masukume is the Membership Manager at AMBA. She is responsible for the recruitment and on-boarding of students and graduates from AMBA-accredited programmes, to the burgeoning community of current and future business leaders who make up AMBA’s global membership base. As well as liaising with programme directors at more than 250 business schools worldwide, to raise the profile of AMBA’s membership, Tariro also manages engagement with 35,000 individual members to ensure the delivery of valuable programmes and services to the membership community.

Tariro has more than 10 years’ business development experience, six of which she gained in the education management sector. Having started her career working on the Women in Leadership and Diversity in Leadership programmes in New York, London, Paris and Amsterdam – connecting high-potential graduates from top-ranked schools, with global recruiters at leading multinationals – she went on to work on a number of high-profile graduate recruitment tours before a brief tenure selling SaaS for FE and HE institutions.

Prior to joining AMBA in 2016, Tariro held key account management and membership development roles facilitating strategic commercial opportunities with transatlantic businesses.

TOBY MCHESNEY
BusinessCAS Advisory Board Chair and Senior Assistant Dean for Graduate Business Programmes at Santa Clara University, Liaison International

Toby McChesney has been the Senior Assistant Dean for Graduate Business Programmes at the Leavey School of Business, Santa Clara University since October 2016. McChesney oversees admissions, student services and career management for three MBA programmes and four Masters of Science programmes. Previously, McChesney was Assistant Dean of Graduate Programmes at the Robinson College of Business at Georgia State University for eight years. He has served on the Graduate Management Admission Councils (GMAC) board of directors and served as a speaker and presenter at numerous GMAC and part-time MBA conferences.
SPEAKER PROFILES

TARA MICHAEL
Co-Founder and Strategic Director, Global Players, Amsterdam Business School Alum

Tara Michael, originally from the state of Maryland outside of Washington DC, traveled to 45 countries before landing in the Netherlands.

Michael was a top sport university student in the US and played Lacrosse semi-professionally in Australia, the UK and Germany, before coaching the Dutch Women’s National Team and beginning a full-time MBA programme at Amsterdam Business School (ABS) in 2010.

She had already founded Global Players in 2008 – a study abroad programme specifically for student athletes – but pursued an MBA to get a macro overview in lieu of 10 years corporate experience. A graduate cum laude, Michael still regularly attends ABS events and encourages prospective students to take advantage of an international MBA.

JAMIE O’CONNELL
Director Strategic Development, Unibuddy

Jamie is a pioneer in UK education technology, having cofounded the worlds largest online student community – The Student Room. He has worked as EMEA Product Director for a leading CRM and application management provider and more recently joined the start-up Unibuddy as Director of Strategic Development. He is passionate about levelling the playing field in education and the role peer-to-peer communication can play in inspiring and supporting that goal.

PROFESSOR DR MARC SALOMON
Dean, Amsterdam Business School, University of Amsterdam

Marc Salomon is Dean of the Amsterdam Business School (ABS), Professor in Decision Sciences and Programme Director of the MBA in Big Data and Business Analytics.

His main teaching and research interests are in business analytics: the use of statistics, mathematics and IT to solve business problems.

Prior to joining the University of Amsterdam, Marc was COO at law firm Stibbe (2004-2013), COO and Director of Research at McKinsey & Company (1998-2004) and Director of the Center for Applied Mathematics at Rabobank (1996-1998). From 1996 to 2005 he had a part-time appointment at Tilburg University as Professor in Operations Research.

Marc holds a Master of Science (MSc) in econometrics from VU Amsterdam University and he obtained a PhD from Erasmus University, Rotterdam.

He published numerous articles in leading academic journals, such as Operations Research, Management Science and Transportation Science.
SPEAKER PROFILES

**STELLA SALIARI**
Senior Academic Relations Coordinator, Educational Testing Services (ETS)

Stella Saliari works as a Senior Academic Relations Coordinator for ETS Global in Amsterdam. She coordinates the GRE® and the TOEFL® tests outreach in Europe and works closely with universities and Business Schools.

Stella holds an MSc in Middle East politics from the School of Oriental and African Studies in London and a degree in English and German language and literature from the Technical University Carolina Wilhelmina of Braunschweig in Germany.

**CHANTALLE SAMPAT**
Programme Manager MSc Business Administration, Amsterdam Business School, University of Amsterdam

Chantalle Sampat is Programme Manager of the masters programme MSc Business Administration (MScBA) at the Amsterdam Business School, University of Amsterdam. The MScBA is a selective masters programme with an annual intake of more than 600 students from 50 different countries. The programme is also a popular choice for students who finished their undergraduate studies at other universities in the Netherlands.

After graduating in media studies at the University of Amsterdam, Chantalle worked in the television industry as a reporter, presenter and later editor-in-chief. Her TV programmes were broadcast weekly on Dutch national TV. This brought her a deep understanding of customer experience as well as creative thinking which she now applies to her portfolio within the management of the MScBA. Her mission is to deliver high-quality education to students and offer them an experience that lasts.

Currently, Chantalle is responsible for the large-scale event UvA in Carré, which forms part of the curriculum. At this event, top-level speakers from leading multinational companies as well as entrepreneurial alumni are invited to give inspirational seminars in Carré, the Royal Theatre of Amsterdam. Aside from her programme manager position, Chantalle Sampat is a part-time MBA candidate herself.
SPEAKER PROFILES

DR MARK VAN DER VEE
Director of the Graduate School of Business, Amsterdam Business School, University of Amsterdam

Mark van der Veen is Director of the Graduate School of Business and Head of Section International Strategy and Marketing at the University of Amsterdam. He had a leading role in the development of successful masters programmes including the MSc Business Administration (MScBA) and the Executive Programme in Management Studies. Over the years Mark has implemented numerous innovations to increase both the academic rigour and the practical relevance of the programmes. The MScBA is a selective masters programme with an annual intake of more than 600 students coming from 50 different countries. The programme is also a popular choice for students who finished their undergraduate studies at other universities in the Netherlands. As the Director of the Graduate School of Business, Mark is now responsible for the full portfolio of 31 masters programmes and tracks.

After graduating in economics, Mark worked in the field of environmental management training and consulting as a consultant and later was Managing Director of the Institute for Environmental Management. In this role he worked in several international projects for the European Commission and corporates on the development of industry standards for environmental management, auditing and reporting. Mark always combined this position with lecturing and has more than 20 years of teaching experience, including courses in strategic management, corporate social responsibility and business ethics. He earned his PhD with a study on sustainable product development at the Erasmus University Rotterdam.

DAVIDS WOODS-HALE
Head of Communications, AMBA

David is Head of Communications at AMBA and is responsible for the management of its award-winning magazine AMBITION, as well as devising and executing AMBA’s global public relations strategy and overseeing the research and insight department.

Prior to joining AMBA in 2016, David held a variety of roles in journalism, publishing and marketing, having most recently been Creative Director of the marketing agency Humm Media.

David has written for publications including PRWeek, Employee Benefits, Money Marketing, HR Magazine, Independent Nurse, The Guardian, Corporate Adviser, Management Today, The Economist, The BookSeller and The Independent as well as working on TV productions including Don’t Blame Facebook. In 2012, he was shortlisted for Business Journalist of the Year, was awarded Career Development Journalist of the Year and HR Journalist of the Year and was short-listed as one of the 30 journalists to watch under 30. He was also ranked the number one most influential social media commentator in the world on the topic of employment law.

In 2013, David was invited to launch and edit an international business journal for Duke University (US). He simultaneously moved into book publishing and became Editorial Director for the US and UK at LID Publishing. During this time, the company launched more than 20 top-20 best-selling business books. In 2015, David edited and published Not Knowing which was named management book of the year by The British Library and The Chartered Management Institute.
EVENT PARTNERS

THE WALL STREET JOURNAL

Read ambitiously

The Wall Street Journal is the world’s leading business news source, bringing unparalleled markets coverage and industry scoops to the most ambitious, influential and affluent people in the world. Readers rely on The Wall Street Journal’s unrivalled coverage and global perspective to inform their key business decisions. www.wsj.com

GRADUATE MANAGEMENT ADMISSION COUNCIL® (GMAC®)

The Graduate Management Admission Council (GMAC) is a not-for-profit organisation of 220 leading graduate Business Schools from around the world, actively committed to advancing the art and science of admissions. The Council provides the solutions necessary for Business Schools and candidates to discover and evaluate one another to ensure that talent never goes undiscovered.

GMAC owns and administers the Graduate Management Admission Test® (GMAT®) exam, used by more than 6,500 graduate programmes worldwide, as well as the NMAT by GMAC™ exam, used for entrance into graduate management programmes in India.

GMAC’s suite of research, products and services go beyond testing and admissions and are built on its decades of experience and the rich market intelligence that addresses the diverse needs of Schools and students. Turn to GMAC to help you identify and select the right candidates for your programmes, sharpen your skills through professional development events, and inform your admissions, recruiting and communication strategies and decisions. www.gmac.com

EDUCATIONAL TESTING SERVICE (ETS), GRE

ETS advances quality and equity in education for people worldwide by creating assessments based on rigorous research. ETS serves individuals, educational institutions and government agencies by providing customised solutions for teacher certification, English language learning, and elementary, secondary and post-secondary education, as well as conducting education research, analysis and policy studies. Founded as a non-profit in 1947, ETS develops, administers and scores more than 50 million tests annually – including the GRE® and TOEFL® tests – in more than 180 countries, at over 9,000 locations worldwide. www.ets.org/gre

LIAISON INTERNATIONAL

Liaison International helps higher education institutions better identify, recruit, and enrol best-fit students. Schools rely on Liaison’s admissions management and marketing automation solutions to reach prospective students, streamline administrative tasks, and create exceptional experiences for applicants. With 25 years of experience, it works with 5,000 programmes on 800 campuses and processes more than 1 million applications annually. www.liaisonEDU.com
KEYSTONE ACADEMIC SOLUTIONS

Keystone Academic Solutions is the leading expert in higher education web marketing, working with higher education institutions in more than 80 countries, including many AMBA-accredited Schools. Keystone Academic Solutions matches your School and programmes with the right prospective students and helps Business Schools diversify their MBA student enrolments.

Keystone Academic Solutions has more than 4.2 million student visitors each month. It generates this traffic and delivers it to Schools through its highly optimised websites in English and more than 40 other languages.

Keystone Academic Solutions has a dedicated website for MBA programmes, www.mbastudies.com, also available in 40+ languages. As a result, you receive the maximum exposure in the markets where you look for prospective students. www.mbastudies.com

EVENT SPONSORS

ANDROMEDA SIMULATIONS INTERNATIONAL

Andromeda Simulations has partnered with companies and Schools around the globe for more than 20 years, to provide business acumen through a simplified financial ‘working model’ of a business. The platform helps participants (at all levels) to think and plan financially by helping them develop a mental model of the ‘big picture’ of business finance and its dynamics. The platform demonstrates how departments in a company function, what information and tools they need to operate, and how they need to work together to be successful. The platform is flexible so different employees come to develop a common visual and emotional understanding of business, a common mental matrix for understanding a company, and a common language for communicating. Programmes run from four hours to three days, with platform dynamics and learning objectives appropriate to the need of the participants. www.income-outcome.com

UNIBUDDY

Unibuddy offers smarter student recruitment for institutions, optimising conversion through seamless integration on their websites to take student ambassadors online. Headquartered in the UK, it supports more than 40 institutions around the world, including global Business Schools. Directly addressing the challenge of the generation Z demand for rapid, personalised answers from their peers, the platform has led to a significant increase in conversion for its users. www.unibuddy.co
HOST SCHOOL

AMSTERDAM BUSINESS SCHOOL, UNIVERSITY OF AMSTERDAM

The Amsterdam Business School is the Business School of the University of Amsterdam. The University of Amsterdam is one of Europe’s major comprehensive universities. It is truly international in research, curriculum, staff and students with 3,000 students and 130 faculty (of which 46% are non-Dutch) with 28 different nationalities.

The School is rooted in the financial and business capital of the Netherlands and promotes excellence and leadership in all business areas. Research is fully integrated into the study programmes and small-scale interactive seminars are used to link theory to practice. Courses are taught by renowned academics and practitioners. The School has triple crown accreditation (from AACSB, AMBA and EQUIS).

THE ECONOMIST

First published in 1843, The Economist has, for 175 years, taken an editorial stance of classical and economic liberalism that supports free trade, globalisation, free immigration, and cultural liberalism.

Across print, app and online The Economist reaches a truly global audience of 15 million people per month. They are a mixture of business and political leaders as well as the aspiring leaders of tomorrow. The Economist characterises them as the ‘intellectually curious’. The editorial content makes The Economist synonymous with the furthering of knowledge and career progression, so making it the perfect partner for the world’s business schools to support their recruitment efforts.

https://www.economist.com/
Discuss the event and network with peers within the AMBA global family online at: community.mbaworld.com

#AMBA18
#BSPC18

UPCOMING EVENTS

Career and Talent Forum
9 July 2018
London, UK

Latin America Conference for Deans and Directors
3 – 5 September 2018
Buenos Aires, Argentina

Accreditation Forum
27 – 28 September 2018
Grenoble, France

Asia Pacific Conference for Deans and Directors
12 – 14 November 2018
Melbourne, Australia

MBA Excellence Awards and Gala Dinner
1 February 2019
London, UK

To find out more about these events and many others that AMBA organises visit: www.mbaworld.com/events. Alternatively please contact: Leah Carter, Global Head of Events via l.carter@mbaworld.com, +44 (0)20 7246 2694.