

IN FOCUS

News from MBA Focus – June, 2007

As the leading consulting firm in MBA recruitment, MBA Focus is committed to providing our corporate clients and school partners the most advanced, comprehensive service possible. Toward that end, we continually work to add top-level expertise to our management team, to deepen access to graduates and experienced alumni, and to position ourselves for strategic growth to better serve you in the future.

We are extremely excited about several steps we recently took to improve our ability to meet your recruiting needs and are eager to share this news with you through this special e-letter.

If I can provide you additional information on these topics or help you in any way, please do not hesitate to contact me via e-mail or phone.

Best regards,

Greg Ruf
Chief Executive Officer
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MBA Focus appoints director for Europe and Asia

MBA Focus has significantly extended its global reach with the recent appointment of Sandy Khan as the director of operations in Europe and Asia.

Working from her UK base, Sandy will focus on building relationships with European and Asian MBA programs to increase career opportunities for their graduates through MBA Focus.

Concurrently, she will work alongside firms in the bi-regional markets to improve their access to MBA talent.

Yet, Sandy reserves her best for all MBA Focus clients: In addition to developing the European and Asian markets, she will promote best practices in recruiting – including virtual recruiting – globally.

Certainly, Sandy is well-positioned to serve the global market: She is a world-class expert in MBA recruiting. Sandy most recently served as MBA programmes manager for Google EMEA. She began her impressive career in recruiting at PricewaterhouseCoopers and later moved to Lehman Brothers. She subsequently developed MBA programs for the EMEA markets for several blue chip organizations, including Bear Stearns and Accenture, before joining Google.

Sandy is the ideal leader to help move MBA Focus forward into key international markets – and to enhance our ability to serve our clients around the world.

MBA Focus launches development of a single system to handle all elements of career services

The MBA Focus team has been working closely with career services offices for two decades, managing information on MBA graduates for corporate recruiters. But, in just one more year, we will be positioned to serve them as never before.

We have launched development of a powerful new software system – called Global Talent Systems (GTS) – to streamline all elements of career services, including job postings, resume/curriculum vitae (CV) databases, campus interviewing and virtual recruiting. The system, slated for completion June 2008, promises to be the preeminent solution for career services offices.

As you know, MBA Focus is deeply committed to serving our school partners – and strives hard to provide you superior tools so that, together, we can serve both your students and their future employers. To ensure that the new GTS meets your every need, we are developing it with sound direction from several of the top MBA programs in the U.S., including our current partners, Kellogg, Stanford, Haas, and, soon, Columbia.

As a company focused on finding top MBA talent for clients, we have put one of the best in charge of developing our own project. Chief technology officer Traci Davidson will direct the creation of GTS. Traci's experience uniquely qualifies her to produce a superior data management system for career services centers. For the past decade, she has been a highly regarded data management consultant, leading projects for Nationwide Global, Nationwide Financial Services and the University of Alabama at Birmingham.

Traci holds a bachelor's degree in computer science, a master's in business and is a certified project management professional.

We look forward to introducing the new GTS to you next year.

Meet our new vice president of finance and administration

To provide strong financial management and direction as MBA Focus continues to grow, we have appointed Michael Miller as vice president, finance and administration.

Mike brings significant experience in financial management, both within the private sector and in public accounting. He comes to MBA Focus from Experience Columbus – formerly known as the Greater Columbus Convention and Visitors Bureau – where he served as vice president, finance and administration.

Mike previously was chief financial officer at Resume Link, acquired by BrassRing in 2000.

As chief executive officer of MBA Focus, I am thrilled to have Mike back on the team. I know that he is committed to a strong and stable growth rate that always puts our clients and long-term business objectives first.

MBA Focus publishes white paper on recruiting trends

Corporations come to MBA Focus for support in recruiting MBA graduates. Now, we will be able to provide them additional insight into MBA trends and bold, new ways to manage the talent pipeline through a recently published white paper, “New Directions in MBA Recruiting: Managing the Talent Pipeline in a Changing Environment.”

The white paper is based on findings from the Leadership Summit of the MBA Focus Advisory Council. The council includes MBA career services directors from 15 of the world’s top MBA programs as well as directors of MBA recruitment for 15 companies that lead the way in hiring MBA graduates.

“New Directions in MBA Recruiting” closely examines three primary developments in the field: the talent shortage, the changing profile of the MBA student and the arrival of the tech-savvy “millennial” scholar.

The paper discusses primary factors in the talent shortage and the need for businesses to build an ongoing pipeline of MBA talent. Key recommendations include moving beyond the one-time-a-year recruitment effort, building relationships with prospects early in the game and searching in a targeted manner across a broader range of MBA programs.

It also suggests that recruiters look beyond the traditional, full-time MBA student to those enrolled in part-time and executive MBA programs and that they use technology tools to individually target these students, rather than relying solely on the decreasingly successful annual on-campus recruiting events.

We would be happy to send you an electronic copy of “New Directions in MBA Recruiting” upon your e-mail request to jyork@mbafocus.com.