

Questrom Alumni Mean Business!



Alumni Career Engagement At a Glance

Annual Report | Jan 2024 - Dec 2024

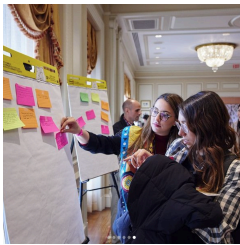
Strategic Pillars
& Digital
Presence

Alumni
Demographics

Meaningful
Engagement &
Partnerships

Data Integration

Looking Ahead



Foreword



Dee Polat, Director of
Alumni Engagement

"Our mission is to foster a culture of belonging among Questrom Terriers through meaningful engagement, and leverage our powerful alumni network to create opportunities that help support student career success."

The journey of a Questrom student doesn't end at graduation – it evolves into a lifelong connection that strengthens our entire community. This year marks a transformative milestone for Boston University Questrom School of Business as we establish our dedicated alumni engagement unit. Throughout this inaugural year, we have thoughtfully crafted a comprehensive strategy that reimagines how our school connects with, serves, and empowers our global alumni community.

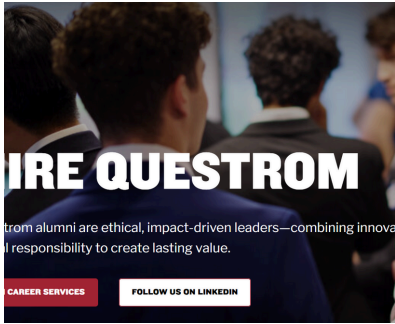
Our framework rests on five interconnected pillars that together create a robust foundation for meaningful alumni engagement. Through enhanced **Digital Presence**, we are building multi-channel touchpoints that bring Questrom's energy directly to our global alumni network. Our commitment to **Data Integration** ensures we can better understand and respond to our alumni's evolving needs through streamlined systems for collecting and analyzing engagement patterns. By strengthening **Partnerships** across Questrom, we create more cohesive experiences for our alumni while establishing opportunities for collaboration. Our strategic **Engagement** initiatives are carefully designed to address the diverse interests and needs of our alumni community, creating pathways for meaningful connection and contribution. Finally, we are building **internal capacity** through strategic hiring and professional development, ensuring our team can effectively serve our growing alumni network.

This report details our progress in each of these crucial areas this past year and outlines our vision for the future. When our alumni stay engaged, our students thrive. A single coffee chat can spark a career path, an alumni-led panel can illuminate new possibilities, and a meaningful networking conversation can build the confidence needed to pursue ambitious goals. Our mission centers on creating these vital bridges between our accomplished alumni and talented Questrom students.

We understand that every Terrier has unique expertise to share, whether through serving as a guest speaker, a Council member, sponsoring a class project, or opening doors at their organization. To our dedicated alumni, thank you for making Questrom better and stronger for our students and community. Your engagement makes all the difference.

Digital Presence

We developed a comprehensive communication strategy that reaches alumni through various touchpoints - from digital platforms to in-person events. The focus is on ensuring our alumni feel connected to both current happenings at Questrom and to fellow Questrom Terriers worldwide.



We've reimaged our website to create a user friendly platform that keeps our alumni connected to the heart of Questrom community. Explore our featured events, stay informed through our newsletter, dive into our engaging blog, and post jobs using our new [HireQuestrom](#) job posting form. Perhaps most exciting is our dedicated pages showcasing our passionate Alumni Council leaders who help shape our community's future. Check out our [new website](#) and send us your feedback.

Highlight 1: New Website

Our monthly newsletter “[Questrom Today](#),” now in its fifth edition, brings a carefully curated digest from the latest developments on Comm Ave, and inspiring alumni journeys to groundbreaking faculty insights, and stories of current students. With an exceptional 45% open rate, it serves as a comprehensive gateway to the Questrom experience, allowing us to bring the energy of Questrom directly to you!



Highlight 2: Questrom Today Alumni Newsletter



We are leveraging Questrom’s social media pages on LinkedIn and BUConnects to hold space for our alumni to interact, exchange insights, discover opportunities, and participate in discussions. Our goal is to help our alumni build lasting connections with each other and meet them where they are with Questrom’s latest news and updates.

Here are some of our most impactful posts from this year:

Highlight 3: Social Networking Sites

“ Milestone Moment at Questrom School of Business!

We are thrilled to announce the launch of two transformative alumni affinity councils this week designed to empower and support our alumni in their professional and personal growth, and amplify student career success through the power of meaningful connections!— **6,694 impressions**

”

“ Such an exciting time for Questrom School of Business

as we launch not one but two alumni affinity councils this week. Meet our Young Questrom Leaders - an impressive group of 17 exceptional graduates from the past decade who are already making their mark in the business world. - **3,563** post impressions

”

“ If you haven't seen our new space, come visit!

It's perfect for our students, alumni, employer, and campus partners to connect 🇺🇸, collaborate 💡 and thrive together! ★ <https://lnkd.in/grV-ZGVH>

”

“ Hello Questrom School of Business #alumni

🔍 Is there an opening at your company that could be a great fit for a #Questrom student/alum? ★ Post on our website <https://lnkd.in/gBgpm49> 🕒 We promise, it will only take 2 minutes!

”

Our new alumni blog [GreatIf!](#) features insightful articles on leadership strategies and professional growth alongside coverage of impactful career events happening at Questrom. Each piece is carefully curated to provide practical insights and inspiration that empower our alumni and students to advance their professional journeys and achieve their highest potential.



Highlight 4: GreatIf! Blog

- [Unbecoming To Become an Effective Service Leader](#)
- [Questrom School of Business Kicks Off BU Alumni Weekend with Thought-Provoking Dialogue](#)
- [Achieving Career Sustainability & Practical LinkedIn Strategies](#)
- [The Power Of Networking And Questrom Alumni Networks](#)

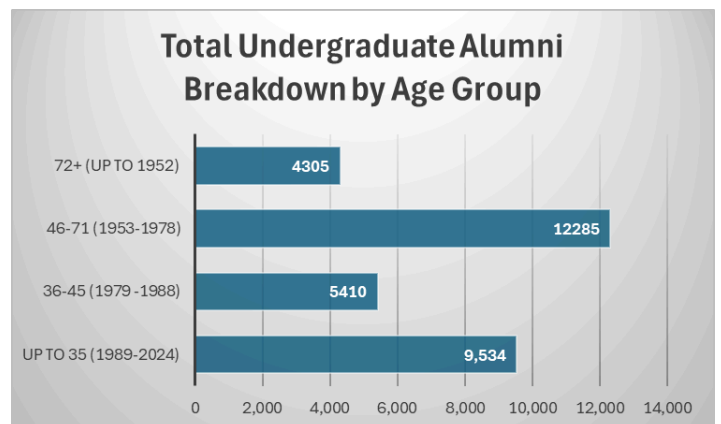
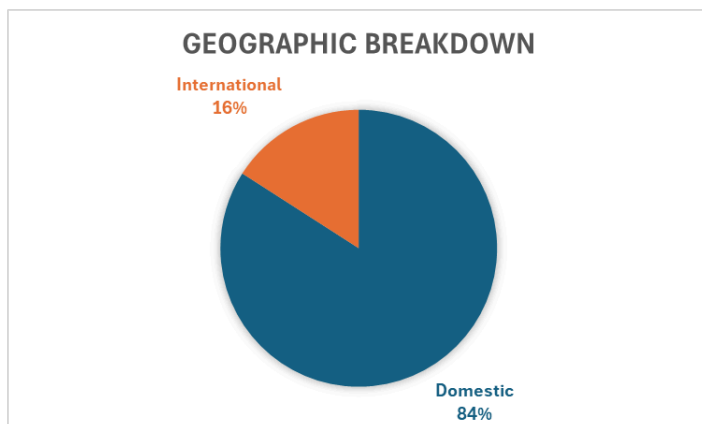
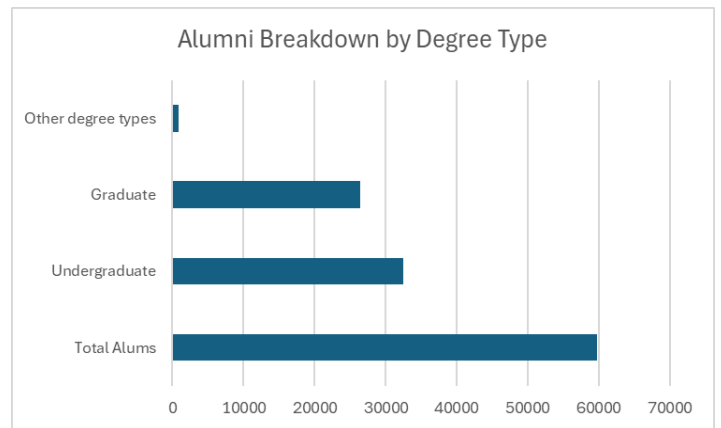
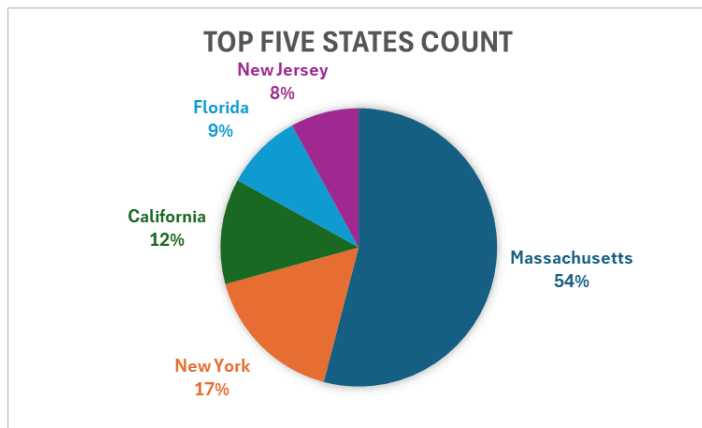
[Questrom's Commitment To Empowering Women In Business Education And Beyond](#)

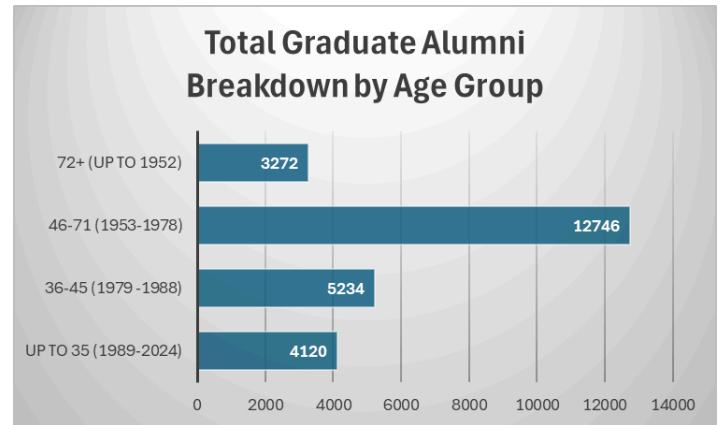


Highlight 5: 10 Ways to Be Great

We wanted to take the mystery out of what paying forward means and created a fun one pager that outlines meaningful ways you can make a difference as a Questrom alum. Whether you're passionate about sharing your expertise as a classroom speaker, enriching student projects as a sponsor, opening doors as a company trek host, helping build careers as a recruiter, or connecting our global community as an envoy - there's a perfect way for you to create impact that matches your interests and availability. Take a look at our [10 Ways to Be Great](#) one-pager to discover these opportunities and more.

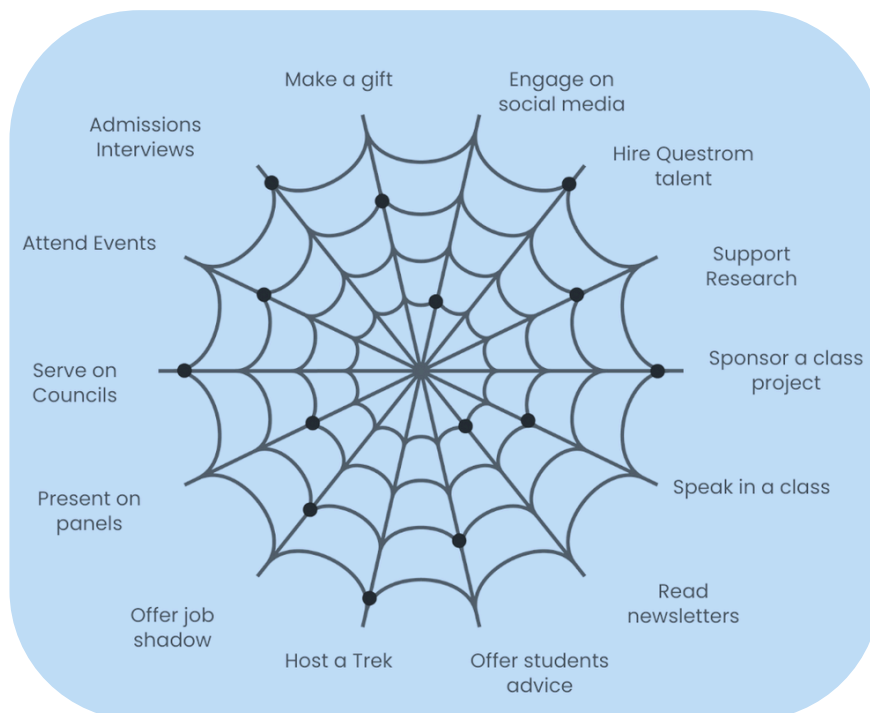
Alumni Demographics





Meaningful Engagement

Our approach to alumni engagement recognizes that every graduate connects with Questrom in unique and meaningful ways. By offering diverse opportunities for involvement, we enable alumni to engage in areas that align with their interests, expertise, and availability. Understanding these individual preferences and tracking engagement touchpoints allows us to create more personalized and valuable experiences that strengthen our alumni's connection to the Questrom community.



Alumni Affinity Councils

The Questrom Alumni Affinity Councils bring together accomplished alumni professionals who share common identities, experiences, and aspirations. They serve as dynamic platforms for meaningful connection,

professional growth, and community impact. Through innovative programming, the Councils aim to address current industry needs, anticipate emerging trends, while tackling specific challenges facing their communities.

Questrom Women in Business Alumni Affinity Council

At the heart of Questrom's commitment to advancing women in business is our new Women in Business (WiB) Alumni Affinity Council. This vibrant community launched in December of this year aims to empower the next generation of Questrom women business leaders by fostering meaningful connections between students and accomplished alumnae, championing women's initiatives across Questrom, and creating opportunities for professional growth and lifelong learning. Through carefully curated programming, the Council aims to champion initiatives that address the unique challenges and opportunities women face in business leadership, while strengthening the bonds among Questrom's global network of women professionals.

Our Women in Business Council brings together 22 accomplished alumnae who represent a diverse cross-section of the Questrom community. The majority of our members (68%) hold MBA degrees, while 32% are undergraduate alumni, creating a rich blend of educational perspectives. These senior-level professionals bring extensive expertise from key industries including marketing, finance, and food & beverage sectors. The Council reflects our commitment to diversity with 32% representation from underrepresented groups. Notably, 68% of our members graduated more than 15 years ago, bringing substantial industry experience and professional wisdom to their advisory roles.

[Meet WiB Founding Cohort](#)



Michelle Agudelo
MS '21
Manager, Digital Analytics,
Crocs



Taj Alavi
MBA '04
SVP Marketing, HP



Kate Barrand
MBA '85
President & CEO, Horizons
for Homeless Children



**Sarin (Majarian)
Barsoumian**
BSBA '05
Founder & LPL Financial
Advisor, SMB Financial
Strategies, LLP



Jessica Padula
BSBA '08
Vice President of Marketing
& Head of Sustainability,
Nespresso USA



Kara Peterson
MBA '08
Co-founder, descrybe.ai



**Lisa Robinson
Schoeller**
MBA '98
Head of Marketing, LRS
Consulting



Dina Shapiro
MBA '91
Founder, Yorkville
Consulting



**Moran Ben David
Shapira**
MBA '16
Chief Business Officer, VLX
Venture



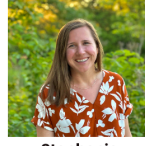
Allison Byers
MBA '08
CEO/ Founder, Scroobious



Katie Firth
MBA '06
Head of GWAM US/Europe
Business Office, John
Hancock Investment
Management



Kevyn Garcia
BSBA '16
Vice President of Sales,
pharosIQ



**Stephanie
Stanczyk**
BSBA '04
Senior Manager,
Accounting, Mondelez
International



Shironda White
MBA '18
CEO & Co-Founder, Cupcake
Therapy



Erika Gill
MBA '04
VP/Head of Neuroscience
Global Product & Launch
Strategy, Takeda



Sheena Gohil
BSBA '04
Vice Chair of Brokerage and
Head of Tenant Advisory
Council, Colliers



Irina Gulbrandsen
BSBA '13
Managing Director, Credit
Risk Manager for the
Americas, Cantor Fitzgerald



Michelle Heath
BSBA '92
Founder & CEO, Growth
Street



Georgia Homsany
MBA '09
Founder & CEO, Daily Dose
Wellness



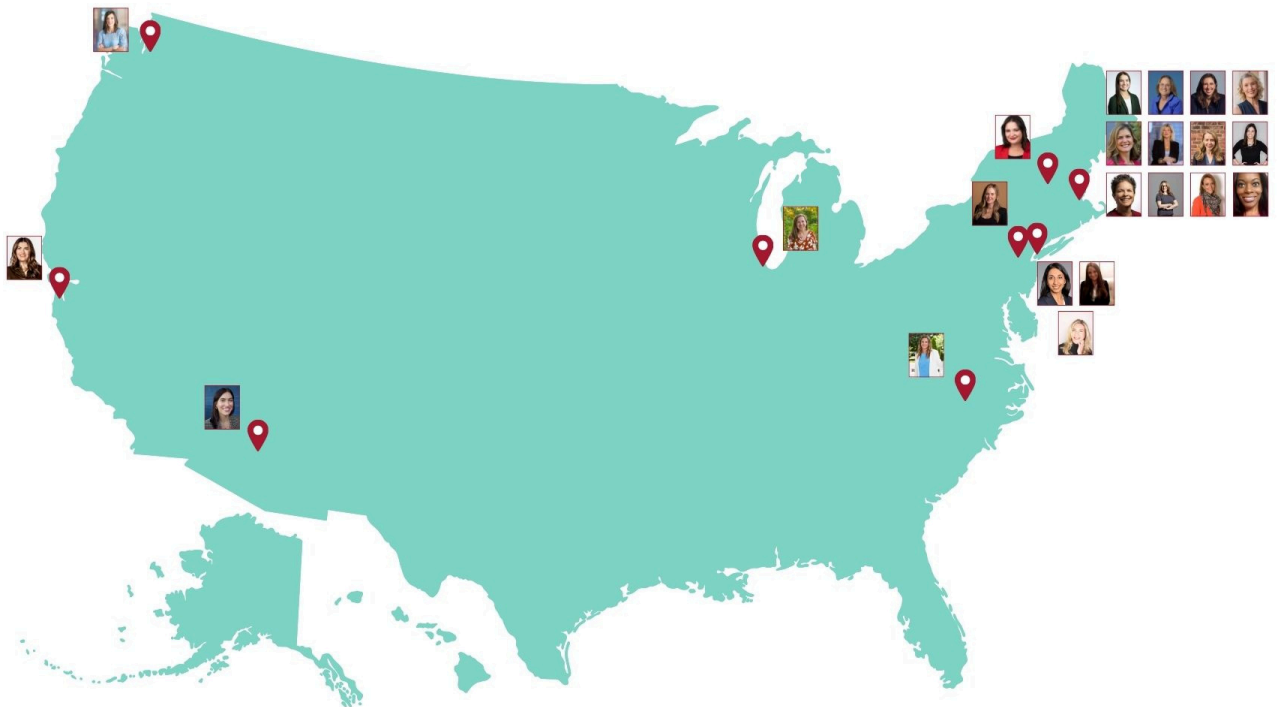
Stephanie Knapp
MBA '19
Deputy Chief of External
Affairs - Executive Office for
Administration and Finance,
Commonwealth of
Massachusetts



Nari Malkhasyan
MBA '20
Head of Vendor
Management (DMM) - Mass
Beauty, Amazon



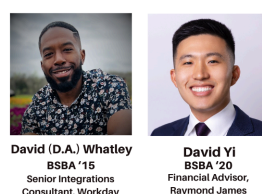
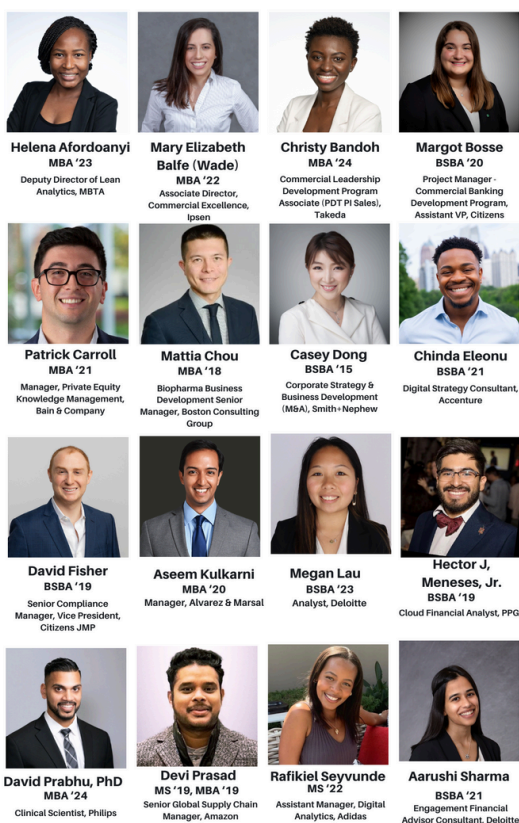
Leslie Mikus, SPHR
MBA '17
VP, Talent, MERGE



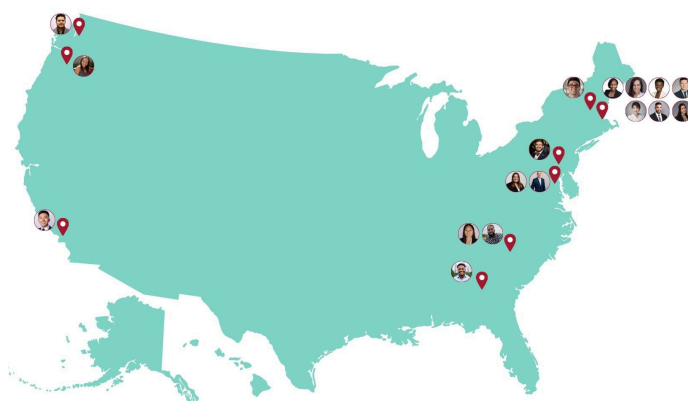
Young Questrom Leaders

Launched concurrently, Young Questrom Leaders serve as a vital bridge between current students and recent graduates, offering real-world perspectives and guidance while fostering professional growth among alumni in their first decade post-graduation. YQL members strive to build a vibrant, interconnected community that enhances both student and young alumni experience through professional development and industry connections. The Council demonstrates its commitment to strengthening the Questrom network by developing innovative programming that supports student career success while addressing the unique needs of early-career alumni.

Our inaugural council comprises 17 accomplished members who bring diverse perspectives from key industries including healthcare, consulting, and finance. With 80% of members graduating within the last five years and serving in early to mid-career roles, YQL aims to offer highly relevant guidance to current students and peer alumni. In its current composition, the council reflects a balanced representation of both undergraduate (53%) and MBA (47%) alumni perspectives, and demonstrates our commitment to diversity with 70% representation from underrepresented groups.



YQL Geographic Breakdown



[Meet our YQL Cohort](#)

Event Highlights

Below you will find select highlights from events hosted or co-sponsored by the Questrom Alumni Engagement unit. Cumulatively, the events have brought together over 600 Questrom community members since March of

2024.



Shark Tank Winner and Ex CEO of Surprise Ride Donna Khalife '05 speaks at L.A. Networking Event (May 2)



Scroobious CEO Allison Byers MBA '08 in conversation with Dean Fournier at Graduate Launch (August 29)



Your Future in Finance Alumni Reception at Cornwall's (Sep 21)



New York Times Best Selling Author Dave Kerpen CAS'98, Wheelock'98 in conversation with HBR Senior Editor Curt Nickisch Questrom '13 (Sep 26)



Kate Barrand Questrom '85, CEO of Horizons for Homeless Children, recognized with BU Distinguished Alumni Award (Sep 28)



Hundreds of BU Terriers from across the country flock to Questrom booth at Back to BU Beach Festival (Sep 28)



Irina Gulbrandsen Questrom'13, Managing Director at Cantor Fitzgerald speaks at International Student Career Panel (Oct 24)



Questrom Real Estate Meets in NYC, sponsored by Scott Aiese Questrom '06, Senior Managing Director, JLL NY (Nov 12)



Fireside Chat with BU Terriers psychologist Richard Davis GRS'99 and WBUR's Katie Stack CAS '11, Questrom '20 (Nov 14)



*Fireside Chat with BU Terriers
John Lipman Questrom '87
and Cecilia Yudin Questrom
'22, CFA'09, METG'14 (Nov 21)*



*Greater Boston MBA
Networking Event feat. Cal St.
Denis Questrom '14, Global
Sustainability Director at J&J
Medtech (Nov 22)*

Partnerships

Questrom's Alumni Engagement team supports our campus partners including staff and faculty colleagues with their year-round initiatives involving alumni. We have helped identify alumni judges for Questrom 50K Global Sustainability Case Competition, MBA Student Impact Awards, and Impact Investing Student Pitch Competition; we referred interested alumni volunteers to faculty colleagues for consideration for classroom speaking engagements, and have curated alumni speakers for career workshops. We believe in the value of partnerships in breaking down silos, and amplifying our mission to create lasting value for society through the power of our alumni network.

Data Integration

We are enhancing our alumni engagement tracking practices to gain deeper insights into how our alumni community connects with Questrom. Through a data-driven approach, we are standardizing how we measure and understand alumni engagement across different volunteerism categories to better understand patterns across our alumni population. This enhanced tracking approach will enable us to develop more targeted and meaningful programming, strengthen our alumni connections, and create opportunities that resonate with our diverse alumni community's interests and preferences.

Calls to Action



HireQuestrom: We have built a new job posting form to make it easier for our alumni to share jobs and internships available at their organizations. Those interested in recruiting from Questrom’s top talent can fill out the form [here](#).

Alumni Engagement Reporting Tool: Our campus partners can use our new “[Alumni Engagement Reporting Form](#)” to report their alumni engagement activity. This tool enables us to better understand and centralize data on our schoolwide alumni engagement activity, providing insights into our alumni engagement patterns.

Questrom Today Submission Form: Our campus partners can use this [form](#) to submit content suggestions for our monthly alumni newsletter that gets deployed to 45K+ alumni community members. Your input helps ensure our monthly communications reflect the diverse activities and opportunities across Questrom that matter most to our alumni community.

Mark your Calendar!

• • Spring 2025


Alumni Events

23 Jan

▼

Questrom Stacks Presents Fireside Chat with **Moshe Cohen '95** and **Meghna Chakrabarti '13**

Thursday




30 Jan

▼

New Year, New View: Goal Setting Virtual Workshop with **Georgia Homsany '09**

Thursday



06 March

▼

Real Estate Alumni Network Spring Reception, hosted by **Paul C. Laudano CAS '94**

Thursday


CHOATE

19 March

▼

Questrom Real Estate Meets in NYC, hosted by **Sheena Gohil '04**, Colliers

Wednesday



19 March

▼

New Year, New View: Goal Setting Virtual Workshop (part 2), co-presented with Undergraduate Development Center

• • Spring 2025

Alumni Events

26 March

▼

YQL Presents **Early Careers Panel**, co-hosted with BU Alumni Association

Wednesday

29 Mar

▼

She Leads Conference, co-hosted by Questrom Women in Business Council & WMBAA

Saturday

15 May

▼


MBA Student Impact Awards **Alumni & Faculty Reception**

Thursday

Coming Soon

▼


Questrom Stacks Presents: Fireside Chat with **Michelle Heath '92**, Author of Unrivaled



Coming Soon

▼

Questrom Stacks Presents: Fireside Chat with **Dina Shapiro '91**



Looking Ahead

Looking ahead, our goal is to sustain the momentum we attained during our inaugural year and continue to foster lasting ties among our alumni, while strengthening their connection to Questrom.

- We will identify and use **engagement scores** to help us measure return on engagement (ROE) from our events and programs. This will help us better understand which initiatives create the most meaningful connections, allowing us to optimize our offerings and demonstrate clear return on engagement for our community.
- We will fulfill our commitment to building **dynamic alumni councils** whose members create meaningful and measurable impact on our students' academic journey and career success. This will include developing a long range calendar of events and initiatives that resonate with our alumni network.
- Through carefully curated **communication channels** and timely updates, we'll ensure our alumni stay informed and engaged with the latest developments, opportunities, and achievements across our network.
- We will enhance our **digital engagement** by increasing the frequency of our newsletters, and creating consistent touchpoints using platforms such as LinkedIn, Instagram, and WhatsApp to keep our alumni closely connected to Questrom's latest developments and opportunities.
- We will **grow our team** by bringing on passionate professionals whose expertise and enthusiasm will help us meet the growing and diverse needs of our alumni community.

Gratitude

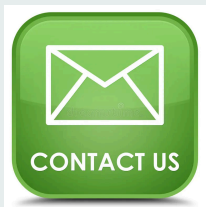
Sharanya Gowda Questrom '25, Project Management MBA Summer Intern (July - Aug 2024)

Samantha Germano, Assistant Director, Alumni Initiatives

We are Here For You



For further information and to get involved, please reach out to Dee Polat, Director of Alumni Engagement at deepolat@bu.edu.



Website: www.bu.edu/questrom/alumni/

General Inquiries: questromalumni@bu.edu

