



The Global Business & Finance Institute's mission is to enhance the visibility, and global standing of the Cotsakos College of Business. It is committed to creating and disseminating global business knowledge and promoting its practical application, by using state of the art technology.

Internal programs along with industry experts and professionals are employed cohesively to build a bridge between academia and application. The institute provides learning opportunities for domestic and international students and works with the university's interdisciplinary programs to accommodate degree and non-degree requirements.

The Gbfi is comprised of 3 major strategic activities: Research, Education, and Outreach.

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**COTSAKOS COLLEGE OF BUSINESS**

WILLIAM PATERSON UNIVERSITY

10th Annual Global Business Conference



Thursday, November 3, 2016  
2:00 - 6:30 p.m.

GUEST SPEAKERS

**David A. Brandon, Chairman & CEO**  
Toys "R" Us

**William J. Pesce '73**  
Retired President & CEO of John Wiley & Sons, Inc.

# AGENDA

November 3, 2016

Time	Auditorium
2:00 - 2:05 p.m.	Dean's Welcome
2:05 - 2:35 p.m.	Keynote Address: David A. Brandon, Chairman & CEO, Toys"R"Us
2:35 - 3:15 p.m.	Panel Discussion: Finance and Accounting Adapting to Become a Business Partner
3:15 - 3:30 p.m.	Break
3:30 - 4:15 p.m.	Panel Discussion: Sustainable Infrastructure Development The Role of the Private Sector
4:15 - 4:45 p.m.	Keynote Address: William J. Pesce '73, retired President & CEO, John Wiley & Sons, Inc.
5:00 - 6:30 p.m.	Networking Session

## Professional Sales

The ability to generate revenue and "sell the business" are among the most fundamental sought after qualities in new graduates. Despite enormous demand, very few colleges can provide graduates with demonstrated academically sound and practical sales credentials. The Russ Berrie Institute for Professional Sales in the Cotsakos College of Business is an exception. We are a nationally recognized leader in educating students for rewarding and successful careers in sales. More than any other entry position, sales careers provide new employees with immediate visibility, accountability, recognition, reward and opportunity – perfect for individuals looking for a "fast track." We aim to provide students with lifelong skills including relationship building, communication, negotiation, and leadership. Sales careers are often cited by employers as the most highly visible and effective entry points for new hires to learn about the business and demonstrate their understanding of a company's products, customers, and the markets they serve.

variety of financial products, including insurance and annuities. Our students have many opportunities to gain hands-on experience through internships with a variety of financial planning firms, brokerage firms, and insurance providers.

The Global Business program prepares majors to compete in global markets through knowledge of languages, cultures, differences in business etiquette, and diversity of customs, in addition to hard business skills. Global business majors gain an understanding and working knowledge of international trade, regulations and policy through specialized coursework. Cotsakos College of Business Global Business majors find opportunities in multinational corporations, global operations of domestic companies as well as multinational financial institutions and regulatory agencies.

The study of Economics provides students with a broad conceptual framework for understanding the social interrelations of consumers, business, workers, and government. Students majoring in economics develop an understanding of the factors behind conditions such as growth, development, inflation, unemployment, consumption, production, market structure, monetary and fiscal policy. In addition, economics now examines issues such as obesity, terrorism, crime, and neuroeconomics. Familiarity and literacy in economics can assist in guiding the development of policy to address contemporary issues such as the impact of globalization and increased international trade or the effect of budget deficits on the future growth of a national economy.

### **Marketing and Management Sciences**

Career prospects for Management students are broad and varied, and offer a great deal of flexibility and value in the highly competitive and globalized business job market. Cotsakos College of Business management majors are employed by both profit and non-profit organizations, and perform well in a variety of organizational positions, in both the manufacturing and service sectors. They have the knowledge and the skill set needed to successfully launch innovative ideas, effectively support strategic moves, and efficiently manage the operations of any organization. They typically hold positions in strategic planning, tactical implementation of plans, human resources planning and management, production and operations management, quality management, project planning and control, decision making, information and knowledge management, management consulting, and general management and supervision in a variety of industries.

When you graduate from the Marketing program in the Cotsakos College of Business, you'll be prepared for a wide variety of marketing careers. Whether you want to study consumer behavior, manage customer services, conduct research on new products, work in retail operations, or develop promotional strategies, you'll be ready. With the background you'll receive in international and domestic marketplaces, you can make decisions about product design and pricing, supply chain management, and how to communicate with potential customers here or around the world. You may want to work for a major corporation or even start your own business. There are opportunities to use your degree in fields like sports, healthcare, music, fashion, transportation, tourism, and social media. You can also find position in non-profits like charities, art groups, and non-governmental organizations (NGO's). No matter where your degree takes you, you'll go with a strong set of skills.

## **Keynote Speaker**

### **David A. Brandon**

Chairman & CEO at Toys“R”Us, Inc.



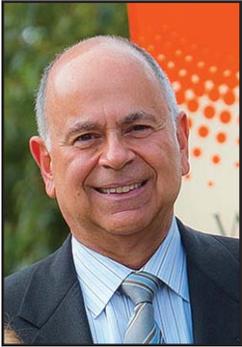
David A. Brandon joined Toys“R”Us, Inc. in July 2015 as Chairman and Chief Executive Officer. He leads the organization of 62,000 employees in leveraging the strength of the Toys“R”Us brand and positioning the global franchise of more than 1,800 stores in 38 countries for long-term profitable growth.

Brandon has deep experience in growing businesses, developing talent and building high-performance cultures that enable organizations to create and capture value. As Chairman and Chief Executive Officer of Domino's Pizza for 11 years, he led the company to unprecedented profit growth and the successful completion of the largest initial public offering in restaurant history, which subsequently doubled Domino's enterprise value to \$2.5 billion. Brandon has remained Chairman of the Board of Domino's as the company has further grown its value to over \$7 billion.

Prior to his tenure at Domino's, Brandon served as President and Chief Executive Officer of Valassis Communications for nine years, a period during which he made significant improvements in its operational performance and led the company's transition from a private family-owned business to a publicly-traded industry leader of media and marketing services. Earlier in his career, Brandon spent five years with Procter & Gamble Co., one of the leading providers of consumer packaged goods worldwide, in roles of increasing responsibility. He most recently served for nearly five years as Director of Intercollegiate Athletics for his alma mater, the University of Michigan.

Brandon received a bachelor's degree in speech communications from the University of Michigan, where he attended on a football scholarship and was the member of three Big Ten Championship teams. In addition to serving as Chairman of the Board of Domino's, currently he is a member of the Board of Directors of DTE Energy Company and Herman Miller, Inc.

## Keynote Speaker



### **William J. Pesce '73**

A member of William Paterson University Board of Trustees and Retired President & CEO of John Wiley & Sons, Inc.

William J. Pesce '73, who has served on the William Paterson University Board of Trustees since 2002, retired as the president and Chief Executive Officer of John Wiley & Sons, Inc. in April 2011. He earned a BA from William Paterson University and an MBA from New York University.

Pesce was a member of Wiley's leadership team for 22 years, serving as president and CEO for 13 years. He has extensive experience leading a global company; recruiting and developing collaborative leadership teams; building and sustaining a high performance organizational culture; creating and executing strategic plans; and consummating acquisitions and partnerships. While at Wiley, Pesce was actively engaged in the development of technology-enabled products and services for the academic and professional communities.

Prior to joining Wiley, Pesce served as president of W.B. Saunders, one of the world's leading medical publishers. He began his publishing career at CBS when it owned Saunders, Holt, Rinehart and Winston and the Dryden Press. He has received numerous honors, including his 2012 induction into the New Jersey Business Hall of Fame™, a lifetime achievement award for individuals making a significant, positive impact on New Jersey. He is on the Board of Overseers of the Stern School of Business at NYU and the Board of Directors of John Wiley & Sons, Inc.

## Cotsakos College of Business

The Cotsakos College of Business, accredited by AACSB International, aims to increase student success with an enhanced focus on technology, globalization, professional enrichment and stakeholder engagement. The College offers specialized baccalaureate degrees in the functional business disciplines of Accounting, Finance, Financial Planning, Global Business, Marketing, Management, and Professional Sales. Also, the College, which is a signatory to the UN's Principles of Responsible Management Education (PRME) compact, is growing its commitment to sustainability in business through new curriculum in the area, faculty research, increased community initiatives and new stakeholder reports.

### **Accounting and Law**

The accounting program, which includes traditional study of financial and managerial accounting, taxation, auditing, and legal and regulatory topics, gives students the educational experience and the skill set to qualify for a wide range of career paths in auditing and other assurance services, budgeting, tax accounting, systems consulting, internal auditing and cost accounting among others. Typically students start in entry-level positions in public accounting with local, regional and international firms, private industry in banking, manufacturing, retail and service organizations, local, state and federal government agencies. The accounting curriculum prepares students for a number of professional examinations including the CPA (Certified Public Accountant), CMA (Certified Management Accountant), and CIA (Certified Internal Auditor) and other certifications. It also prepares students to pursue advanced degrees such as the Master of Science in Accounting, Master of Business Administration (MBA), or Master of Taxation.

### **Economics, Finance and Global Business**

Finance deals with the "lifeblood" of an organization, that is, its cash flow. Finance majors learn how to raise, manage, and invest cash to maximize firm value with acceptable risk. They also learn about managing relationships with commercial and investment bankers. In addition to developing such critical corporate skills to maximize the value of a corporation, finance majors learn to analyze companies from a portfolio management perspective. Specialized coursework in securities analysis and portfolio management provides students with practical insights into capital markets and banking. Finance majors can begin work as a financial analyst in virtually any industry. Cotsakos College of Business finance majors also find employment as bankers, security analysts, or portfolio managers. They are also prime candidates for jobs in regulatory agencies such as the Federal Reserve Bank, the Securities and Exchange Commission, and the Department of the Treasury or Global agencies like the World Bank. The unique curriculum provides opportunities to learn about start-ups and venture capital, and specialize in entrepreneurial finance.

The rapidly growing field of Financial Planning offers the opportunity to gain the financial background and expertise necessary to help individuals and families achieve their goals and dreams. Graduates of the business administration/financial planning program will be prepared to pursue a broad range of careers, such as financial planner, financial advisor, risk manager, wealth manager, employee benefits professional, retirement planning specialist, as well as careers selling a wide



**Dana Robbins Schneider**  
Managing Director, LEED Fellow, JLL

Dana Schneider leads JLL's Energy and Sustainability Projects team nationally and heads the Northeast division in a region anchored by New York City, Boston, and Washington DC. Her focus is on energy optimization as well as the development and implementation of energy and sustainability programs for a broad range of clients and project types. She specializes in comprehensive energy and sustainability performance and LEED

certification for new buildings, existing building retrofits, and portfolios as well as commercial interiors. Schneider joined JLL in January 2002.

Schneider led the whole-building energy retrofit of the Empire State Building and achieved LEED EBOM Gold certification for the most famous office building in the world in 2011. This major initiative uses a groundbreaking analytical model for maximizing energy and environmental value per dollar spent, which she was instrumental in developing. Schneider is now replicating this energy optimization process in over 30 buildings across the U.S. Schneider is a LEED accredited professional and a *Phi Beta Kappa* graduate of the University of Virginia.

Schneider was named to *Engineering News Record's* "20 under 40" in 2011, *New Jersey Real Estate's* "30 Under 30" in March 2007, and *Engineering Design and Construction's* "40 under 40" in 2009. She has published articles in *High Performance Buildings*, *Lessons Learned*, *Area Development*, *National Geographic*, and *Sustainable Facility*; and has been quoted in the *Financial Times*, *The New York Times*, *Preservation Magazine*, *New York Construction*, and *Forbes*.



**Priya Nagaraj, PhD**  
Professor, William Paterson University

Priya Nagaraj is a Faculty Member of Economics and Global Business at William Paterson University. Her research interest is in the area of international economics, specifically financial globalization and firm level outcomes. She is particularly interested in the role of regulations on corporate performance.

Nagaraj received her PhD from City University of New York and her bachelors and masters degree in economics from Delhi University.

## Panel Discussion: Finance and Accounting Adapting to Become a Business Partner



**Maureen DeCicco '87, CPA**  
Partner, WithumSmith+Brown, P.C.

Maureen DeCicco has more than 28 years of professional accounting and audit experience, encompassing 23 years of public accounting experience with WithumSmith+Brown, PC, a top regional public accounting firm, and five years in private industry accounting and internal audit. She is the team leader of Withum's Media Broadcasting and Entertainment

Group and a team member of the Risk Advisory Group. In addition to providing audit and accounting services to the broadcasting, construction, manufacturing, distribution, publishing, healthcare and not-for-profit industries, DeCicco specializes in consulting engagements, including Sarbanes-Oxley assistance, outsourced internal audit services, and Risk Advisory consulting services for both financial and operational management.

DeCicco received her BA degree in accounting from William Paterson University. She is a member of the American Institute of Certified Public Accountants (AICPA) and the New Jersey Society of Certified Public Accountants (NJSCPA). She is an active member of the New Jersey Broadcasters Association and Media Financial Management Association. In 2011, she was in the NJBiz list of "Top 50 Women in Business." She is a member of the William Paterson University Cotsakos College of Business Advisory and Advancement Board.



**Melissa E. Sungela**  
Vice President Corporate Finance & Tax, Wakefern Food Corporation

Melissa E. Sungela recently joined Wakefern Food Corporation, the largest retailer-owned cooperative in the United States at \$15B and the merchandising and distribution arm of ShopRite, PriceRite, and Fresh Grocer as vice president corporate finance and tax. Prior to joining Wakefern, Sungela served as the vice president corporate controller for Coty Inc., a \$4B global beauty

company, where she assisted them in going public in 2013. Sungela was with The Great Atlantic & Pacific Tea Company, Inc. (A&P) an \$11B grocery retailer for eight years and held the position of senior vice president, corporate controller and chief accounting officer. She steered A&P through the disposition of their Canadian operations in 2005 for \$1.2B, the acquisition of the Pathmark stores in 2007 for \$1.3B and its first bankruptcy in 2011.

Sungela began her career at KPMG, spending time in their national offices on key assignments. She left public accounting for industry after ten years and acquired and honed her six sigma process improvement skills at Honeywell and General Electric before joining A&P. Sungela graduated from the University of Texas at Arlington *cum laude* from the Honors Program with a BBA in accounting and a minor in English.



**Susan Roos**

Partner, Private Company Services, PwC

Susan Roos is an Assurance Partner and leads PwC's Private Company Services ("PCS") team in New Jersey. With over 25 years of experience in audit and assurance, Roos has worked with Fortune 50, middle market and early stage companies across several industries, including retail and consumer products, technology, services, manufacturing and distribution.

Roos assists many companies in improving their operational, financial, and compliance processes and improving the effectiveness and efficiency of their business. She is currently the lead audit partner on several PCS accounts with revenues ranging from \$30 million to several billion. Her accounting specialties include complex revenue recognition, transaction and acquisition accounting, and initial public offerings. She has developed a broad base of business knowledge, including external and internal audit, business processes and controls, transaction assistance and general consulting.

Prior to joining the PCS practice, Roos spent a significant portion of her time with PwC's Emerging Business Services (the predecessor to PCS) and Tech Sector practices, serving both start-up technology companies, as well as large multi-national conglomerates such as AT&T and Dow Jones.



**Mary Kay Scucci '86, PhD, CPA,**

Managing Director, SIFMA

At SIFMA, Mary Kay Scucci is the accounting and finance expert and staffs several regulatory policy committees, including the regulatory capital and margin committee, the global financial institutions accounting committee, the IFRS committee, the asset management accounting policy committee, the treasurer's committee and the product controllers committee. She is the liaison to the boards of SIFMA's Financial Management Society

(FMS) and the Internal Auditor Society (IAS). She is a member of the William Paterson University Cotsakos College of Business Advisory and Advancement Board.

Over her career, Scucci has held many senior financial executive roles including chief financial officer, corporate controller, director of finance, and director of strategy development. Scucci is a certified public accountant (CPA). She holds a BA from Duquesne University, a BA from William Paterson University, an MBA from The Wharton School of the University of Pennsylvania, and a PhD from Rutgers University. She is currently teaching at Columbia University.

## Panel Discussion: Infrastructure Development the Role of the Private Sector



**Jeff Hipschman '87**

Senior Managing Director, CBRE

Jeff Hipschman currently serves as the senior managing director of CBRE, NJ supervising 125 sales and brokerage employees and overseeing 550 employees across NJ. Hipschman advises technically sensitive clients on site selection, configuration and procurement of facilities. Hipschman's career encompasses over 20 years of business experience in IT, operations, human resources and finance. His work history includes IT-related positions

at Salomon and Lehman Brothers and he served as CIO of Studley, Inc. Hipschman is a graduate of William Paterson University with a bachelor of arts in communications and is a member of the Cotsakos College of Business Advisory and Advancement Board.



**Robert M. Beinstein**

Director of Sustainability for the Environmental Financial Consulting Group, Inc

Robert Beinstein is director of sustainability for the Environmental Financial Consulting Group, Inc., a business consultancy that works with AEC firms on the financial aspects of the engineering and construction industry. He works closely with the Zofnass Program for Sustainable Infrastructure at the Harvard Graduate School of Design (one of the developers of Envision™)

and the Institute for Sustainable Infrastructure (which stewards Envision in the marketplace), roles that leverage his passion for articulating the business case for realigning engineering and corporate practices around more sustainable outcomes. He has a BS in civil and environmental engineering, and has held technical and managerial roles in the commercial nuclear industry, managed environmental programs in the Federal marketplace, and lead a diverse array of client service-related work. Beinstein is an advisory board member at the Zofnass Program, a licensed professional engineer, a credentialed Envision Sustainability Professional, an approved Envision trainer and a member of the *Tau Beta Pi* national engineering honor society.