“Actually, many of my GEMBA friends — faculty and fellow students — volunteered their support during our new company’s startup phase, far beyond my imagination.”

“I’ve gained the GM responsibility I’d long sought — the GEMBA program has given me the ability to demonstrate my leadership and deliver results.”

“The GEMBA program has given me an opportunity to build the career of my dreams, and continue to do so.”

“Even as a student in the first year, I was able to directly apply my GEMBA experience to my business development.”

“I now have the confidence and support I need to excel in my new business, and it’s almost entirely owing to GEMBA. I give my highest possible recommendation to the program.”

“The GEMBA program has given me a systematic, comprehensive framework of business understanding for taking the most important management challenges I face as the leader of a multinational enterprise.”

“GEMBA has a first-rate faculty — the best professors from the USC Marshall School of Business — experts in their fields.”

“My GEMBA experience has far surpassed my expectations.”

“Voices of GEMBA
The Credibility and Transformation
Our Students and Alumni Have Gained
USC-SJTU Global Executive MBA in Shanghai (GEMBA)
Welcome to Voices of GEMBA –

I’ve been teaching in the GEMBA program for ten years now, and one of my greatest sources of pride is the tremendous caliber and diversity of the students.

The GEMBA students bring outstanding professional backgrounds and diverse business perspectives to the classroom, elevating the learning of everyone in the room. And the program has repeatedly shown the ability to transform these amazing individuals and prepare them for expanded roles, new opportunities, and broader business challenges.

The classroom is just the beginning. The students begin to partner together to solve their business challenges, to prepare each other for their next promotion, and to form new business ventures as they look to the future.

Students build relationships that last throughout their careers, they continue to stay close long after graduation, and they become part of the famous Trojan Family of USC alumni, greatly expanding the impact and reach of their personal connections. I’ve been honored to get to know all of the incredible people you will meet in Voices of GEMBA.

On the following pages, learn directly about their personal experiences, in their own voices. You’ll gain a powerful understanding of this remarkable program.

David Koo
Director of Merchandise, Shanghai Disney Resort

Margot Schumacher
Founder and President, Consulting and Coaching for Growth, Ltd.

Sandy Qi
Chief Executive Officer, Interschalt Maritime Systems China

Jay Uhm
CEO, TPC Mechatronics, Inc.

Elton Pan
Sales Director, Agilent Technologies

Felix T. Wong
Director, The Family Business Network Asia

Martin Daffner
Principle Consultant, Collaborative Innovation, Global Innovation Center of Excellence, Cisco

Linda Zhu
Senior Partner, B&L Advisory

Charles Tebbutt
Director, China Marketing, Sauer-Danfoss

Sonny Shen
General Manager, Shanghai, Edelman Public Relations

Tiziana Figliolia
AVP of CTO, Autodesk

David Yeesing Chong
Deputy General Manager, Multipure China

Rebecca Liyan Branham
Co-Founder and Managing Director, B&L Group

Howard Fu
Senior Vice President, Asia Operations, Ohana, Inc.

Howard Wen
Senior Vice President, Investments, Merrill Lynch

Lydia Liu Tracy
Managing Partner, Finesse Law Group

Derek Wong
Asia Project Procurement Director, Praxair Inc. Shanghai

Rajeev Kapur
CEO, Sonic Emotion

Shuihui Peng
General Manager, Parker Hannin Corporation, Chomerics, Asia Pacific Division

Dan Galler
MD, Success Technology Development Ltd.

Dan Rosen
Executive Vice-President, North America, Lasle Bluin Media

Tetsuo Hossho
Certified Executive Coach, Coach A. Co. Ltd.
The GEMBA program has given me an opportunity to build the career of my dreams. When I joined GEMBA, I was managing the product development team for a footwear manufacturer in Shanghai. During my GEMBA experience, I discovered my love for marketing and found an opportunity that has led to a leadership career in consumer products.

In 2005, my GEMBA classmate referred me to the Senior VP of Global Merchandising Group for the National Basketball Association (NBA). After several rounds of interviews, and with the business acumen I’d gained in the program (both fundamentals and real-world), I accepted the role of Licensing Manager for NBA China during an extreme growth era for both China and the NBA. During my six years at NBA China, I was promoted first to Senior Manager and then to Director of Licensing and Head of NBA Stores, signing key brands in China and building multiple retail locations for the NBA China Games, the 2008 Beijing Olympics, and the 2010 Shanghai Expo. Many GEMBA classmates and alumni introduced me to potential licensing partners, and one of my classmates opened a NBA store at the Mercedes Benz Arena during the Shanghai Expo.

In 2011, I learned that Disney Consumer Products, the largest licensing brand in the world, was seeking a Director, Greater China for their Fashion and Home division. Because of the expertise I’d built up at NBA China, combined with my GEMBA experience, they offered this tremendous role to me. And now I am starting my next exciting journey with Disney as Director of Merchandise, Shanghai Disney Resort, leading product development, planning and logistics, and store operations. I credit the GEMBA faculty, curriculum, and classmates for my career success. The GEMBA program has given me an opportunity to build the career of my dreams, and continues to do so.”
I worked for 15 years as a supply chain director for major multinationals in the food sector, covering Europe, Asia and North America. After I began GEMBA, my deepened understanding of strategy and leadership inspired me to consider a career transformation. Conversations with my classmates strengthened my conclusion that moving in a new direction was the right thing to do.

I established my own coaching and consultancy practice in 2012, and I’m greatly satisfied with the progress to date. My learnings from the GEMBA program, the broader and deeper knowledge I gained, and even more importantly the great network of friends and fellow alumni, have been instrumental in my success as a new entrepreneur.

When I began the GEMBA program in 2004, I was the Chief Representative of Northrop Grumman Sperry Marine China. I soon gained promotion to General Manager of an expanded operation, responsible for a newly established trading company. I gained the opportunity to apply my GEMBA learnings more comprehensively, moving a strategic plan from words on paper into the hearts and minds of the team, achieving our goals.

After graduation, I continued to apply the perspectives I’d gained in GEMBA as I led the company forward in China. Based in part upon my accomplishments, and also in large part on the reputation of the USC Marshall MBA, I gained the role of CEO, Interschalt Maritime Systems China, in 2011. My GEMBA experience has been transformational for me as a successful leader.”
In 2000, I succeeded to the leadership of a company founded by my father in Korea in 1973, which had grown to multinational stature. When I was considering an EMBA program, I sought one that would help me take my business to the next level of achievement. I sought a program that would give me truly global, C-suite insights on the business world of the 21st century, so that I could produce more value for all our stakeholders: our employees, our customers and suppliers, and our owners — those who have committed themselves to our company and my leadership by buying and holding our stock.

The GEMBA program has given me a systematic, comprehensive framework of business understanding for solving the most important management challenges I face as the leader of a multinational enterprise. And the benefit to our business has sometimes been immediate — Prof. Dan O’Leary’s information systems project encouraged me to launch a company-wide business intelligence project, Prof. Bhambri’s strategy sessions prompted me to overhaul our overall company strategy, and Prof. Porter’s statistics module led me to strengthening our SPC quality analysis. Each of these changes alone have created solid ROI for my investment of time and tuition in GEMBA. Taken together, the value of the improvements in our company that are attributable to my GEMBA experience have vastly exceeded my investment.

In addition to the in-class learning value, I’ve also developed a network of peers, themselves business leaders, especially in China. I strongly recommend GEMBA for senior executives who aspire to change their companies, create meaningful competitive advantages and become better leaders. For a CEO like me, the GEMBA benefit is truly tremendous.”
Elton Pan
GEMBA Class of 2013
Sales Director,
Agilent Technologies

“GEMBA has given me the fundamental hard skills of finance, accounting and statistics, so my qualitative and quantitative analyses are well grounded. But the program has also helped me develop my strategic thinking skills and ability to see the bigger picture. Further, I’m better able to communicate well-structured ideas at the C-suite level, I am a more effective integrator and facilitator across regional and functional boundaries, and I can dynamically bridge the gap between global thinking and local implementation. I’ve also extended my network throughout many countries and gained insights from classmates with a wide diversity of industry backgrounds. In short, I’ve gained credibility, transformation and a powerful global network. I like to say that GEMBA has given me Gratifying, Exceptional, Memorable and Brilliant Add-ons to my life and career!”

GEMBA at a Glance

USC Marshall

- No. 4 Executive MBA program – Wall Street Journal
- Top 10 Executive MBA program – Bloomberg Businessweek

SJTU Antai

- No. 2 In China for internationally relevant research – Financial Times

GEMBA Schedule

- Integrated classes held every six weeks, spanning 20 months
- Ten sessions in Shanghai, in five-day modules spanning weekends, with two faculty members paired in each module to deliver an integrated leadership experience
- Two one-week sessions on the USC campus in Los Angeles
- A week-long encounter with business and government leaders in another Asian country

GEMBA Students

- Average 37 years of age and 15 years of work experience
- Hail from more than 12 countries and regions and are based throughout East Asia and beyond

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The credibility and prestige of USC Marshall — the globally recognized USC Marshall MBA degree, from a business school consistently ranked among the top in the world. Plus the prestige of Shanghai Jiao Tong University (SJTU), widely recognized as a top-five institution in mainland China; Membership in two famed, global alumni associations — USC’s ‘Trojan Family,’ a 300,000-member global network of enormous wealth, influence, diversity and geographical reach, and the prestigious alumni association of SJTU, with more than 100,000 connections in China and overseas.

Join GEMBA and solidify your position as a polished, strategic, multinational leader with a command of the big picture. Our transformative learning experience, worldwide brand recognition and exceptionally powerful alumni networks help you rise quickly in the global business landscape.

The GEMBA Solution

To become the global leader you seek to be, you need:

- C-suite-level confidence from stronger leadership and interpersonal skills, to build partnerships, influence others and drive results in a diverse global environment, confirming that you are a globally powerful leader;
- Top-tier global credentials, so business leaders seek you out for hiring and promotion as they feel more confident in your ability to lead;
- A truly global network, expanding your range of career and business opportunities, as well as your understanding of the global business environment, so you can effectively lead worldwide.

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- World-class, globally engaged faculty with a laser focus on fostering the strategic thinking, leadership skills and executive confidence necessary for you to excel at the C-suite level;
- A unique, innovative curriculum, strategically designed to ensure your C-suite-level mastery of the challenges and opportunities facing 21st century business leaders;
- A truly global perspective, informed by study in several dynamic, international business centers, with peers from many nations, and the world-leading alumni networks.

The Challenges and Opportunities You Face

You seek to become an increasingly successful and globally relevant C-suite leader. But you face barriers. You may not be getting key promotions and job offers. Or your skill set may no longer be sufficient to meet your growing leadership challenges. Or you’re not receiving the increases in compensation you know you’re capable of earning.

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To me, the ROI of GEMBA can be expressed in three simple words: asking better questions. The GEMBA experience has given me such a broad-based and in-depth business perspective that I find I’m consistently able to ask better questions about what I see in my working environment, and that by articulating such questions I can drive better results from my team.

Felix T. Wong
President, GEMBA Class of 2014
Director, The Family Business Network Asia

Today’s global business environment is increasingly complex and competitive.

To be successful is becoming ever more challenging. The USC-SJTU GEMBA program — the faculty, the curriculum and my classmates — not only helps me navigate through the business climate today, but also, through a “learning by doing” approach, accelerates my development as a transformative and responsible leader.

Furthermore, while the program is based primarily in Shanghai, it dovetails executives and cultures from around the world. I have been immersed in the traditions and disciplines of the East, melded with the solid case learning and the best practices of the West, for a truly shared global experience.

I have found that GEMBA is not at all an Easy MBA. Rather, it is an Experiential MBA that provides me with the credibility of the proud USC heritage, combined with the interactive learning experience that I seek, to achieve and thrive.

Martin Daffner
GEMBA Class of 2012
Principal Consultant, Collaborative Innovation, Global Innovation Center of Excellence, Cisco

Asking better questions has also proven valuable to me personally — my ability to express a greater understanding of business at the leadership level has gained me access to a remarkable new position. My GEMBA studies have been an essential contributor to this major career step.

Felix T. Wong
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Before I joined GEMBA, I had already built a solid career base in finance, including a role as Greater China Finance Manager of a Fortune 500 company. Later I served as global VP, finance and legal, for a US-based pre-IPO company. But I still felt that I needed something more. So I joined GEMBA to enrich my knowledge, experience and perspective.

GEMBA continually amazed me. The experienced and warm-hearted faculty helped us develop many new ways of thinking. Never dogmatic, they were very practical and supportive, not only in class but also afterwards. I will always remember the great advice and support I received from, among others, Profs. Campbell, Chen, Crookston, Patton and Weiss. Two years after graduation, I still gain value from their perspectives and support. And my GEMBA family members are a lifelong treasure. We shared almost a childlike joy in learning and cooperated selflessly.

Working with these faculty and fellow students, I finally gained a clear picture of what I’d felt was missing, what I really wanted and how to get there: to start my own business. After graduation, I founded B&L Advisory. Although we target a niche market with severe demands, my years of corporate experience, plus the GEMBA perspective, are a solid platform for success. Actually, many of my GEMBA friends — faculty and fellow students — volunteered their support at our startup phase, far beyond my imagination. I credit GEMBA for transforming my life. Join us and let’s help each other. We are all Trojans together!”
GEMBA has a first-rate faculty — the best professors from the Marshall School of Business — experts in their fields. Moreover, they are great teachers, with a passion for their subject matter, and the ability to help students from broad backgrounds to understand the core concepts and how to apply them in practice.

And these faculty have years of experience teaching GEMBA’s theme-based and integrated curriculum, providing a unique and powerful learning environment. During the program, I learned not only about key issues in finance, marketing, strategy and such, I learned how to more effectively integrate my approach to business challenges and opportunities, from a general management perspective. Years after graduation, I am still very happy that I joined GEMBA.”

“Even as a student in the first year, I was able to directly apply my GEMBA experience to my business development. Ever since then, the GEMBA program has proven a solid foundation for my sustainable career growth and has given me the confidence to take on added responsibility in my company. GEMBA also expanded my network. I became part of USC’s world-famous Trojan Family of alumni, in addition to becoming an alumna of Shanghai Jiao Tong University. I made lifelong friendships with my classmates — 55 students from 15 countries — who will always be able to share with me their diverse insights.”

Sonny Shen
GEMBA Class of 2010
General Manager, Shanghai, Edelman Public Relations
I joined GEMBA to expand my network, confront different ways of thinking and continue my overall development. GEMBA was my first choice because of the integrated curriculum, as well as the program's strengths in general management, leadership, and global exposure.

As an accomplished finance executive for a global software company, I found that the international community I interacted with in class, and the USC/Jiao Tong network that I gained access to, proved to be the ideal context for me to refine my global perspective, crucial for my business endeavors.

The GEMBA environment has been very conducive to learning — both the faculty and the students come together through active collaboration in sharing knowledge, perspective and understanding of cultural and business diversity.

Finally, by joining GEMBA I gained access to the USC Marshall/SJTU Antai massive alumni network. Like a family, the combined alumni will serve as an ally throughout my career.

At the beginning of the program I had a set of expectations, which have all been surpassed, but most importantly GEMBA gave me something I did not expect: an amazing journey with terrific people that will be friends for life.”

Tiziana Figliolia
GEMBA Class of 2013
APAC CFO, Autodesk
We founded our consultancy in Shanghai in 2005, focused on large-scale industrial construction projects. We've transitioned from the early startup phase, but we still face the challenge of how to grow profitably. When I joined GEMBA, I needed a systematic and comprehensive understanding of our business challenges, so that I could become a more strategic leader. I've gained lots of valuable perspectives from my classmates and the top faculty from the Marshall School — I was confident of the quality of the program from the beginning, as it's built on Marshall's top-ten programs in Southern California.

I'm now much stronger at seeing strategic opportunities and risks, further in advance, so that we can bring our customers comprehensive solutions, expanding our scope of service but in a profitable way. GEMBA was the right decision for me.

I was a leader in a global search firm’s Shanghai office, having previously worked in Japan and Malaysia. One of my classmates, Zachary Rice, president of a family-owned consumer products company, approached me to help him find a Deputy General Manager for their business in China. After a few months on the search, Zachary and I became convinced that I was probably the best candidate for the role, so Zachary hired me! I've been in the role for more than a year now, and it's proven to be a great boost to my career — GM responsibility was what I'd long sought, and the GEMBA program has given me the ability to demonstrate my leadership and deliver results.

David Yeesing Chong
GEMBA Class of 2012
Deputy General Manager, Multipure China

Rebecca Liyan Branham
President, GEMBA Class of 2013
Co-Founder and Managing Director, B&L Group
When I joined GEMBA, I was already a global player, being Chinese yet based in Japan and working throughout Asia, but the GEMBA program gave me the final impetus (confidence, skills) I sought to launch my own business with some friends and former colleagues. Even at the beginning of my GEMBA experience, I was thinking about launching a business based on digital networking. My early GEMBA classes helped me a lot in starting to design the structure of the business, and as I went through the program I gained steadily more value in developing the business plan.

But the GEMBA value went far beyond the content of courses. Several of the faculty were extraordinarily helpful and valuable, spending lots of time with me outside of class.

• Prof. Arvind Bhambri, named one of the best EMBA faculty in the world by the Wall Street Journal a few years ago, constantly pressed me to focus and focus again my go-to-market strategy.

• Our GEMBA Academic Director, Prof. Baizhu Chen, offered remarkable insights into the Asia-wide business landscape. Prof. Chen is a native of Shanghai but has spent more than 25 years in the United States, so he's completely bi-cultural.

• Prof. Bill Crookston, a long-time entrepreneur himself, pushed me on the practical details, and offered his other classes at Marshall as test-market candidates. He said, “We’re all Trojans — this is what we do.”

• Prof. Allen Weiss, a globally recognized expert on the interface between the digital world and marketing, offered his profound insights on business initiatives in the digital age.

• Prof. Kathleen Allen introduced us to some promising VCs. She also reviewed and honed our business model. Her guidance led us to focus on key monetization strategies, which we implemented.

And one of our GEMBA faculty will serve as a board member of our company. Moreover, I leveraged the experience of previous GEMBA class members, many of whom had taken the entrepreneurial step successfully. They were exceptionally generous with their time and insights. I received in addition extensive perspective from my own classmates, hailing from mainland China, Taiwan, Singapore, Thailand, the Philippines and the United States.

After my graduation, when I was ready to devote myself full-time to the project, I found through the USC Trojan Family in Japan a tech-sector PE investor who's also a leader in the USC Alumni Association here. He's become one of our angel investors.

Our business launched in December 2012. The GEMBA program delivered not only the learning, but also the connections and phenomenal support from classmates, faculty and the wider alumni network. I now have the confidence and support I need to excel in my new business, and it's almost entirely owing to GEMBA. I give my highest possible recommendation to the program.”

Howard Fu
GEMBA Class of 2012
Vice President, Asia Operations, Ohana, Inc.
As a private wealth portfolio manager, my work is mostly about finance. The GEMBA program has given me exposure to aspects of business I don't otherwise gain, such as the challenges and opportunities on a factory floor, or developing a multinational brand in mainland China. The finance-related components of the program were valuable, as they helped bolster my systematic understanding of the field as well as the latest developments, but it's the non-finance components that have delivered huge ROI for me, because I can use my greatly expanded understanding of business to more dynamically interact with my clients and boost the performance of their portfolios.

Howard Wen
GEMBA Class of 2012
Senior Vice President, Investments,
Merrill Lynch

Much of our firm’s practice is serving clients on M&A deals, an increasingly preferred exit strategy for VCs, as the IPO environment becomes more severe. My GEMBA studies, the faculty and my classmates have all given me much richer insights into business practice worldwide, so I advise my clients more effectively on how to initiate M&A transactions and then complete them successfully. I win their increased trust and gain more business as a result. Through my experiences in the GEMBA program, I’ve also become a better leader, because I communicate more dynamically — another huge value contribution to my firm and my own career.

Lydia Liu Tracy
GEMBA Class of 2013
Managing Partner,
Finesse Law Group
I found the GEMBA experience to be a great journey of discovery — discovering not only what’s possible in the world, but more importantly what’s inside each of us as individuals. I joined the program expecting great insights into business disciplines, ranging from finance and marketing to operations and strategy. But the capstone entrepreneurship module of the GEMBA program was beyond my expectation — it encompassed and synthesized all our GEMBA learning. The module challenged all of us to pursue a more purposeful journey, equipped with all our learnings from the preceding 21 months. I reaffirmed that leadership isn’t just a practice in our business lives, but something we must practice daily in shaping our own destinies. People, network, and teamwork are the three drivers for successful ventures. Our GEMBA student diversity, our abundant networking events throughout the program and our team-based learning approach have been the key ingredients of this fabulous learning experience. I remain grateful to the GEMBA faculty and staff, and my classmates — they have made a profound difference in my life.”
Rajeev Kapur
GEMBA Class of 2014
CEO, Sonic Emotion

“It’s said that one should always invest in the future, and I believe there’s no better way than in an MBA. In the next 10 to 20 years, China and India will be the two largest economies, so why would you not invest in a truly global MBA program?

My company’s headquarters are in Zurich, we have offices in Hong Kong and Tokyo, and I run the entire business, often by Skype, from my base in Southern California, though I fly well more than 150,000 miles per year. The only MBA programs worth considering for leaders like me are those that are themselves truly global.

The Global MBA (GEMBA) program from USC and Shanghai JiaoTong University (SJTU) delivers on all metrics — you get the best of both worlds. Not only do you get the same top-quality Marshall professors you would interact with in Southern California, you also get them in Shanghai, supplemented by experts from China and the region. As a GEMBA student you also gain immersion into the main USC campus in Los Angeles, which opens doors not just among the tens of thousands of alumni throughout the Asia-Pacific region, but also in the United States.

The GEMBA mix of case-based work combined with foundational learnings in finance, accounting and similar academic disciplines is a terrific balance. Given my work and family requirements, I particularly appreciate the GEMBA calendar — we meet once every six weeks, a schedule that’s easily manageable for me, and I combine business meetings in Japan and Hong Kong with my GEMBA travel requirements. The program also gives me more time to spend with my family, as opposed to other programs in which I would lose every other weekend.

The GEMBA program has proven itself to be an exceptionally powerful platform for my ability to manage the risks and capture the opportunities that help my company succeed on the global stage, along with allowing me to further the goals that I have set for myself on a global basis.”
Dan Rosen
GEMBA Class of 2008
Executive Vice-President, North America, Louise Blouin Media

GEMBA promises credibility, transformation and a global network. During my GEMBA student experience and the years after my graduation, I’ve found again and again that GEMBA delivers powerfully on all three. With my prestigious USC Marshall MBA degree, I gain instant credibility in my various business interactions. The faculty, fellow students and unique curriculum all contributed to a transformative learning environment. And I’m now a part of the most powerful alumni association in the world, the USC Trojan Family, plus a member of the SJTU alumni as well. The network is already showing great value — I’ve become an advisory board member of a classmate’s startup consultancy — a business venture that should become highly profitable in China and regionally.

If you seek strong ROI from your EMBA, choose GEMBA.”

Shuihui Peng
GEMBA Class of 2006
General Manager, Parker Hannifin Corporation, Chomerics, Asia Pacific Division

Starting my career as a technical person, I knew bits and pieces about business, but the GEMBA program gave me a systematic training and understanding of business at the strategic, general managerial level. GEMBA became the foundation of a major transformation for me. I became much more confident — evolving from a merely technical role into a strategic business leader.

I attribute much of the rapid growth of my career to my GEMBA experience.”

Dan Galler
GEMBA Class of 2011
MD, Success Technology Development Ltd.

I chose the GEMBA program because the theme-based curriculum mirrors reality. I wanted an academic experience that I could tie directly to my work. GEMBA gave me the perspective I sought to succeed in my career. Moreover, I developed some life-long friends and a phenomenal global network through the program — my connections led me to a new role in 2010 in Hong Kong, as Director, Digital, International Media Distribution with the National Basketball Association, a fantastic role. For both the curriculum and the network, I recommend GEMBA highly.”

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If you seek strong ROI from your EMBA, choose GEMBA.”
I have so many memories of my classmates, but one in particular stands out. I had an in-class debate with Carter, the MD of Young and Rubicam in China, about a marketing case. We carried the discussion on after class, and gained appreciation for each other’s views. Four years on, we’re still good friends, talking regularly about all aspects of business and life.

Based in Japan and working for a famous multinational search firm, I started the program on my own initiative, seeking to enhance my global mindset and potential. But soon, our head of Asia-Pacific noticed that I was going to Shanghai every six weeks, and that I’d matured rapidly under the influence of the GEMBA program, so he invited me to head our Japanese corporate practice in China, in addition to my Japan responsibilities. Though I had virtually no China experience, my friendship with Carter proved incredibly valuable — he helped me gain a rapid understanding of some key dynamics in the fast-growing economy, and introduced me to others who smoothed our development. And eventually, because my company was seeing a much greater contribution from me, they agreed to sponsor half of my tuition!

Late last year, I was offered a great new position at a Japanese firm, leading their pan-Asia development in a sector I’m passionate about: executive coaching and leadership development. I can now more than ever before use my GEMBA experience and contacts to grow the business and my own career. Actually, the firm tested me early on by sending me on a business development trip to Hong Kong, without existing resources. I immediately leveraged my GEMBA network there and ended up exceeding the firm’s expectations.

I’ve achieved career milestones that I never expected so soon, and the GEMBA program gets a lot of the credit.”