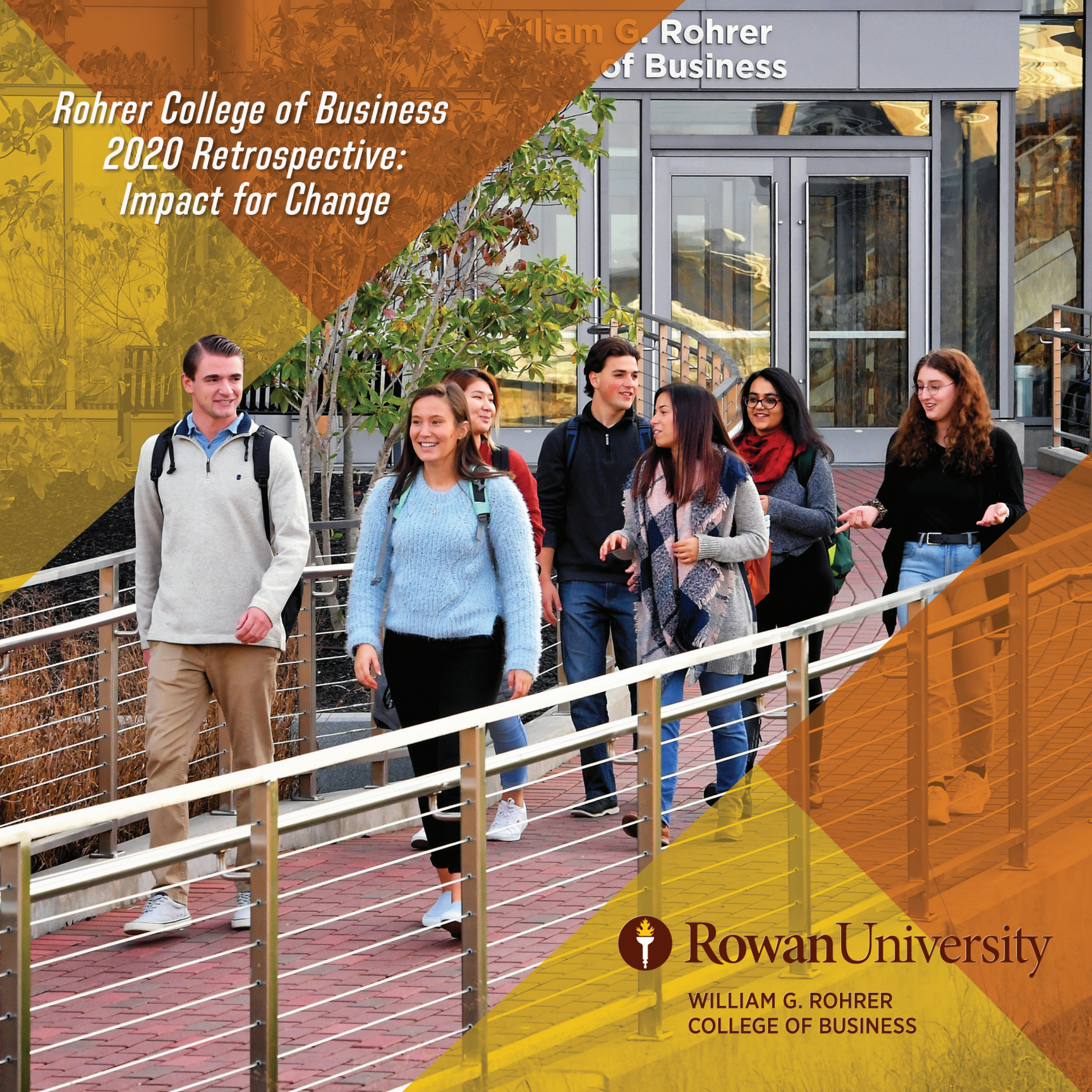


William G. Rohrer  
College of Business

*Rohrer College of Business  
2020 Retrospective:  
Impact for Change*



Rowan University

WILLIAM G. ROHRER  
COLLEGE OF BUSINESS





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Cover, from left: James Edgar, Sarah Moschini, Devonna Chau, Michael Teitelman, Christina Fath, Jahanvi Patel and Nicole Gresh are preparing for business careers of the future at the Rohrer College of Business.



# Message From the Dean

**T**he last several years have been transformational for the Rohrer College of Business (RCB). The stories, facts and figures throughout this report illustrate our many recent accomplishments.

In 2017, we opened the doors to our 21st century Business Hall — the launch pad for many innovative programs, four Centers of Excellence and robust partnerships with the business community.

Within these walls, we prepare students for sustainable careers in a swiftly changing job market, emphasizing experiential learning and community engagement, emerging technologies and analytics, entrepreneurial thinking and responsible leadership.

While we celebrate our many accomplishments, higher education encountered a set of new challenges with the arrival of the COVID-19 pandemic. Our resilient faculty, staff and students rapidly transitioned to entirely online education to meet social distancing requirements

enacted to stop the spread of infection. Students continue to receive a full range of services, participating in virtual one-on-one advising, career readiness training and engagement with the business community.

At RCB, growing numbers of students participate in project-based learning and internships, and many professionals from the region interact with students on campus and serve on our six business advisory councils, providing direction for the future and invaluable links to the business world.

In keeping with Rowan University's rapid ascent as a Carnegie-classified doctoral research institution, focusing on applied multidisciplinary research, our faculty's scholarly works have reached new heights in quality, relevance and prestige.

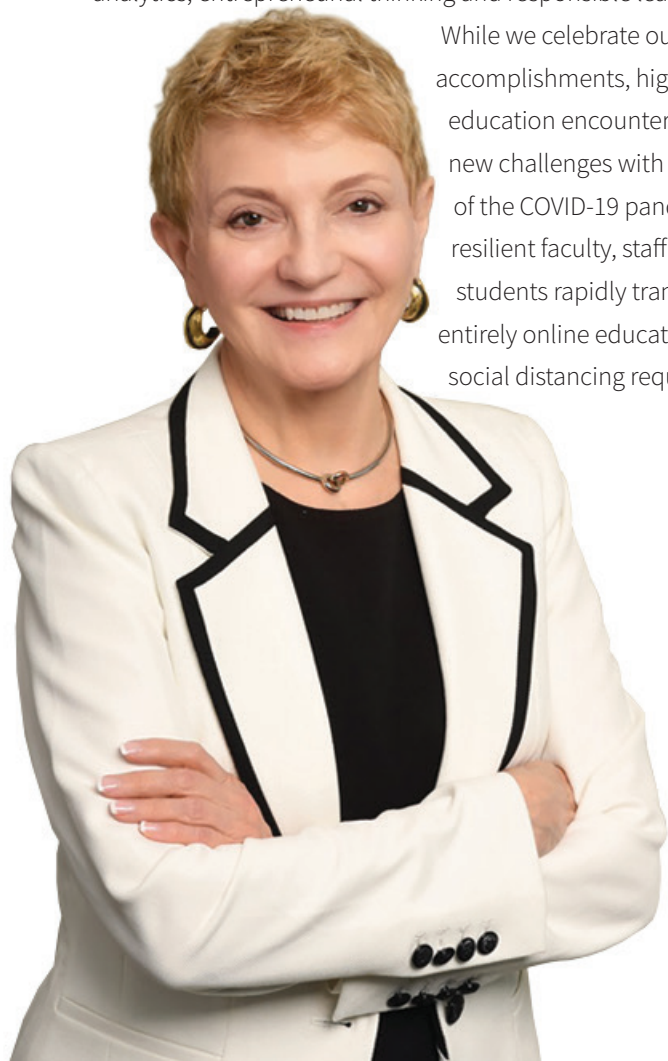
Beyond RCB, we have taken a key role in conceptualizing the future of education. I co-chaired the University's Education of the Future Task Force during the 2018-19 academic year and served on the 2018-20 AACSB Business Accreditation Task Force, a team of 15 members selected from business deans from around the globe to realign accreditation standards to meet the needs of a rapidly evolving world.

With insight from both of these experiences, as well as faculty and staff serving on seven strategic implementation teams, we are honing our curriculum to position the College and our students for the future global economy.

We thank every member of the RCB family for contributing to our success during the last five years but especially during this difficult and challenging time.



**Dr. Sue Lehrman**  
Dean





Business Hall provides high-tech facilities and resources to produce graduates who are ready to take on business challenges of the future and promotes collaboration with industry and business.





# *Business Hall: Springboard for Innovation*



In January 2017, the Rohrer College of Business (RCB) swept open the doors of its new state-of-the-art home where we work to produce bright business leaders for the 21st century.

The four-story, 98,300-square-foot center is the University's first building dedicated to business education, reflecting the College's unique approach to business education and accommodating dramatically growing student and faculty populations.

Within this business-centric ecosystem, RCB delivers groundbreaking programs and promotes new opportunities, businesses and collaborations among students, faculty and the business community. Business Hall features 14 classrooms, 23 collaboration rooms, seven conference rooms, three computer labs, a graduate center, four business centers, state-of-the-art technology, videoconferencing systems and other resources. Classrooms are located in close proximity to faculty offices, student services, collaboration rooms and informal spaces for spontaneous interaction.



## **Business Hall provides a platform for:**

- Entrepreneurship Across the Campus, a partnership between RCB, the Henry M. Rowan College of Engineering and the College of Science & Mathematics, promoting entrepreneurial thinking throughout the University
- Centers of Excellence, including the Rowan Center for Responsible Leadership, Rowan Center for Innovation and Entrepreneurship, Rohrer Center for Professional Development and Rohrer Center for Experiential Learning
- The Trading Room, where a ticker tracks the stock market in real time and students use Bloomberg terminals and manage a financial portfolio
- Presentations and mentoring by members of the business community through Executives-in-Residence for the Day, who speak with students, faculty and staff, as well as other programs
- RCB Graduate Center, where students study and collaborate with classmates and faculty
- Studio 231, an experiential lab and maker space, providing resources so students can build sustainable, profitable businesses
- High-profile events for the business community

On the west façade of Business Hall, Threshold, a sculpture by artist Ed Carpenter, is a welcoming beacon and icon crafted of dichroic glass, stainless steel and aluminum — an artistic gateway to the Rowan University campus.



Fiona Hughes (left) and Alyssa Sikorski are two of the founding members of Rowan Women in Business, supporting and empowering women to succeed in business.

**42%** *increased undergraduate enrollment during the last five years*



# Explosive Growth

## Overview

**A** Carnegie-classified national doctoral research institution, Rowan University is the nation's fourth fastest growing public doctoral institution, as reported by the *Chronicle of Higher Education*. In the last five years, the Rohrer College of Business (RCB) posted a 42% increase in undergraduate students and a 66% increase in graduate student enrollments.

Rowan University's first-generation population was 33% in Fall 2019, and RCB has experienced a 29% increase in first-generation undergraduates from Fall 2015 to Fall 2019.

To help these students thrive, Rowan University established Flying First, which provides resources to help first-generation college students flourish within the University environment.

RCB has implemented highly selective admissions criteria and grown its undergraduate Honors program by 59% from Fall 2015 to Fall 2019.

## Empowering Women in Business

To empower women to succeed in a male-dominated business environment, Fiona Hughes, '21, an accounting and finance major and chief financial officer of the Student Government Association, and a group of other women spearheaded a new student organization — Rowan Women in Business (WIB).

"It's a group of supportive people who understand what it's like being a woman in the business world and the challenges that come with it," said Hughes, WIB co-president.

"WIB realizes that while the number of women in business is growing, C-suite positions are still filled predominantly by men. Because of this, we really look to inspire and push our members to set high goals," said co-president Alyssa Sikorski, '20, a management and human resources major. "We encourage them to take on new challenges. When we bring in guest

speakers, we look for women with a vision, women who have broken through barriers and have accomplished amazing things."

Sikorski learned from these speakers that many challenges that women face can be overcome. "I've grown a lot more confident in my ability to lead people and more confident to be successful in the future and handle any problems or obstacles I may face," she said.

Elsewhere on campus, Rowan students build skills through a wide range of student organizations. "The resources that the school offers students are awesome," Hughes said. "A lot of students aren't aware of all the resources that we have to offer."

### Students:

**66%** *increase in graduate enrollment from Fall 2015 to Fall 2019*

**29%** *increase in first-generation undergraduates from Fall 2015 to Fall 2019*





From left: Dr. Jingyi (Jenny) Du, Dr. Erlina Papakroni, Dr. Joseph Henry, and Dr. Ying (Ian) Xue prepare students in the Accounting and Finance Department.

Dr. Richard Jonsen (left) and Dr. Lee Zane inspire management and entrepreneurship students.



*Hired **30** new full-time faculty members during the last five years (of a total of 60 current positions)*



## *Dramatic Faculty Expansion*

To meet the needs of a growing student population, the Rohrer College of Business (RCB) has expanded its faculty and staff, with 30 new full-time faculty members (six replacing retiring or departing faculty), including full-time lecturers, and 13 new staff positions to support student services. Many faculty have significant business experience, infusing classroom instruction with real-world acumen.

### **RCB welcomed an unprecedented number of new faculty in 2019:**

**Dr. Jingyi (Jenny) Du**, assistant professor, Accounting and Finance, earned her doctorate from Rutgers University and her bachelor's degree from Southwestern University of Finance and Economics.

**Dr. Joseph Henry**, assistant professor, Accounting and Finance, holds a doctorate from Penn State University, a master's degree from West Virginia University and a bachelor's degree from the University of California, Irvine.

**Dr. Shih-Hui (Steven) Hsiao**, assistant professor, Marketing and Business Information Systems, earned his doctorate from the University of Kentucky and his master's and bachelor's degrees from Chung Yuan Christian University.

**Dr. Richard Jonsen**, lecturer, Management and Entrepreneurship, earned his doctorate from Eastern University, his master's degree from the University of San Francisco and his bachelor's degree from San Francisco State University.

**Colleen Kendrick**, lecturer, Marketing and Business Information Systems, earned her master's degree from San Francisco State University and her bachelor's degree from Temple University. She is a doctoral candidate in business.

**Dr. Erlina Papakroni**, assistant professor, Accounting and Finance, received her doctorate and master's degrees from West Virginia University and holds a bachelor's degree from the University of Tirana.

**Dr. Shuang Wu**, assistant professor, Marketing and Business Information Systems, earned her doctorate and master's degree from Louisiana Tech University and her bachelor's degree from the University of Shanghai for Science and Technology.

**Dr. Ying (Ian) Xue**, assistant professor, Accounting and Finance, attained his doctorate from Duke University, his master's degree from Stanford University and his bachelor's degree from the University of Hong Kong.

**Dr. Lee Zane**, associate professor, Management and Entrepreneurship, received his doctorate from Drexel University and bachelor's degree from Rowan.



From left: Colleen Kendrick, Dr. Shuang Wu and Dr. Shih-Hui (Steven) Hsiao provide innovative marketing and business information systems instruction.

***13 new staff positions created during the last five years (of a total of 21 current positions)***





# Changing World of Work

## Q & A With Dean Sue Lehrman

***In 2019, you tackled projects beyond the Rohrer College of Business (RCB). What will they accomplish?***

I was fortunate during the past year to serve on a task force empaneled by our accrediting body, AACSB, to reimagine business education. The new accreditation standards that resulted will provide schools latitude to innovate and thrive in a cross-disciplinary, technology-driven world. In a related initiative, I had the opportunity to co-chair Rowan University's Education of the Future (EoTF) Task Force, focused on helping the University prepare students for careers of the future.

***Why was it important to engage in these initiatives?***

Our participation highlighted RCB's growing reputation on campus and a national stage. I also gained a new appreciation of how rapidly and dramatically the world is changing. We must take bold steps to prepare students to meet these challenges head on. Business schools that lag will become irrelevant.

***You completed a Certificate in Foresight from the University of Houston. How has it changed your thinking?***

One of my co-chairs and I completed a foresight certificate program and hired a University of Houston consulting team to help guide the EoTF Task Force. We examined a range of future scenarios and developed robust recommendations to help Rowan

thrive in the future. Many have already been launched and are bearing fruit.

***What is the "fourth industrial revolution?" What is its***

***anticipated impact on the future of the College?***

Klaus Schwab, executive chairman of the World Economic Forum, introduced this phrase. It refers to the way disruptive technologies such as the internet of things, robotics, virtual reality and artificial intelligence are rapidly changing the way we live and work. We continue to work to expose our students to these topics and more, and they can serve as fodder for faculty research projects.

***Based on what you learned while serving on these task forces, how do you believe RCB will be different five years from now?***

RCB's seven strategic planning teams work with the business community to learn how we can prepare students to meet their needs from day one on the job and adapt in the future. Augmenting traditional degree programs with stackable credentials, or certificate programs, on emerging topics, such as blockchain, esports and big data, will help students tackle the challenges ahead. Immersing students in

real-world business challenges through project-based learning and other experiential learning opportunities is a crucial part of this process.







Greg Gaglianone, president of Doughty's Furniture, consulted Rohrer College of Business students to develop marketing plans for his business through project-based learning.



## Project-Based Learning: Preparing Students for the Workplace

Searching for fresh marketing strategies in a shifting retail market, Greg Gaglianone, president of Doughty's Furniture in Clayton, tapped into the talents of Rohrer College of Business (RCB) students through the project-based learning program.

Traditional furniture shoppers typically browse showrooms to see, touch and try out sofas, chairs and mattresses, but the internet is changing the process for some. "We wanted to get the perspective of a younger person," he said.

Several student teams set to work, competing against each other to develop innovative marketing plans that they pitched to Gaglianone.

"They were all excellent and gave me binders full of information and recommendations. Each team provided a whole advertising plan," he said. He particularly appreciated advice on social media and events.

Renee Watson, lecturer, Department of Marketing and Business Information Systems, explained that clients always end up taking away ideas from each group, in addition to the winner.

"Clients get great new fresh ideas. It's a different, unique take on their promotional approach. Many times we're teaching clients about different types of digital advertising they can undertake and new, creative positions from which they can target a new or existing customer base," she said.

Students also gain from the real-world experience. "Together, they try to figure out how to solve the problem and put it into play in a manageable, workable way," Watson said.

"Project-based learning made me realize that I want to do this," said Katherine Block, '20, a marketing and management major from Pitman, who worked on two projects for area

businesses. "I like planning. I like helping with rebranding and making sure the brand awareness is correct," she said.

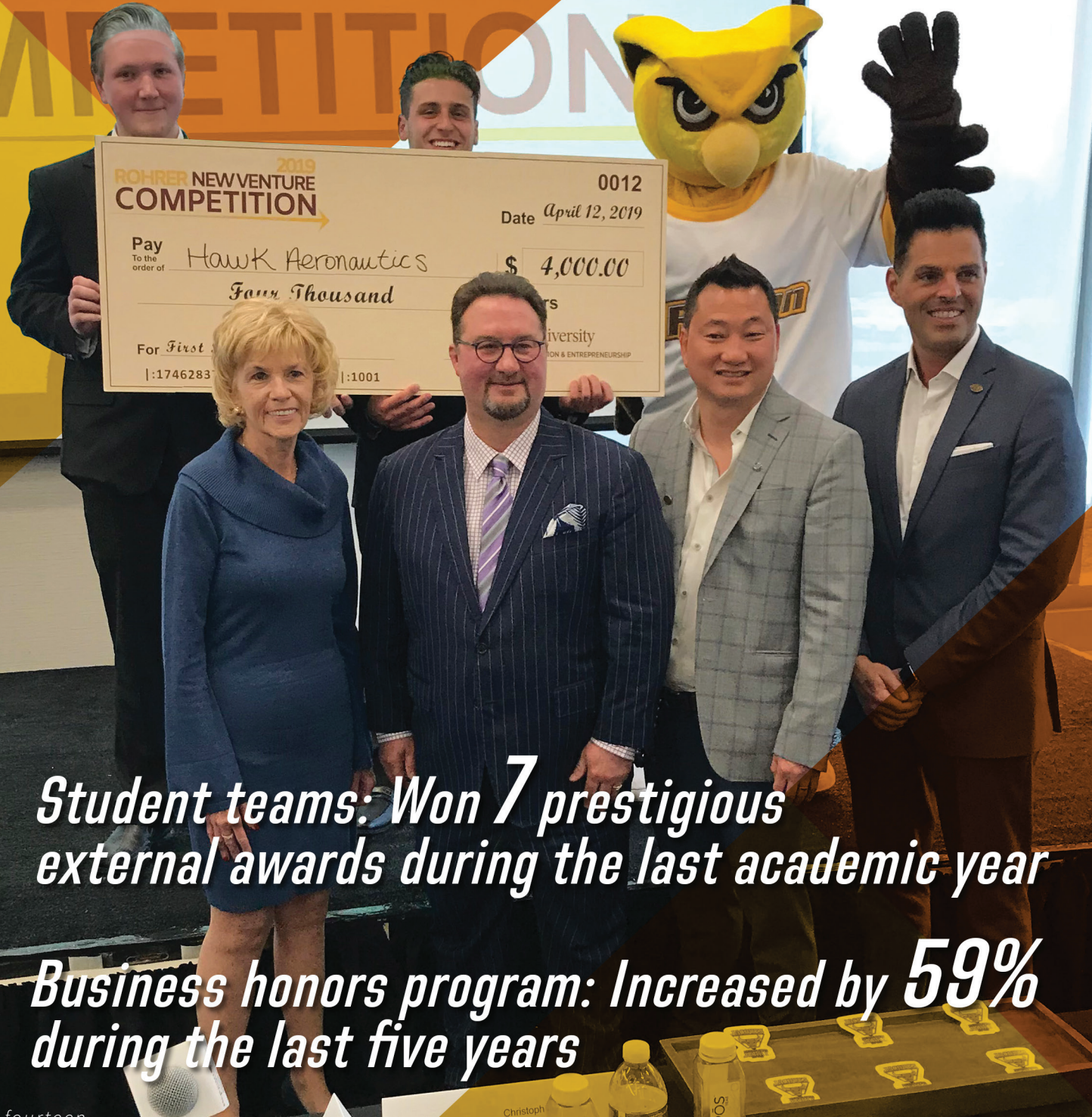
Coupled with her experience from a marketing internship with Subaru of America in Camden, Block feels prepared for the future. "I think my business knowledge, my professional knowledge, my analysis and my perspective have opened up tremendously from project-based learning," she said.



RCB students prepare for a range of business careers through project-based learning, internships, competitions and events. Nick Dennis, '15, co-founder and CEO of FitDEGREE, and Melissa Schipke, M'14, co-founder and CEO of Tassl, received funding for their companies from the Rowan Innovation Venture Fund.



Wyatt Van Orden (back left) and Chris Carras won first place in the 2019 Rohrer New Venture Competition for their business plan for Hawk Aeronautics. Front, from left: Linda Rohrer, Joe Cosgrove, Phon Malone and Chris Greco served as judges for the annual event.



*Student teams: Won 7 prestigious external awards during the last academic year*

*Business honors program: Increased by 59% during the last five years*



## Outshining the Competition

In an increasingly complicated world, few challenges have black-and-white answers. Rohrer College of Business (RCB) students demonstrated the ability to develop solutions to complex problems during the invitation-only KPMG/Essent Intercollegiate Ethics Case Competition at Saint Joseph's University in Philadelphia in March 2019.

Challenged with a graduate business school case highlighting a real-life ethical business problem, RCB's team of Kyle Perez, Jessica Pratt, Jaden Sinondon and Kelly Sullivan presented their findings and recommendations to a panel of judges and advanced through the first round of the competition. In the final round, they took first place over Villanova and West Chester universities. Other teams in the competition included Saint Joseph's, Temple, Drexel and LaSalle universities.

"I felt very confident in our team," said Pratt, '21, an accounting and finance major in the Thomas N. Bantivoglio Honors Program. "We gave a really strong case."

Aiming for a future with a Big Four accounting firm, Pratt believes having a strong background in ethics will benefit her wherever her career leads.

"Doing what is ethical may be more challenging but is essential in accounting given the profession's foundation of integrity," she said.

RCB students participate in an array of enriching experiences and resources that will help differentiate them in the job market. They travel to professional meetings, participate in student business organizations, access four Centers of Excellence, develop professional skills through internships and more. During the 2018-19 year alone, seven student teams won prestigious regional, national and international awards and recognitions.

"Getting this type of experience at the start of my career is huge and emphasizes RCB's commitment to preparing its students beyond the classroom," Pratt said.



**13** business clubs hosted **54**  
business community guest  
speakers during the last academic  
year

From left: Jessica Pratt, Kyle Perez, Kelly Sullivan and Jaden Sinondon captured first place in the KPMG/Essent Intercollegiate Ethics Case Competition at Saint Joseph's University.



Award-winning researchers Dr. Erika Kordrostami and Dr. Vahid Rahmani investigate factors that drive consumer behavior.

*RCB researchers: Published **57** articles in the last five years in top-level journals (ranked A and A+ by external organizations)*



# *Faculty Research: Paths to New Understanding*

## **Attaining New Heights**

Rohrer College of Business (RCB) teacher-scholars engage in research that guides the profession, publishing in top-tier journals, serving on journal editorial boards and performing award-winning research.

In the last decade, Edward J. Schoen, former RCB dean and currently professor of management, received the 2017 Lindback Distinguished Teaching Award, Rowan's greatest faculty accolade, and published 14 articles in prestigious journals. His research focuses on constitutional law and development of business ethics case studies.

His article "The 2007-2009 Financial Crisis: An Erosion of Ethics: A Case Study," published in the *Journal of Business Ethics*, has been downloaded more than 40,000 times.

"My research supports my teaching at both the undergraduate and graduate levels because it addresses legal and ethical topics that are important components of the courses I teach," Schoen said.

Dr. Erika Kordrostami and Dr. Vahid Rahmani, assistant professors of marketing, and their co-author, John Ford, received the Stanley C. Hollander Best Retailing Paper Award from the Academy of Marketing Science in 2019.

Most of Kordrostami's research examines consumer behavior, specifically in online environments.

"Analyzing a large dataset from Amazon.com, my coauthors and I showed that the extent to which people rely on online review volume vs. valence depends on their individual differences," she said.

She also studies how companies should adjust their online marketing efforts with online review content, as well as consumer behavior in traditional settings.

Rahmani and his colleagues study factors that influence the prices consumers are willing to pay for products and services. One of their most exciting findings was that women are more likely than men to purchase products that offer the best value, he said.

"Our findings suggest that charging women a price premium, regardless of the ethical issues, is not conducive to higher sales and revenue. Instead, to optimize revenues, companies should maximize the value that they create for their customers," he said. "Ethical business is good business."



Noted researcher Dr. Edward Schoen concentrates on constitutional law and business ethics case studies.





In their research, Associate Dean Morris Kalliny (left) and Dr. Ihsan Isik highlight social, cultural and economic factors that impact business, particularly in the Muslim world.



## Investigating the Global Influence of Business

Rohrer College of Business (RCB) researchers demonstrate thought leadership in global business research, examining social, cultural and economic factors that impact business.

A fluent Arabic speaker, Associate Dean Morris Kalliny spent the last 15 years studying Arab culture and its impact on business practices in the region, as well as other issues.

“Although more than 400 million people live in Arab-speaking countries, this segment of the world’s population has received little attention in business research,” he said.

Educated in international business and marketing, Kalliny was one of the early writers to report significant changes in the Arab world, publishing an article before the Arab Spring, a chain of anti-government uprisings throughout the Middle East in the early part of the decade. It led to nearly 20 interviews and media appearances. He also published nearly two dozen articles on culture and religion, in addition to an edited book and conference proceedings.

Dr. Ihsan Isik, professor of international banking and finance, investigates emerging financial markets, including those in Muslim countries. Selected articles have been published in tier 1 finance journals and have been cited more than 2,000 times.

He is preparing a comprehensive paper, “The State of Finance in the Muslim World: A Comparative Regional and Economic Inquiry,” based on his research.

“Financial development is necessary for healthy economic growth,” he said. “Furthermore, to be an engine of economic development, finance needs the right ecological environment where there is a strong rule of law, efficient courts and freedom of the press, among other requirements.”

Isik believes social, political, legal and economic challenges in Muslim countries are closely tied to financial underdevelopment.





Dr. Jordan Howell and Dr. Susana Santos head up the Rowan Center for Responsible Leadership, promoting social responsibility, sustainability and organizational ethics through teaching, research and public engagement.

# Center for Responsible Leadership

*Rowan Center for Responsible Leadership during the last academic year:*

- *Sponsored two regional conferences*
- *Sponsored seven major events*
- *Hired outstanding co-directors to manage the center*



# *Centers of Excellence: Avenues to Success*

**S**ince 2017, the Rohrer College of Business (RCB) launched or revitalized four Centers of Excellence — dynamic hubs connecting students, faculty and business leaders.

## **Rowan Center for Responsible Leadership**

Responding to concerns regarding the environmental, economic and social impact of business, the newly launched Rowan Center for Responsible Leadership (RCRL) is taking steps to shape responsible business leaders for the future. “Understanding relationships among business and government, society and the environment is central to any discussion about responsible leadership,” said Dr. Susana Santos, RCRL co-director and assistant professor of entrepreneurship.

“Our goal is to remind everyone that businesses are a powerful force for good as well,” said Dr. Jordan Howell, RCRL co-director; associate professor of environmental and sustainability studies in Rowan’s School of Earth & Environment, and RCB associate professor of sustainable business.

Experts exploring these issues look beyond business operations to examine factors such as how they interact with communities and how they hire and treat employees. “There is significant interest within the business community in trying to understand what it means to be a sustainable business,” Howell said. “It’s beneficial for the bottom line and public perception. It helps them attract better employees.”

The RCRL highlights values from which businesses, community groups, nonprofits and individuals can build a framework for responsible leadership, focusing on teaching, research and public engagement.

“RCRL faculty work to develop undergraduate and graduate courses focusing on corporate social responsibility and sustainable business and help faculty across campus

build a focus on ethics and responsibility into their courses,” Howell said.

Speakers from the fall 2019 semester included Carla J.S. Messenger, director of Native American Heritage Programs, “Lenape Perspectives on Environmental Leadership”; Miranda Massie, founder and director of The Climate Museum, presenting on sustainability and climate change; Jessica Smith, associate professor, Colorado School of Mines, “Inevitable Industry? Engineers and the Practice of Accountability”; and others.

## **Rowan Center for Innovation and Entrepreneurship**

The Rowan Center for Innovation and Entrepreneurship (RCIE) supports and offers resources for Rowan entrepreneurs. Programs include idea and new venture competitions; a summer accelerator that provides non-equity seed funding; Studio 231, a makerspace and experiential learning lab faculty programming and other activities.

“We have more student launches and revenue-generating student ventures this year than we’ve had in any year since the program’s inception, and we saw strong increases in curricular and co-curricular enrollment,” said Dr. Eric Liguori, RCIE executive director.

RCIE hosts approximately 100 events per year, from large public lectures to more intimate events, such as Coffee with an Entrepreneur.

Relaunched in 2017 with revamped programming, RCIE was a 2019 finalist for the National Model Program Award of the United States Association for Small Business and Entrepreneurship (USASBE). In spring 2019, AACSB recognized Studio 231 as one of 21 Innovations That Inspire, and in July 2019,



In 2019, AACSB recognized Studio 231, a makerspace and experiential learning lab, as one of 21 Innovations That Inspire.



## *Studio 231: A makerspace and experiential learning lab*



RCB won a Global Award in Undergraduate Entrepreneurship Education Excellence at the International Council for Small Business World Congress.

### *Rowan Center for Innovation and Entrepreneurship during the last academic year:*

- **Hosted 111 entrepreneurially focused events, with students filling 2,395 seats**
- **Provided more than \$40,000 in seed funding to student ventures**
- **Received 60+ new student venture proposals**
- **Honored with three major national recognitions**

### **Rohrer Center for Professional Development**

The Rohrer Center for Professional Development (RCPD) offers a comprehensive array of services and resources to help students develop career readiness skills to land internships and full-time positions and succeed in their professions.

Established in 2017, RCPD is managed by Amie Ryno, and staffed by Elisabeth Parker, employer relations associate, as well as graduate and undergraduate students, who hone their professional skills as they provide support to their peers. RCPD offers career development modules, weekly career workshops, mock interviews, on-campus employer engagement, career and networking events, and more.

### *Rohrer Center for Professional Development during the last academic year:*

- **Posted 94% 2018 placement rate (positions and graduate school)**
- **Presented 330 career-focused events, with students filling 5,391 seats**
- **Connected with 562 business leaders who participated in events**

It brought 562 business leaders to campus to mentor and recruit RCB students during the 2018-19 academic year. The Class of 2018 achieved a 94% placement rate (positions and graduate school).

### **Rohrer Center for Experiential Learning**

The Rohrer Center for Experiential Learning was established as a formal Center of Excellence during the 2018-19 academic year and is led by Stephen Kozachyn, director. However, for many years staff have been connecting students with opportunities for real-world experience through project-based learning and internships with business, industry and nonprofit organizations.

In the last four years, RCB has partnered with 71 firms providing 1,217 students with project-based learning opportunities as part of their classroom experience. Students have developed business, marketing and social media plans; created human resource employee manuals; performed market and industry research; and completed other projects.

### *Rohrer Center for Experiential Learning in the past four years:*

- **Engaged 1,217 students in project-based learning**
- **71 firms benefited from student projects**







▲ Alumnus Andrew Campbell is managing director of Moonduck Studios & Agency, a major player in esports broadcasting.



▲ Alumna Michelle Cassidy built on her Rowan education to become senior community and marketing director of Yelp in Philadelphia.

## *Primed to Thrive*



▲ A retirement income certified professional and certified financial planner, Steffanie Lerch earned the certified financial planner credential before she was 30.

◀ As assistant vice president and dean of students at Kutztown University, Donovan McCargo enthusiastically helps students succeed.



▲ A corporate attorney, Ernie Holtzheimer earned his MBA and bachelor's degree through Rowan's 4 + 1 program and then entered law school.



## **RCB Alumni Excelling**

Rohrer College of Business (RCB) alumni continue to rise as leaders, with five graduates highlighted in the “Under 40 and Achieving” section of the fall 2019 issue of *Rowan Magazine*.

### **Here are their stories:**

#### **Andrew Campbell, B.S. Entrepreneurship, '12**

Known in the esports arena by his broadcast persona, Zyori, Campbell is managing director of Moonduck Studios & Agency, which is among the biggest players in esports broadcasting for the multiplayer online battle arena game Dota 2.

Beginning as an independent contractor, he eventually co-founded a studio and talent representation agency, learning that “esports is all about building relationships and finding a niche.”

His biggest live events included the Captains Draft 4 tournament in January 2018 and Midas Mode 2 tournament in September 2019. In late 2019, he published a book, *Surviving Esports: The Zyori Story*, which is available on Amazon.

#### **Michelle Cassidy, B.S. Marketing, '03**

As senior community and marketing director of Yelp in Philadelphia, Cassidy plans exclusive events at venues ranging from luxury apartments to hot new Philadelphia restaurants. Managing all of Yelp's Philadelphia marketing efforts, Cassidy partners with high-profile organizations in the area.

At Rowan, she developed leadership skills as Student Government Association secretary for four years and began her career as a marketing coordinator at a CPA firm.

“I absolutely loved Rowan,” she said. “I had a great education there and learned so much through the college experience.”

#### **Ernie Holtzheimer, B.S. Business Management & Entrepreneurship, '12, MBA '13**

Holtzheimer is a corporate attorney for Montgomery McCracken Walker & Rhoads LLP, working with professionals in private equity and commercial transactions.

Through Rowan's 4+1 program, he earned his MBA during a gap year between earning his bachelor's degree and beginning law school.

He holds leadership positions nationally and locally in professional organizations and was selected for the American Bar Association's 40 Young Attorneys “On the Rise.”

“Many of the opportunities I've been given have stemmed at least in part from the connections I've made with people from my time at Rowan, Drexel Law and the organizations I've become involved with,” he said.

#### **Steffanie Lerch, B.A. Finance, '03**

Lerch began her career at Eagle Wealth Strategies before she earned her degree. She is one of few financial advisors to earn the certified financial planner credential before she was 30.

A retirement income certified professional and certified financial planner, Lerch is chair of Women United and president of the RCB Alumni Council.

“Being president of the RCB Alumni Council has been fabulous,” she said. “We've done a lot of growing over the last 12 months and worked closely with the Center for Professional Development to intertwine the alumni-student relationship.”

#### **Donavan McCargo, B.S. Marketing, '03, Ed.D. '10**

McCargo has long been a passionate advocate for students, working to help them succeed.

He worked at Rowan for eight years on the Camden and Glassboro campuses. At age 33, he became dean of students at the Community College of Philadelphia, the city's largest public institution of higher education.

His passion propelled him to become assistant vice president and dean of students at Kutztown University, where he oversees multiple offices and programs, including New Student Orientation, Achievement Initiative for Male Success, Student Government Association, Veteran Resource Center, Student Conduct and much more.

“My experiences at Rowan helped prepare me for the opportunity afforded to me at Kutztown,” says McCargo.

“My goal is to see people through their success. In serving students, we have to use our power wisely,” he said. “We need to benefit others.”





William G. Rohrer  
College of Business



Rowan University

WILLIAM G. ROHRER  
COLLEGE OF BUSINESS

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