

HASLAM



Haslam Magazine is the premier publication of the Haslam College of Business at the University of Tennessee, Knoxville.

MAGAZINE
Volume 15, Issue 1

Dave Clark

Transforming
Supply Chain Management
with AI

PLUS

The Greg Kelly
Memorial
Scholarship

Business &
Bluegrass
in Texas

The 15th Annual
Haslam College
of Business
Alumni Awards



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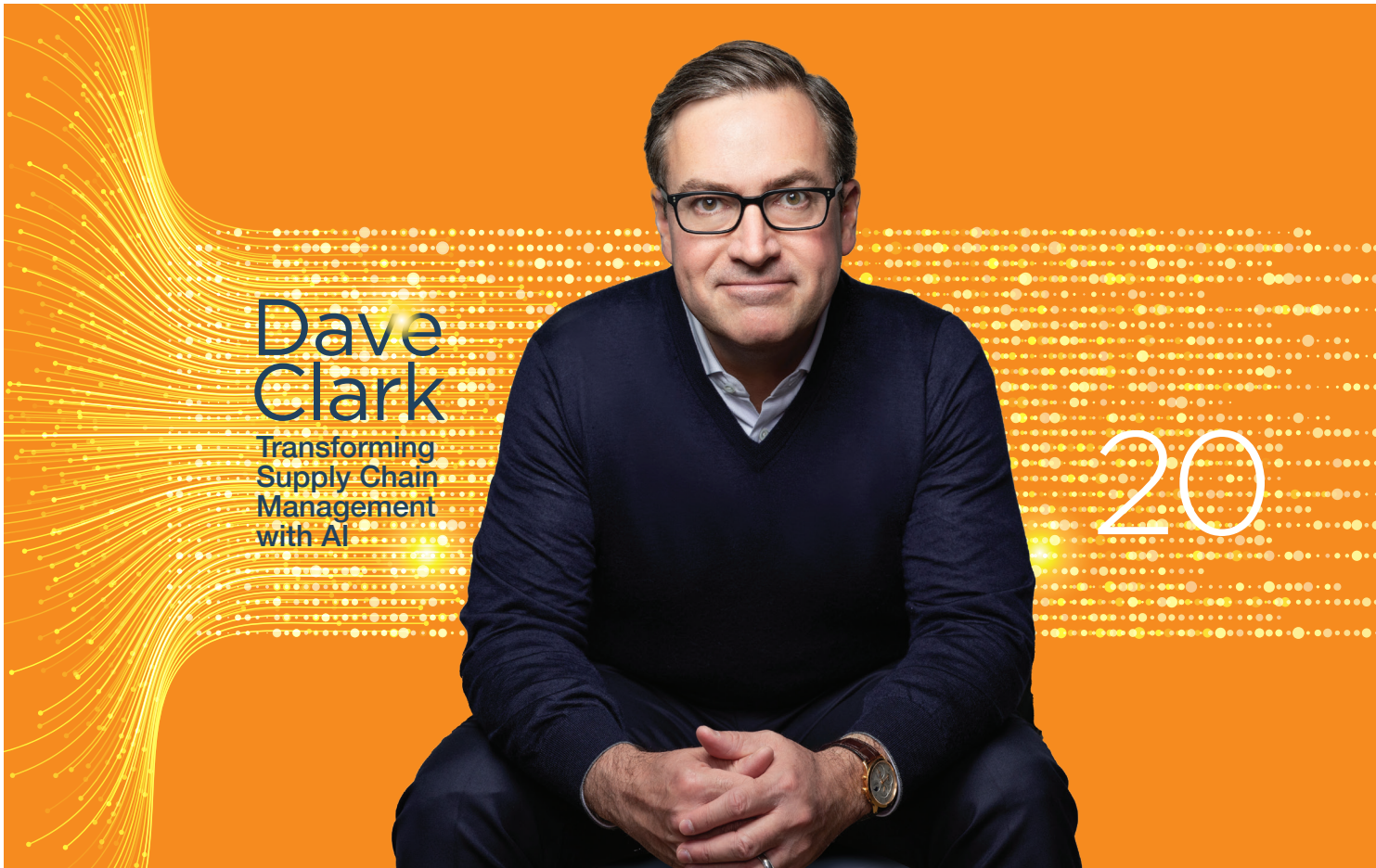


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Haslam College of Business Celebrates its 15th Annual Alumni Award Gala



THE DIFFERENCES BETWEEN SUCCESS and failure often boil down to the willingness to take action. To choose action is an act of courage—to step out of one's comfort zone, to try something new, to overcome the fear of possible failure, to fail only to rise again—it is a propensity for action that often sets the truly great apart from the good enough.

At Haslam, we believe in the power of yes, and that's perhaps most evident in our alumni, faculty, and staff who step forward every day to engage the inventive, the unimagined, and the bold. For our cover subject, Dave Clark (page: 20), that has included a strong tenure with Amazon during its growth phase and now a new path into expanding the world of AI in business. Clark's willingness to branch out highlights how deeply innovation affects our interconnected world.

Sometimes, our actions have an immediate impact on those around us. Mark Willoughby (page: 14), Haslam's director of student engagement, uses his capabilities to ensure students form relationships with each other and the faculty that enrich their collegiate experience. "Seeing their journeys, from

when they walk into the building on the first day of freshman year to when they graduate and being there for ups and downs along the way," Willoughby says, "It's rewarding to make that investment."

At other times, our influence reaches far beyond our close circles to people and places we could not imagine in the moment. Alumnus Greg Kelly (page: 24) was known as a fair-minded manager, director, father, and husband. Believing in others and treating all who knew him with respect became his legacy. Now, a memorial scholarship endowment in his name funds tuition for a supply chain student for four years at Haslam. Katie Roberts, the first of many recipients of that scholarship, understands how great an impact Kelly has on her life and the lives of others to come. One day, Roberts may find that she may help shape the lives of others as well, because of the investment made in her by those who knew and admired Kelly.

As Volunteers, we are known for our willingness to act, but we must remember to take our actions one step further. The heart of what makes a Volunteer is not only doing but stepping forward with the willingness to act to the benefit of others, to shape the common good, to enrich our world, to shine a light beyond oneself. Thank you for being examples of the Volunteer spirit by taking action that extends beyond the boundaries of self-interest.

In gratitude,

Stephen L. Mangum
Dean and Stokely Foundation Leadership Chair
Haslam College of Business

HASLAM

M A G A Z I N E

Haslam Magazine is the alumni publication of the Haslam College of Business at the University of Tennessee, Knoxville.

HASLAM COLLEGE OF BUSINESS EXECUTIVE LEADERSHIP

STEPHEN L. MANGUM

Dean and Stokely Foundation Leadership Chair

CHAD AUTRY

Associate Dean for Research, Myers Distinguished Professor of Supply Chain Management, and R. Stanley Bowden II Faculty Research Fellow

AMY CATHEY

Associate Dean for Graduate and Executive Education and Distinguished Lecturer

MICHAEL "LANE" MORRIS

Associate Dean of Undergraduate Studies and Student Affairs and Fisher Professor of Innovative Learning

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Faculty Summer Scholars

The 2024 Haslam Summer Scholars Awards program distributed more than \$1.8 million—split over 45 grants—to Haslam faculty members to conduct exceptional research. The latest recipients, representing every discipline within the college, will hold their research designations throughout the 2024-2025 academic year. They are:

Annika Abell | Marketing | James A. and Natalie Haslam Faculty Fellow

Chad Autry | Haslam College of Business Administration | R. Stanley Bowden II Faculty Research Fellow

John Bell | Supply Chain Management | Nancy and David McKinney Faculty Fellow

Neeraj Bharadwaj | Marketing | Charlie and Carolyn Newcomer Faculty Fellow

Bogdan Bichescu | Business Analytics and Statistics | Southern-Peters Research Award

Melissa Cardon | Management and Entrepreneurship | Clark Family Faculty Fellow

James Chyz | Accounting and Information Management | Wyatt Family Faculty Fellow

Chris Craighead | Supply Chain Management | Sarah Alice and Tommy Bronson Faculty Fellow

Russell Crook | Management and Entrepreneurship | Cheryl Massingale Business Faculty Scholar

Lauren Cunningham | Accounting and Information Management | Cheryl Massingale Business Faculty Scholar

Emre Demirkaya | Business Analytics and Statistics | Roy and Audry Fancher Faculty Fellow

Stephanie Eckerd | Supply Chain Management | James A. and Natalie Haslam Faculty Fellow

Larry Fauver | Finance | Litfin Family Finance Faculty Fellow

Tom Goldsby | Supply Chain Management | David P. Perrot Supply Chain Management Faculty Fellow

David Gras | Management and Entrepreneurship | Dr. Ed Boling Business Faculty Fellow

Scott Guernsey | Finance | Acree Family Faculty Fellow

Jonathan Hasford | Marketing | Stewart Bartley Family Faculty Fellow

Haileab Hilafu | Business Analytics and Statistics | James and Connie Valalides Faculty Fellow

Justin Jia | Business Analytics and Statistics | Alan R. Whitman Faculty Fellow

Jessica Jones | Management and Entrepreneurship | Sampson Enterprises Faculty Fellow

Jong Seok Lee | Accounting and Information Management | Lou and Sherlene Schumacher Business Faculty Fellow

Paolo Letizia | Business Analytics and Statistics | Ray and Joan Myatt Faculty Fellow

Yuan Li | Accounting and Information Management | Gibbs Faculty Fellow

Luiz Lima | Economics | JoAnne and James B. Ford Faculty Fellow

Charles Liu | Business Analytics and Statistics | Sampson Enterprises Faculty Fellow

Robert Mee | Business Analytics and Statistics | Haslam Family Faculty Fellow

Tim Munyon | Management and Entrepreneurship | Janet and Jeff Davis Faculty Fellow

Linda Myers | Accounting and Information Management | Mary, Jack, and Daniel H. Dougherty Faculty Fellow

Nathaniel Neligh | Economics | Paul and Tammy Koonce Business Faculty Fellow

Stephanie Noble | Marketing | William B. Stokely Distinguished Scholar

Maria Padilla-Romo | Economics | John Quincy and Wanda Weems Wisecarver Faculty Fellow

John-Patrick Paraskevas | Supply Chain Management | Ray and Joan Myatt Faculty Fellow

Tim Pollock | Management and Entrepreneurship | Kinney Family Faculty Research Fellow

Andy Puckett | Finance | Charles and Dorothy Duggan Faculty Research Fellow

Lance Saunders | Supply Chain Management | Vallett Family Faculty Fellow

Georg Schaur | Economics | Haslam Family Faculty Fellow

Roy Schmardebeck | Accounting and Information Management | Martin Lee and Carol Fri Robinson Faculty Fellow

Anne Smith | Management and Entrepreneurship | William E. and Pamela R. Lee Faculty Fellow

Wendy Tate | Supply Chain Management | Ray and Joan Myatt Faculty Fellow

Matthew Van Essen | Economics | Joe Johnson Faculty Fellow

Sean Willems | Business Analytics and Statistics | Haslam Family Faculty Fellow

David Williams | Management and Entrepreneurship | William B. Stokely Distinguished Scholar

Alex Zablah | Marketing | Kinney Family Faculty Research Fellow

Wei Zheng | Business Analytics and Statistics | Haslam Family Faculty Fellow

Wenjun Zhou | Business Analytics and Statistics | Martin Lee and Carol Fri Robinson Faculty Fellow



Leaders from UT gathered on August 21 to celebrate the groundbreaking of the new Haslam building. Learn more at HASLAM.UTK.EDU/FUTURE

ANDERSON CENTER FOR ENTREPRENEURSHIP & INNOVATION

The Anderson Center for Entrepreneurship and Innovation announced its newest cohort of Startup Coaches:

Melissa Centers, Esteban Hernandez, Mark Huber, Jake Livesay, Chris McAdoo, Erica Stump, Chuck West, Lia Winter, and David Youngblood. The Startup Coach program (formerly the Entrepreneurs-in-Residence, or EIR, program) features a diverse team of industry experts who offer tailored guidance that precisely addresses startups' unique challenges.

The Anderson Center welcomed the inaugural summer 2024 **Startup Studio** cohort. Startup Studio is a 10-week summer program designed to help launch ideas into businesses through an intensive curriculum, mentoring, and interdisciplinary collaboration. Inaugural cohort members included:

- **Alexa Schnitkka**, a recent sports management master's graduate from Muskego, Wisconsin
- **Ashtin Hara**, a senior from Chicago pursuing a major in finance
- **Blake Hopkins**, a senior from Fayetteville, Tennessee, pursuing a major in supply chain management with a minor in entrepreneurship
- **Connor Langford**, a senior from Knoxville pursuing a major in marketing with a collateral in entrepreneurship
- **Ian Parten**, a recent accounting major graduate from Chattanooga
- **Jackson Zimmer**, a senior from Baltimore, Maryland, pursuing a major in finance with a collateral in entrepreneurship
- **Jess Taylor**, a recent graphic design major from Springfield, Tennessee
- **Madison Murray**, a recent marketing major and entrepreneurship collateral graduate from Murfreesboro, Tennessee
- **Claudia Dipasupil**, a recent marketing major and entrepreneurship minor graduate from Upper Saddle River, New Jersey
- **Nick DiMeglio**, a Full-Time MBA candidate from Somerset, New Jersey
- **Vance Sohn**, a Physicians Executive MBA candidate from Great Falls, Virginia

THOUGHT LEADERSHIP



Knox News
October 15, 2024

"We need to ask ourselves as a community, is this a once-in-a-thousand-year event or are we going to see more of these climate and weather patterns change? If we think that this kind of extreme weather is going to become more commonplace, then now is the time to make investments to prevent the next disaster."

Mike Kofoed, assistant professor, on Hurricane Helene's swath of destruction in upper east Tennessee and western North Carolina.

Supply Chain Management Review
October 7, 2024

"By adopting a proactive approach to cybersecurity, integrating it into supplier evaluations, and treating it as a continual improvement process, organizations can better protect themselves against the evolving threat landscape of supply chain cyber attacks."

Seongkyoon Jeong, assistant professor, on the need for organizations to constantly improve their cybersecurity functionality.

Newstalk 98.7
September 17, 2024

"It's hard to do good rapidly. It's easier to do harm. Our political system makes it challenging to make big changes quickly. People look at the presidential election and may have concerns about what one candidate or the other is going to do. If those policies you are concerned about require being passed through Congress, that's going to be a tough sled."

Scott Gilpatric, head of Haslam's Department of Economics, on if presidents can affect rapid changes to the economy.

Daily Mail
September 2, 2024

"The data would suggest Nashville is doing among the best in the state and the best in the country. I don't see a strong statistical case for anything remotely resembling a recession in Tennessee or Nashville."

Don Bruce, Boyd Distinguished Professor, on the possibility of a recession.

Inbound Logistics
September 2024

"The WMS lets companies make sure they have inventory on the shelves because they have one shot at retaining a customer. Companies should never get to the point where they get a signal that they need to fulfill an order and don't have the inventory."

Thomas Deakins, managing director of Haslam's Global Supply Chain Institute, on how essential sophisticated warehouse management systems are to fulfillment centers.

Axios Nashville
August 28, 2024

"A growing senior population doesn't just have implications for the health care system. The full array of senior-oriented services—such as housing, transportation, and other types of personal care—will also be in higher demand over the coming years."

Matthew Harris, Boyd Distinguished Professor of Health Economics, Dr. Joe Johnson Faculty Fellow, and Dr. Mike Stahl PEMBA Faculty Fellow, on projections that one in five Tennesseans will be age 65 or older by 2040, per research from UT's Boyd Center for Business and Economic Research.

Fortune
August 20, 2024

"He basically is just not afraid of suing on any grounds. I'm not saying he disregards the law, but he really does like to push the envelope on the law. He'll listen to legal advice, and then he does what he wants, and then somebody has to clean up the mess, from a lawyering perspective, afterward. And even if he loses the case, he doesn't seem to care."

Joan Heminway, Neel Corporate Governance Center research fellow and College of Law Rick Rose Distinguished Professor of Law, on Tesla, X, and SpaceX billionaire Elon Musk's propensity for lawsuits.

News Medical Life Sciences
August 1, 2024

"Rural hospitals are losing, on average, a lot of money. There are more bankruptcies of rural hospitals than urban ones. Local governments and authorities are trying hard to protect them so local patients can have access to healthcare providers. From a policy perspective, there should be more collaboration programs where the rural hospitals can get a share from this telehealth provision, so they do not end up in bankruptcy."

Zihan Ye, assistant professor, on one of the ways telehealth offered by wealthier urban hospitals negatively affects poorer rural hospitals.

Wall Street Journal
July 26, 2024

"Students are great at finding out pretty quickly where companies are hiring and what they're paying. We have undergraduates coming to us that come in from other fields, they may be high school music teachers or IT folks. That group has been influenced by the heightened attention to supply chains."

Ted Stank, Harry J. and Vivienne R. Bruce Chair of Excellence in Business, on college students' new awareness of job possibilities in supply chain because of the COVID-19 pandemic.

CBC Radio
July 13, 2024

"Demand is very tempestuous. We're very sensitive to interest rates and trends and our own pocketbook issue. These automakers have to be placing bets months and months and months in advance, and then they cross their fingers and hope that their supply matches demand."

Thomas Goldsby, Dee and Jimmy Haslam Chair in Supply Chain and David P. Perrot Supply Chain Management Faculty Fellow, on the vagaries of Canadian automobile supply and demand.

Nashville Banner
June 21, 2024

"Online retail had been steadily growing for years, but the pandemic supercharged that growth, and probably pulled forward a decade of online retail growth into just a couple years."

Michael Galbreth, Pilot Corporation Chair of Excellence and head of Haslam's Department of Business Analytics and Statistics, on the pandemic's impact on consumer product returns nationwide and reverse logistics overall.

Haslam's graduate and executive education programs set a **new enrollment record** for the second consecutive year in fall 2024. With these 350 new students, a total of 1,050 students are enrolled in the college's GEE programs, up from 2023's 888, representing a 15 percent increase.

GRADUATE AND EXECUTIVE EDUCATION

East Tennessee Children's Hospital entered a five-year partnership with Haslam to offer **physician leadership programs** aimed at enhancing physician leadership and fostering innovative solutions to competitive challenges.

Highly regarded national healthcare leaders who are alumni of the Physician Executive MBA and Executive MBA – Healthcare Leadership programs are inaugural members of the **Distinguished Haslam PEMBA Fellows** and **Distinguished Haslam Healthcare Leadership Fellows** programs.

The 2024 PEMBA Distinguished Fellows cohort includes:

- **Jody Crane** (PEMBA, '04), chief medical officer with Team Health
- **Rachel George** (PEMBA, '04), chief medical officer with Emerus Holdings, Inc.
- **Herman Gray** (PEMBA, '03), department of pediatrics chair at Wayne State University
- **Chris Kodama** (PEMBA, '11), founder and principal of EverSparq, LLC
- **Bruce Meyer** (PEMBA, '99), EVP, market president with Western Pennsylvania at Highmark Health
- **Karen Murrell** (PEMBA, '09), director of Care Without Delay at Kaiser Permanente Sunnyside Medical Center
- **Ram Raju** (PEMBA, '00), senior vice president (retired) of Northwell Health
- **Eneida Roldan** (PEMBA, '03), CEO of FIU Health Care Network
- **Rick Watson** (PEMBA, '07), market medical executive with Cigna Healthcare

The 2024 EMBA-HL Distinguished Fellows cohort members are:

- **Tim Attebery** (EMBA-HL, '15), CEO of Cardiovascular Associates of America
- **Stacey Berner** (EMBA-HL, '16), president (retired) of SurgCenter Development
- **Kelley Simpson** (EMBA-HL, '16), president at Cancer Concierge, LLC
- **Mike Wiechart** (EMBA-HL, '15), president and COO of Team Health
- **Clarence Williams** (EMBA-HL, '19), director at Memorial Hermann Health System

Rankings

#10

Haslam placed No. 10 among public U.S. schools **—Fortune's Best Executive MBA Programs for 2024**

#19

Haslam placed No. 19 overall **—Fortune's Best Executive MBA Programs for 2024**

#15

The college placed No. 15 among public U.S. schools **—Fortune's Best MBA Programs for 2025**

#36

The college placed No. 36 overall **—Fortune's Best MBA Programs for 2025**

OFFICE OF ACCESS & COMMUNITY CONNECTIONS

Offered during the fall and spring semesters, Haslam's **TakeOff program** helps first-year, first-generation students adapt to life at a large university. The program is administered by Haslam's **Office of Access and Community Connections** (OACC) and offers a tight-knit cohort, targeted guidance, peer mentors, and financial incentives for completion. The spring 2024 program culminated with a pitch competition won by a team consisting of communications major **Tucker Riley**, accounting major **Veronica Chudoba**, and finance major **Garrett Brown** for their concept product, Blizzard Beater.

BUSINESS ANALYTICS AND STATISTICS



Stevens

Senior lecturer **Brian Stevens** received UT's 2024 President's Award in the Nimble and Innovative category.

Michel Ballings was promoted to Amazon Scholar.



Ballings

Charles Liu won the 2024 Professional Promise in Research and Creative Achievement Award.

Ham Bozdogan was honored by the Turkish Statistical Association for his significant contributions to the field of statistics. Notably, he developed the Information Complexity criterion for model selection.



Liu

Gil Souza and co-authors published "Renewable, Flexible, and Storage Capacities: Friends or Foes?" in *Manufacturing & Service Operations Management*.

Wenjun Zhou was appointed as an Associate Editor for the *INFORMS Journal on Data Science*. Zhou also received an NIH grant on using robots to support Alzheimer's caregivers, and served as a panelist on "Educating in the Age of AI: Future-Proofing Operations Research Practitioners" at the INFORMS 2024 Annual Meeting.

Julie Ferrara participated in a Nashville Innovation Summit panel discussing strategies for effective partnerships with local higher education institutions.

Tingliang Huang was invited to speak as an expert discussant for the second Annual ABFER-JFDS Conference on AI and FinTech August, 2024.



Bozdogan



Souza



Zhou



Ferrara



Huang

FINANCIAL INFORMATION OFFICE

Haslam's entire **Financial Information Office team** completed the Graduate and Executive Education (GEE) course **Lean Applied to Business Processes** (LABP) to increase its operational efficiency. Additionally, each member elected to earn a Lean Six Sigma Yellow Belt to cement their dedication to continuous process improvement.

From July 7 through July 12, 2024, 15 high school students from Tennessee and four other states participated in the second annual **Supply Chain Management (SCM) Camp** at UT.

The **Advanced Supply Chain Collaborative**, led by Ted Stank, is in its sixth year of bringing together senior leaders at corporations to partner with UT faculty on innovative research in the discipline. This year's partner firms include Amazon, Bush Brothers & Company, Colgate-Palmolive, Cummins, Kenco Group, Kimberly-Clark, Leidos, Sam's Club, and Schneider Electric.

SUPPLY CHAIN MANAGEMENT

A team of four undergraduates won the Student Case Competition at the Intermodal Association of North America (IANA) Conference in Long Beach, California, competing against nine other schools from around the country. More at [TINY.UTK.EDU/HASLAMIANAWIN](https://tiny.utk.edu/haslamianawin)

#1

in North America for graduate supply chain management programs and

#2

in North America for undergraduate programs.

—Gartner's 2024 Top 25 Supply Chain University rankings

#1

For the fifth straight year, UT's undergraduate supply chain management program was recognized as No. 1 in the SEC and was recognized in the Top 5 nationally as

#3

among public universities. —U.S. News and World Report

Rankings

More at [TINY.UTK.EDU/SCMTOPPROGRAM](https://tiny.utk.edu/scmtopprogram)



Trombly



Scott



Goldsby



Jeong



Saunders



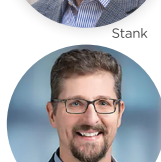
Deakins



Maier



Stank



Pellathy

Jeff Trombly, who was named executive director of the Airport Ground Transportation Association (AGTA) in 2023, organized the association's annual fall conference in Salt Lake City, Utah, with the support of **Alex Scott**, assistant director. A current MS SCM Online student, **Kenneth Sagona**, won a scholarship to present on "The Role of Airport Ground Transportation in Flight Diversions." AGTA is comprised of more than 200 airports, ground transportation operators, and parking industry representatives.

Tom Goldsby served as an advisor to the U.S. Department of Commerce's new SCALE tool, which is intended to evaluate national supply chain resilience on a macroeconomic level and advise future policy making. The tool was unveiled at the first-ever Supply Chain Summit, co-hosted by the Council on Foreign Relations and commerce department on September 10, 2024.

Haslam supply chain faculty once again were go-to resources for major media outlets such as *The Wall Street Journal*, CBC Radio Canada, *USA Today*, and industry media outlets like *Supply Chain Management Review*, *DC Velocity*, *Inbound Logistics*, and *Manufacturing Dive*. Faculty members including **Thomas Goldsby**, **Seongkyoon Jeong**, **Lance Saunders**, **Thomas Deakins**, **Don Maier**, **Alan Ameling**, **Ted Stank**, **Dan Pellathy**, **Alex Scott**, and **Kate Vitasek** responded to inquiries on topics ranging from supply chain cyber security, organized labor's impact on supply chain, what lesson the pandemic generation is bringing to the industry, and what to know about long-distance moving companies. In the aftermath of Hurricanes Helene and Milton, local and regional media outlets asked faculty to comment on the duration of regional supply chain disruptions, the rebuilding process, and potential gas price gouging.

NEEL CORPORATE GOVERNANCE CENTER

Tingting Liu, **Austin Starkweather**, **Tomer Stein**, and **Daniel Weagley** are the latest UT faculty members to join the Neel Corporate Governance Center as research fellows.

Haslam alum **Marc Davenport** (HCB, '89) joined the Neel Corporate Governance Center as director of practice. Davenport brings over 30 years of experience working with corporate boards as an audit partner. He will help identify speakers for the newly rebranded Governance Insights Speaker Series and will help identify other ways that Neel Center researchers can collaborate with practice.

Speaker Series

The fall 2024 **Governance Insights Speaker Series** lineup brought fresh perspectives on digital transformation, ethics, human capital, private equity, and tone at the top. Speakers included **Kazi Islam** (MaCC, '95), global assurance strategy and growth leader for PwC, **Marty Brown** (HCB, '85), president and CEO of PYA, and Bart Dockery from RSM's management consulting practice.



Neal



Cunningham

Directors **Lauren Cunningham** and **Terry Neal** collaborated with researchers from Virginia Tech and the University of Illinois at Urbana Champaign to design guiding principles for public companies to use when evaluating their overall system of corporate governance. The findings, "Evaluating Corporate Governance: Guiding Principles and Calls for Future Research," are forthcoming in *Accounting Horizons*.



Vitasek



Hsu



Ameling



Rodrigues



Bolumole

In "Unpacking Trading Partner Trust in the Energy Industry," a white paper by Haslam Global Supply Chain Institute distinguished fellow **Kate Vitasek** and Georgia College and State University logistics professor Karl Manrodt (HCB PhD, '00), the co-authors explore the role trust plays in relationships between buyers and suppliers in the oil and gas and utility sectors.

Two white papers on supply chain risks, based on research conducted by the Advanced Supply Chain Collaborative, were published by SCM faculty in August 2024: "Climate Change Risk and Supply Chains," by **Sara Hsu** and the "EPIC Index Update and Country Risk Report" by **Alan Ameling**, **Alex Rodrigues**, and **Hsu**.

The Transportation and Logistics Collaborative named **Yemisi Bolumole** as its first director. In its inaugural year, the collaborative has led a wide range of projects.



Real-World Marketing Experience On Campus

Students Casie Cottrell and Wade Boster review work with Christine White (foreground) and students Nick Yurjevich, Leigh Anderson, Samantha Spielberger, and Belle Karnes meet with Jason Greenway (background) in the Marketing and Sales Skills Lab.

In 2023, Haslam's Department of Marketing launched the Marketing and Sales Skills Lab. Students develop applied skills through hands-on internship experiences, all without leaving campus. Alex Zablah, Gerber/Taylor Professor and head of the department, says, "We're moving beyond traditional classroom training to expand the way we're developing students. Hands-on experience is critical to getting good jobs."

Currently, the lab runs two internship-style classes each semester, one focusing on sales and the other on marketing. Classes are competitive and limited to 15 students who are selected based on fit, readiness, ability, and willingness to immerse themselves in the unique modality. The sales class partners with Knoxville-based Axle Logistics, training students in the art of cold-calling. "It's the hardest type of selling," says Zablah. Students are paired with mentors from Axle who lead teams and offer support. "Exploring this type of selling in a classroom setting helps students figure out if it's for them, and they develop skills that they will use in other areas of marketing."

Senior Wade Boster, who completed the Axle sales course last spring, appreciated the realistic experience the lab and class offer. "It was like being in the workplace while you're still in the classroom," he says. "You get the full experience while earning credit hours and having a support system around you. It helped me figure out the direction I wanted to go."

This year, the lab launched a second experiential learning course in partnership with local marketing agency Boldsquare. In the Boldsquare Residency, not only do students learn how a marketing agency operates, they also connect directly with clients to work on projects. Christine White, assistant professor of practice and the department's director of partnerships, says, "Students run client meetings, generate and post content on social media channels, develop and implement marketing strategy, create and execute innovative events, and more." Throughout the residency experience, students receive support and mentorship from partners at Boldsquare. "This is real-world experience that you really can't get in any other class we offer."

Senior Casie Cottrell agrees. "While traditional classes teach the material, this course took normal classwork to the next level by allowing me to apply that knowledge in a practical internship without the immediate pressures of a formal job," she says.

The main mission of the Marketing and Sales Skills Lab, Zablah says, is to give more students a head start before they graduate. "We believe anything co-curricular that happens early is going to help students get internships and ultimately, jobs," he says. The lab space, with its large video conference screen, sofas, and high-top chairs, also acts as an inviting home base for marketing students to study, meet others, prepare for job interviews, and attend networking events. "We try to maximize this space and make it a hub for students—and a place where they can gain non-traditional learning experiences."

As the lab's internship courses continue to grow, other universities have reached out to Zablah and White to ask how they can launch similar initiatives. "We've also had a variety of companies reach out and ask how they can partner with us," White says. "In the future, we want to expand what the on-campus experience looks like." ●

NEW FACULTY

The University of Tennessee, Knoxville, Haslam College of Business welcomes 20 new faculty members with a wide range of both academic and industry experience. The increase in faculty reflects Haslam's ongoing efforts to keep pace with its growing student population.

"We are excited to welcome this group of accomplished scholars and teachers," said Chad Autry, the college's associate dean for research and faculty, Daniel and Karen Myers Distinguished Professor and R. Stanley Bowden II Faculty Research Fellow. "Their wide range of expertise and achievements will inspire our students and enhance the college's growing reputation for thought leadership."

The newcomers join the departments of accounting and information management, business analytics and statistics, economics, finance, management and entrepreneurship, marketing and supply chain management.



Andrew Ballthrop
Assistant Professor,
Supply Chain Management



Tingting Liu
Professor,
Finance



Brian Bergman
Assistant Professor,
Management and
Entrepreneurship



Monica Langley
Professor of
Practice, Graduate
and Executive
Education



Blair Presley Bone
Assistant Professor
of Practice, Marketing



Joseph Harrison
Associate Professor,
Management and
Entrepreneurship



Bryan Cataldi
Assistant Professor
of Practice,
Accounting and
Information
Management



Ryan Hanson
Lecturer,
Economics



John Clayton
Lecturer, Management
and Entrepreneurship



Josh Fairbanks
Professor of
Practice,
Finance



Hoorsan Damavandi
Assistant Professor,
Marketing



Stacey Espinosa
Lecturer, Business
Analytics and Statistics



Emily Dickey
Assistant Professor,
Supply Chain
Management

**Joshua Madden**

Assistant Professor of
Practice, Accounting
and Information
Management

**Ruixiang Song**

Assistant Professor,
Management and
Entrepreneurship

**Austin Starkweather**

Assistant Professor,
Finance

**Zach Thompson**

Assistant Professor
of Practice,
Marketing

**Daniel Weagley**

Associate Professor,
Finance

**Christine White**

Assistant Professor
of Practice,
Marketing



The Boyd Center for Business and Economic Research projects Tennessee's population to hit nearly 8 million by 2040.

BOYD CENTER FOR BUSINESS AND ECONOMIC RESEARCH

The Boyd Center for Business and Economic Research's Tennessee State Data Center disseminated Census data of 2023's fastest growing cities in Tennessee, with ★ Nashville, ★ Clarksville and ★ Lebanon leading the top 10.



Carruthers



Bruce



Kessler



Kofoed

Celeste Carruthers was awarded an EAGER grant from the U.S. National Science Foundation to develop the Tennessee Longitudinal Survey of Ideas (TLSI) from Launch Tennessee data, Boyd Center's Tennessee Business Leaders Survey, and the state database of registered business entities. A TLSI observation will be an idea rather than a firm or individual, allowing researchers to focus on and track the process of innovation itself, along with characteristics of innovating firms. The TLSI will identify the amount of time new ideas spend in different phases of innovation, such as conception, research and development, translation, patenting, marketization, or pivot/withdrawal.

In "A SALT on Real Estate? Housing Market and Migration Responses to the Limit on the State and Local Tax Deduction" published in *Contemporary Economic Policy*, Boyd Distinguished Professor **Don Bruce** and research associate professor **Larry Kessler** investigated the effects of a 2017 policy change placing a \$10,000 limit on the deductibility of state and local taxes (SALT) for federal tax purposes, and whether these costs were capitalized into the local housing market through slower growth in housing prices.

In "Zooming to Class? Experimental Evidence on College Students' Online Learning during COVID-19" published in *American Economic Review: Insights*, assistant professor **Mike Kofoed** and co-authors Lucas Gebhart (United States Military Academy), Dallas Gilmore (Stanford University), and Ryan Moschitto (United States Military Academy) investigated the outcomes after randomizing 551 West Point students in a required economics class across 12 instructors, both online and in-person, and found final grades dropped for those assigned to online classes.

Haslam introduced an accelerated Master's Program in Economics, which enables qualified students to earn an MA in just two semesters after finishing their undergraduate degree.

ECONOMICS



Baker



Padilla-Romo

Kenneth Baker, distinguished lecturer of economics, was selected as an Athletics Professor of Excellence.

Associate professor **Maria Padilla-Romo** was appointed a faculty research fellow at the National Bureau of Economic Research.

MONICA LANGLEY

Strategist and Storyteller

Monica Langley (UT, '80) spent 27 years as a journalist at *The Wall Street Journal*, writing page-one profiles of CEOs, billionaires, and presidential candidates, but journalism is only one of Langley's many careers. She's also been a lawyer, author, executive, and now, a professor.

In 2024, Langley joined Haslam as a professor of practice to lead strategy on showcasing the college, particularly with C-suite executives and business leaders nationwide. Most recently, Langley was the executive vice president of global strategy for Salesforce, the blue-chip tech giant.

"I bring to Haslam the same approach that's been the throughline for my varied roles over four decades," Langley says. "Strategy and storytelling." She's already deploying this approach, using her extensive experience, expertise, and connections to enhance the college's visibility in the corporate world while providing students with behind-the-scenes insights.

Practically, this work involves hosting campus events and video podcasts, bringing in visiting CEOs and executives, and working with department heads and center directors to highlight their work.

For example, this fall, Langley moderated an economics debate co-sponsored by Haslam and the Howard H. Baker Center for Public Policy. Michael Strain, director of economic policy studies at the American Enterprise Institute, says Langley's leadership at that event stood out. "Monica is someone who has been at the highest levels of the corporate and media worlds," Strain says. "She brings a high level of sophistication and real-world savvy to the university, and she clearly loves the school."

A first-generation college student from Knoxville, Langley's childhood stretched her imagination and vision for her future. "My mom took me every week to the library to develop my love of reading and writing, and my dad took me to his office to develop my love of business," she says. "Starting then, I began formulating the strategy and story for my life, though clearly I didn't know to call it that yet!"

Langley studied journalism at UT, where she was a Torchbearer, and earned a law degree from Georgetown University before landing at *The Wall Street Journal*. While most of her career has been with the esteemed newspaper, Langley also spent several years practicing corporate law, wrote two bestselling business books, and hosted a YouTube show of CEO conversations.



Langley in the James D. Hoskins Library, the university's main library for more than 50 years, with one of her many antique typewriters.

Langley's storied career has included significant time and proximity spent with influential and powerful people, including JPMorgan Chase CEO Jamie Dimon, Salesforce founder/CEO Marc Benioff, and President Donald Trump. With her corporate and media worlds in the rear view, she's now immersed in academia and enthusiastically extolling "Haslam's rock stars" who lead the research and academic programs at the college.

"Haslam's top-notch faculty and students impress me every day," Langley says, "As a Vol for Life, I'm excited and grateful to do my part expanding their profile and impact." ●



Ye



Maslar



Henriksson

FINANCE



Liu



Serfling



Kelley



Starkweather



Weagley

In “Financial Effects of Remote Product Delivery: Evidence from Hospitals,” published in *The Review of Financial Studies*, assistant professor of finance **Zihan Ye** and co-authors investigated the financial effects of telemedicine. The research reveals that the convenient service may have unexpected consequences on patients’ long-term access to acute care.

“Exploring the Agency Cost of Debt: Risk, Information Flow, and CEO Social Ties,” a paper co-authored by **David Maslar**, was accepted to the *Review of Quantitative Finance and Accounting*.

Matt Henriksson’s co-authored research, “The Portfolio-Driven Disposition Effect,” was published in the *Journal of Finance*. Henriksson also co-authored “Within-Firm Partisanship and Innovation,” which was accepted for the Financial Management Association Annual Meeting October 2024 and was a semifinalist for the Best Paper Award. The paper was also accepted by the Southern Finance Association Annual Meeting November 2024. Henriksson’s research “The Impact of Internal Capital Markets on Market Exit and Entry Decisions: Evidence from the Insurance Industry” was presented by a co-author at the American Risk and Insurance Association Annual Meeting August 2024.

“The Cost of Equity: Evidence from Investment Banking Valuations,” a paper

by **Tingting Liu**, was accepted by the *Journal of Financial and Quantitative Analysis*.

Matthew Serfling’s co-authored research, “Regional Clusters and Product Market Outcomes During Turbulent Times,” was accepted by the *Journal of Financial and Quantitative Analysis*.

“How Free is Free? Retail Trading Costs with Zero Commissions,” a paper by **Eric Kelley**, was accepted to the *Journal of Banking and Finance*.

“The Saliency of the CEO Pay Ratio Disclosure,” a paper co-authored by **Austin Starkweather**, was published in the *Review of Finance*. Another paper co-authored by Starkweather—“Proxy Advisory Firms and Corporate Shareholder Engagement”—was accepted by the *Review of Financial Studies*.

“Financial Effects of Remote Product Delivery: Evidence from Hospitals,” a paper co-authored by **Zihan Ye**, was published in *The Review of Financial Studies*.

Daniel Weagley had several co-authored papers accepted for publication: “From L.A. to Boise: How Migration Has Changed During the COVID-19 Pandemic,” “Long-Run Labor Costs of Housing Booms and Busts,” and “Uncovering Financial Constraints” were accepted by the *Journal of Financial and Quantitative Analysis*, and “Disaster Lending: ‘Fair’ Prices, but ‘Unfair’ Access” was accepted by *Management Science*.

Annika Abell, assistant professor of marketing, looks at how consumers respond to two aspects of food choice—digital ordering and food sampling—in “Food and Technology: Using Digital Devices for Restaurant Orders Leads to Indulgent Outcomes,” co-authored by Abell, Dipayan Biswas and Christian Arroyo Mera (both from the University of South Florida), and “Effects of Sampling Healthy Versus Unhealthy Foods on Subsequent Food Purchases,” co-authored by Abell, Biswas, J. Jeffrey Inman (University of Pittsburgh), Johanna Held (industry), and Mikyoung Lim (University of South Florida), in the *Journal of the Academy of Marketing Science*.

Marisabel Romero, associate professor of marketing, and her co-authors examine whether digit or word representations of numbers are more persuasive to consumers in their paper “Are ‘10-Grams of Protein’ Better Than ‘Ten Grams of Protein’? How Digits Versus Number Words Influence Consumer Judgments,” recently published in the *Journal of Consumer Research*.

Youngtak Kim and co-authors published “Corporate Sustainability Research in Marketing: Mapping Progress and Broadening Our Perspective” in the *Journal of the Academy of Marketing Science*.

Annika Abell, Ruta Ruzeviciute and colleagues published “Contextual Effects of Color on Food Choices: Red Ambient Color Induces Indulgence,” in the *Journal of Consumer Psychology*.

Ruta Ruzeviciute was awarded the Lee and Allison Herring Endowed Teaching Fellowship in Marketing. This award recognizes marketing professors for their outstanding commitment to student learning and excellence in teaching.

MARKETING

The University of Tennessee Alumni Association recently named **Mark Moon**, associate professor, a recipient of the 2024 Alumni Outstanding Teacher Award.

Marisabel Romero, associate professor, was recognized as a 2024 Outstanding Reviewer by the *Journal of Consumer Research*.

Alex Zablah, marketing department head, Gerber/Taylor Distinguished Professor, and Kinney Family Faculty Research Fellow, was recently selected as a winner of the 2024 *Journal of Marketing* (JM) Outstanding Reviewer Award.



Abell



Ruzeviciute



Romero



Moon



Kim



Zablah

UT Research Finds Female Truckers More Likely to Comply with Safety Regulations



Women are significantly more likely to comply with safety regulations in the male-dominated commercial trucking industry according to a new study co-authored by Alex Scott, Gerald T. Niedert Professor of Supply Chain Management.

MALE TRUCKERS MORE LIKELY TO COMMIT MAJOR SAFETY VIOLATIONS

Using data from 22 million inspections between 2010 and 2022, the researchers identified an operational safety compliance gap between men and women truckers. Their results showed that men were 7.4 percent more likely to be cited for a major violation of rules governing working hours (hours-of-service [HOS] rules) and 13.2 percent more likely to have received a major unsafe driving violation.

“If you’re driving 15 miles over the speed limit, it’s hard for that to be on accident,” Scott explains. If you’re driving 15 hours in a day when you’re only supposed to be driving 11, that’s not an accident. Throughout the entire sample, men were significantly more likely to engage in unsafe driving behaviors, which have been most correlated with vehicle accidents.”

In 2017, the U.S. Department of Transportation mandated electronic logging devices (ELDs) for all commercial motor vehicles by December 2019. ELDs automatically record driving hours to enhance safety and simplify HOS tracking. The research revealed that men’s compliance increased after the ELDs mandate, closing the HOS safety gap, but not eradicating the safety difference entirely.

“It’s hard to cheat the ELDs,” Scott says. “Once you make compliance almost perfunctory, then the gap between men and women disappeared for HOS. However, even after those were implemented, the unsafe driving gap stayed the same.”

ATTRACTING MORE WOMEN TO THE INDUSTRY

In 2021 alone, 5,149 commercial trucks were involved in fatal crashes, 10,000 trucks were involved in crashes that led to injuries, and 379,000 trucks were involved in incidents that involved property damage. Since most

“

If women have higher compliance that results in lower safety violations, then perhaps more women in the industry could reduce the number of accidents by truckers.”

—ALEX SCOTT

truckers are male, the vast majority of these accidents involved male drivers.

“If women have higher compliance that results in lower safety violations, then perhaps more women in the industry could reduce the number of accidents by truckers,” Scott says.

Efforts to attract and retain women truckers are ongoing. Over the summer, the American Transportation Research Institute highlighted strategies for recruiting women drivers. In 2022, the Secretary of Transportation established the Women of Trucking Advisory Board to support, recruit, and ensure the safety of women drivers and strengthen the industry.

UNIQUENESS OF TRUCKING, MORE BLUE-COLLAR AREAS TO STUDY

Scott and his co-researchers describe trucking as unique compared to many blue-collar occupations. Truckers have significant autonomy, while workers in other industries have managers overseeing them. They also suggest the trucking industry’s culture has a strong anti-authority element. In industries without these elements, the gender safety and compliance gap may be smaller or nonexistent. However, Scott suggests researching other blue-collar industries for gaps, like the male-dominated construction industry.

“Who knows if there are higher compliance rates in construction for women than men?” Scott says. “The broader point is that blue-collar industries as a whole are male dominated. But, as more women come into those fields, maybe that could transform those fields in some way, like higher compliance with safety rules.” ●

—Scott McNutt

“Men at Work...Unsafely: Gender Differences in Compliance with Safety Regulations in the Trucking Industry,” by Alex Scott, Beth Davis-Sramek (Auburn), and David J Ketchen, Jr. (Auburn), appeared in *Production and Operations Management*, 2024, Vol. 33(4).



Munyon

Tim Munyon is now the Ergen Professor of Business.



Williams

Dave Williams is now the Diane Walker and Raffi Markarian Professor of Entrepreneurship.



Rittenhouse

Jen Rittenhouse was promoted to the rank of associate professor of practice.

Melissa Cardon, Tim Pollock, and Sherry Thatcher were included on the 2024 Top 2% of Researchers list. [TOPRESEARCHERSLIST.COM](https://topresearcherslist.com)

MANAGEMENT AND ENTREPRENEURSHIP



Cardon

"Is Knowledge Really the Most Important Strategic Resource? A Meta-Analytic Review," co-authored by **Russell Crook**, Laura D'Oria (UT PhD, '17) and Ashley Roccapriore (UT PhD, '23) was accepted by the *Strategic Management Journal*. They found that knowledge is the most important factor driving performance and that it is the glue that holds organizations together.



Pollock

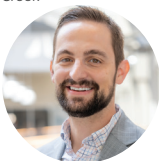


Thatcher

Tim Pollock had "Public enemies? The Differential Effects of Reputation and Celebrity on Corporate Misconduct Scandalization" accepted by the *Strategic Management Journal* and "Because I'm Punk! How NOFX Navigated its Social Evaluations Among Punks" accepted by *Bloomsbury*.



Crook



Harrison

Joseph Harrison had "Inventor CEO Involvement and Firm Exploitative and Exploratory Innovation" accepted by the *Strategic Management Journal* and "Executive Personality



Kim

Assessment with Large Language Models: Updating an Existing Tool and Advancing Similar Measures in Strategy and Management Research" accepted by *Research Methods in Strategy and Management*.

"The American Idol Next Door: Conforming Behavior, Media Attention, and Achieving Celebrity" by **Tim Pollock** and **Tan Kim** was selected as the SMA 2024 Best Doctoral Student Paper in the Organization Theory, International Management, and Management History Track. Pollock also won an Academy of Management Journal Outstanding Reviewer Award.

Sherry Thatcher, Regal Entertainment Distinguished Professor, was recognized for her long-term contributions to the management field.

John Clayton, Joseph Harrison, Brian Bergman, and Ruixiang Song joined the department.

The **Master of Science in Management and Human Resources (MSMHR)** program saw record-setting enrollment in the 2023-2024 academic year, as well as enhanced resources and support for students and plans for expanded course offerings to provide greater flexibility. The Haslam MSMHR program admitted 43 students—the largest cohort in program history—for the 2023-2024 academic year, representing a 65 percent increase from the previous record of 26 students for 2022-2023.



Haslam hosted the 2024 **BisNet Annual Conference** in October 2024. Twenty of the top U.S. business schools came together to discuss pressing issues in international business education, study abroad, and international programs and partnerships.

INTERNATIONAL PROGRAMS & STUDY ABROAD

Haslam leads the university in international experiences, with 41 percent of all UT students who studied abroad in the 2023-2024 academic year coming from the college. Among UT graduate students who studied abroad, 68 percent were from Haslam. Haslam students also made up 38 percent of all UT undergraduates who studied abroad.

- The 2023-2024 academic year saw 593 Haslam undergraduate students study abroad across four continents, totaling 603 international experiences, an 18 percent growth in participation from the 2022-2023 academic year.
- Forty-one students participated in international academic internships, a 37 percent increase.
- \$210,225 was awarded to 123 students who studied abroad, with 52 percent of recipients having financial need. The average award amount was \$1,730.
- Approximately 21 percent of Haslam undergraduates chose international business as a collateral or concentration.
- A total of 104 graduate students from four GEE programs studied abroad across seven unique locations in the 2023-2024 academic year.
- Led by Haslam, the university's first-ever international service project, with 5 majors from across campus (Economic Empowerment Service Project in Vietnam) will take place in winter 2025.
- IPSA will offer 16 total programs across five continents in 2024-2025 academic year.
- Haslam's International Programs Office was awarded a Cross-Campus Collaboration grant supported by the National Clearinghouse on Disability and Exchange to host a one-day strategy session with UT Student Disability Services and Center for Global Engagement offices.

HIGHLIGHTS

Mark Willoughby, center, with Clayton Ailshie who studied abroad in Costa Rica, and Tatiana Phelps and Joshua Reaves, members of the Haslam Student Advisory Council.



Mark Willoughby (HCB, '06, MSMHR, '10) spends a lot of time listening to students. Since becoming Haslam's first director of student engagement in 2016, Willoughby has poured abundant energy into building community and keeping students actively engaged through programs that serve them—and he's found that getting to know them is the secret to success.

"A lot of our focus is on listening and finding out what they need," Willoughby says. "We regularly meet with a student advisory council and with leaders of student organizations to help inform our decisions. As the college continues to see exponential growth in enrollment and increased retention rates, we are trying to stay innovative for the ever-changing student body."

A Knoxville native, Willoughby studied marketing as an undergraduate at Haslam and took a student assistant position in the undergraduate programs office. After he graduated, he joined the college as an advisor in 2007. Several years later, Willoughby moved to an assistant director role overseeing the Venture Living Learning Community and the college's orientation

MARK WILLOUGHBY

Supporting Students

program, but he knew the college could do more for all its undergraduates. "I wanted to extend some of the approaches and experiences we were implementing within those programs to the rest of the student body," he says. He spoke with Lane Morris, associate dean of undergraduate programs, about the idea.

Morris was on board, and in 2016, Willoughby became Haslam's director of student engagement. "Mark is one of the most innovative, human-centered leaders I know, and is a champion for students," Morris says. "As we've built out the student engagement office, he's been instrumental in connecting students with one another and with faculty in dynamic ways."

"The college took a chance on letting me jump into this," Willoughby says. "It was an unknown venture and there was a lot of willingness to let me be creative and try things." Some of his first priorities included creating the student advisory council and developing a student engagement fair for

students. He revamped the Haslam Business Building's atrium with new furniture, making the area more attractive to students. As more students stayed and studied in the building as a result, Willoughby looked for other ways to connect with students, from curating the Haslam Headlines weekly e-newsletter and promoting student volunteering to starting a student-to-student mentorship program. Three years ago, Willoughby's office also took on the college's recruitment efforts, hosting prospective students and their families for campus tours. Their commitment to serving students guides their everyday work.

In addition to his main role, Willoughby also teaches a sports marketing course, leads a study abroad program in Costa Rica, and is working on a PhD in communication studies. His biggest reward, though, is seeing students succeed. "I want to be a trusted resource for students, someone with experience that they can relate to and turn to for feedback and mentorship," he says. "Seeing their journeys, from when they walk into the building on the first day of freshman year to when they graduate, and being there for ups and downs along the way—it's rewarding to make that investment." ●



Top to bottom: Riley Ferdelman, Megan Hewison, and Sasha Radovanovic.

Three Haslam students are among the Lady Vols in the UT women's rowing program selected to CRCA's National Scholar-Athletes List: **Riley Ferdelman** (Marketing), **Megan Hewison** (Management and Human Resources), and **Sasha Radovanovic** (MBA). It is the second time in her career **Radovanovic** earned the honor.

Funding Awarded to Three Early-Stage UT Student Businesses at the Fall 2024 Vol Court

An AI-powered support system, an alert software system, and a social media partnership service were the winners at the Anderson Center for Entrepreneurship and Innovation's fall 2024 Vol Court. ASTERS, an AI-powered decision support system co-founded by Anirudh Ramesh, a mechanical engineering graduate from Chennai, India, was awarded first place. Second place was awarded to AlertX, a campus-wide alert software formed by **Max Gallinek**, a freshman supply chain management major from Charlotte, North Carolina. Third place was awarded to Partnerly, a service to help businesses and content creators start, scale, and succeed with their social media paid partnerships founded by **Blake Hopkins**, a senior supply chain management major and entrepreneur minor from Fayetteville, Tennessee.



Vol Court winners and judges, L-R: Blake Hopkins, Gregg Bostick (judge), Shannon Evanchek (judge), Anirudh Ramesh, Breanna Hale (judge), Max Gallinek, and Lance Adler.



ANDERSON CENTER

Tony and Mike Tuber are the co-founders of T Squared Putters, a company specializing in premium, fully customizable golf putters. Hailing from Buffalo, New York, the Tuber brothers moved to Knoxville to pursue their business education at Haslam. Tony, who graduated in 2024 with a degree in marketing, and Mike, a finance major set to graduate this year, have combined their academic knowledge and passion for golf to achieve their entrepreneurial dreams while helping golfers improve their game.



L-R: Casie Cottrell, Samantha Spielberger, Leigh Anderson, Nick Yurjevich, Wade Boster, and Belle Karnes gather in the Marketing and Sales Skills Lab.

Marketing students are completing on-campus internships to earn course credit, enrich their studies, and prepare for the professional world. These students complete internship-style classes with Boldsquare, a Knoxville-based marketing and communications agency, or with local company Axle Logistics. These classes are part of the department's Marketing and Sales Skills Lab, an innovative center designed to give Haslam marketing students a head start in the professional world and help them stand out in the job market. Marketing students can also use the lab and its amenities, which include ample seating and a large videoconference screen, to study, collaborate, and network.



MATT ALLUM

Two Passions: Music and Supply Chain

For Matt Allum, music is a way to connect with people. He grew up listening to all kinds of music, from country to '80s rock, and he picked up the guitar in middle school. By the time he was in college, he had written dozens of songs.

Allum describes his music style as a mix of his country and vintage rock roots. "I've always loved older songs, the stories they can tell, and the way they impact people," he says. When he decided to sing

few of his songs at an event, they were a hit—and Allum wondered if he was onto something. A few years later, he was performing live several times a week. He went on to enter a songwriting competition and was signed by a Nashville label. He's since recorded several songs that are performing well on streaming platforms. "Music is an ongoing journey with ups and downs, but at the end of the day, if you love doing it, there's no reason to stop."

In the meantime, he's wisely pursuing an education as well. An MBA candidate at Haslam with a focus in supply chain management, he grew up fixing cars with his dad. He also gained extensive experience in manufacturing through undergraduate internships with Taylor Power, Toyota, and Nissan through a program at the University of Mississippi. "Working on the shop floor in manufacturing facilities opened my eyes to supply chain issues and strategies," he says. "Supply chain is such an intriguing topic because it applies to every kind of manufacturing." This summer, he'll expand his hands-on supply chain experience with an internship at Caterpillar.

Allum isn't just earning an education at Haslam. He's getting support for his music career, as well. The Anderson Center for Entrepreneurship and Innovation plays a pivotal role in helping him pursue his music while exploring career options in supply chain management. "They've been a huge support in navigating the business side of my music," Allum says.

While a music career isn't out of the question, Allum likes the balance of pursuing supply chain management, too. "I know I'll always have another option available," he says. "I've always wanted to serve in a leadership role. Whatever I do, I'd like to make the world a better place." ●



MAHA ZUBAIRI

The Big Business of Sports

Maha Zubairi's time at Haslam has created a bridge between her two passions of sports and business, opening the door to a unique path combining both fields.

Zubairi always had a knack for business, but her interest in football came as a surprise to her. Her parents came to the U.S. from Pakistan in the early 2000s, and she didn't grow up around the sport. In high school, she assisted her school's football coach with administrative tasks, discovering she truly enjoyed the process. Zubairi also learned a lot about working with others. "When teams came to play us, I'd talk to other coaches and hear about their experiences," she recalls. From that experience, she developed an interest in football scouting.

Zubairi and her father toured UT and Haslam when she was applying to colleges her senior year of high school, and she instantly felt at home. "We were immediately impressed," says Zubairi, who plans to graduate in May 2025 with a degree in marketing and a collateral

in supply chain management. "Once I stepped on campus and completed the tour, I was like, 'I've got to go here.'"

As a UT student, Zubairi connected with Scott Altizer, the university's director of football relations, to discuss working with the team. Zubairi assumed she would work in recruiting since that appeared to be where most female student workers were assigned. "I spoke with Scott and he told me, 'Just tell me what you think you want to do,'" Zubairi says. When she expressed an interest in scouting, Altizer introduced her to Brandon Lawson, the university's director of scouting, who decided to bring her on. "I'm the only female working in scouting, but from the start, everyone has been so open to teaching me and to my interests, which has been great."

For the past two years, Zubairi has worked with coach Willie Martinez to identify potential recruits. Her role includes reviewing videos of high school games from across the country, evaluating and tagging player performance, writing summary evaluations, and meeting with

Martinez and the scouting staff to discuss potential recruits. She also communicates with high school coaches and schedules scouting visits from Martinez. "There's a lot of building and maintaining relationships between coaches and assistant coaches on our side," Zubairi says. "And on game days, I keep Coach Martinez updated on all the kids who are there so he can meet with them."

Bringing her skills to the scouting process is exciting for Zubairi. "After three years, there are kids playing for Tennessee now and that will be here beyond my graduation that I helped to find," she says. "Being part of someone's story is really rewarding for me."

Zubairi interned with Adidas over the summer in Oregon. She worked in football product marketing, and traveled to events, toured the company's Los Angeles office, and gained a holistic view on how she might blend business and sports in a future career. "I didn't know combining these two interests was even possible," Zubairi says. "It was an incredible experience." ●



KHADEJA AL-KHELAIFI

Inspired to Lead

Khadeja Al-Khelaifi decided to pursue a bachelor's degree at Haslam for two reasons—to further her own career and as a gift to her daughter and son. Al-Khelaifi grew up in Knoxville and became a mom at 18. Finishing her senior year of high school with the help of a teen parenting program, she became a single mom of two young children while in her early 20s.

She began a part-time job as a receptionist at a local medical clinic and, with determination and a strong work ethic, climbed the ranks from medical assistant to office manager over the ensuing nine years. “This growth happened while I was in the thick of raising my kids,” Al-Khelaifi says. “I wasn’t really setting goals, but looking back, I was advancing almost every two years.”

Al-Khelaifi with her daughter and son.

In 2019, Al-Khelaifi realized she wanted more and decided to be strategic with her goals. She completed an associate's degree at a local community college while working full-time. After that, with her children older and more self-sufficient, she contemplated the next step. "Haslam seemed beyond my reach," she says. "But I knew I wanted to pursue a degree in management, so I applied."

Now a senior in business management with a collateral in international business, Al-Khelaifi plans to graduate in May with a valuable degree and several enriching experiences under her belt. She traveled to Chile with a faculty-led business study abroad program, mentored younger students through the Haslam Student Engagement programs, and participated in the college's Diverse Organization of Business Students (DOBS).

In fall 2024, Al-Khelaifi met with professor Jake Livesay to ask for career advice. Livesay connected her with Russell Crook, head of Haslam's Department of Management and Entrepreneurship, who recommended Al-Khelaifi for the Moll Anderson Scholarship, earmarked for single mothers. "My mom was single through some of my formative years, and I was impressed that Khadeja came back to school to prove to her children that it could be done," Crook says. "Scholarships like this are so impactful because, simply put, they are life-changing."

After graduation, Al-Khelaifi wants to pursue a management role that fits her strengths. "I love to inspire and encourage people, and to mentor and teach, but I also enjoy timelines and structures." Her courses and professors at Haslam have helped her to sharpen all those skills. "I love getting to share with my children what I'm learning and pave the way for them," she says. "I'm thankful for the faculty reminding me that I belong here, and for giving me the knowledge I need to go after my dreams." ●



AJ Wilson, center, with his BETS Marketplace Team, Velocity Bikes.

OFFICE OF ACCESS & COMMUNITY CONNECTIONS

Alexander "AJ" Wilson of Raleigh, North Carolina, was selected as a student leader in a Bank of America eight-week internship program. Wilson, who participated in this summer's Business Education for Talented Students (BETS) offered through Haslam's Office of Access and Community Connections, is now Haslam student and BETS Scholar.



In 2024, MBA students participated in **MGT 593-Global Business Seminar and Travel**, a course that features a mini-term study abroad experience. They gained firsthand experience in Argentina and Chile.



Management & Entrepreneurship PhD student **Gavin Williamson** was awarded Best Reviewer in the Human Resources/Research Methods track at SMA.

The Etowah Utilities Board recognized Haslam student **Novice Cox**, who is the recipient of the Tennessee Gas Association's Leslie B. Enoch Scholarship.



Faculty members Eric Kelley, Josh Fairbanks, and Winston Smith accompanied **Beckett Anderson** (HCB, '24), **Sarah Chandler**, a senior finance major, and Ben Northern, an industrial engineering master's student, to the Microsoft Excel Collegiate Challenge in Las Vegas last fall. The UT team emerged victorious, claiming first place in a prestigious competition that brought together top university teams from around the world.

FINANCE



Dong

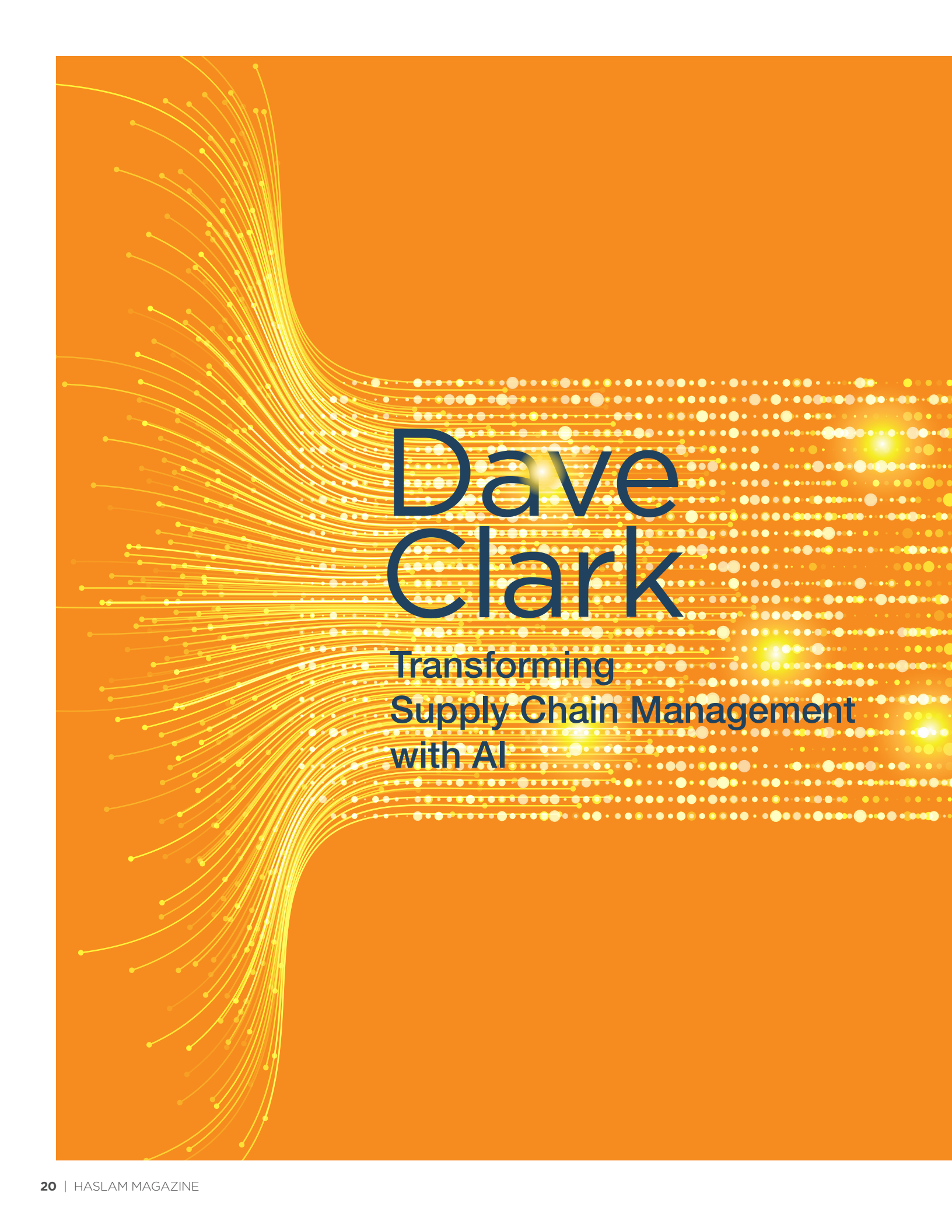


Osborne

PhD student **Tim Dong** had his paper "Towards Anonymous Undercollateralized Loans" accepted to the Australasian Finance and Banking Conference. Dong was also accepted as a graduate fellow at American Institute for Economic Research.

The AFA PhD Student Poster Session accepted PhD student **Banks Osborne's** paper "Data Breach Information, Hospital Financing, and Patient Outcomes."

Twenty-four finance students traveled to Nashville for real estate visits, led by faculty member Scott Roark.

The background is a solid orange color. On the left side, there is a large, stylized graphic consisting of many thin, curved yellow lines that originate from a point and fan out towards the right. These lines are interspersed with numerous small, glowing yellow dots of varying sizes, creating a sense of motion and energy, reminiscent of a data visualization or a stylized flame.

Dave Clark

Transforming
Supply Chain Management
with AI





Dave Clark (MBA, '99) has an ambitious goal. He wants to use the power of artificial intelligence (AI) to transform supply chain management.

IN 2024, CLARK FOUNDED AUGER to build a universal operating system that unites digital supply chain tools. This innovation would allow companies to collect and organize data from a myriad of sources. “Auger is about creating a platform for all that data, normalizing it to help it make sense,” Clark explains. An overlying intelligence layer, powered by AI algorithms, will empower supply chain professionals to make faster, smarter decisions. “Right now, they have a lot of supply chain management tools, but no operating system. It’s like having a bunch of office products you can’t connect.”

Building an Einstein

When people think of AI today, many would imagine large language models (LLMs) like ChatGPT. While an LLM is a powerful tool, it’s only as accurate as the dataset beneath it. “I think of an LLM like having your own personal, specialized Einstein sitting in your living room waiting for you to ask a question,” says Clark. “That sounds great, but first you have to build the Einstein.” The underlying dataset must be pure, clear, and structured. For most companies, obtaining and organizing data across multiple disconnected systems is the most challenging aspect of the journey. That’s where Auger comes in.

The company’s aim is to build a unified digital data platform for companies, then leverage agentic technology to automate and enable employees to ask the LLM the right questions, an art known as prompt engineering. The next challenge is engineering the data stack so companies do not have to run the full data set every time they ask a question, which is costly and uses significant energy.

Adaptive AI to Address Waste in the Supply Chain

Clark is currently focused on assembling a powerful team to build out Auger. The goal is a platform that’s intuitive and easy to use, unlike many enterprise software-as-a-service products. He wants to give organizations the ability to customize their operating system and user experience. Even that process, Clark says, will be partially automated using AI. Different customers want to see their data rendered in different ways because they have diverse optimizations, parameters, and goals. “The analytics side will be built by best-in-class engineering and supply chain talent and, when applied, able to adapt to each customer’s specific environment.”

Clark expects Auger to have its first products in customers’ hands within the next few months, and the company will scale up from there. His long-term goal? Getting most of the world’s supply chain running on the OS so enterprises can share needs and optimize real-world usage. “There’s so much waste in the supply chain,” Clark says. “If you can share the data and make things multi-tenant, where people can share a truck or a shipping container, you can reduce a lot of waste.” Much of that waste comes from product overproduction and from using energy to ship containers that aren’t full. “Maximizing efficiencies in supply chain will save costs for companies, reduce their risk exposure, and cut back on the global environmental impact of production.”

Rising to the Top of the Field

Clark’s background prepared him to take such a big leap into AI-powered supply chain management. Early on, he was drawn to leadership and teaching roles, and pursued a music education major as an undergraduate at Auburn University. “I enjoyed the whole pedagogical aspect of teaching,” says Clark. He worked as a seventh-grade band director for a year, leading about 250 students. “I had a fantastic time and loved it.

Seeing kids go from not knowing how to play instruments to performing in a concert is still one of my top life experiences.”

While he enjoyed teaching, Clark quickly realized it wasn’t a long-term career fit. A family friend encouraged him to pursue an MBA, so Clark applied and was accepted to Haslam’s program. “I had a phenomenal experience at Haslam, and the rest is history.”

Clark homed in on supply chain management and analytics, spending much of his second year as an MBA student working on external projects with professors Mary Holcomb and Missie Bowers. Through those collaborations, he connected with Amazon, landing an interview and a job in 1999.

Clark spent the next 23 years at the e-commerce giant, aiding its growth from a company of less than \$1 billion annual revenue to more than \$450 billion in 2021. “I grew up with the company,” Clark says. “I got great advice early on from a mentor who told me to take the hard jobs that people don’t want, do well at them, and then you can progress rapidly.”

That advice worked. Clark advanced from an operations manager through the ranks to the role of CEO of consumer business, reporting directly to Amazon CEO Jeff Bezos. Along the way, he managed a vast team of more than 1.5 million people and oversaw greater than \$600 billion in gross merchandise sales. He launched and rapidly grew Amazon’s last-mile delivery efforts and developed a regional fulfillment model, which has since achieved record delivery speeds and saved the company billions. His experience at Amazon added substantially to his expertise as a supply chain problem-solver.

Parisa Sadrzadeh, a former colleague at Amazon, says Clark’s ability to see the big picture of supply chain strategy, along with his team-focused leadership, propelled him to become one of the world’s top supply chain professionals. “He knows the importance of elevating the talent around him. It’s not about having the spotlight on him, but

how he can raise the tide for the people working with him—and in that, we all win. That kind of leadership has fostered incredible loyalty and stellar business outcomes.”

After more than two decades at the company, Clark left Amazon in 2022 to take a CEO position at Flexport, a San Francisco-based supply chain technology company. Clark led Flexport until 2023, substantially improving its operational precision and expanding the size and quality of its software development teams.

Looking to the Future

As Clark pushes forward with Auger, former Amazon colleague Olly Sloboda says he’s set up for success. “The future of supply chain is undoubtedly at the intersection of technology and operations, and Dave’s been inventing in that space at huge scale for over two decades. His success is built on an inherent understanding of both strategy and technology.”

Adrienne Wilhoit, who worked with Clark at Amazon, Flexport, and Auger, agrees. “I really think it is this unique blend of his visionary thinking, obsessing over customers, and building empowered teams that have been his key to success.”

Clark looks forward to applying AI to the field he’s grown to love, but he doesn’t see computers taking over the space. “I think you’ll see a lot of human-assisted AI for the near future,” he says. “It’s a powerful productivity enhancer, but I think the idea of sentient AI is a long way off.” At least for the near future, Clark believes the puzzle of AI is utilizing it to create value for people while minimizing computing costs. “The best leaders are the best at pulling information out of a team of people. In the same way, the best users of AI will be those who can extract the most value from the machine.” ●

Staying Connected

Over the years, Clark has returned to Haslam several times to teach classroom sessions, speak at the Global Supply Chain Institute Forum, and participate in the Executive-in-Residence program. He enjoys interacting with students and staying connected with faculty and their research efforts. “The Executive-in-Residence program is a great experience that a lot more alumni should think about doing,” he says. “Because of the quality of the students and the number of internship opportunities they’ve had, I’ve gained some really interesting perspectives from students.”

Clark has also hired many Haslam graduates. “The college’s early relationship with Amazon is what connected me with the company, so I’ve tried to repay that by making sure we’re recruiting some of the incredible students coming out of Haslam’s programs,” says Clark.

“For me, staying connected with Haslam is just a selfish desire to be around and hire smart people.” ●

The background of the page is a photograph of a modern building's interior. It features large, multi-paned windows that look out onto a city street with brick buildings and greenery. A dark metal railing with glass panels runs across the middle of the frame. Two solid orange vertical bars are positioned on the left side of the image, one near the top and one near the bottom.

HONORING A
GENEROUS LEADER

*The
Greg Kelly
Memorial
Scholarship*



Left to right: Lauren Kelly,
Steve Cook, Katie Roberts,
Matt Kelly, and Julie Kelly.

The winter before her first year at Haslam, Katie Roberts awoke one morning with an urge to check her email. “I just had a gut feeling there was something important there,” she says. Her intuition proved true. Roberts found a message naming her the first recipient of the Greg Kelly Scholarship, which funds four years of tuition for one supply chain student each year.

Roberts completed a general Haslam scholarship application, but she was not aware of this particular opportunity. “I was overjoyed. My parents knew how much I wanted to go into supply chain, but the scholarship was such an unexpected gift.”

Katie’s mother, Lisa Roberts, says the scholarship is an answer to the family’s prayers. “As a high school educator, I had more college debt than I wanted. It means a lot to us that she won’t have that burden.”

For Roberts, receiving the scholarship also connected her with the Kelly family—and Greg’s legacy.

LEADERSHIP, HUMOR, AND WISDOM

Greg Kelly (HCB, ’86) met his wife, Julie Kelly (HCB, ’86), while both were studying at Haslam. Optimistic and quick-witted, Greg thrived as a business student. Both he and Julie enjoyed UT sports, often attending football games and playing intramural softball together on campus.

After the pair graduated—Greg with a degree in supply chain management and Julie with a finance degree—they married and had two children, Matt and Lauren. Greg pursued a successful career in management for manufacturing companies. In 1999, he became the director of fulfillment and manufacturing operations at Dell, shouldering responsibility for four plant locations servicing the U.S. and directing 2,000 associates involved in delivering products to customers.

Greg’s generous leadership style and focus on character led to his success, Julie says. “He always believed the best about people and that was one of the reasons he did so well in the manufacturing environment. He always treated everyone with respect.”

While he was at Dell, Greg met Steve Cook,

and the two colleagues became friends while working at the same Nashville site. Their friendship grew as they worked closely together. “Greg was one of the best operators I’ve ever worked with because he was very transparent,” Cook says. “You always knew where you stood with him, and he did a great job connecting with people on the manufacturing floor all the way up to senior executives.”

Years later, the friends reconnected after Cook started his own firm, LFM Capital. In 2019, Greg left his role as global IT director for supply chain operations and materials management at General Motors to lead an LFM-owned company, Heartland Steel Products. After serving as CEO for nearly three years, Greg was diagnosed with cancer in 2021. With a desire to spend whatever time he had left with his family, he stepped down from his role at Heartland to undergo treatment.

For the next year, Greg continued to serve in an advisory role at Heartland. His health improved, and he was talking with Cook about coming back when, in 2022, the cancer returned. Greg died several months later.

THE GIFT OF EDUCATION

Colleagues at LFM Capital and Heartland decided the best way to memorialize Greg was through a supply chain scholarship at Haslam. “We knew he was really passionate about UT, the education he received there, and his UT Volunteers,” Cook says. “I’m really thankful I had a chance to talk to Greg before he passed and tell him what we were planning to do. He was super excited about it.”

LFM Capital put together \$1 million to get the scholarship off the ground and raised more through social media and memorial gifts from friends, family, and colleagues. The effort is important to Cook’s firm both as a way to honor Greg’s legacy and as an investment in the pool of supply chain talent. The company is passionate about U.S. manufacturing and believes in the need for a strong manufacturing base with intelligent people who dedicate their careers to the field. “The supply chain program at Haslam helps to generate those people,” Cook says.

For Julie, the scholarship both carries forward Greg’s appreciation for education and is a way to keep his memory alive. “One of the hardest

things about losing him is trying to figure out how to share who Greg was, and this is a great way to do that,” she says. “We can tell so many people about him, from donors to scholarship recipients, and it’s a way to honor him. We’re really happy to have this opportunity.”

In October 2024, Julie, Matt, and Lauren Kelly, along with Steve Cook, met inaugural scholarship recipient Katie Roberts at a luncheon on campus in Knoxville. “The whole meeting was wonderful,” says Julie. “She is a joy, and we were amazed at the things she’s already done and plans to do. We could see the scholarship means a lot to her,

and that means a lot to us, too.”

Going into the meeting, Roberts says the Kellys immediately put her at ease. “They are some of the kindest people I’ve met, and I felt that I could see how much of a light Greg was to their family,” she says. “It was so special to have that connection with the scholarship and understand where it was coming from. I felt so supported, and am so grateful I’ve been given this gift as an entering freshman.” ●



HOW TO CONTRIBUTE TO THE GREGORY D. KELLY MEMORIAL SUPPLY CHAIN SCHOLARSHIP ENDOWMENT

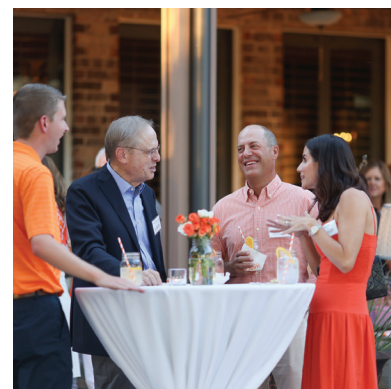
Fundraising efforts for the supply chain scholarship are ongoing. If you would like to honor Greg’s legacy and make a difference in the lives of rising supply chain management students at Haslam, please visit [GIVING.UTK.EDU/GREGKELLY](https://giving.utk.edu/gregkelly) to make a contribution to the endowment.





“

The idea was to bring Rocky Top to town and tell the story of the college's evolution and needs for the future. The new building gives



alumni and guests the opportunity to create a legacy for their families and honor their history with the university.

”



ANDREW BROCK

Supporting Haslam's Future



Andrew Brock (HCB, '98) is "all in" for supporting Haslam's quest to fund its new building. He recently co-hosted a triumphant fundraising event at his home in Dallas,

with help from his Knoxville-based sister Jennifer Brock Callais (CCI, '95). The dinner drew area alumni with a history of giving to the university.

"The idea was to bring Rocky Top to town and tell the story of the college's growth, along with needs for the new building, giving guests the opportunity to create a legacy for their family and honor their story as it relates to the university," Brock explains. "For alumni who have been away from campus for years, the phenomenal growth of the past decade is difficult to envision. Events like this one give them a chance to hear about it and to enjoy meeting other local alums."

Hosting the event came from Brock's desire to make his own gift toward the new building—a named classroom, in conjunction with his family—more impactful. "I wanted to do something more than simply writing a check," he says. "I wanted to create an experience that celebrated the university and the alumni that support it." Brock collaborated with Haslam development leaders to brainstorm plans for the event, which would act as a pilot for similar gatherings in other regions.

Chancellor Donde Plowman, Provost John Zomchick, Haslam Dean Steve Mangum, and a group of staff from the university development and chancellor's offices were in attendance. "The chancellor even dragged the NCAA baseball trophy with her in a huge suitcase," Brock says. The evening's entertainment also featured a lively bluegrass band.

"Andrew was the perfect host, and all the guests had a wonderful time," Mangum says. "Big Orange was well represented in Dallas, with 'Rocky Top' ringing through the neighborhood."

The evening proved highly successful, netting more financial commitments than any single event in the recent history of the college. "This is just the beginning," Brock says. "I hope to engage more alumni and friends of the university by creating opportunities to participate and a framework to mobilize the next generation of philanthropists."

Brock, a Knoxville native who studied finance at Haslam, has led a storied career with stints at Brunswick Corporation, Kraft Foods, and PepsiCo before joining Associa, the world's largest residential property management company, in 2012. He now serves as president of digital technologies and global CIO for Associa, and as president and CEO of HOAM Ventures, an independent investment company of Associa that develops and sells SaaS solutions and technology-enabled professional services to the real estate industry.

As a leader in finance and technology at a multi-billion-dollar firm and a national CIO of the year award winner, Brock has a front-row seat to the impact of emerging technologies, such as AI, on the field of business. "The pace has never moved this quickly, but it will also never move this slowly again," he says. "With that in mind, how much more rapidly do educational institutions need to invest and innovate in order to equip students for the future of work and business?"

From scholarships to networking relationships, Brock says his education at Haslam set him up for success. "All aspects of being a student gave me the tools I needed to jump-start my career. I want to see future Haslam students enjoy those same experiences and opportunities." ●



Photos by Asper Studios

15TH ANNUAL ALUMNI AWARDS



GALA

EVENT CORPORATE PARTNERS



15TH ANNUAL ALUMNI AWARDS



Haslam's 15th annual Alumni Awards Gala brought together students, staff, faculty, and alumni at the Knoxville Convention Center on Friday, November 1, 2024. The evening recognized three alumni and one corporate partner for outstanding contributions to the college and to business in the state. The event, benefitting the College Fund for the Haslam College of Business, honored Nikhil Morar (Outstanding Young Alum), Jock Weaver (Outstanding Entrepreneur), Amazon (Outstanding Corporate Partner), and Scott Roe (Distinguished Alum).

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OUTSTANDING YOUNG ALUM



Nikhil Morar (HCB, '19), the manager of business analytics and strategy for the Los Angeles Lakers, has the job of his dreams. In this high-level, fast-paced role, he works with the Lakers' business analytics team on pre-game preparation and post-game data analysis for all 82 regular-season games. His team collaborates with revenue-generating departments on large-scale

data analyses, optimizing processes, and providing objective recommendations that inform critical business decisions for the organization.

"Our team invests so much time and effort into supporting the health of the business and helping the team win a championship," Morar says. "What excites me is waking up every day to do a cool job with people who are just as passionate about what they do."

Morar began his undergraduate journey at UT as a pre-dental student but switched to business, graduating with a degree in business analytics. Later, while pursuing a Master of Science in applied data science at Indiana University, he attended the 2020 MIT Sloan Sports Analytics Conference and competed in ESPN's coding event. His team won, sparking his interest in combining his lifelong love for sports with his analytics expertise.

After securing an internship with Nashville Soccer Club, Morar accepted a full-time role as a senior data analyst for Chicago Fire Football Club. Two years later, he interviewed with the Lakers and became their manager of business analytics and strategy in 2022.

Though still early in his career, Morar is already giving back to his alma mater through service on the Haslam Young Alumni Board. He has also served as a teaching assistant for three Haslam courses and mentored several students. "Interacting with students keeps me energized," Morar says. "It's a growth opportunity for me, and I love being the link that introduces them to opportunities in sports analytics." ●

OUTSTANDING ENTREPRENEUR

A native of west Tennessee, entrepreneur Jock Weaver (HCB, '80) spent the past 35 years working in private equity. He founded and serves as chairman of Heritage Trust Company, a private equity firm that focuses on emerging growth opportunities. In addition, he serves as chairman of Heritage Plantation Company, a private, family-owned land holding company established in 1826, as well as chairman of Heritage Plantation Foundation, a private not-for-profit charitable trust.

After graduating from Haslam with a degree in finance, Weaver pursued a career that highlights a lifelong love for entrepreneurship. At age 29, he became the youngest person in history to list a company—Hard Rock Café International, where he served as president at the time—on both the London Stock Exchange and the American Stock Exchange. Weaver later founded and served as chairman of TBA Entertainment Corporation, one of the U.S.'s larger live event companies. "My whole career has been focused on growth opportunities, and it's all about new ideas, new companies, and new management teams," says Weaver. "The most rewarding aspect of work for me is the opportunity to interact with others."

Weaver is active with community organizations and enjoys staying involved with Haslam, returning to campus to speak with students about his experiences. "I have always viewed the college environment as the fertile ground upon which the seeds of the future are grown," he says. "It's an incredible learning ground and safe haven for students, where they can experiment, experience failure and success, then go into the real world and take on the challenges of life. After a lifetime of experiences, I am more aware than ever of what a wonderful process this is." ●



Photography by
Ryan H. Martin Photography



OUTSTANDING CORPORATE PARTNER



Multinational technology giant Amazon has fostered a long-time connection to the Haslam College of Business.

After Amazon opened its first Tennessee fulfillment center in 2010, company representatives met with higher education leaders from around the state. Connections forged with Haslam eventually prompted Amazon to commit \$750,000 for an endowed professorship in 2021, enabling academics to work with Amazon in applying research methods

to complex technical challenges while they continue their university work. Michel Ballings, assistant professor in the college's Department of Business Analytics and Statistics, was appointed as an Amazon Visiting Academic in 2022 and was promoted to Amazon Scholar in 2024.

Holly Sullivan (UT A+D '94, '98), vice president of worldwide economic development at Amazon, says the company's culture is a good match for UT. "The university's [message] 'Big Orange, Big Ideas' meshes well with 'Think Big,' one of our leadership principles at Amazon. The students and alumni we see from Haslam and UT are well prepared to dive deep on problem solving."

Amazon has brought on Haslam students as interns and hired several alumni, particularly from the business analytics and statistics programs. Company leaders appreciate the college's emphasis on hands-on experience and understanding industry challenges. "Haslam's intentional connection with industry benefits Haslam students," Sullivan says. "They get real-world application that puts them in a better position to innovate."

Sullivan, who serves on the Dean's Advisory Board and participates in the executives-in-residence program, also appreciates the college's interest in two-way relationships with industry leaders. "I can't say enough about how Dean [Steve] Mangum partners with companies, keeping us informed about new initiatives and technology they are bringing into the university and giving us opportunity to provide guidance and feedback," she says. "I always walk away with ideas I can take back to my company." ●

amazon

DISTINGUISHED ALUM

Scott Roe (HCB, '87) started his career with entrepreneurship in mind. With encouragement from mentors, he pursued a degree from Haslam's Department of Accounting and Information Management, thinking he'd work with a Big Eight firm for a few years before starting his own business venture.

But Roe's career took some unexpected turns and landed him at VF Corporation, the global apparel and footwear company that owns Vans, Timberland, and The North Face. After more than 25 years with VF, he joined Tapestry, Inc., a New York-based corporation that owns luxury brands Coach, Kate Spade New York, and Stuart Weitzman, where he now serves as the company's chief financial officer and chief operating officer.

"My career has not been what I thought it would be, but it's been very rewarding," Roe says. "I've discovered many opportunities to apply my interest in entrepreneurship even at large companies."

After earning his degree and CPA certification, Roe went to work at Arthur Young & Co., now EY, in Atlanta. He later co-founded a paper recycling business and worked for several industrial companies before landing at VF Corporation. During his tenure at the company, Roe spent six years living and working in Switzerland and traveled extensively throughout Europe and Asia. He was a key leader within a team that drove significant revenue and profit growth ultimately accounting for more than half of total company earnings.

In his current role at Tapestry, Roe is instrumental in crafting the company's strategic focus, including potential portfolio expansion, driving financial discipline, and building digital technology and supply chain capabilities. He is an ardent supporter of innovative initiatives for environmental sustainability, such as leather recycling. He's also a proponent of using data analytics for sales forecasting, supply chain management, and decision-making.

Roe brings his leadership skills to Haslam's Anderson Center for Entrepreneurship and Innovation, serving as a judge for Vol Court and the Graves Business Plan Competition and funding the Roe Prize, an entry-level competition at the Anderson Center. "Developing future talent and investing in people is very important to me," Roe says. "My time at Haslam laid the foundation for my career, and I feel it's my duty and responsibility to give back." ●



Donor Report

Listed on the following pages are individuals, organizations, corporations, and foundations whose gifts of \$250 or more were received by the Haslam College of Business in 2024.

Each and every gift, regardless of amount, is sincerely appreciated. The generosity of our alumni and friends allows the college to provide the best possible educational opportunities for our students.

Although every effort has been made to ensure the accuracy and completeness of our list of contributors, we acknowledge that the following list may contain inadvertent errors; please contact us with any corrections.

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Kara D. Merryman
Jason & Lauren Miglin
Thomas A. Milewski
Richard M. & Claire T. Miller Jr.
Virgil & Dorothy Mincy
Eliot M. Mitchell
Madison L. Moats
Meghan C. Moore
Nikhil S. Morar
Michael Morris
Danny Morton
James & Julie Myers
Frank S. & Tammy K. Myers II
Connor & Emily Mykleby

Nama Sushi Bar
Charles H. & Stephanie M. Noble IV
John W. & Shirley S. Norman
Michael E. Norwood
Oak Park Aesthetics
John C. Oliver
On Point Health LLC
Kevon O'Rear
Hope A. Orndorff
John B. & Anna C. Osteen
Timothy M. & Anne J. Oxley
Thomas & Elizabeth Palmer
Barry & Marcella Panitz
Ronald M. & Janet H. Paolini
Jack Parker & Esther Wong
Gwendolyn R. Pate
Elizabeth A. Patterson
John O. & Lori P. Pearce
Joseph & Lynn Phillips
John W. Phillips
Curt C. & Holly H. Pierce
Stephen M. & Angie M. Powell
Robert & Vicki Power Jr.
Joseph L. & Sharon M. Pryse
Lillian Qin
Jared T. Rainey
Robert H. Ralston II
J. Stephen Ramey & Kathleen M. Burns
Vincent C. Ramoneda
John L. Reagan
Richard C. Reizenstein & Marcelle R. Morgan
James & Melissa Reno Jr.
Renee L. Rhoades
Bill Rhodes
Rashida Ricks
Kevin H. & Wendy L. Riggs
Dan L. & Carla B. Robbins
Randall L. Rose & Kelly S. Hewett
Jonathan D. Rowe
Donald S. & Cheryl L. Royal
Robert M. Russell Jr.
Tsutomu & Masako Sagawa
Lance & Bethany Saunders
Neil & Sarah Saunders
John Seale
Lakeer S. Shah
Andrew & Paige Shapiro
Doderidge & Claudette Shephard
Brian T. & Tiffany C. Shore
Stephanie M. Sieggreen
Jeffrey M. & Mary L. Siegrist
Gary Silvera
Sixth Sense Safety Solutions
William C. Skaggs III
Todd L. & Lori A. Skiles
Linda S. Skouby
Alan & Sonya Smith
David & Revonna Smith
Noah R. Smith
Rickey A. & Nancy W. Snoddy
Jawny So
Megan Sopchak
Kevin & Laura Souers
Ryan & Shannon Sowell
Brian & Cheryl Spang
Spark Innovation Center
Michael & Amy Spence
Alex E. Stackle
Kaitlyn D. Steele
Robert M. & Tanya L. Stokely
E. Thomas & Rebecca J. Summers

David P. Tangren
Wendy L. Tate
Parr Thomson
Tom Titus
Megan E. Toale
Michael W. & Tami K. Touchstone
Arthur Townsend IV
Ned L. & Mary S. Treat
Scott E. Trump & Cassandra R. McCracken
Thomas E. & Sandra M. Tuck
Michael & Marsha Underberg
V3YL
Anna C. Veazey
John M. Wachowicz Jr.
Tom W. Wade III
Russell & Barbara Wainwright
Natalie Walker
Todd M. & Dede C. Warstler
Wayne & Erin Weeks
Gibbs & Rachel Wetherall
Todd Whitaker
William W. & Wanda C. White Jr.
Brandon & Morgan Whitley
Kevin A. & Nancy R. Wibbeler
Jack W. & Rhonda K. Wiley
Parker M. Wilkins
Jimmie & Kathryn Williams
Robert L. & Sharon N. Wilson Jr.
Alan R. & Nancy L. Wiman
Julia E. Yancheck
Robert A. & Phyllis J. Yokley
Alex R. & Ana M. Zablah
William R. & Susan A. Ziegler Jr.
William & Allison Zotti
Amy M. Zubko

Newly Established Endowments

**Michael W. Brown
Haslam College of
Business Study Abroad
Endowment**

**Konar Family
Distinguished
Professorship in Finance
Endowment**

**Rob & Jennie McCabe
Faculty Award
Endowment**

**Terry L. & Robin A. Neal
Master of Accountancy
Graduate Student Award
Endowment**

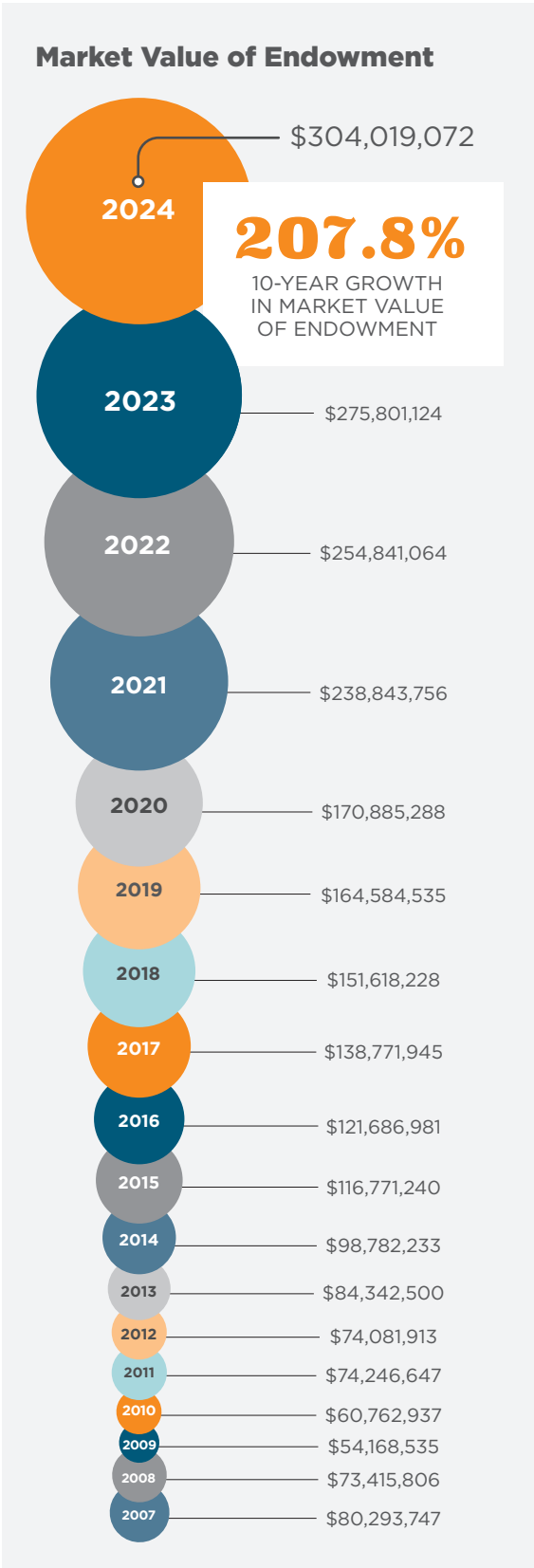
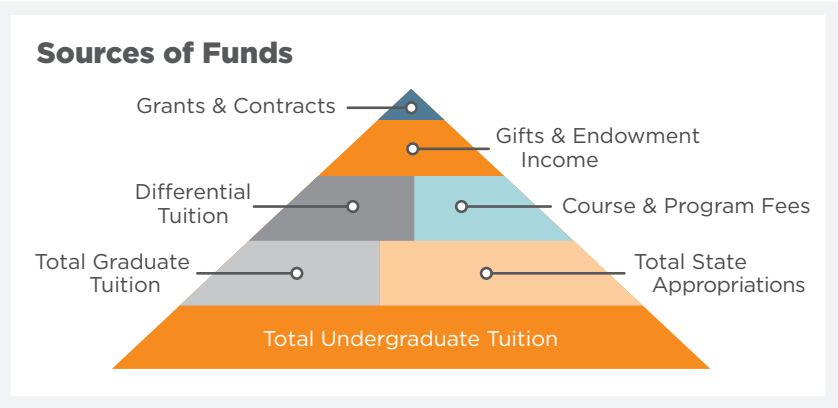
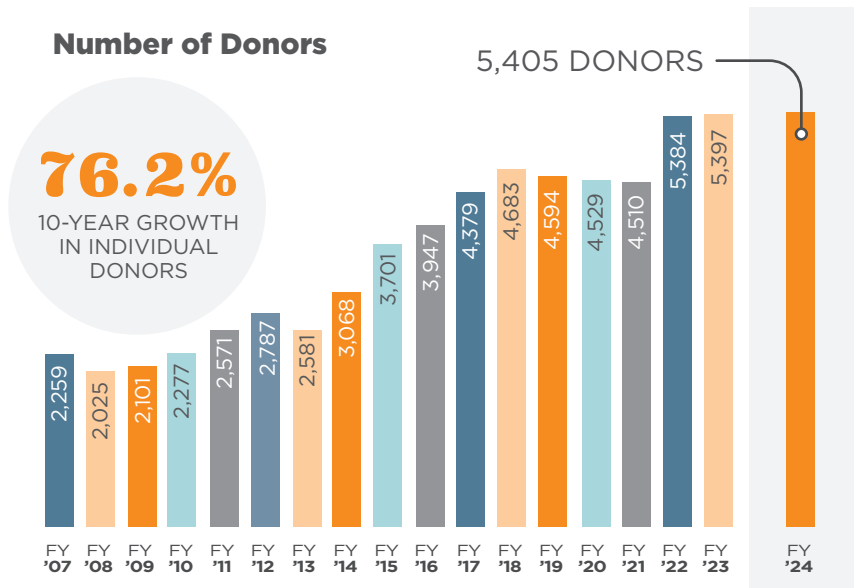
**Aaron J. & Eva M.
Snyder First-Generation
Business Undergraduate
Scholarship Endowment**

*List reflects endowments established August 1 – December 31, 2024

Funding Update

It is an exhilarating time to be part of the Haslam College of Business. For the first time, our student population has surpassed 10,000, making us the largest college at the University of Tennessee. Additionally, several new faculty members have joined our ranks, further enriching our academic environment. Development continues on a new building, expected to be completed in fall 2027, which will be the new home for the expanded Anderson Center, our academic departments, and state-of-the-art research facilities. We also will have an additional 18 classrooms to support student learning. We continue to make investments in our infrastructure and enhance the student experience with professional development training, internship support, and opportunities for study abroad experiences. Private philanthropy continues to play a vital role in funding, allowing us to launch new programs, expand existing ones, and support our students throughout their educational journey at Haslam. As we address the economic challenges our students and their families face, the importance of increasing private philanthropy, initiating successful new projects, and controlling our costs has never been greater.

— BETSY ADAMS, ASSISTANT DEAN OF OPERATIONS,
STRATEGY, AND PLANNING



Update



STAY IN TOUCH

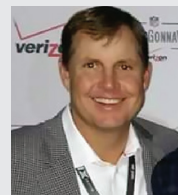
To share your news with the University of Tennessee, Knoxville, Haslam College of Business community, submit your news and any relevant images to haslampr@utk.edu. Please use "Alumni News" in the subject line.

This update reflects information known as of December 2024.

'40s

Jack Weatherford (HCB, '49), a longtime force in the Murfreesboro area banking industry, celebrated his 100th birthday on September 29, 2024.

national certified public accounting, healthcare consulting, and professional services firm headquartered in Knoxville—a "Top Workplace" for a sixth time.



Dane Scism (HBC, '89) founder and CEO of Cellular Sales, was spotlighted by *Asap Land*.



Lauren Blevins (HCB, '06), chief leasing and acquisitions officer for Birmingham, Alabama's America's Rental Managers, was recognized by BestAgents.us as a 2024 top agent.

'70s

Terry May (HCB '76) recently retired as senior vice president of Associated Terminals, LLC after 43 years in maritime transportation and logistics.



Steve Elder (HCB, '89) joined Baird, an employee-owned, international wealth management, asset management, investment banking/capital markets, and private equity firm, as a director and financial advisor, in its Franklin, Tennessee, offices.



Joe Walker (HCB, '84), joined FirstBank's office in Franklin, Tennessee, as senior vice president.



John Marshall Bank hired **Robbie Hancock** (HCB, '09) as vice president, commercial real estate lender, in Alexandria, Virginia.

'80s



Christi Branscom (HCB, '87), who served as commissioner of the Department of General Services for the State of Tennessee for nearly six years, rejoined her former firm, Partners Development, as principal, general counsel, and managing broker.



Dyersburg, Tennessee's **John Holden** (HCB, '83) was named Mayor of the Year by the Tennessee Municipal League.

'90s

John Ley (HCB, '97) joined SmartBank as senior vice president and relationship manager in the Knoxville market.

Shiley K. Harper (MBA '06), chief financial officer for Bon Secours Mercy Hospital in Cincinnati, Ohio, was named to *Becker's Hospital Review's* 2024 list of 156 Women Hospital and Health System CFOs to Know.

'00s



Shane K. Best (MBA, '01), owner of Best Solutions Group in North Carolina and a principal consultant at Proxima, was selected for inclusion in *Marquis Who's Who* in honor of his expertise in supply chain operations.



Felix Kwan (HCB, '00) joined Prime Capital Financial in Overland Park, Kansas.



Knox News honored PYA President and CEO **Marty Brown** (HCB, '85) with a 2024 Top Workplaces Leadership Award, while designating PYA—a

Nashville's LBMC, a top accounting and business consulting firm in the nation, added **Cheryl Panther** (HCB, '87) as a shareholder and co-leader of the practice area for expert financial services to family law, as well as estate attorneys and their clients.

Willis Towers Watson promoted **Autumn Schneider** (HCB, '08) to surety client service team lead for the Southeast.



Eve Storm (ADMBA, '08) president, CEO, and owner at START PAC, was included in for *Marquis Who's Who* for her expertise in entrepreneurship and aerospace and defense business management.



Sabrina Young Preston (HCB, '06, MAcc, '07) is now a partner at Forvis Mazars in Greenville, South Carolina.

'10s



Hunter Baddour (MBA, '11), co-founder and president of Spyre Sports Group, was named to Silver Waves Media's 70 Most Impactful People in the NIL Space.

Bethany Beets-Fields (ProMBA, '16) is now associate director of development for the Haslam College of Business at The University of Tennessee Foundation, Inc.

Taylor Davis (ProMBA, '17) is now a protocol and community engagement

specialist at Oak Ridge National Laboratory.



Knox News featured an article on **Keith Gray** (PEMBA, '14), new president for the University of Tennessee Medical Center.



Daniel P. Green (HCB, '11), Financial Advisor in UBS Wealth Management USA's Knoxville office, was named to the *Forbes* Top Next-Gen Wealth Advisors Best-in-State list for 2024, ranking #1 in Tennessee on this year's list.

Whitney Hardy (HCB, '10, MaCC, '11) was appointed the director of the Crews Center for Entrepreneurship at the University of Memphis.



Grant Hendrix (MBA-HL, '19) joined Avenues Home Care, Inc. as senior care coordinator for northwest Georgia and southeast Tennessee.

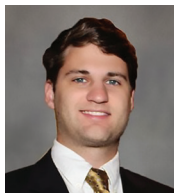
Chip Hooks (ProMBA, '17) is now controller at

Berthold Technologies USA, LLC.

Stephen Johnson (ProMBA, '18) is now an application engineer with Eaton Data Center.

Jordan King (ProMBA, '17) is now business performance advisor at Vulcan Materials Company.

Pierce LaMacchia (HCB, '12) partnered with the university and Vol Dining to introduce his local coffee businesses to campus. LaMacchia founded K Brew in 2013 to bring Knoxville craft coffee and New-York style bagels. Since opening, K Brew has expanded into three additional locations across the city and two on UT's campus.



Poets & Quants named **Richard Lindeman** (HCB, '14) one of its 2024 Best & Brightest Online MBAs. Lindeman is senior manager in supply chain strategy at PepsiCo Frito-Lay in Dallas, Texas.

Jenifer Marler (ProMBA, '18) is now vice president of category at PetSafe Brands.

Inc. named PRS Global, a major health services staffing company, No. 200 in its 2024 Inc. 5000 list. **Greg Mitchell** (EMBA-SL, '10) is an owner/managing partner and **Spencer Smith** (EMBA-HL, '18) is CEO at the company.



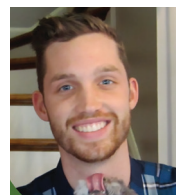
Eric Munoz (PEMBA, '13) joined TidalHealth Cardiovascular Surgery in Salisbury, Maryland.



Yaw Otchere-Boateng (PEMBA, '18), a hospitalist at HHomeCare in Kingsport, Tennessee, was featured in *isStories*.



Seth A. Rhyne (HCB, '15), who recently joined his father, M.W. Rhyne Jr. O.D., in an optometry practice, East Tennessee Binocular Vision Center, was featured in an article in *Knox TN Today*.



The Hype Magazine reviewed **Colin Rowe's** (HCB, '16) marketing podcast, giving it an A-.

New Yorker **Ricky J. Sayegh** (PEMBA, '15) was featured in an article by *isStories* magazine.

Daniel (Alex) Smith (HCB, '09, MBA, '11) became chief executive officer of Attention IT, Inc. in Knoxville, and Attention IT Ltd. in the UK.

Derrick Tarver (ProMBA, '17) is now a senior content activation manager with The Coca-Cola Company.



Arlington Sports Hall of Fame inducted **Kate Ziegler** (MBA, '17), a distinguished two-time Olympian and four-time World Champion.

'20s

Madison Armstrong (ProMBA, '23), is now an independent oversight program manager at Oak Ridge National Laboratory.

Jan-Karl Burkhardt (PEMBA, '24) was appointed the inaugural chairholder of the James and Agnes Kim Associate Professorship in Neurosurgery at the University of Pennsylvania Perelman School of Medicine.

The NCAA's 2024-25 Postgraduate Internship Program cohort recently began their yearlong work experience at the national office in Indianapolis, with two Haslam alums participating. **Brooke Dixon** (HCB, '24), former UT women's track and cross-country student-athlete, earned her bachelor's in marketing, and **Hunter Rose** (HCB, '24) earned his in finance and business analytics.

Mickey Napier (second from right) and the Innventure team.



Mickey Napier (HCB, '24), former Anderson Center for Entrepreneurship and Innovation ambassador and founder of Napier Athletics, continues to manage her company while working for Innventure. Mike Otworth, the co-founder and chairman of the board of Innventure, was recently the featured speaker at the Anderson Center's lunch and learn on sustainability. The next day, Otworth, Napier, and the rest of the Innventure team rang the bell at the Nasdaq Stock Market to bring Innventure public.

Poets & Quants named

Ludmilla Groenner (MBA, '24), a corporate strategy manager with Eastman Chemical Company, one of its 2024 MBA To Watch.

James Hall (ProMBA, '22) is now corporate logistics manager with Virginia Transformer Corporation.

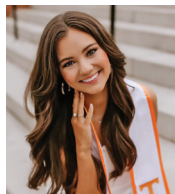


Financial Advisor **Josh Jackson** (CFP, '24) of Edward Jones received his Certified Financial Planner certification from UT's Haslam College of Business.



HCA Florida Ocala Hospital appointed **Dave MacIntyre** (PEMBA, '24) as the new

chief medical officer at HCA Florida Ocala Hospital and HCA Florida West Marion Hospital.



Miss Tennessee Volunteer 2025, **Hannah McKay** (HCB, '24), joined The Salvation Army's efforts at a feeding location in Newport, Tennessee, where 250 meals were distributed to flood survivors.

April Massingale (ProMBA, '21) is now director of marketing and content strategy at UT Institute of Agriculture.



The *Chattanooga Times-Free Press* named **Jarrett Millsaps** (MBA, '22), who

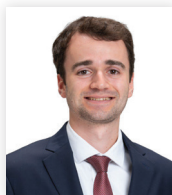
most recently was CEO of Tennova in Cleveland, Tennessee, one of its Champions of Health Care 2024.

Tylee Newman (HCB, '21) launched Collective35 event space in the Halls area of Knoxville.

Erin Pukenas (PEMBA, '22) was promoted to associate dean for program development and strategic initiatives at the Cooper Medical School of Rowan University in Camden, New Jersey, where she also serves as vice chair/vice chief and associate professor of anesthesiology.



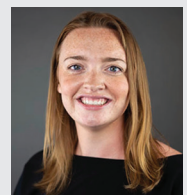
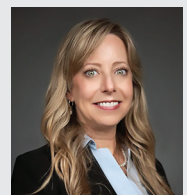
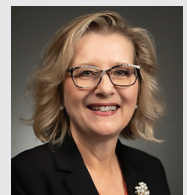
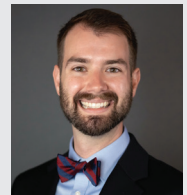
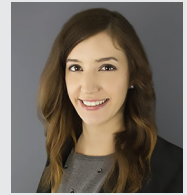
Brandon Rooney (HCB, '22, MAcc, '23), an audit associate with EY, was among those honored with the American Institute of CPAs' (AICPA) 2023 Elijah Watt Sells Award. The honor is granted to CPA candidates who obtain a cumulative average score above 95.50 across all four sections of the Uniform CPA Examination, pass all four sections on their first attempt, and have completed testing in 2023.



The Trust Company of Tennessee hired **Braeden Salyer** (HCB, '24) as a client specialist, based in the firm's Knoxville office.



PYA promoted **Kathryn Good** (HCB, '10, MAcc, '12) and **Trevor Brown** (HCB, '11, MAcc, '13) to audit and assurance principals and **Nina Eiler** (HCB, '11), general counsel and director of litigation support, to principal. Good, Brown, and Eiler will join the PYA ownership team. Several other employees received promotions as well. These include: **Adam Cole** (HCB, '11, MAcc, '13), Senior Manager – Consulting/Strategic & Transaction Solutions; **Rena Beeler** (HCB, '89), Manager – Tax Services; **Karen Honeycutt** (HCB, '97, MAcc, '99), Manager – Tax Services; **Colleen Merrill** (HCB, '22), Senior – Consulting/Strategic & Transaction Solutions.



Top to bottom: Kathryn Good, Trevor Brown, Nina Eiler, Adam Cole, Rena Beeler, Karen Honeycutt, and Colleen Merrill.

YASMINE MUKAHAL

An Unstoppable Dream: From Family Matriarch to First Generation Graduate

Haslam's EMBA—SL program is celebrating its 30th anniversary by sharing 30 alumni stories like Yasmine's.*

At six years old, Yasmine Mukahal and her family immigrated to the U.S. as refugees. This life-changing move set the course for her journey, one defined by resilience and courage.

"It was an amazing but also a terrifying experience," Mukahal shared. "It helped to build our character and shaped who we are today as Palestinian Americans."

Mukahal's mother encouraged her to pursue the education previous women in her family had missed out on due to cultural norms. "Education was very important to my mom," Mukahal said. "Her hope for me was that I would prioritize getting an education."

While she would face her share of challenges, Mukahal's determination fueled her journey, turning obstacles into stepping stones toward her goals.

PUTTING FAMILY FIRST

Life once again changed for Mukahal when her mother passed away, leading her to drop out of high school to take care of her younger siblings.

"It was heartbreaking as a 16-year-old, thinking about all the things that I didn't get to experience, but I became a mom to my siblings," she said.

Mukahal went on to enter an arranged marriage and have a child as a young adult. She later ended the marriage, caring for her daughter as a single mother. Despite all the challenges life handed her, Mukahal continued to hold onto her educational dreams.

PURSUING A DREAM DELAYED

Mukahal worked tirelessly to build a career, raise her daughter, and finally achieve her dream of pursuing higher education. She enrolled in an undergraduate program and challenged herself by taking on heavy course loads each semester, all while working full-time. Ultimately, she realized her hopes and earned her bachelor's degree.

"My mom would have been so proud that her daughter now has a higher education," Mukahal said. "And it's a huge accomplishment for my daughter to see that her mom earned a bachelor's degree."



“

What makes the program truly special is the element of humanity. The EMBA community helped me through one of the toughest periods of my life, and that made all the difference.”

—YASMINE MUKAHAL

EARNING A GRADUATE DEGREE, FINDING SUPPORT

In 2021, while in a leadership role at Nashville's HCA Healthcare, Mukahal decided it was time to pursue the next step in her educational journey and earn a graduate degree. After researching programs, she decided on Haslam's Executive MBA—Strategic Leadership (EMBA—SL).

"As a Palestinian woman, I didn't have the family or community scaffolding to understand how to navigate corporate America," she explained. "Making those connections and learning from my classmates' experiences was so valuable."

Midway through the program, Mukahal's daughter faced intense mental health challenges that affected her well-being. Mukahal was prepared to drop everything to care for her daughter, but her EMBA—SL faculty and peers stood beside her with unwavering compassion, supporting her as she balanced her family commitments with her goals.

"What makes the program truly special is the element of humanity," Mukahal said. "The EMBA community helped me through one of the toughest periods of my life, and that made all the difference."

GOING FOR IT

Mukahal graduated in December 2022 and stays closely connected to her program community. Her advice to those considering pursuing education is, "Go for it. It pushed me and challenged me to step out of my comfort zone, but it was all to my benefit," she explained. "I wanted the challenge, and I wanted to learn. This program gave me all of that." ●



*Read more about their career journeys at "30 at 30."

We've broken ground!

Follow our progress by scanning the QR code below





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