Hello from WashU Olin! After a great winter break, students returned for the spring semester and all signs point toward graduation in May. Olin Business eNews gets you updated on alumni weekend, a noteworthy honor for an Olin faculty member and our top story: program of the year recognition from Poets & Quants.

Thoughts, comments, questions? Email Olin.

Major exit
Olin grads sell the successful learning management system they started as students.

Welcome our new alumni
See Facebook pictures from December’s EMBA class 52 and Mumbai batch 4 graduation.
We’re P&Q’s MBA program of the year

*Poets & Quants* called Olin’s redesigned full-time MBA, with a 38-day global immersion, “one of the boldest and most innovative program changes any business school has made.”

News for the new year

There’s no time like January to reflect on where you’ve been and where you’re going. Watch this brief video for a look back at some of the great things that happened at WashU Olin during the past year.

Near-perfect balance

Forté Foundation recognizes Olin’s world-leading 49% female MBA enrollment. Plus, read *Dean Mark Taylor’s take* in his Desk of the Dean column.

Nickerson’s educational impact

Jackson Nickerson was cited for “seminal contributions to management education.”
Business and art converge
Restaurateurs kick off Olin’s minor in the business of the arts with a tasty event.

Scholarships front and center
Our new scholarship page features recipients (including one you might not expect) and donors.

Top stories of 2019
Romance, rankings and recruiting of faculty rounded out the most-read Olin stories.

Distinguished alumni, the Dean's Medalist and emerging leaders

Distinguished Alumni Award honorees for 2020:
Andrew Rubin, BSBA ’98; Eric Veiel, MBA ’99; Robert Vitale, PMBA ’94; Kelli Washington,
BSBA ’94.
**Dean’s Medalist:**
Carl Casale, EMBA ’92.

**Emerging Leader Award honorees for 2020:**
Ryan Courson, BSBA ’10; Elise Miller Hoffman, LA ’11/MBA ’16; Ryan Hwang, BSBA ’09; Philip Lewis, BSBA ’07; Timothy Trinidad, BSBA ’09/EN ’09.

Remember the date for the Distinguished Alumni Symposium on April 3. Watch here for more details and registration when it is available.

**Olin celebration weekend**
Guest speakers, alumni recognition and graduate reunion activities. Get details here and register.

**The critical link**
See how West Coast alumni made career magic happen for some current students.

**Amazing results**
Find out what happens when alumni learn about Olin’s long-term career services.

Know someone who would be ideal for one of Olin Business School's programs? Click here to refer a name so we can follow up. Or if you're interested in continuing your business education, let us know.

Refer a Candidate
Minneapolis Leadership Perspectives: Got Algorithm?

Machine learning approaches for retail pricing and shelf space allocation of products. A presentation by Seethu Seetharaman, W. Patrick McGinnis Professor of Marketing and Director of the Center for Analytics and Business Insights. Registration and information. View the live stream link.

Family Business Symposium

"The Strategic Importance of Family" with David Kohler, President and CEO of Kohler Company, and Jeff Vincent, President and CEO of Laird Norton Company. Registration and information. View the live stream link.

Leadership Perspectives: 6.60.60 (six speakers, 60 ideas in 60 minutes)

Hire people smarter than you. Be grateful. Sleep on every big decision. Remember to say thank you. Great leaders can boil down their philosophies to a few choice words. Join us for our special event: 6 executives. 60 ideas. 60 minutes—an exciting hour overflowing with ideas. Registration and information. View the live stream link.

Olin Healthcare Symposium

"Disruption and Innovation in Healthcare 2.0". Keynote speaker Alex Gorsky, Chairman and CEO, Johnson & Johnson. Registration and information. View the live stream link.
Dallas Leadership Perspectives: What the Tech?
It’s quite a journey from MBA student to CEO. After 40 years in the tech world, Quorum President and CEO Gene Austin has a lot to share about his career, including his top 10 lessons learned along the way. Registration and information.

Annual Olin Women in Business (OWIB) Auction
The auction will be a fun-filled night that offers the chance to connect with alumni, influential members of the St. Louis community, faculty and students in support of gender equity. All proceeds will be donated to the OWIB Scholarship that supports incoming Olin MBA women. Registration and information.

Century Club: Does Character Matter for Leaders?
Join us as top researchers who study the character of leaders share their findings in a dynamic, TED-style talk by Kurt Dirks, Emily Grijalva and Lamar Pierce and moderated by Stuart Bunderson. Registration and information. View the live stream link.

Leadership Perspectives: She Suite
In honor of International Women's Day, join us for a panel discussion on women and leadership in the business world. The dynamic panel will share stories, lessons learned, business philosophies and how their values have impacted their decision-making. Don't miss this opportunity to celebrate the global accomplishments of women. Registration and information. View the live stream.
**Restaurant Rip-Offs.** Lamar Pierce researches the contagion of restaurant theft in *The Ladders*.

**Creating Scarcity.** Patrick Rishe suggests the NBA should trim its schedule to 68 games on *CNBC*.

**Soda Tax Lacks Pop.** Song Yao's research into a Philadelphia soda tax to combat obesity says the strategy went flat.

**Better Outcomes.** Bart Hamilton’s research on ways a new HIV treatment yields better outcomes for those suffering from domestic violence and drug abuse.