Season’s greetings! December brings more pandemic-related news, including changes to executive education delivery and research on consumer spending and mask wearing. Amid the holiday hustle and bustle, we hope you have a few spare minutes to dig into this newsletter. Enjoy the season and have a happy new year.

Executive education, pandemic style

The changes wrought by COVID-19 are transforming executive education. Professor Sam Chun says there’s no choice but to learn how to teach, learn and network in novel ways.

Events

“Leadership Perspectives: It’s a connected world. Culture, Character and Communication: Today’s Global Leader”

Learn More and Register Here

Find regional events in your area
BSBA alum receives “Extraordinary Woman” award

Lisa Lewin, BSBA ’13, was honored at the 92Y Extraordinary Women Awards online event. The organization recognizes women whose commitment to changing the status quo helps shape the world around us.

MBA alum named to lead Nestlé Purina PetCare

Nina Leigh Krueger, MBA ’94, has been tapped as the next president and CEO of Nestlé Purina PetCare for the Americas. Krueger was an intern at the company during her MBA studies.

Marketing metrics help for startups

The new Marketing Clinic for Startups course offered through the Center for Experiential Learning lets students work on a half-semester practicum helping real-life St. Louis startups tackle their sales and marketing challenges.

COVID-19 cases to double by inauguration

The number of confirmed COVID-19 cases is likely to increase to 20 million by the end of January, according to forecasting from research developed by WashU Olin professors Meng Liu, Raphael Thomadsen and Song Yao.

Mask mandates spur spending

Speaking of Professor Thomadsen, his recent study finds that in communities with mask mandates, consumer spending increased by 5% on average.
Wood Scholarship Challenge match

Howard and Marilyn Wood are challenging alumni, parents and friends to help accomplished and dedicated WashU Olin students reach their full potential. Read how you can double your donation.

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

Thoughts, comments, questions? Email Olin.