

TRIUM GLOBAL EXECUTIVE MBA: THE PATH TO SUCCESS



At the Trium 10-Year Global Alumni Conference held in Paris in July, over 50% of the Trium community attend.

Within its **10-year existence**, the Trium Global Executive MBA has proven to be a **highly successful program**, which remains among the **top EMBA**s of the Financial Times rankings. This ground-breaking alliance between NYU Stern, LSE and HEC Paris creates **a unique combination** of skills and knowledge that durably attracts seasoned participants. It is now on the eve of expanding...

The Trium EMBA is a top-ranked Executive MBA program designed for global leaders in search of a broad perspective. The program emphasizes the skills senior-level international executives need to conduct business effectively in today's global market place. It prepares executives to address the global economic, social and political forces that shape the world.⁽¹⁾ Trium delivers a Master of Business Administration jointly issued by New York University Stern School of Business, London School of Economics and Political Science, and HEC Paris, its co-founders. Marina Kundu, Director of Degree Programs at HEC Executive Education explains: *"Trium was a genuine co-creation from these three world-renowned schools. They had a real willingness to work together to design a world-class program, built on the strengths of each school. LSE brought to the table its expertise in economics, political and social sciences, which contribute to the originality of the program. HEC is particularly strong in corporate strategy and marketing, and NYU Stern focuses*



Marina Kundu, Director of Degree Programs at HEC Executive Education.

on finance and international business issues." This complementarity makes the program highly attractive. *"Trium is a flagship program for the three institutions"* Marina points out.

AN EXECUTIVE-FRIENDLY FORMAT

The Trium EMBA curriculum is divided into six modules over 17-months. This format reduces time away from the office to just 10 weeks. Between modules, participants

continue to work via distance learning. Four of the modules take place at HEC, NYU Stern and LSE. The two remaining modules are located in emerging markets in order to expose the participants directly to the local context. Currently the two rotating modules take place in China and India.

The Trium EMBA program draws upon the distinguished faculties of NYU Stern, LSE and HEC Paris. All Trium modules are taught by top-ranked faculty members, handpicked for the depth of their expertise in their respective fields. *"The three schools assign their top*

teachers to this program" Marina says. Trium faculty are not only superb teachers, but they are also actively engaged in the business life of their home cities, advising local companies and, through their research, generating the knowledge that shapes international business theory and practice. Mary Logan, Trium Assistant Dean, works with the Trium dedicated academic directors from all three universities, Oliver Gottschalg (HEC), Sonia Marciano (NYU), and Andrew Walter (LSE), along with Term Project Director Jean-Loup Ardoin (HEC), to ensure the seamless integration and intellectual cohesiveness of the program.

This unique international curriculum challenges entrepreneurial-minded, senior-level executives to think and act within a socioeconomic and geopolitical context. No other program provides access to such an esteemed cohort of business peers, faculty and alumni. *"Our international faculty is a wonderful asset. But so are our participants"* adds Marina. They are successful executives and entrepreneurs who have excelled in their careers so that the Trium educational experience – both in and out of class – is one of the richest and most rewarding of any executive MBA program. *"They come to exchange perspectives and share their huge wealth of business*

TRIUM

NYU
STERN

LSE

HEC
PARIS



GLOBAL EMBA

ABOUT THE TRIUM EMBA

SCHEDULE

17 months

10 weeks out of office

6 on-site modules and distance learning

500 live classroom hours taught in English

15-20 hours per week of web-facilitated distance learning, including pre- and post- module reading, assignments, case studies, and the final strategic term project.

COHORT

Average age **39**

16 years of experience

Broad range of sectors and industries

More than 30 nationalities represented.

REQUIREMENTS

Minimum **10 years** professional work experience

Fluent English

GMAT or GRE exam (if less than **15 years** business experience)

Sponsorship for time

Online application

Formal selection interview.

knowledge. Trium is a unique collaborative learning experience.”

GLOBAL SENIOR MANAGERS WANTED

Trium is also a highly selective program. Only 8% of the applicants are admitted. “We have to screen out a lot of candidates, mostly young managers with insufficient professional experience” Marina notes. “Trium’s niche is senior executives with a multicultural background.” Their average age is 40. They come from various industries: roughly 30% from financial services, 16% from energy and manufacturing, 10% from consulting, but also from information technology, health sector, etc. 31 different nationalities form the new cohort starting in September 2011. Since the beginning of the Trium program in 2001, 41% of the graduates have been Europeans, 29% North Americans and 15% Asians or Australians. “The trend we are noticing in terms of participants’ origins is that Asia and the Middle East are on the rise” Marina points out. “We now note 52% expatriates, which means that an increasing number of our participants have the global profile so typical of Trium: people who are doing business in different countries all around the world. And finally we are working to increase the percentage of women in the program, and are happy to see the rise in this area, up to 23%.”

Marina is also enthusiastic about the strength of the Trium community. “What really marks the program is the adherence of the entire community – participants, faculty, and alumni. At the Trium 10-Year Global Alumni Conference we held in Paris in July, we had over 50%

of the Trium community attend!” An amazing gathering for such a worldwide program...

PROGRAM IN EXPANSION

Till now, the total number of participants for one cohort has been capped at 65. Given the success of Trium, NYU, LSE and HEC have decided to expand the program. “We will increase the number of participants gradually in order not to compromise the quality of Trium” Marina explains. As of September 2012, the cohort will be divided into two different groups. They will follow the same courses, given by the same faculty, at the same location but not at the same time. “The two groups will attend Trium in parallel. Of course, we will pay a lot of attention to ensure the diversity of the participants in the cohort in terms of experience and background. Quality is key. We will remain concentrated on getting the best class we can.”

Another important factor in the expansion plan of the program is the development of the curriculum. As the program must remain dynamic and cutting-edge some changes will occur. “We will be spending more time in emerging markets. We are also further developing the Leadership and Professional Development stream and putting more emphasis on the Global Incubator, which is one of the highlights of the program (the final capstone group project on a global business initiative). Finally, we will be offering participants the possibility to focus on special topics within the core curriculum.” That will make the Trium experience even more fulfilling!

(1) Source : www.triumentba.org

THE DEAN'S POINT OF VIEW

PETER HENRY – Dean, NYU Stern School of Business, United States

“Our international alliance began with a shared vision that gave rise to a global MBA program that enables senior executives to excel in a world connected by economic, social and political forces. Stern brings its strength in finance and international business to this integrative model, which sets a new standard for global education.”

JUDITH REES – Director, London School of Economics, England

“The Trium Executive MBA is a formidable partnership of three international and prestigious universities. A unique programme feature is the integration of the economic, social and political forces that shape the world senior executives operate in, drawing on LSE’s knowledge and expertise in these crucial management areas. In this way Trium provides a clear competitive advantage to its graduates.”

BERNARD RAMANANTSOA (MBA.76) – Dean, HEC Paris, France

“Being part of so powerful an alliance provides the perfect showcase for HEC Paris’ unique expertise and experience in the art of management in today’s integrated European marketplace. By combining this with the business focus and financial specialization of NYU Stern and the proven academic tradition of LSE, we have built a program without equivalent in modern global executive education.”

TRIUM ALUMNI TESTIMONIES

Want to **gain a real insight** into the Trium EMBA Program?

Listen to its **enthusiastic alumni**. They are its greatest **ambassadors**.



PERSONAL AND PROFESSIONAL GROWTH

KATHLEEN TRAYNOR DEROSE (T.11) MANAGING DIRECTOR AND GLOBAL HEAD OF INVESTMENT PROCESS, CREDIT SUISSE ASSET MANAGEMENT

Before entering Trium, Kathleen was a senior executive in Wall Street finance. She ran Deutsche Asset Management's largest domestic equity product, managed the Bessemer Trust biggest portfolio and co-founded a hedge fund with investment guru Robert Hagin in 2006. *"Business school was a long-time dream. I wanted a program with global experience so that my next job could be in a more global managerial role"* She says. *"Trium combines academic challenges with an international aspect and exceptional classmates, with an emphasis on global leadership skills. In our class of 65, there are only six Americans, and everybody's resume is amazing."* Kathleen's thesis at Princeton was on US-Chinese economic and political relations in the 1920s. Still, Trium's China module had plenty to teach her: *"Through visits to both an American and Chinese company and seminars with our terrific professors, including a local Chinese professor, we received an in-depth global and local perspective on the economy."* For Kathleen, one of the most rewarding aspects of Trium has been the focus on global entrepreneurship. Trium

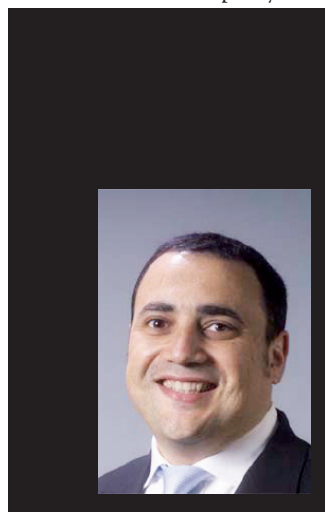
executives identify a strategic global issue, form a team, and develop a complete business plan. *"Working with my group on the term project has been incredibly inspiring. We began with an idea, applied everything we had learned, and created a business."* A year into the Trium program, Kathleen moved to Zurich to start her current job at Credit Suisse, which has a \$400 billion asset management business. The post is the capstone of her career - so far. *"I credit the Trium program with positioning me for this role and helping me believe I could do it,"* she says.



A BROADER PERSPECTIVE ON BUSINESS

DANIEL SPITEZKI (T.09) HEAD OF CORPORATE INVESTMENTS & VALUATION AT BPCE AND CO-CHAIR OF THE TRIUM ALUMNI STEERING COMMITTEE (TASC) FOR HEC.

What was your professional background when you joined Trium?
My entry jobs were financial controller and then internal audit supervisor at Accor Group. My next employer was Arthur Andersen, where I worked



on M&A projects and organisational design for major companies. Then I became CFO of the IT subsidiary of BPCE. At that stage, I wanted to move to a more strategic position. Trium was the truly unique international program that could add value to my profile.

Tell us about the Trium experience...

The courses helped me to stand back from operational concerns to focus on a strategic vision, oriented on value creation. It gave me a broader perspective on business. The quality of the exchanges between participants was a permanent challenge. We all learn to interact in a real multicultural environment as almost all the nationalities were represented. The rigorous curriculum built upon the strengths

of the three partners is very strict and demanding. The total workload is impressive. I have spent all my evenings and weekends studying during the 18-month program. The faculty level is just amazing. The professors are all worldwide top-ranking authorities in their specialities such as NYU Stern Aswath Damodaran, the main expert on valuation or several Nobel Prize winners. The HEC module on strategy, marketing and management was just amazing and highly appreciated by all participants. The result of this program was a unique career switch, to the head office of the second largest banking group in France - BPCE, working on equity and valuation at Group level, and being Member of the Board of several subsidiaries.

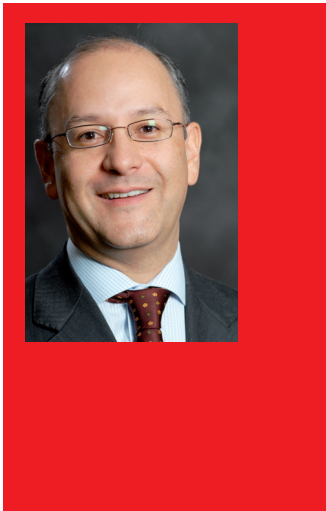
Why did you commit as Chairman of Trium Alumni Association for HEC?

Our Alumni network organizes social, cultural and sports events to revive the spirit of our cohort. Trium attracts incredibly brilliant participants from all corners of the globe. Their varied backgrounds make an outstanding global network. Among my classmates were for instance, Antoine Lemarchand, CEO of Nature & Découvertes, the Canadian vice-ambassador in China and the Head of the Qatari investment fund. Most of us remained close after the program. There is still a great solidarity among us. The French community has a very strong sense of belonging with the HEC network that welcomes us with open arms.

Other TASC co-chairs are Erick Blanc (NYU) and Todd Wade (LSE).

FEEDING THE INTELLECT

JUAN CARLOS GARCIA CANIZARES (T.08) MANAGING DIRECTOR, QUADRANT CAPITAL ADVISORS, INC.



Juan Carlos García is an investment banker with deep experience in corporate strategy and mergers & acquisitions. A co-founder of Estrategias Corporativas, a Bogota-based, Latin America-focused investment bank, he joined the Santo Domingo Group (a major international beer industry investor) in 2000 as Vice President of Planning and Strategy for Bavaria and is currently a managing director of Quadrant Capital Advisor's New York office. *"I spent most of my 20s and 30s building my career and my professional experience, but the trade-off was not being able to feed my intellect as much as I would have wanted to. I've always believed in the importance of being at the forward edge of business knowledge — that's what drew me to the Trium Program at this stage in my career. It's an extraordinary way to update your skill set and access the latest information and research from top faculty at three of the world's leading business learning centers."*

I OWE MY ADVANCEMENT TO TRIUM

FRÉDÉRIC DERVIEUX (T.03) EXECUTIVE VICE PRESIDENT DEUTSCHE MILCHKONTOR GMBH, AND COORDINATOR OF THE HEC ALUMNI ASSOCIATION'S GROUPS IN GERMANY

Why did you choose Trium?

"I joined Trium at 37: a critical age to switch to executive positions. I was at that time Director of Ice Cream Industrial Operation for Nestlé in France. As I had a technical background from the Technische Universität München and l'Ecole Nationale

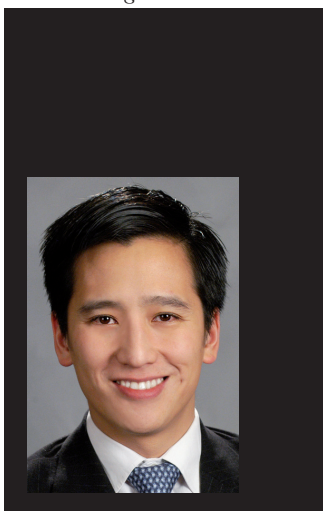
MAKING A DIFFERENCE IN CHINA'S FUTURE

CALVIN CHIN (T.07) CHIEF EXECUTIVE OFFICER, QIFANG

Entrepreneurialism is in Calvin Chin's blood. By the time he arrived at the Trium program in 2005, after college at Yale and stints at start-ups in both Silicon Valley and Shanghai, he was already keeping an eye out for the right opportunity. *"I'd been thinking about the skills I'd need to be a successful CEO for a long time,"* he said. Chin, 37, founded his own start-up in 2007, after completing the last Trium module. His company, Qifang, based in Shanghai, is a for-profit, microfinance Web service that uses social networking to help Chinese students find a way to pay for their education by connecting them with individuals, companies, and organizations willing to loan them tuition money. With Chin already on the hunt during his Trium experience for how he could start a company and make a difference at the same time, Trium functioned as an entrepreneurial incubator. *"Many of us were thinking about new ideas, exploring new chapters in our professional lives and thinking about transitions. Working on the team project was a catalyst as well. The opportunity at Trium to hang out with really smart people from different backgrounds and industries is amazing for creativity."* Not surprisingly, Chin's team project was an online social network. His teammates formed a mini-United Nations. One, based in New York, was originally from Ivory Coast, another was a New Zealander living in London, and a third a Russian living in Seattle and London. The project's many dimensions were spot-on relevant to Chin's post-graduation goal of starting Qifang. *"We learned a lot about the actual product and industry itself,"* Chin recalled, *"and we learned a lot about founder team dynamics."*



Supérieure des Industries Agricoles et Alimentaires, I needed to improve my knowledge in marketing, corporate finance and general management. A year into the Trium program, I was appointed Technical Director Ice Cream Europe. Shortly after the end of my final Trium module, I became General Manager of the Caribbean Region at Santo Domingo. I am now Executive Vice President of the biggest German dairy cooperative, Deutsche Milchkontor (4.5 billion euros turnover, 5500 employees). I definitely owe my advancement to Trium."



What are the main strengths of the program?

"My classmates were all high level professionals who had already achieved a lot in their careers but thirsted for more. Team work was highly rewarding. We shared a lot and built strong enduring ties. Years after graduation, mutual assistance still works between us. In seeking advice, I know I can ring my former classmates: they will be there for me. The faculty was also terrific. I was impressed by the quality of the courses delivered in each school. During the Brazil module we visited the Embraer factory and center of development. It was a unique experience for all of us and especially for me — I am fond of aviation!"