

U.S. ADVISORY COUNCIL

# HIGH-LEVEL LESSONS FROM EXPERIENCE

**U.S. Advisory Council met on March 1 to discuss aspects of the school's activities in North America.**

**I**ESE Business School's U.S. Advisory Council, which comprises a diverse group of 23 senior business and civic leaders, held its annual meeting on March 1 on the school's Barcelona campus. The primary role of the council is to provide guidance to the school for its activities in the United States, which are led from its New York Center in Manhattan. In addition to its annual meeting, various members of the council met with MBA students in special sessions to share their views on topics relevant to the U.S. business and economic context.

#### ANALYSIS OF THE CURRENT CONTEXT

● Prof. **Eric Weber** introduced the session "Global Business Outlook: How Global Companies Look at the World" in which the panel was made up of **Bill Baker** from Channel Thirteen, **Sir Howard Stringer**, from Board of Sony and **Chris Vollmer**, from at Booz & Co. Much of the discussion focused on the global media industry.

In a parallel session, titled "U.S. Economic Policies with the New Obama Administration," council members reflected on how the president's second-term policies are affecting companies in the United States and then fielded questions from MBA students. The panel, which included council members **Edward T. Reilly**, from American Management Association (AMA); **Carmen DiRienzo**, from V-Me Network; and **John Sturm** of the University of Notre Dame, was introduced by IESE Prof. **Carlos García Pont**.

In another session, members of the council discussed the topic of technology and new media. Members taking part were **Gerry Byrne**, from the Penske Media Corporation; **Alan Glazen**, from Glazen Creative; **Tom Kane**, of the CBS Corporation and **Kate O'Sullivan**, from the Microsoft Corporation. The session was introduced by IESE Prof. **Alejandro Lago**.



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1. Eric Weber, Thomas Kane, Kate O'Sullivan, Jordi Canals and Sir Howard Stringer  
2. Alan Glazen and Gerry Byrne

3. Carmen DiRienzo and William F. Baker  
4. Edward T. Reilly, John Sturm and Mireia Rius  
5. Chris Vollmer

**US ADVISORY COUNCIL**

**William BAKER**  
Channel Thirteen

**Gerry BYRNE**  
PMC (Penske Media Corporation)

**Jordi CANALS**  
IESE Business School

**Tom CASTRO**  
El Dorado Capital and Time Warner Cable

**Carmen DI RIENZO**  
V-Me Network

**Alan GLAZEN**  
Glazen Creative

**Frank J. HAGER**  
Opp CAP

**Claire HUANG**  
JPMorgan Chase & Co.

**Jay IRELAND**  
GE Africa

**Tom KANE**  
CBS Corporation

**Katherine OLIVER**  
NYC Mayor's Office of  
Media & Entertainment

**Kate O'SULLIVAN**  
Microsoft Corporation

**Carlos PADULA**  
Stelac Advisory Services

**Juan PUJADAS**  
PriceWaterhouseCoopers

**Edward T. REILLY**  
American Management Assn.

**Tom ROGERS**  
TiVo Inc.

**John SCHMITZ**  
Bingham Consulting LLC

**Sir Howard STRINGER**  
Sony Corporation

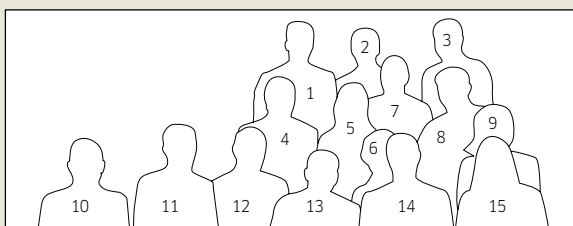
**John STURM**  
University of Notre Dame

**Chris VOLLMER**  
Booz & Co.

**Eric WEBER**  
IESE Business School

**Josh WESTON**  
Automatic Data Processing Inc. (ADP)

**Kathryn WYLDE**  
Partnership for New York City



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| 1. Chris Vollmer.       | 9. Mireia Rius.         |
| 2. Kip Meyer.           | 10. Prof. Eric Weber.   |
| 3. Sir Howard Stringer. | 11. Prof. Jordi Canals. |
| 4. John Sturm.          | 12. Thomas Kane.        |
| 5. Kate O'Sullivan.     | 13. William F. Baker.   |
| 6. Carmen DiRienzo.     | 14. Alan Glazen.        |
| 7. Gerry Byrne.         | 15. Sandra Sieber       |
| 8. Edward T. Rielly.    |                         |