

BUSINESS TRENDS SUMMIT 24

Presented by
Experiential Learning »
Freeman College
of Management.



A CELEBRATION OF MANAGEMENT AT BUCKNELL UNIVERSITY

FREEMAN WEEK

BUSINESS TRENDS SUMMIT

Part of Freeman Week

April 12, 2024

Attendees will discover the trends and opportunities in organizations from industry leaders in a variety of fields. All students, faculty, and staff across the University are encouraged to attend.

8 - 9 a.m.

NETWORKING BREAKFAST

Holmes Hall Lobby

A CELEBRATION OF MANAGEMENT AT BUCKNELL UNIVERSITY

FREEMAN WEEK

9 - 9:45 a.m.

SESSION 1

A: HUMAN CONNECTION IN BUSINESS

Holmes 129

LAUREN GILCHRIST '07

EVP and Market Leader, Newmark

B: BEYOND THE FEATURE: UNLOCKING THE POWER OF DESIGN

Holmes 251

TIM STACKHOUSE '05

Head of UX - Retirement, Health,
Annuities & Personal Investor, USAA

C: TECHNOLOGY TRENDS AND THE EFFECTS OF AI

Holmes 231

LAURIE MOSEBROOK '88

Principal, Management
Consulting, RSM

LEA WALSH '20

Senior Associate,
Management Consulting, RSM

D: NAVIGATING COMMERCIAL REAL ESTATE INVESTING IN A CHALLENGING MARKET ENVIRONMENT

Holmes 116

TRICIA NOBLE P'25

Managing Director and
Co-Founder, Ascentris

10 - 10:45 a.m.

SESSION 2

A: HERD HUDDLE SESSION: MENTORSHIP, NETWORKING AND INTERVIEWING

Holmes 116

DAVID GRANSON '93, P'24

Managing Director, Goldman Sachs

B: AN INSIDE LOOK AT BUILDING ICONIC AND TRUSTED CONSUMER BRANDS

Holmes 251

JACQUES HAGOPIAN '94

Senior Vice President, North
America Brand Operations, Procter
and Gamble

C: THE SCOOP: ALTERNATIVES AND PRIVATE EQUITY

Holmes 202

BRAD LANGER '96, P'26

Partner of Brown Brothers Harriman
& Co. and Co-Manager of BBH
Capital Partners

*Interviewed by Maxine Mellin '24,
Incoming Investment Banking
Analyst, Morgan Stanley*

11 - 11:45 a.m.

SESSION 3

A: NAVIGATING CAREER GROWTH THROUGH STRATEGIC MOVES

Holmes 202

PATRICK HATCHER '92

EVP & CFO Performance
Food Group

B: A LOOK AT TODAY'S ECONOMY AND MARKET INSIGHTS

Holmes 116

DAVID GRANSON '93, P'24

Managing Director, Goldman Sachs

C: PLACEMAKING: CREATING A SPACE PEOPLE WANT TO LIVE, VISIT AND BE

Holmes 251

KENDY ALVEREZ '06

Mayor, Borough of Lewisburg, PA

Noon - 1 p.m.

CONCLUDING LUNCH

Holmes Hall Lobby

BIOGRAPHIES *(in order of panel)*



LAUREN GILCHRIST '07

Executive Vice President, Market Leader, Newmark

Lauren Gilchrist is the Executive Vice President and Market Leader of the Greater Philadelphia Region for Newmark, a global leader in commercial real estate services. Lauren is responsible for the firm's full suite of service offerings in the region, managing strategic planning, revenue growth and profitability, recruitment, and business development in the company's Philadelphia, Wayne, Southern New Jersey, and Delaware offices.

Lauren holds appointments to the Board of Directors for the Philadelphia Facilities Management Corporation/Philadelphia Gas Works, Philadelphia Orchestra, Old City Community Fund, M&T Bank Director's Advisory Council, Bucknell University Real Estate Advisory Board, and the Greater Philadelphia Chapter of NAIOP—where she served as Chapter President from 2019 to 2020. In addition, she has been recognized by the Philadelphia Business Journal as a 40 Under 40 honoree and a Woman of Distinction, as a Philly Power Woman by Bisnow, as a 2023 "Above and Beyond" Honoree by City & State Pennsylvania, and as one of the 150 Most Influential Philadelphians in 2023.

Prior to joining Newmark, Lauren was the Managing Director of Research at Longfellow Real Estate Partners, where she directed research strategy, content creation and thought leadership, and provided market research to drive project underwriting and execution. Previously, she also held roles as Senior Vice President of Research at JLL, Manager of Research & Analysis at the Center City District and Program Manager at the Center for Regional Economic Competitiveness. Lauren received her BS in Business Administration from Bucknell University and her MS in Public Policy and Management from Carnegie Mellon University's Heinz College.



TIM STACKHOUSE '05

Head of UX - Retirement, Health, Annuities & Personal Investor, USAA

Tim Stackhouse, class of 2005, is a digital executive, specializing in user experience design. He has had a career spanning across several industries, highlighted by numerous market defining product launches, and has established an undeniable breadth of experience and depth of expertise. Prior to UX design, Tim held senior product management positions at Nike, Honeywell and Comcast. He has worked in management consulting at PwC, focused on commercial strategy for internal ventures. Most recently, Tim has led experience innovation at Vanguard and he now serves as the Head of UX for Health, Retirement and Investment products at USAA. Tim is a local Lewisburg native and still resides within the borough with his wife and two young boys.



LAURIE MOSEBROOK '88

Principal, Management Consulting, RSM

Laurie is the leader of our Southeast Management Consulting practice focusing on strategy and advisory initiatives centered around people, process and technology. She also leads Technology Assessments, Business Process Transformation and is the national Software Selection Strategy leader. Laurie is responsible for successfully leading technology and process-based initiatives in a wide variety of industries, including Manufacturing, Distribution, Construction, Finance, Not for Profit, Healthcare, and Service, with a heavy focus in Industrial Products. She collaboratively assists client teams through the introduction of methodology and the development of procedures, systems and metrics necessary for success. She helps client work teams and executive teams develop the goals necessary to achieve success, and helps implement the metrics to measure that success. Her collaborative approach helps ensure that project teams understand and accept the responsibilities necessary for successful completion of their initiatives.

One of Laurie's key strengths is the ability to assist organizations in defining and linking digital transformation strategies and process initiatives to real business value. She accomplishes this through a combination of experience, effective communication, methodology and effective client team management. Her experience in process enhancement and technology-related projects includes the selection and implementation of ERP systems, assisting organizations improve their utilization of information technology through detailed assessments of infrastructure, staffing, applications, and procedures, and the management of application development initiatives, including modifications to existing applications and new application development. Laurie has helped organizations transition effectively from the integration phase through to the stabilization and optimization period after software deployment. She earned a Bachelor of Science degree in Computer Science & Engineering from Bucknell University.



LEA WALSH '20

Senior Associate, Management Consulting, RSM

Lea is currently a Senior Associate in RSM's Management Consulting practice on the Technology Advisory team that focuses on strategy and advisory initiatives centered around people, process, and technology. Possessing a background as a management consultant, Lea is driven by a passion for facilitating business transformations and assisting organizations in attaining their strategic objectives. She has had experience in assisting and managing various software selections, technology strategy roadmaps and application architecture landscape design. Her expertise spans both consulting and marketing, allowing her to bring a distinctive blend of analytical and creative skills to the table, ensuring the delivery of impactful solutions. In her current role as a Senior Associate, Lea is instrumental in contributing to the success of clients by delivering insightful management consulting services.

Lea's professional journey took root at RSM US LLP, where she initially joined as an intern. Previously Lea interned as a Marketing Assistant at Needham Partners and with Vontobel Asset Management, gaining valuable exposure to the intricacies of the financial sector.

Lea's academic foundation was laid at Bucknell University, where she earned her Bachelor of Science in Business Administration.



TRICIA NOBLE P'25

Managing Director and Co-Founder, Ascentris

Ms. Noble is a Managing Director and Co-Founder at Ascentris, a real estate private equity firm focused on value-add investing in transitional and generational real estate across the major property types and markets throughout the United States. Ms. Noble leads the firm's sourcing and partner relationship efforts. She also focuses on investing and managing the company's real estate investments across the U.S., with a particular focus on investments in the East and Southeast regions of the U.S.

Prior to joining Ascentris, Ms. Noble was a partner at Childress Klein Properties, a private developer in the southeastern U.S. At Childress Klein, she spent almost 18 years developing, leasing, and managing properties within the company's industrial portfolio, and led and managed the company's joint venture partnership efforts. Prior to joining Childress Klein, Ms. Noble worked as an Analyst at the investment banking firm Bowles Hollowell Conner & Company.

Ms. Noble earned a B.A. in Journalism from the University of North Carolina at Chapel Hill and an MBA from Harvard Business School. She is a member of the Board of Directors of The Beach Company, an active member of ULI and NAIOP, a member of the Executive Board of Horizons at Colorado Academy, a Director of the Board of the Bucknell University Parents Association, and volunteers at Senior Support Services of Denver and the Women's Homeless Initiative.

Ms. Noble resides in Denver, Colorado with her husband, twin college-aged children, and two cockapoos.



DAVID GRANSON '93, P'24

Managing Director, Goldman Sachs

David is a managing director in the Asset and Wealth Management Division. He is a team practice leader advising professional investors, wealthy family groups and private companies, as well as foundations, endowments, pension plan sponsors and other tax-exempt entities, on comprehensive wealth management strategies, including risk management and cash flow planning, asset allocation and investment management. David is a decade-plus member of the Private Wealth Management (PWM) Top Advisors and the PWM Advisors Council. He has served on the Investment Experience Group and was a member of the Institutional Client Solutions Advisory team. David joined Goldman Sachs in 1997 as a summer associate in the Equities Division and became a vice president in the Investment Management Division in 2001. He was named managing director in 2012.

Prior to joining the firm, David was a senior investment analyst at SEI Investments, responsible for ultra-high net worth and nonprofit clients with \$10 billion in assets. David is a former adjunct professor at Georgetown University's McDonough School of Business. He serves on the Board of National Alopecia Areata Foundation (NAAF) and on Mount Sinai Hospital's Dermatology Advisory Board. David also serves on Bucknell University's Freeman College of Management Advisory Board. He previously served on Georgetown University's McDonough School of Business MBA Alumni Advisory Council. He is active in YPO and served multiple officer roles in both the NY Metro and Pennsylvania Chapters. David has served with many nonprofits, including Junior Achievement, Northern Home for Children, Wounded Warrior Project, A Better Chance and the National Museum of American Jewish History. David earned a BA from Bucknell University. He earned an MBA from Georgetown University's McDonough School of Business with a concentration in finance and was awarded the Dean's Citation. While at Georgetown, David interned at The White House.



JACQUES HAGOPIAN '94

Senior Vice President, North America Brand Operations, Procter and Gamble

Jacques is a 26 year veteran at Procter & Gamble with a wide breadth of experiences including Manufacturing, Engineering, R&D, Marketing and Sales. Currently Jacques is the Senior Vice-President responsible for managing Brand Operations enterprise services across P&G's North American portfolio including all Media, Couponing, Performance Brand Building, CRM, Sports Marketing, Shopper Marketing, and Multicultural. He also serves as the Head of Brand Management for the North American region leading capability, and talent recruiting for the Brand Building discipline.

Jacques' journey at P&G reflects a consistent trajectory of growth and responsibility, underscored by his various roles within the organization. From 2019 to 2022, he served as the Vice President (VP) and later the Senior Vice-President (SVP) for North American Brand Operations, concurrently holding the position of Chief Brand Officer for the region. Prior to this, he showcased his leadership skills as the Brand Director for Bounty & Family Care eCommerce from 2016 to 2019, and as the Brand Director for P&G Walmart & Walmart.com from 2012 to 2016.

His earlier roles at P&G include Associate Brand Director for Global Family Care (2010-2011), Brand Manager for North America (NA) Charmin (2007-2010), and Brand Manager for NA Market Strategy & Planning (2005-2007). Jacques started his P&G journey in 2002 as an Assistant Brand Manager for NA Charmin and Puffs.

Before venturing into the marketing domain, Jacques contributed to P&G's Engineering and R&D efforts. From 2000 to 2001, he served in Engineering/R&D Global Technology Development at CETL Beckett Ridge, and from 1996 to 1999, he worked in Product Supply – Engineering in Albany, GA, and Cape Girardeau, MO.



BRAD LANGER '96, P'26

Partner of Brown Brothers Harriman & Co. and Co-Manager of BBH Capital Partners

Brad Langer is a Partner at Brown Brothers Harriman & Co. (BBH) and a Managing Director of BBH.

Brad shares day-to-day management responsibility for BBHCP. Brad focuses on BBHCP investing activities, including deal sourcing, investment evaluation, transaction execution and providing post-investment oversight to portfolio companies. Prior to joining BBH in 2001, Brad was actively involved in evaluating and managing private equity and private debt investments at Whitney & Co. and Paribas Capital Funding.

Brad is either a director or observer on the board of directors of PrimeRevenue, Haven Behavioral Healthcare, Ethos Veterinary, American Physician Partners, Clever Devices, DynaGrid, American Spraytech, GIFTED Healthcare and The Granite Group. Brad sits on the Private Banking Diversity and Inclusion Council of BBH. Brad is a 1996 graduate of Bucknell University.



PATRICK HATCHER '92
EVP & CFO Performance Food Group

Patrick Hatcher is EVP and Chief Financial Officer for Performance Food Group (PFG), a multi-channel food distributor with 150 distribution centers delivering quality food and related products to over 300,000 customer locations in the US and Canada. As a member of the executive team Patrick serves on the Compensation, Audit, and Technology and Cyber Security committees.

Most recently, Patrick served as President and Chief Operating Officer of Vistar, a division of PFG, the largest distributor of candy, snacks, and beverages in the country. Since joining Vistar in 2010 as Chief Financial Officer, Patrick has held leadership positions in technology, sales, and marketing.

Patrick's keen ability to drive complex strategies that align the company to delivery dynamic results are grounded in integrity, collaboration, respect, and accountability. Focusing on talent development and an inclusive corporate culture, he equips his teams with the tools and training resources they need to optimize growth across the enterprise. Before joining the PFG, Patrick served as Director of Sales Integration for MillerCoors leading the merger of systems and operations achieving a seventy five percent cost reduction two years ahead of plan.

Patrick has served on the National Automated Merchandising Association (NAMA) Board of Directors and Nominating Committee and NAMA Foundation, and the board of the Denver Scholarship Foundation, making college possible for Denver public school students. Patrick earned his Master of Business Administration from Olin Business School, Washington University and Bachelor of International Relations from Bucknell University. He resides in Denver with his wife Pam and their two sons Wells and Barrett. The family enjoys traveling, outdoor activities and sports.



KENDY ALVEREZ '06
Mayor, Borough of Lewisburg, PA

The Honorable Kendy Alvarez serves as the Mayor for the Borough of Lewisburg. She is a community builder who connects people, organizations, and systems throughout the Greater Susquehanna River Valley. Her love of the region can be heard on the podcast "The 570h" where she joins friends to discuss living, working and playing in the 570.

Ms. Alvarez empowers entrepreneurs as the lead organizer for 1 Million Cups Susquehanna. Her commitment to community and economic development is reflected in her board participation with Lewisburg Downtown Partnership and Lewisburg Neighborhoods as well as a volunteer with CommUnity Zone, Union-Snyder Hunger Coalition, Penn State Extension Ag Council, Evangelical Community Hospital Patient and Family Advisory Council, and the PA Outdoor Recreation Engagement Coalition.

