



Glassmeyer/McNamee Center for
Digital Strategies
Tuck at Dartmouth

ANNUAL REPORT

2018-2019



TUCK

BRITT TECHNOLOGY IMPACT SERIES

Digital Frontiers: The Strategic Impact of Emerging Technologies

Today's digital age presents an ever-expanding list of emerging technologies, each of which has the ability to disrupt businesses and industries.

The 2018-2019 Britt Technology Impact Series explored how emerging technologies are likely to impact business strategy in the near future. Speakers for 2018-19 helped students better understand wise strategies for evaluating, implementing, and managing emerging technologies.

13
companies

700⁺
attendees

14
speakers



TECHNOLOGY CONFERENCE

Automation in the Modern Age

The Tuck Technology Conference is one of the largest student-facing events hosted by Tuck and is produced via a collaboration between the center and the Tuck Student Technology Club. Each year, the conference enables the Tuck student body, broader Dartmouth community, and business leaders from around the world to explore the tech industry's innovations, business practices, and leadership methodologies. The 2018 conference explored *Automation in the Modern Age*, welcoming a wide range of executives and companies to campus.

11
speakers

10
companies

140⁺
attendees



SAILTHRU



Ask Fora

frog

Carbon Black.



SurveyMonkey®



TECH 101 LEARNING SERIES

New for the 2018-19 academic year, the center developed a technology basics educational program open to the entire Tuck community, including students, staff, and faculty.

Each Tech 101 workshop features content created by the center focused on a particular technology or technology concept—such as cloud computing or technology stacks—and helps audience members understand the technology to make better business decisions.

Our first year reached across the Tuck community, with hundreds of students and several faculty members participating in workshops to enhance their understanding.



320
attendees

8
seminars





EXPERIENTIAL LEARNING TRIP: China



The center took a major leap forward in enabling a more global digital strategies perspective among students by launching a pilot experiential learning trip to China.

Students visited leading Chinese technology firms, investment companies, and startups to learn about Chinese technology, innovation, and especially AI growth.

Students also immersed in Chinese culture, visiting historical sites and modern business, such as Alibaba's Hema Supermarkets and Chinese unicorn Luckin Coffee.

COMPANIES VISITED:



EXPERIENTIAL LEARNING TRIP:

Boston, Salt Lake City,
New Hampshire

The 2018-19 academic year featured new experiential learning opportunities in alignment with Tuck's strategy of *creating personal, connected, and transformative experiences* for students.

In January, three MBA fellows traveled to Salt Lake City, Utah, to partake in the Silicon Slopes Tech Summit. The summit featured leaders from across the technology sector, including:

- SAP CEO, Bill McDermot
- Adobe founder, John Warnock
- Microsoft GM for Cloud and AI, Jeff Sandquist

In March, MBA Fellows and Associates traveled to New England College in Henniker, NH, to learn about the school's esports program following a

rich on-campus discussion about the growth of esports. MBA Fellow Marcus Morgan completed research on cloud gaming with the center and now works for Microsoft's Xbox division.

In May, MBA Fellows visited the Drift headquarters in Boston to meet with product and operations leaders at the conversational commerce startup. MBA Fellow Mike Hanley authored center research on chatbots with significant support from Drift VP of Operations, Will Collins T'16 and CEO, David Cancel.



VISIT FROM OUR CO-FOUNDER

CDS Co-Founder, Legendary Investor, and Author of *Zucked* Returns to Tuck

In May, Roger McNamee T'82 returned to Hanover for an important conversation about the state of data-driven business models at major tech companies and his concern for the future of business, government, and society if the largest data-driven companies remain unchecked.

Roger shared insights from his personal experience with Facebook and mentorship of Mark Zuckerberg, as well as research into other technology companies as chronicled in his NY Times best-seller, *Zucked: Waking Up to the Facebook Catastrophe*.



MBA FELLOWS PROGRAM

The Center for Digital Strategies offers an MBA Fellows Program for second-year students looking to deepen their understanding of the impact of information technology on business strategy. Our MBA Fellows are passionate about technology and engage with the CDS team, alumni, and visiting executives to further study the enabling role of digital technologies on business strategy.



Christian Barz T'19
Consultant
Boston Consulting Group



Alison Deiringer T'19
Monetization
Operations Manager
LinkedIn



Yinong Ding T'19
Consultant
Boston Consulting Group



Nikilesh Eswarapu T'19
Manager
Altman Vilandrie & Co.



Heidi Fisher T'19
Product Manager
HomeAway



Mike Hanley T'19
Product Marketing
Manager
Microsoft



Ryan Milligan T'19
Marketing
Homeaway



Jamie Mittelman T'19
MPA Student
The John F. Kennedy
School of Government
at Harvard University



Marcus Morgan T'19
Product Marketing
Manager, Xbox
Microsoft



Alex Pandrangi T'19



Jenna Romeo T'19
Product Marketing
Manager
American Well



Molly Tyler T'19
Management
Consultant
Fidelity Investments



Lindsey Wilcox T'19
Associate
McKinsey & Co.



Kristin Unruh T'19
MBA/MPA Student
The John F. Kennedy
School of Government at
Harvard University

MBA ASSOCIATES PROGRAM



Nadeem Alomoayyed T'20



Brendan Berry T'20



Cora Chen T'20



Grace Close T'20



Jorge Colindres T'20



Tara Davids T'20



JT Derian T'20



Laurence Duggan T'20



Matt Essert T'20



David Fayngor T'20



Emily Fox T'20



Vivian Guo T'20



Kate Hartford T'20



Suhas Reddy Katkuri T'20



Nick Kessler T'20



Selasie Krampa T'20



Padma Krishnan T'20



Emily Laackman T'20



Stephanie Leetham T'20



Kathy Liao T'20



Patrick McNamara T'20



Jessica Morrow T'20



Cordaye Ogletree T'20



Nirlipta Panda T'20



Robert Schrettl T'20



Sydney Schuit T'20



Saumya Sharma T'20



Mickey Silverman T'20



Annie Snider T'20



Ivan Zakharov T'20

a fellow's story

YINONG DING

CONSULTANT, SHANGHAI OFFICE



Key Encounters:

- CDS MBA Associate
- CDS MBA Fellow
- Shanghai and Hangzhou
Experiential Learning Trip
(China)



Originally from Wuhan, China, Yinong was educated in the United States and worked in the United States as a consultant for EY prior to her time at Tuck.

Yinong came to Tuck curious about the economic growth and opportunities she witnessed in China upon returning home each year to visit family. That curiosity was encouraged through center activities and a term exchange at the China-European International Business School (CEIBS). As a CEIBS student, she interned at Ping A, the Chinese insurance client, and worked with the center to create the first ever center experiential learning trip to China in the winter of 2018. The trip was a transformative experience for Yinong and convinced her to seek full time opportunities in China after Tuck. Yinong is currently a consultant in Boston Consulting Group's Shanghai office.



a fellow's story

MIKE HANLEY

PRODUCT MARKETING MANAGER



Key Encounters:

- CDS MBA Associate
- CDS MBA Fellow
- Visiting Executive Drift CEO, David Cancel
- Visiting Executive Drift VP of Operations, Will Collins T'16
- Silicon Slopes Tech Summit Experiential Learning Trip (Utah)
- Drift Product and Operations Experiential Learning Trip (Boston)

Mike was a member of the inaugural class of MBA Associates during his first year and continued with the center as an MBA Fellow in his second year.

Mike came to Tuck with a clear goal of switching out of insurance and into a role at a large technology company. By supplementing his learning at Tuck with time spent with the center, Mike was able to secure an internship at Microsoft and translate that experience into a full-time role as a Product Marketing Manager working on the Office 365 team.

Mike dove into experiential learning in his second year, traveling to Utah for the Silicon Slopes Tech Summit with the center and helping plan the trip to Drift's headquarters in Boston after working through the center with the Drift team on his fellows research paper on *Chatbots in Enterprise Systems Management*.

STUDENT ENGAGEMENT

67%

of Tuck
student body
engaged

over

375

Tuck students
engaged

MBA FELLOW, YINONG DING T'19 WITH
YIQING YANG, T'17 OF BAOZUN
ECOMMERCE, IN SHANGHAI, CHINA

34

student
events

over

100

career-focused
student
engagements

MBA ASSOCIATES PROGRAM MEETING

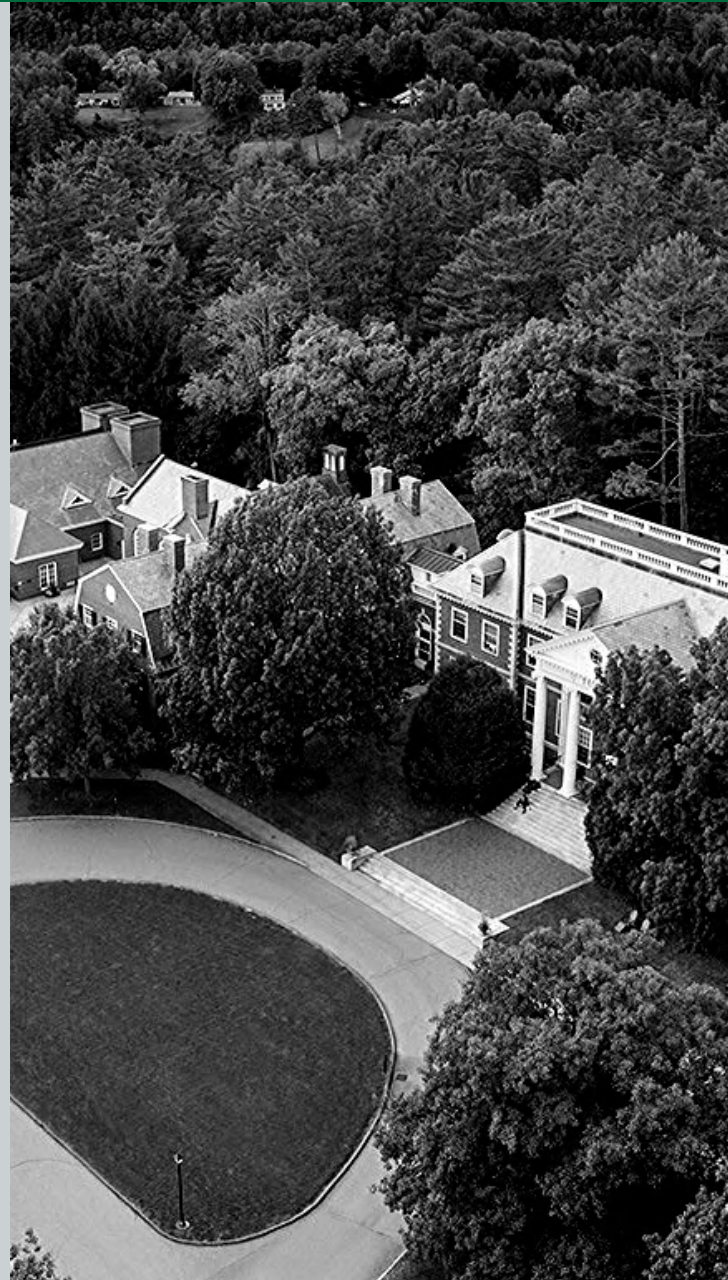
"The Center for Digital Strategies has been a wonderful resource for me during my time at Tuck that has helped me stay connected to digital trends through lively discussions with my peers." Stephanie Leetham, T'19

LOOKING FORWARD...

Experiential Learning leads the way...

As the center rapidly approaches two decades of operations, we're excited about our ability to deepen student understanding of the enabling role technology plays in business.

The future of business is undoubtedly even more technology-enabled than the past, with increasing competition from global businesses. As such, the center continues to develop and expand the global, immersive, experiential learning opportunities in line with Tuck's strategy of creating *personal, connected, and transformative* learning opportunities.





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