

The background of the entire page is a solid purple color. Overlaid on this are several thin, white, geometric lines that intersect to form various triangles and polygons. These lines are most prominent on the left side of the page, where they create a complex web of shapes. Some lines extend from the top left towards the center, while others originate from the bottom left and fan out towards the right. The overall effect is a modern, abstract design.


## KELLOGG LEADERSHIP CIRCLE

TRANSFORMING THROUGH ANNUAL GIVING

2018-2019 IMPACT REPORT

Northwestern | Kellogg





As a Kellogg Leadership Circle donor, you helped Kellogg sustain its core strengths — outstanding faculty, students, curriculum and programming. During the 2018-2019 fiscal year, annual giving to Kellogg totaled \$16.5 million.

THANK YOU FOR YOUR ROLE IN  
MAKING THIS POSSIBLE.







# THOUGHT LEADERSHIP

In the 2018-2019 academic year, Kellogg faculty members presented their work at 47 conferences, shared knowledge with colleagues at 226 seminars and symposiums, and attended 168 conferences and discussions around the world. Our faculty members also published 165 peer reviewed articles and 13 books. Across disciplines and around the globe, the Kellogg faculty is producing groundbreaking research that is critical to our mission and culture.

## PRESENTED AT

47

CONFERENCES

226

SEMINARS &  
SYMPOSIUMS

## PUBLISHED

165

PEER REVIEWED  
ARTICLES

13

BOOKS

## GROUNDBREAKING RESEARCH AREAS

### Business of Healthcare

Understanding the unique and complex challenges of a growing and evolving health-care sector and its intersection with business, public policy and economics.

### The Future of Work

Investigating how rapid technological development, including artificial intelligence and automation, will affect the working landscape for individuals and organizations.

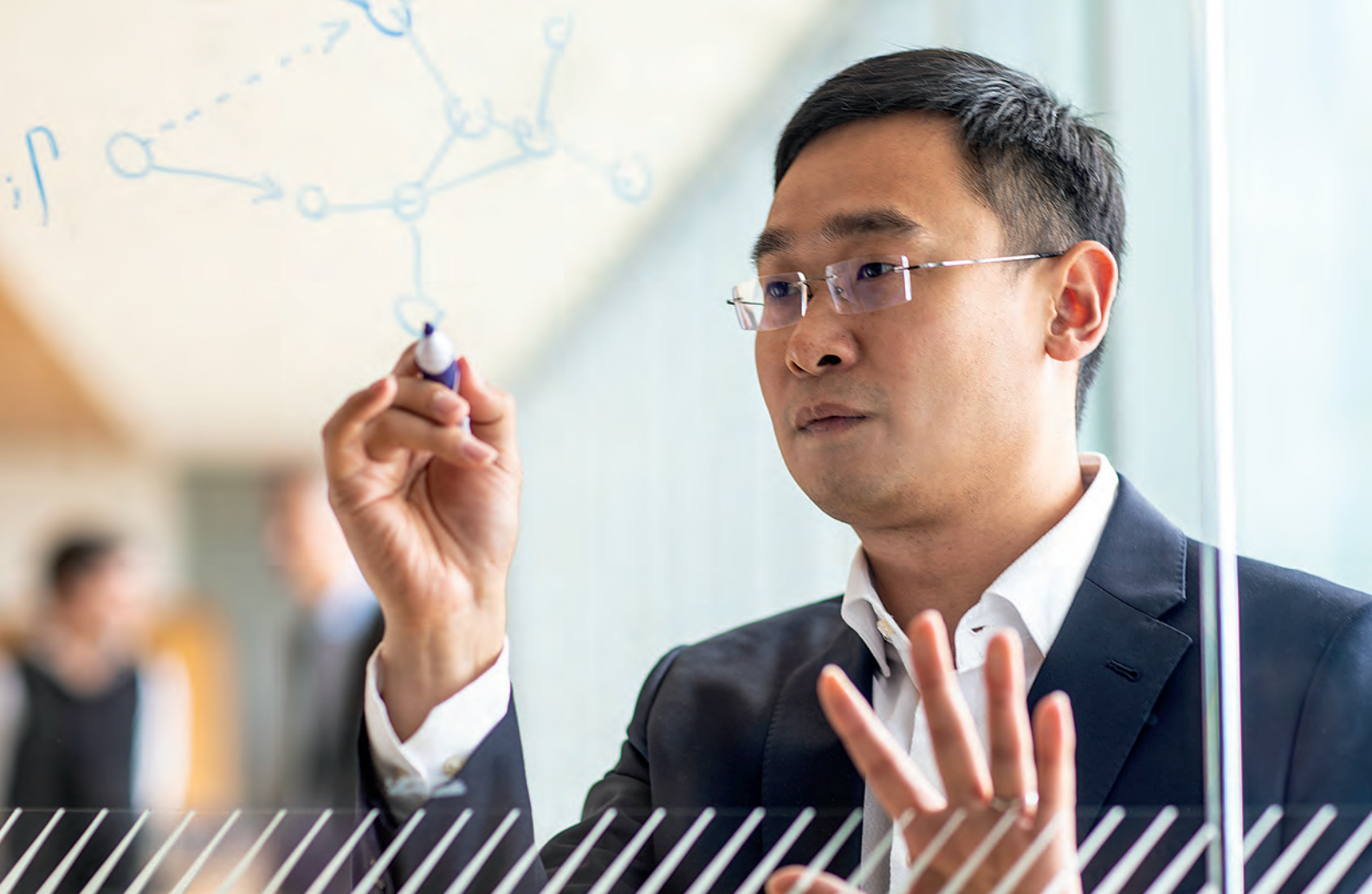
### Political Economy

Exploring relationships between government policy, the economy and individual behavior, including participation in elections, the impact of economic crises on political climate and the economic impacts of immigration.

### Science of Innovation

Using quantitative methodologies and the proliferation of data to understand successes in innovation and teamwork, and to predict scientific impact and knowledge production.





We are pleased to welcome among our new faculty three tenure-line hires who will further enrich our finance, strategy and marketing departments.

#### **Gregor Matvos**

Howard Berolzheimer Chair in Finance  
Professor of Finance

Professor Matvos' research spans a range of finance topics, including ethics and gender dynamics in the financial advising industry, consumer arbitration, and the impacts of financial technology innovation.

#### **Kieu-Trang Nguyen**

Assistant Professor of Strategy

Professor Nguyen's research focuses on organizational and labor economics, including the effect of trust on innovation within firms.

#### **Artem Timoshenko**

Assistant Professor of Marketing

Professor Timoshenko's research combines field experiment and machine learning methods to improve product development and marketing decisions.



# INNOVATIVE PROGRAMMING AND CURRICULUM

With the help of philanthropy, Kellogg launched 12 new courses during the 2018-2019 academic year.

One example of a new course is Leading Voices, which explores how public policy impacts the business world. In this year-long course, faculty-led discussions accompany the suite of distinguished speakers and high-profile policy-oriented lectures available at Kellogg.

In addition, we developed three new project-based experiential learning courses, including Asset Management Lab, which gives students a competitive advantage through real-world experience in the field. Students gain exposure to the day-to-day working life of a fund, deal selection, due diligence, and/or investment effort and have excellent networking opportunities.

Of the Asset Management Lab, students have said:

*“It has been — and I have no doubt will endure to be — one of the most memorable and enriching experiences during my time at Kellogg... Beyond the exposure to an industry of interest and the broadened perspective it helped develop, it serves as an important way to increase the connectivity in the field. My sponsor has already passed my resume along to a few parties he knew to be hiring and has provided other similarly valuable connections.”*

PAUL BURGDORF **MBA candidate '20**

*“[It] allowed me to get great exposure to an industry I have always been interested in without committing an entire summer to it. I was able to match with a family office/private equity firm and work directly with the CIO on a weekly basis, developing industry research and discussing potential investment opportunities. For someone coming from a finance background in wealth management, it was a great experience for me to see a different side of the investment universe.”*

MICHAEL T. GUTMAN **MBA candidate '20**

Also in 2018-2019, Kellogg faculty and students partnered to develop three new Pathways in Asset Management, Energy and Sustainability, and Technology Management, bringing the total count of Kellogg Pathways to 10. Pathways support our students in building expertise in emerging areas and evolving industries. A pathway is an integrated, cross-functional sequence of courses designed to address a particular skill set or industry for which there is active student and recruiter demand.

# 12

**NEW COURSES**  
IN 2018-19 ACADEMIC YEAR

---



# SCHOLARSHIPS

During the 2018-2019 academic year, 329 scholarships were awarded thanks to the generosity of our annual giving donors alone.

Among the most elite U.S. business schools, competition for the best students is greater than ever. Providing scholarship support makes a tremendous impact on our ability to bring the most talented students to Kellogg, thus furthering our competitive position among our peer schools.

## **GUILHERME BLANSKI KÜSTER** **MBA candidate '20**

Your support helped us attract students like Guilherme Blanski Küster. Majoring in finance and accounting, Guilherme is the president of the Kellogg Corporate Finance Club and serves incoming students as a career peer coach. Before attending Kellogg, Guilherme earned a bachelor's and a master's degree in economics. He has more than a decade of experience as finance manager in multinational companies such as ExxonMobil and Electrolux and spent more than five years teaching undergraduate finance courses part-time and organizing free courses in Brazil to help people become self-reliant through education and entrepreneurship.

Guilherme says that receiving a scholarship "strengthened my appreciation for Kellogg and my commitment to make the best of my MBA experience and pay it forward, positively impacting the life of others as well."

## **VERA QI-LIN '19** **Consultant, Bain & Company**

Recent graduate Vera Qi-Lin recalls that being awarded a scholarship made a huge impact on her decision to come to Kellogg.

Reflecting on her experience, she said, "Receiving a scholarship from a school like Kellogg was not only an enormous financial help, but also an emotional one. It made the process of undertaking a huge life change that much easier and gave me the confidence that I would be investing in an environment that valued me, that I could succeed within, and that I could make lasting contributions to. More than ever, I am motivated to give back to the institution that believed in me and help provide future students with the incredible experience I myself had at Kellogg."



The background of the slide features a series of thin, light-colored lines that intersect to form various geometric shapes, including triangles and polygons. These lines are set against a background with a vertical color gradient, transitioning from a deep purple at the top to a bright red at the bottom. The lines are most prominent on the right side of the slide, creating a dynamic, abstract pattern.

Northwestern | Kellogg

**ADVANCEMENT**

Kellogg School of Management | Northwestern University  
1007 Church Street, Suite 400 | Evanston, IL 60201