



Neeley School of Business

Council of Texas Business Deans Conference

Innovation, Entrepreneurship and the Economics of Business Schools

AGENDA

Sunday, October 3, 2021

5:00 pm

Welcome Reception, Neeley School of Business

Opening remarks by Daniel Pullin, John V. Roach Dean, Neeley School of Business on Neeley's approach to collaboration across Academia, Business and Civic communities.

University Welcome: Victor Boschini, Chancellor, Texas Christian University

6:00 pm

DINNER

The Art of Improvisation, *Four Day Weekend Comedy*

Rewire your brain in the areas of communication, empathy and creativity as you prepare for your conference experience. Voted "Best Comedy Club" and "Best Entertainment Experience" in Texas.

Monday, October 4, 2021

8:00 am

Networking Breakfast, Neeley School of Business

8:45 am

Opening Remarks: Ms. Mattie Parker, Mayor of Fort Worth

The role of entrepreneurship as a growth engine for Fort Worth, the state of Texas, and beyond.

9:15 am

Texas Economic Outlook: Positioning Business Schools for Success

The pandemic and the downturn of the oil industry had a terrible effect on the Texas economy. Where is it now and where is it headed? How can b-schools position themselves to take advantage of the upcoming boom?

- **Robert Allen, President & CEO, Texas Economic Development**

10:00 am

The Corporate Perspective on the Talent of the Future

To remain relevant, Deans need to keep a close pulse on the business community. A panel of CEOs will share their hiring needs in terms of skills sought, gaps and other opportunities.

- **Ralph Goedderz, Vice President Supply Chain Finance at PepsiCo**
- **Sharon M. Leite, CEO, The Vitamin Shoppe**
- **Scott Schenkel, former Interim CEO, eBay Inc.**
- **Doug Smith, Senior Vice President, Strategic Partnerships, Oracle**
- **(Moderator) Daniel Pullin, John V. Roach Dean, Neeley School of Business**

11:00 am

NETWORKING BREAK

11:30 am

Leveraging Centers of Excellence to Drive Innovation

The Neeley Centers of Excellence sit at the intersection of Business and the Academy. Join this session to learn how their unique outcome-driven model drives results for key stakeholders.

- **Matt Smilor, Director, Values and Ventures Program, Institute for Entrepreneurship and Innovation, Neeley School of Business**
- **Zach Hall, Director, TCU Sales Center, Neeley School of Business**
- **Dave Malenfant, Director, Outreach & Partnerships, Center for Supply Chain Innovation, Neeley School of Business**
- **Ann Tasby, Director, Office of Inclusive Excellence, Neeley School of Business**
- **(Moderator) Molly Kanthack, Assistant director, Graduate Recruitment and Admissions, Neeley School of Business**

12:45 pm

LUNCH

During lunch, Maria Baltar, Assistant Vice President, Accreditation Operations and Implementation at AACSB International, will provide an AACSB Update short presentation.

2:00 pm

Innovating Towards the Future: A Panel Conversation with B-School Deans

The conference will culminate with a panel conversation of Business School Deans who will share what they are doing to take advantage of economic trends, corporate needs, and other opportunities to remain relevant in an everchanging world.

- **Brad Crisp, Dean of the College of Business Administration, Abilene Christian University**
- **Robert F. Scherer, Dean of the School of Business, Trinity University**
- **Marilyn K. Wiley, Dean, G. Brint Ryan College of Business, University of North Texas**
- **(Moderator) Daniel Pullin, John V. Roach Dean, Neeley School of Business**