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A Message from CWIB's Outgoing President



Neenu Sharma '07

Dear CWIB Network,

Welcome to our spring edition of the Columbia Women in Business newsletter. I am pleased to introduce you to Jennifer Camac '08, CWIB's next President. Jen and the newly elected 2008 VPs will be planning another amazing year for CWIB beginning this summer. As CWIB continues to grow and attract a network of incredibly intelligent and competent professional women, we hope to engage more and more of us in our activities.

I want to thank the 2007 CWIB Board for continuing to raise the visibility and relevance of our network through their dedication and efforts this year. Last May, the CWIB Board set out to engage more faculty, administration, students and alumnae in our programming this year. Through the Conference and new events like Peer-to-Peer Networking and Chocolate and Cocktails, we accomplished our goal.

This spring's highlight was of course our 14th Annual Conference with keynote Martha Stewart, entrepreneur and businesswoman, and Distinguished Alumna Award recipient, Joyce Roche '72, President and CEO of Girls, Inc. This was the fastest selling conference in CWIB's history and we welcome you to watch the conference highlight video at www.cwib.org on the Multimedia page.

I hope you enjoy this edition of our newsletter and we welcome your comments as we hope to use this as a medium to keep you all connected.

Kindest regards,

Neenu Sharma '07
President
Columbia Women In Business

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CWIB 2007 Conference Wrap-Up

By Jenny Ahn '08 and Kristie Wauthier '08



The 14th Annual CWIB Conference, held Feb. 23, 2007, was an amazing success. From a record sellout to a record participation, we thank all attendees for contributing to such a phenomenal event.

*Co-VPs & Co-AVPs of Conference with CWIB President;
From L to R : Connie Kahng '07, Neenu Sharma '07,
Kristie Wauthier '08, Jenny Ahn '08, Debbie Dorman '07*

As the academic year winds down, we have been busy gathering feedback from the 2007 CWIB conference, learning what worked, and better understanding what can be improved next year. We thank the participants who took the time to complete our online survey. Your feedback is greatly appreciated and we will try to incorporate your suggestions as we begin to plan for next year's conference.

Your feedback

Nearly 90% of survey respondents had a good or excellent experience at the conference and nearly 50% had attended more than one CWIB Conference! We are excited by these statistics, as they indicate that participants not only enjoyed the conference but also are including it in their annual February calendars.

Participants also told us that they would like to see more panels on career management and industry changes and forecasts. Some of you also felt that some of the panel discussions geared too much toward early-career professionals. You also felt that there was not enough time allotted to network and meet other professionals, especially given that networking and inspiration were two of the main reasons why you attended the conference.

For next year's conference, we will explore having a diverse offering of panel topics geared towards specific career stages. We will also explore having longer sessions on topics that need more time (e.g. double-session on negotiations) as well as improving the effectiveness of networking time.

What's next

Mark your calendars! The 2008 CWIB Conference will be Friday, Feb. 22, 2008!

This summer the CWIB Board will decide on the conference theme, keynote speaker, distinguished alumna recipient, and panel topics. If you have suggestions for any of these conference elements, contact the Conference Co-Chairs, Jenny Ahn or Kristie Wauthier. Do share your ideas with us – we welcome your input.

In the fall, we will form the conference committee, marketing materials will be created and distributed, and potential panelists will be contacted. Again, if you have any suggestions for panel participants reach out to us as we begin summer planning.

As always, check the CWIB website for updates, www.cwib.org.

Thank you for your support and feedback. We look forward to seeing you at the 2008 CWIB Conference.

Jenny Ahn (jeahn08@gsb.columbia.edu)
Kristie Wauthier (kwauthier08@gsb.columbia.edu)
Conference Co-Chairs, 2008

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CWIB Peer-to-Peer Networking Lunch

By Maren Winnick '08



*Maren Winnick, '08 (top),
Charleen Ang, '08 (bottom)*

On Thursday March 29th, 58 members of Columbia Women in Business met in Uris hall for the first club-wide Peer-to-Peer Networking Lunch.

The casual, catered lunch format was designed to provide club members with a free-flowing forum for networking across classes and clusters. With graduation fast approaching, and summer internships about to start, club leadership wanted to establish an event which would enable members to make some valued industry contacts in a fun and conversational setting.

A joint effort orchestrated by the Mentoring and Professional Development teams, headed by Maren Winnick '08 and Charleen Ang '08, the event was a resounding success boasting a diverse turnout including members from Classes '08, '08J, '07 and even a few EMBA's.

Incoming CWIB President Jennifer Camac '08 comments, "I truly enjoyed the Peer-to-Peer Networking Lunch. It was a great opportunity to get to know various members of the CWIB community in an informal and relaxed setting."

Rebecca Alexander '08J was successful meeting with a range of new contacts. "As a J-termer, this was the first time I sat down with EMBA, first year and second year women."

"I was excited to meet fellow first years who I'd seen at various recruiting and school events but never had a chance to meet or talk to before," observed Jenny Ahn '08. "I also met someone who's going to be interning at the same company as I will – which was great! I wish there had been a similar event in the fall semester! I look forward to attending more of these events next year."

Jenny and the rest of the club are in luck, as CWIB is currently planning to host a repeat event in the fall which will follow a similar format and will serve to welcome the class of 2009.

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Student Spotlight: Kimberley D. Tait '07

By Kimberley D. Tait '07



Kimberley D. Tait, '07

With the sun setting on my time at Columbia Business School, it's time to push past my sense of denial and use this moment to take stock of the past two years. The CBS experience has been about far more than opening doors – though many unexpected ones have certainly been opened – it's about pleasantly surprising yourself.

With a writing and humanities background (formerly an English and Government major at Dartmouth) I picked CBS – with its strong finance program and focus on business fundamentals – to push myself out of my comfort zone, to see what I really could do that I never imagined I would or could. As I'm transitioning from my previous life in communications down a post-MBA path in private wealth management at Goldman Sachs, I already realize how much my two years in the halls of Uris have shaped me. And I suspect that I will only begin to realize the full impact of my time here when immersed back in the (brace yourself) "real world."

I had been warned that these two years in Uris Hall would flash by in a scarcely discernable blink. A few people had even cautioned that the two-year MBA tenure is so fleeting, that you can't really make a real difference while you're there. This was misadvertising to say the least. The highlight of my time here has been working, as Chair of the CBS Honor Board and Co-Chair of the Bernstein Leadership & Ethics Board, on the rewrite and launch of the School's Honor Code. It has been a team effort that I hold dear to my heart – an effort that signifies the sort of change one can effect

when a group of committed and impassioned students are leading the charge. Countless students had voiced the importance of raising the bar and holding ourselves to a higher standard in our day-to-day conduct at the School – and within a year, a solution was introduced that emphasizes ethics as a key attribute of CBS culture – both as students, and down the line as leaders in our companies and communities.

The point is not whether or not you create a monumental sea-change in an organization or culture. What really matters is taking the road less traveled, going against the obvious grain, and taking some step forward towards positive, constructive change. It reminds me of a line from a favourite movie: *It's all about the little things – there's nothing bigger*. Prior to business school, I moved to New York City a few months following September 11th to join the relief effort, working on crisis communications for an umbrella organization coordinating the major charities providing aid to affected individuals in the wake of the tragedy. My two years working on the 9/11 effort not only showed me the remarkable difference the smallest gestures can make, it also showed me that sitting in a position of security, health, privilege, and intelligence, we are *obligated* to make some effort – however small – to give back to the people and things around us.

It's that spirit of give-and-take that has driven my volunteer work outside of CBS over the past few years. I run marketing for a young and growing non-profit here in the city – Giving Opportunities To Others (GOTO) – that sends underprivileged middle-schoolers to arts and music summer camp while raising philanthropic awareness among young professionals. GOTO is a testament to the magic that can happen when talented and dynamic 20- and 30-somethings invest energy and brain-power in doing good outside the office. It's also a testament to the old adage that you only get out what you put in. In the buzz, and sometimes the chaos, of Manhattan, this rings especially true. It's all too easy to get lost in the workings of the machine and forget to take that time out, that step back.

As a Hermes member, many prospective students have asked me about that New York noise – whether having the city as CBS' backyard creates a chaotic distraction, or chips away a cohesive sense of community. Other urban schools might suffer from this challenge but the reverse is true of Columbia. Why is this the case? CBSers are not watchers but doers. And seeing so many students rally around our efforts on the Honor Code rewrite and leadership & ethics programming here at School gives me confidence that we're a group not just concerned about the business we do, but how we'll be doing that business – both the big and, maybe more importantly, the little things we lead in the years to come.

Kimberley D. Tait
Columbia Business School
MBA, Class of 2007

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Alumnae Spotlight: Lisa Yom '06 and Elena Bajic '06, Owners of Ivy Exec

Interview by Janice Schrettner '08



Lisa Yom '06 and Elena Bajic '06 launched their business, Ivy Exec, earlier this year

Elena Bajic and Lisa Yom met at CBS, and they are both '06 graduates. They are also business partners. Earlier this year they launched a business called Ivy Exec.

Ivy Exec is the first online job site that was created specifically for professionals who hold a graduate degree from a leading university or who have equivalent work experience. It posts full-time, flexible, and re-entry jobs, and in this way provides high caliber professionals with the resources to achieve a true work-life balance.

“Ivy Exec is the only job site that promotes job flexibility”, says Lisa. “We find that many highly qualified professionals struggle to effectively manage the balance between professional and personal interests. We work with employers to identify flexible work arrangements and subsequently make these jobs available to our candidates.”

Elena Bajic came up with the idea for Ivy Exec when she read an article during business school called “The Hidden Brain Drain: Off-Ramps and On-Ramps in Women’s Careers.” The article discussed the ongoing exodus of talented women from the workforce, and the subsequent difficulties these women encounter when attempting to re-enter the workforce after a leave of absence. Elena wrote the business plan for Ivy Exec while at CBS, and submitted it as part of the Lang Fund competition, where she was a finalist. Lisa joined Elena full-time in the summer of 2006, and they launched their website in early January 2007.

The CBS network has helped Elena and Lisa in launching their business. “As an entrepreneur, it has been amazing to me how much support we have received from the CBS community” says Lisa. “Several members of our Board of Advisors are affiliated with CBS – for instance, Regina Resnick, the Assistant Dean and Managing Director of MBA Career Services, is one of our biggest supporters and advocates. Various CBS alumni served as our beta clients by posting jobs with us when we first launched, and provided very valuable and insightful feedback on our website. We have also partnered with a CBS '94 alumna, Karen Donaldson, who serves as an executive coaching resource for our candidate base. Student organizations such as CWIB have been very helpful, by featuring Ivy Exec as part of the annual conference programming this past year. We were able to speak with several employers and quite a few professionals who were interested in using our services.”

Elena and Lisa say that employers are becoming increasingly responsive to professionals’ needs for a better work-life balance and greater job flexibility. “Generational diversity in the workplace is causing shifts in attitude and the creation of

new policies” notes Lisa. “With 76 million baby boomers retiring and Bernanke’s recent commentary about the imminent labor shortage, employers have no option but to open up the work-life balance dialog with their employees. Through Ivy Exec, we hope to promote those companies who have made the greatest strides in these areas, and provide up-to-date information and insights we have garnered from our numerous discussions with companies, serving as a valuable resource for our candidates who wish to learn more about the opportunities that are available to them.”

Elena and Lisa are currently embarking on an outreach initiative, speaking with various women’s organizations, since the recurring themes of their site - work-life balance, flexible work arrangements, and re-entry – resonate with professional women. They have found that Ivy Exec’s services are extremely appealing to this audience, and are hoping to continue opening up new channels of dialog with more organizations as Ivy Exec grows.

They are also trying to spread the word about Ivy Exec. “We have experienced tremendous growth since our inception – we have doubled the size of our candidate database every month since our launch date” says Lisa. “We want to continue on our growth trajectory, and the way we feel we can do this is to create a buzz about Ivy Exec. We were mentioned in the Sunday Times several weeks ago in an article around workforce re-entry, which drove a lot of traffic to our site. In addition, we have been asked to speak at various conferences and workshops around the country, most recently at the Columbia Business School Reunion Work-Life Balance workshop several weeks ago. Events such as these have helped us promote Ivy Exec on both sides of our business – growing our jobs database and our candidate database.”

Ivy Exec requires that all its candidates hold a graduate degree from a leading university or have equivalent work experience. All CBS students and alumni are invited to register at www.ivyexec.com for a free three month trial. Any inquiries about Ivy Exec can be sent to info@ivyexec.com.

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About CWIB



Columbia Women in Business (CWIB) is the largest and most active student organization at Columbia Business School, the premier business school for women.

For more information on CWIB and our activities, please visit our website at www.cwib.org.

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Alumnae Reminder

Please update your contact information frequently!

Please visit BANC at www.gsb.columbia.edu/alumni, the Columbia alumni website to update your contact information as soon as it changes. It is our only way of reaching you. Also, be sure to stay in touch and check the calendar of alumni events at

www.gsb.columbia.edu/alumni/events.

We urge you to get involved!

If you would like to get involved with the CWIB community, or have any questions, please contact CWIB at cwib@bettyblue.gsb.columbia.edu.

Contact Us

Visit us on the Web at www.cwib.org
E-mail: cwib@bettyblue.gsb.columbia.edu
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