



EMORY

GOIZUETA
BUSINESS
SCHOOL

Andrea S. Hershatter

Senior Associate Dean for Undergraduate Education and
Director of the BBA Program

Goizueta Business School, Emory University

Ahersha@emory.edu

404-727-0327

1300 Clifton Road

Atlanta, GA 30322

Andrea Hershatter is Senior Associate Dean and Director of the BBA Program in Emory's Goizueta Business School. She has led this program for approximately two decades and helped to achieve its nine consecutive ***BusinessWeek*** ranking in the Top 10, a distinction held by only four undergraduate business programs in the world. Three of the most recent programmatic initiatives she is leading are the creation of multiple liberal arts/business integrative initiatives with Emory College, the articulation and operational planning for Goizueta's entrepreneurial strategy, and the development and execution of an internally-created workplace-readiness assessment. Andrea holds a faculty position in the Organization and Management area, where she teaches entrepreneurship, a subject she previously taught as a visiting faculty member in the Helsinki School of Economics. Her research focuses on creativity and innovation, passions she combines with a strong interest in popular culture and music. She regularly consults to corporations and academia on the Millennial generation, and has worked as a millennial expert with the Graduate Management Admission Council to enhance undergraduate student outreach. She is a frequent presenter on the topics of entrepreneurship, generational attitudes and workplace culture, and management education. Andrea currently serves on the advisory board of the Economic Empowerment Initiative, a non-profit organization focused on inner-city youth and on the board of directors for The Speech School, the nation's most comprehensive center for language and literacy. She is additionally on the boards of multiple entrepreneurial ventures including Campus MovieFest, the world's largest student film festival, and PrayerSpark, the first platform to connect renowned spiritual leaders to those seeking prayer and affirmation. She is additionally active in a wide array of professional organizations and routinely holds leadership roles on multiple Emory committees, including having chaired the Emory Committee on Student Entrepreneurship. She is the recipient of the university-wide Emory Williams Distinguished Teaching Award, the Don Keough Award for Excellence and the Goizueta Outstanding Staff Impact Award, recognizing the most significant contributions to the School's growth, development and success during its 90 year history.

COURSES

- Entrepreneurship
- Entertainment Management
- American Identities

HONORS

- 2016 Alpha Kappa Psi Honorary faculty inductee
- 2012 Omicron Delta Kappa honorary society
- 2010 We Are Emory Community Builder
- 2009 Goizueta Outstanding Staff Impact Award
- 2009 Honorary Class Ring recipient
- 2002 Emory Williams Distinguished Teaching Award
- 2001 Donald Keough Award for Excellence
- 2001 Crystal Apple Nominee

AREAS OF SPECIALIZATION

- Entrepreneurship
- Creativity and innovation in organizations
- Entertainment and cultural influences
- Millennial Generation

PUBLICATION

Andrea Hershatter and Molly Epstein, Millennials and the world of work: An organization and management perspective. *Journal of Business and Psychology*, 25 (2010) 211-223.

Revised, spring 2016, 321 citations as of Summer 2017

PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

Advisory Boards

- | | |
|---|--------------|
| • The Speech School | 2015 present |
| • Prayerspark | 2014-present |
| • Economic Empowerment Initiative | 2007-present |
| • CampusMovie Fest | 2005-present |
| • Campus Bubble | 2012-2016 |
| • Designs on Talent | 2011-2015 |
| • Bloomberg Advisory Board | 2010-2011 |
| • BlueMaze Entertainment | 2000-2010 |
| • Pink Magazine (editorial board) | 2005-2009 |
| • Brighthouse, The Ideation Corporation | 2005-2008 |
| • Igherighe Investments | 2004-2008 |

- Atlanta Woman Magazine (editorial, wrote weekly column) 2003-2005
- Waiting Room Theater 2003-2005
- Towerlink,llc 1999-2005
- Intelemetrics 1999-2003

Millennial Lectures and Workshops, 2011 forward

- UPS Executive Perspectives 2015- present
- Genuine Parts 2010-present
- Emory Executive Development 2010-present
- SunTrust 2010-present
- Business Solutions Associates Forum 2015, 2016
- Fitzgerald & Co. September 2016
- Sinai Business Alliance April 2016
- Landis + Gyr Pathbuilders March 2016
- Hilton Head Institute May 2015
- NAPA Canada January 2015
- Emory Board of Trustees Partners Brunch November 2014
- Emory Parents Leadership Board October 2014
- Goizueta Benston Faculty Luncheon October 2014
- Genuine Parts Leadership Summit July 2014
- Banking Outlook 2014 Conference February 2014
- Lincoln Financial Media February 2014
- Oxford College. Student Services Group October 2013
- Emory Back to Class, DC October 2013
- Emory University Board of Visitors September 2013
- Graduate Management Admission Council Annual Meeting June 2013
- AACSB Conference on Curricular Innovation May 2013
- Turner Breakfast Series March 2013
- Emory University Campus Life 2013 & 2014
- First Data December 2012
- AACSB Associate Deans Meeting November 2012
- CNN Dialogues October 2012
- Federal Reserve Bank October 2012
- Institute of Internal Auditors September 2012
- Emory Campus Services July 2012
- TSYS Keynote April 2012
- Goizueta Professional Development April 2012
- Halle Institute Knowledge Futures Forum October 2011
- Deloitte Institute of Internal Auditors October 2011
- National Alumni Career Services Network Conference July 2011
- Siemens Women's Network March 2011

- ESADE
- Siemens, Industry Solutions

Multiple 2011-2014
Multiple 2010-2013

Professional Organizations

- Board of Directors, AcceleratED 2016-present
- Beta Gamma Sigma, National Honorary Society , Chapter Secretary 1998-present
- National Undergraduate Business Symposium, Founding member 1992-present
- AACSB Conference session speaker 2006- 2013
- CASE Annual Meeting, Keynote speaker 2005
- Research Forum On Undergraduate Education, Session chair 2003

GRADUATE MANAGEMENT ADMISSIONS COUNCIL

- Consultant, Project Under 2013 2014
- Presenter, (most recently: the Millennial generation) 1984-present
- Advisory Group on Undergraduate Student Outreach, Chair 2007-2008
- Board of Trustees (elected) 1996-2000
- MBA Forums Multiple (frequent) presentations 1984-1996
- School Representative (12 years) service on seven national committees 1984-1996

EMORY FACULTY ADVISOR (outside Goizueta Business School)

AHANA

ETV

No Strings Attached

Emory Entrepreneurs Network

Film and Media Management Concentration

Arts Management Concentration

Environment and Sustainability Management Concentration

Health Innovation Concentration

RECENT EMORY COMMITTEES (outside Goizueta Business School)

Emory Entrepreneurship Ecosystem (chair)

Commission on Liberal Arts

Academic Engagement Steering Committee

AVP Search Committee, Campus Life

Sexual Misconduct Board

100 Senior Honorary Selection Committee

EDUCATION

Ph.D. candidate (Advanced Standing) Institute of Liberal Arts, Emory University, 2000

MBA, Fuqua School of Business, Duke University, 1983

BSM, Freeman School, Tulane University, 1981