



EMORY

GOIZUETA
BUSINESS
SCHOOL

Andrea S. Hershatter

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Andrea Hershatter is Senior Associate Dean and Director of the BBA Program in Emory's Goizueta Business School. She has led this program for over 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. She is the creator and chair of the Emory Entrepreneurship Summit. Three of the most recent programmatic initiatives 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. She is currently overseeing a reimagining of the entire BBA curriculum.

Andrea holds a faculty position in the Organization and Management area, where she teaches entrepreneurship, incorporating business model canvas and design thinking approaches. 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 a GoBeyond honoree for the Goizueta 100th Celebration and 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 (additionally taught in MBA Program, Helsinki School of Management)
- Entertainment Management
- American Identities

HONORS

- 2019 100th Anniversary Goizueta GoBeyond honoree
- 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
- Design Thinking

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, 613 citations as of Summer 2019

OTHER EMORY ACTIVITIES

EMORY ENTREPRENEURSHIP SUMMIT

Founder and Chairperson

Now in its fifth year, the summit is designed to encourage and enhance entrepreneurial endeavors in the Emory community. It features entrepreneurial alumni spotlights, workshops, roundtable discussions, and a Pitch the Summit competition. Distinguished keynotes over the last five years have included four Emory unicorns: Michael Dubin of Dollar Shave Club, Barry Silbert of Digital Currency Group, Josh Luber of StockX, and William Hockey of Plaid.

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)

Provost's Task Force: Future of the Arts

Emory College Undergraduate Curriculum Working Group

Commission on Liberal Arts

Academic Engagement Steering Committee

AVP Search Committee, Campus Life

Sexual Misconduct Board

100 Senior Honorary Selection Committee

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

Design Thinking Workshops

- Mannheim Business School 2019
- Emory Admissions Open House 2019
- Emory Parent Leadership Board 2019
- Executive MBA Council Annual Meeting 2019
- Cox Enterprises 2018
- Goizueta Advisory Board 2018

Millennial Lectures and Workshops, 2011 forward

- Emory Cardiology 2019
- NCR 2018
- Candler School of Theology 2018
- UPS Executive Perspectives 2015-2018
- Genuine Parts 2010-2018
- Emory Executive Development 2010-2018
- SunTrust 2010-2018
- Emory Homecoming 2017
- Fitzgerald & Co. 2016
- Sinai Business Alliance 2016
- Landis + Gyr Pathbuilders 2016
- Business Solutions Associates Forum 2015, 2016
- Hilton Head Institute 2015
- NAPA Canada 2015
- Emory Board of Trustees Partners Brunch 2014
- Emory Parents Leadership Board 2014
- Goizueta Benston Faculty Luncheon 2014
- Genuine Parts Leadership Summit 2014
- Banking Outlook 2014 Conference 2014
- Lincoln Financial Media 2014
- Emory University Campus Life 2013, 2014
- ESADE 2011-2014
- Oxford College. Student Services Group 2013
- Emory Back to Class, DC 2013
- Emory University Board of Visitors 2013
- Graduate Management Admission Council Annual Meeting 2013
- AACSB Conference on Curricular Innovation 2013
- Turner Breakfast Series 2013
- Siemens, Industry Solutions 2010-2013
- First Data 2012
- AACSB Associate Deans Meeting 2012
- CNN Dialogues 2012
- Federal Reserve Bank 2012
- Institute of Internal Auditors 2012
- Emory Campus Services 2012
- TSYS Keynote 2012
- Goizueta Professional Development 2012

- Halle Institute Knowledge Futures Forum 2011
- Deloitte Institute of Internal Auditors 2011
- National Alumni Career Services Network Conference 2011
- Siemens Women's Network 2011

Professional Organizations

- Beta Gamma Sigma, National Honorary Society, Chapter Secretary 1998-present
- National Undergraduate Business Symposium, Founding member 1992-present
- Board of Directors, AcceleratED 2016-2018
- AACSB Conference session speaker 2006- 2013
- CASE Annual Meeting, Keynote speaker 2005
- Research Forum On Undergraduate Education, Session chair 2003

GRADUATE MANAGEMENT ADMISSIONS COUNCIL

- Presenter, (most recently: the Millennial generation) 1984- 2015
- Consultant, Project Under 2013-2014
- 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

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