Marketing at Berkeley-Haas

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The Berkeley-Haas marketing group is widely recognized for its capability to create cutting-edge knowledge and new theories in the marketing field, as well as related fields such as economics and psychology. Pricing is a subject I find intellectually fascinating. It is a joy to be able to teach my own research to bright Berkeley students whose questions often probe me to think deeper about the subject and provide new research ideas. My vision is to have students leave my class with the ability to think strategically about pricing and with the practical tools they need for their future careers. I also want to make learning fun so that students love the subject and see its relevance in practice.

Teck-Hua Ho
William Halford, Jr., Family Chair in Marketing
Director,
Asia Business Center

Currently serving as chair of the Berkeley-Haas marketing group, Teck-Hua Ho recently received the highest teaching honor the UC Berkeley campus bestows— the 2010 Berkeley Distinguished Teaching Award. He teaches Strategic Pricing, an extremely popular MBA elective, and serves as director of the Asia Business Center and faculty director of several executive education programs. Students credit his success as a teacher to his deep knowledge, enthusiasm, and hands-on approach.

With a long history of success in producing quality research and forward-thinking leaders, marketing at the Haas School of Business is defined by a unique approach, a superb faculty, and innovative teaching. Our approach to marketing is not simply functional—it is an essential driver of strategy and growth. Our faculty and students embrace the idea that every significant decision an organization will face in the new economy is in some way a marketing decision.

Berkeley-Haas faculty are at the forefront of behavioral and quantitative marketing theory, producing leading research and preparing students for a broad array of marketing and management positions. In fact, the Haas School ranks among the top marketing schools in the world, with an annual average of more than 20 percent of full-time Berkeley MBA students working in marketing roles after graduation.

Drawing from and leveraging the school’s core values, the marketing curriculum is defined by three distinct characteristics:

- **Strategic**—At Berkeley-Haas, marketing moves beyond tools and techniques—it is a pivotal driver of growth. It is focused on understanding how a firm’s strategy aligns with marketing strategy, and how marketing can help firms meet challenges and be better positioned for what comes next.
- **Quantitative**—As the marketing field evolves from a historically observational, gut-level approach to a data-driven driver of a firm’s strategy, Berkeley-Haas is at the forefront of quantitative research and tools.
- **Innovative**—Inherently linked to the cutting-edge environment of Silicon Valley and the greater San Francisco Bay Area, Berkeley-Haas professors and students are forward-thinking and interested in determining how marketing can better serve traditional and new economy firms as they evolve their financial models to meet tomorrow’s business needs.

Marketing at Berkeley-Haas is shaped by the school’s unique culture. Haas leaders—students, faculty, and staff—embody confidence without attitude, challenge the status quo, learn as students always, and think beyond themselves.

This unique approach has given Berkeley-Haas a strong track record of thought leadership in the marketing field, and its graduates have secured top positions in cutting-edge industries across the world.

Berkeley-Haas Marketing is ranked in the top ten of programs worldwide by both the Financial Times and US News and World Report.
We push beyond the functional role of marketing to explore how a firm’s strategy aligns with marketing strategy, and how marketing can help firms expand and increase profitability.

"You learn a very thorough, analytical methodology at Haas. We relied heavily on a strategic data-driven approach to problem-solving. That has worked extremely well for me in the high-tech industry.

"The Berkeley-Haas way—the way you build teams, the way you solve cases by picking each other’s brains and coming up with the best solution amongst a group of people—that, in my mind, is a perfect model to solve real-time business problems."

Paul Otellini
MBA 74
CEO, Intel
Santa Clara, California

Few people realize that Paul Otellini, CEO of Intel since 2005, ascended the corporate ladder from the marketing and sales side of the business. In fact, he is the first chief executive at Intel without formal training as an engineer. In 1993, while Otellini was serving as executive vice president of the company’s Sales and Marketing Group, Financial World named Intel the world’s third most valuable brand, thanks in part to the innovative “Intel Inside” campaign, which is widely considered one of the most successful marketing campaigns ever—it is credited with making Intel one of the most recognizable brands in the world.
We embrace the evolution of the role of data in marketing, and we understand how to interpret and leverage quantitative information to help firms grow.

"The marketing courses that I took at Haas were very quantitative. I found that when I went to Clorox to start my career, this really helped me have an analytical bent that other people new to Clorox did not have. Also, the marketing courses that I took at Haas helped me understand how to think about the customer and the consumer in a deep way. When I entered the pharmaceutical business, it was clear that the commercial model had to change; the old model of field forces visiting physicians in their offices worked in the 80s and 90s, but was not going to work in 2007. I focused the organization on making significant changes to the commercial model, taking more of a key account management approach which targeted key payers and understood their needs. Also, having a marketing background enabled me to teach the organization to better understand the patients, how they manage their diseases, and how we can help them. For example, many patients don’t take the medicine they are prescribed. We used traditional marketing approaches to understand the psychology of why, and then overcome those issues."

Joe Jimenez, MBA 84
CEO, Novartis
Basel, Switzerland

In January 2010, Joe Jimenez, MBA 84, was named the first American to helm Novartis, a Swiss-based healthcare company. The ability to identify and meet challenges, and motivate employees to accomplish goals, is one of many fortes Jimenez has been perfecting since his days climbing the corporate ladder at Clorox, where he began his career as a brand manager.
"Haas fundamentally changed the way I think. I now look at problems, people, and situations—from many different angles, and look beyond the ordinary for ways to create solutions. My biggest takeaway from Haas is that I am a much more strategic thinker."

"Professor Rashi Glazer’s core course was my first exposure to marketing. He framed the subject in a totally different way, especially for people who thought marketing wasn’t very important. He taught marketing as strategy, which had a big impact on a lot of my classmates and me."

We look beyond the status quo to examine how people make money differently, how they create value in fundamentally different ways from the past, and how they create new value to move their organizations forward.

Vandita Lakhani
MBA 09
Associate Brand Manager
PepsiCo, Frito-Lay
Dallas, Texas

Internships
Marketing Intern
Amos E. Johnson Nestle
Los Angeles, California

Professional Jobs
Equity Research Associate
Morgan Stanley
New York, New York

Taking her career from finance to brand management was a “drastic change” for Vandita Lakhani. The Berkeley-Haas marketing curriculum gave her a better sense of what brand management is all about.
Ganesh Iyer
Edward F. Kaiser Chair in Business Administration
Former Associate Dean for Academic Affairs
Named a Schwabacher Fellow for his teaching and research excellence, marketing professor and Associate Dean for Academic Affairs Ganesh Iyer strives to bring his research and cutting-edge ideas into the classroom in a manner that is relevant and applicable for students. And as a winner of the INFORMS John Little Best Paper Award, an Area Editor for Marketing Science, and Associate Editor for Management Science and Quantitative Marketing and Economics, he has made important contributions to marketing strategy.

The marketing faculty at Haas are scholars who have deep knowledge and training in foundational disciplines. The research culture of the faculty is focused singularly on making path-breaking contributions to marketing strategy and behavior rather than on incremental contributions. Many important and lasting ideas in marketing strategy and consumer behavior have originated from Berkeley-Haas.

We not only value the understanding of marketing problems through the development of theory, but also empirical analysis that validates the theory or uncovers phenomena. I believe that this confluence of theory and empirical approaches is a hallmark of our research philosophy.

"We also believe that marketing phenomena and market outcomes cannot be fully understood by just focusing either on consumer choice or firm behavior in isolation, but rather by understanding how consumers and firms interact in markets."

Passionate Scholars and Teachers

For decades, the Haas School of Business at the University of California, Berkeley has been at the forefront of scholarship in the marketing field and is widely considered among the very top schools in quantitative research. The Berkeley-Haas marketing faculty is ranked in the top five by both US News and World Report and the Financial Times, and is in the top five among business schools based on publications per capita.

In addition to producing groundbreaking research, first-hand, all Berkeley-Haas faculty members currently serve as editors or associate editors of scholarly journals and publications. Faculty members have also won numerous awards for their research and teaching. For example, last year Miguel Villas-Boas became the first recipient of the INFORMS Society for Marketing Science Long-Term Impact Award for changing the way marketers view data and consumer choice. Tek-Hs Me, a recipient of the 2010 Berkeley Distinguished Teaching Award, is the highest honor the UC Berkeley campus bestows. Rashi Glazer has won several awards for teaching excellence at the MBA and Executive Education levels, including twice as the Haas School’s Best Teacher of the Year Award.

As a group, the Haas School’s marketing faculty is both comprehensive and synergistic. Broad in their thinking and open to new ideas, Berkeley-Haas professors bring a diverse but complementary knowledge base and skill set into the classroom.

Haas Marketing Faculty
Eduardo Andrade, Assistant Professor—An authority on emotional decision-making, Andrade has done extensive research into what effects emotions and mood have on information processing, judgment, and decision-making.

Rashi Glazer, Professor and Co-Director, Center for Marketing and Technology—A leading researcher in the technology space, Glazer specializes in high-technology marketing, e-commerce, and consumer and managerial decision-making.

Teck-Hs Me, William Hallow, Jr., Family Chair in Marketing—A pre-eminent researcher and teacher in the area of quantitative marketing, focusing on strategic pricing, bounded rationality, emotional gaming, and marketing and production coordination.

Ming Hsu, Assistant Professor—A neuroscientist, Hsu is at the cutting edge of studying how brain structure predicts consumer behavior.

Ganesh Iyer, Edward F. Kaiser Chair in Business Administration and Associate Dean for Academic Affairs—Iyer focuses on competitive marketing strategy, Internet institutions, coordination in distribution channels, and bounded rationality and marketing strategy.

Zeoli Katona, Assistant Professor—Known among his colleagues as “Mr. Social Media,” Katona is at the forefront of understanding how organizations can leverage new technologies.

Barbara Mellers, Milton W. Terrill Chair in Business Administration—An expert on the psychological aspects of marketing and decision-making, Mellers focuses on the effects of emotions on judgment and choice, as well as perceptions of fairness.

Leif Nelson, Assistant Professor—Frequently published in a wide variety of marketing and psychology journals, Nelson is interested in consumer judgment and decision-making.

Miguel Villas-Boas, J. Gary Shansby Chair in Marketing Strategy—Villas-Boas specializes in competitive strategy, pricing in the digital economy, choice, information, and assortment decisions with evaluation costs, industry dynamics, and corporate social responsibility.

New Marketing Faculty
Clayton Critcher, Assistant Professor—a judgment, decision-making, and social cognition researcher, Critcher is interested in the area of self and social insight.

“Everything we particularly excited to join Berkeley-Haas’ marketing department is the great variety of approaches taken and methods used in the study of marketing. This is also an asset for students, who benefit from the diversity of perspectives that an eclectic group of leading scholars can provide.”
Experienced Practitioners and Influential Voices

In addition to the core faculty, the group draws on leading marketing practitioners to provide undergraduate, MBA, and PhD students with innovative and managerially relevant knowledge in marketing. Professional faculty and lecturers include Lynn Upshaw, a widely recognized authority on strategic brand marketing, as well as industry leaders such as Francois Christian, Vice President of Enterprise Marketing for Wells Fargo Bank. An award-winning lecturer of international marketing at both Berkeley and Stanford, Wasim Azhar, a former professor and pro-vice chancellor at Lahore University of Management Sciences in Pakistan, serves as a board member of Pageonce, AmZone LLC., Veri-Sys Corp, and SoftWeb Corp.

The group also attracts and hosts prominent researchers from around the world who visit Haas and Berkeley to share their knowledge and take advantage of Berkeley’s world-renowned research environment. The Shansby Marketing Seminar Series attracts leading thinkers from top universities around the world, including Harvard, Stanford, and Hong Kong University of Science and Technology. Marketing Professor Emeritus David Aaker returns to Berkeley-Haas every year to share his insights. Recognized as one of the field’s top marketing strategists, Aaker is vice chairman of Prophet, a global consultancy firm, and is the author of 15 books, including Brand Leadership, which has been translated into 13 languages. Industry experts are also often invited to speak as guests in particular classes. For example, Doug Sweeney, vice president for Levi’s Brand Marketing, spoke to MBA students as part of the school’s Strategic Brand Management course.

David Riemer, former vice president of marketing for Yahoo!, serves as executive-in-residence at Haas. He recently hosted two communications professionals from Ketchum, as well as the managing director of Goodby Silverstein, named Agency of the Decade in 2009 by AdWeek Magazine.
Dynamic Curriculum Offerings

Marking is not a supplemental specialty at Haas—it is integrated across the curriculum and taught from a strategic, as well as tactical perspective. Haas faculty members are widely recognized as thought leaders in product management and innovative marketing approaches. Marketing courses are integral to the curricula of five of the school’s six degree programs—including all three MBA programs, the PhD program, and the undergraduate program—as well as in non-degree programs offered through the Berkeley-Haas Center for Executive Education. The courses investigate substantive issues such as pricing, market entry, distribution channels, e-commerce, consumer choice, the role of emotions, and managerial decisionmaking. They also examine new theories in the marketing field as well as related fields such as economics and psychology.

In the MBA programs, a core course in Marketing Management is supplemented with a wide variety of electives. PhD students can choose to focus their studies on Consumer Behavior, Marketing Science, or a combination of both. In the marketing science track, PhD students learn how to use the fundamentals of economics to address problems such as mathematical modeling of buyer-seller interactions, consumer choice processes, the allocation of marketing resources into components of the marketing mix, and product development. The consumer behavior track teaches students to employ the fundamentals of psychology and experimental research to solve problems such as consumer judgment and decision-making and the role of the multiple variables influencing this process. Marketing courses are also a highlight at the school’s Center for Executive Education, where Teck-Hua Ho teaches the center’s most popular course: Pricing for Profitability.

Diverse Electives

The Haas School offers a wide range of marketing electives beyond the core curriculum. Below is a list of recently offered electives* in the school’s three MBA programs:

- Business to Business Marketing
- Channels of Distribution
- Consumer Behavior
- Global Marketing Strategy
- High Technology Marketing Management
- Information- and Technology-based Marketing
- Integrated Marketing Communications
- Marketing Research
- Pricing
- Sales Management
- Strategic Brand Management
- Marketing Strategy

*Elective offerings vary by program.

J. Miguel Villas-Boas
J. Gary Shansby Chair in Marketing Strategy
Haas Marketing Group

The best research stands the test of time. That is the opinion of the INFORMS Society for Marketing Science, which honored J. Miguel Villas-Boas with its inaugural Long-Term Impact Award for a paper he co-wrote a decade ago. His groundbreaking research launched a significant change in marketing methodology, one that incorporates a range of “marketing-mix variables” into strategic marketing plans.

“Berkeley-Haas provides the conditions for its faculty to go after innovative ideas, ideas that can change the way people think. When you go after these big questions, there is the potential for a big, long-term payoff.

“Berkeley-Haas is dynamic and productive in terms of research and generating important ideas. Their impact can be seen across the marketing field, across a broad range from neurological and experimental economics to quantitative theory and empirical methods—always from a strategic point of view.

“The Berkeley-Haas Marketing Group is at the top in producing new and leading-edge ideas. There is a great depth of knowledge here and fearlessness about breaking new ground.”

Alison Zander
MBA 10
Associate Marketing Manager, General Mills
Minneapolis, Minnesota

Internship:
Brand Management Intern
Clorox
Oakland, California

Previous degree:
BA, Finance and Entrepreneurial Studies
University of Minnesota

Previous job:
Senior Financial Analyst
General Mills

Alison Zander’s time at Haas prepared her not only with the knowledge needed to pursue a career in Brand Management, but also the confidence required to make a career change.

“Haas instills a desire for learning within each of its students. I think this enables Haas students to be great leaders. We are confident that we can be successful, but we also understand that there is still a lot that we can learn from others. I think this confidence without attitude is what makes Haas students stand out as employees.

“Interning in Brand Management at Clorox was very rewarding. I was given challenging projects whose outcome was valued by the firm and got a true look into what a career in brand management would be like.”
Li-Chien Chen  
MBA 11  

Internships:  
Health Care Division  
Johnson & Johnson, China  
Shanghai, China  

Previous degrees:  
BBA, Finance  
National Taiwan University  

MS, Financial Engineering  
National Cheng Chi University  
Taiwan  

In her role as VP of Academics of the Marketing Club, Li-Chien Chen organized a Marketing Speaker Series for 2011 that goes a step beyond the usual. Structured to bring first-year students up to speed faster in all of the various marketing disciplines, the series is geared towards helping Berkeley-Haas students become more competitive when seeking internships.  

“The environment here at Haas is dynamic and diverse. You see the global perspective everywhere.  

“Professor Rashi Glazer teaches the underlying strategic point of view needed in marketing. He taught me that product managers have to be about more than execution. We need to be responsible ourselves for making strategic business decisions and thinking about a cohesive framework to grow the business.  

“In my internship at Johnson & Johnson, China, I was tasked with repositioning a brand of medical devices. I was very ready for the challenge, thanks to my core classes.”

Real-World Experience

In addition to coursework, Berkeley-Haas students have a wide variety of marketing-focused extracurricular and experiential learning activities from which to choose.

The Berkeley-Haas MBA Marketing Club provides students with information about various marketing careers, supports guest speaker events, and hosts a variety of its own activities including interview preparation meetings for students going into consumer product goods and tech marketing. It has also sponsored recent career treks, such as one to the East Coast headquarters of Lord & Taylor and Time Warner where students gained insights from marketing executives.

Berkeley-Haas students also have a strong track record of success in marketing case competitions. In 2009, a team of Berkeley-Haas undergraduates won its regional American Advertising Federation competition, and went on to place third among 16 finalists in the national finals in Washington, D.C. And since 2005, Berkeley MBA students have claimed three victories in the Elite Eight Brand Management Case Challenge, an invitation-only competition hosted by the Carlson School of Management at the University of Minnesota.

Experiential learning programs at Berkeley-Haas often have significant marketing components such as the Cleantech to Market program, which teams Haas students with scientists and grad students from a variety of disciplines to strategize how to market new technologies produced by Lawrence Berkeley Laboratory, and the school’s flagship Haas@Work program, which tasks groups of students with solving real-world business challenges at some of the world’s leading firms.
With an average of more than 20 percent of full-time Berkeley MBA students working in marketing roles after graduation, Berkeley-Haas has a strong track record of sending its graduates to prestigious companies across a wide variety of industries. In 2010, more than 50 firms came to Haas to recruit, and more than 500 different companies posted jobs with marketing functions in the Berkeley-Haas job database.

Recruiters know that when they hire a Berkeley-Haas graduate, they are getting a different kind of marketing professional—one with a deep understanding of quantitative fundamentals who is continually seeking out new ideas and more innovative ways of driving strategy. Berkeley-Haas graduates are also known for their technical savvy and entrepreneurial spirits—byproducts of the school’s ideal location in the heart of Silicon Valley.

Because of the school’s emphasis on strategy and innovation, many Haas students become product managers, guiding the products and services from inception to delivery. They are creating new revenue streams and designing solutions based on sound marketing principles for a wide variety of firms such as Clorox, Amazon.com, and American Express.

At the same time, many graduates pursue more traditional brand management career paths, opting to join top consumer products firms like Johnson & Johnson and PepsiCo, or business-to-business stalwarts such as SAP and Salesforce.com. Graduates are also well equipped to move beyond strictly marketing roles, advancing to C-level positions at leading organizations.

Berkeley-Haas PhD graduates are sought after across the world. In recent years, they have been recruited by top universities, including Yale, Duke, Carnegie-Mellon, Dartmouth, Columbia, Northeastern, the University of Michigan, and Harvard.

Patrick O’Neill
MBA 05
Brand Manager and Recruiter, Del Monte Foods
San Francisco, California

Berkeley-Haas alumnus Patrick O’Neill crafts and executes the annual marketing plan for Del Monte’s fruit business. He also leads Del Monte’s Haas recruiting team for both internships and full-time opportunities.

“A feature of Haas is the big picture perspective. Interns arrive understanding that marketing is about more than being a product manager with a timeline to meet. They have a strategic understanding of how individual products play in an overall growth plan.

“The most important skills that I learned as a student at Haas weren’t so much what I learned in the classroom, but the experience working with diverse groups of individuals, honing my leadership and teamwork skills. I learned how others think and behave, and how to adapt my behavior to get the best out of my teammates.

“I still rely on the insights I learned from Professor Rashi Glazer’s Marketing class. Marketers can get caught up in the latest technology; he kept coming back to the need to develop products and services that meet unmet consumer needs, things that make their lives easier or better.”

A Strong Internship Program

More than 35 different companies hired summer interns from the 2011 class of full-time Berkeley MBA students, including the below organizations:

- Amazon
- Apple
- Athleta
- Autodesk, Inc.
- BlackRock
- Bloom Energy
- Bosch Solar Energy AG
- Cisco Systems
- Del Monte Foods
- E & J Gallo Winery
- Elo TouchSystems
- Facebook
- Genentech, Inc.
- Google
- Hara
- Hewlett Packard
- Johnson & Johnson
- LightSail Energy, Inc.
- Medtronic
- Microsoft Corporation
- Motorola, Inc.
- Onyx Pharmaceuticals
- Salesforce.com
- Shop It To Me
- Shutterfly
- Spinal Modulation
- SunPower Corporation
- SunTech Power
- Tioga Energy
- UCSF, Program on Reproductive Health and the Environment
- VideroInc.
- Visa Inc.
- VMWare
- Yahoo!
- Zuora
- Zynga
Tops Among Recruiters

More than 20% of full-time Berkeley-Haas MBA students enter the workforce in marketing roles after graduation on average, joining leading firms across a wide range of industries.

The Haas School’s highly regarded reputation in the business community and its location in the heart of the San Francisco Bay Area provide Berkeley-Haas marketing graduates with an ideal gateway to many of the world’s most selective organizations across a variety of industries. The school’s deep ties to global firms provide connections to top financial institutions, consumer products manufacturers, and technology companies, among others. Widely regarded as one of the most desirable schools at which to recruit, more than 50 firms typically come to Haas each year in search of marketing talent, including these leading organizations:
Suzy Lahey is responsible for CRM programs for the Apple Online Store—developing worldwide strategies for effectively communicating and building relationships with customers to grow unit sales and revenue. “The marketing curriculum at Haas, in combination with the other core courses such as finance, statistics, and economics, provided me with a set of tools with which I can evaluate the ROI of different initiatives and opportunities. By taking a more quantitative approach to my job, I am able to make better decisions as to which programs to pursue, and build strong business cases to secure resources. “Haas also provided flexibility to explore topics of interest through independent study. In my last term, I studied ‘bottom of the pyramid’ marketing, investigating how companies were approaching markets. When the Apple Online Store launched in Brazil this past year, I was able to draw upon this experience and knowledge base to be a more valuable contributor.”

Peter Alexander leads Cisco’s outbound brand development, market shaping and demand generation efforts globally. “Berkley-Haas gave me a solid foundation in all the principal disciplines within marketing. The case studies helped me develop the skills for analyzing situations and developing strategies. Strategy classes allowed students to emerge from the details and look at things from a broader perspective, which is hard to do but necessary in a real-world environment. “Berkley-Haas marketing faculty have a strong real-world orientation as opposed to just lecturing from a theoretical perspective, and the diversity of other students enhanced the experience and provided a multi-industry, multi-cultural, and global experience.”

Managing Director, Vendor Programs GE Capital Equipment Finance New York, New York

As managing director, Matthew Lesage heads multiple vendor finance programs spanning the construction, material handling, industrial, and technology industries. “Success in my current role requires the ability to create and sustain differentiated value propositions for each of our vendor programs, spanning multiple industries. The foundations and concepts taught at Berkley-Haas around customer segmentation, competitor assessment, value creation, and pricing have been critical to my execution. “The solid foundation that a Haas education has given me across many different functions and disciplines has given me the confidence to pursue any possible career. In addition, the on-going alumni tools and network mean I never stop learning. The education and experience from Haas will go well beyond the years in the classroom.”

Michael Smith
Senior Manager
Worldwide Online CRM Programs
Apple Inc.
Cupertino, California

With its evening ratings falling like a cold soufflé back in 2006, the Food Network needed a new strategy for retaining viewers after its popular daytime shows ended. The network turned to Michael Smith, MBA 93, senior vice president of marketing and creative services, to reignite interest in its evening programming and help boost its ratings.

Smith coined a new name and tagline for the Food Network’s after-dark broadcast, developed an aggressive new marketing strategy, and created promotions with well-known partner brands such as Applebee’s and Hilton Hotels. His efforts didn’t go unnoticed, as he became general manager of the network’s new venture, The Cooking Channel, which launched in 2010.

“Leadership is all about getting things done through other people, and the heavy focus on group and team activities at Haas really helped build my interpersonal skills. And the School’s continuing focus on innovation, combined with its geographic location in the hotbed of US entrepreneurship, set Haas apart.

“During my years at Haas there was a strong focus on big-picture, analytical, and strategic thinking. We always asked ‘why’ before jumping to figuring out ‘how.’ This philosophy has served me well during my career in entertainment brand strategy, marketing, and general management. A Worldwide Network Berkeley-Haas marketing students and graduates are able to leverage the power of one of the best professional networks on the planet, which includes thousands of marketing professionals, many of whom have risen to the very top levels of some of the most successful organizations in the world.