



# WEISSMAN CENTER FOR INTERNATIONAL BUSINESS

## Annual Report FY 2025

# TABLE OF CONTENTS

- Our Mission..... 1
- Letter from the Director..... 2
- Celebrating 30 Years of Impact ..... 3
- Empowering Students Through High-Impact Global Learning ..... 8
- International Education Programs.....12
  - Study Abroad.....14
  - Global Student Certificate and Arts Series .....18
  - Support for Student Clubs .....20
  - Internships in New York City and Abroad.....21
  - International Business Career Pathways Program .....22
  - Mitsui USA Lunch-Time Forum Series.....24
  - Student Global Research Experience .....25
- International Business Academic Support..... 26
- Academic Scholarships.....30
- International Research Activities .....32
- Outreach and Global Engagement .....34
- Operations .....36
- Advisory Council.....40
- Donors .....43

# OUR MISSION

## ENGAGE THE WORLD

The Weissman Center for International Business provides Baruch undergraduate and graduate students with transformative international experiences, supports globally focused research and teaching, and connects Baruch's academic community with the business world.

As a hub for global engagement, the WCIB brings together distinct yet interconnected stakeholders, including students, faculty, alumni, the international business academic discipline, and industry leaders, to foster collaboration and a global mindset that benefits both Baruch College and the broader business community.

## LETTER FROM THE DIRECTOR



This year marked a milestone for the Weissman Center for International Business as we celebrated 30 years of advancing international education—from study abroad and international research to engagement with the global business community.

It was a moment to reflect on our accomplishments and honor the community that defines our work.

We commemorated this legacy with a special 30th anniversary celebration, bringing together faculty, students, alumni, and friends of the Center. We were proud to recognize two visionary leaders, Howard Smith, Chair of the Center's Advisory Council, and Professor Terrence Martell, Emeritus Director, for their exceptional contributions in shaping the Weissman Center into the dynamic hub it is today.

Since its founding in 1994, the Center has operated at the intersection of education, research, and outreach, serving students, faculty, alumni, the business community, and the broader field of international business. Student programs—from study abroad opportunities and international internships to speaker series and career development events—remain central to our mission, offering students meaningful ways to build a global mindset and the professional skills needed for today's workplace. Career readiness is at the heart of all we do.

We also support faculty research and curriculum development, bringing international perspectives into the classroom, while public programs and partnerships connect academia with the business world, amplifying Baruch's role as a global institution rooted in New York City.

The Center continues to adapt and develop amid

evolving challenges in international education and business. This year, we explored new approaches across our focus areas, reaffirming our commitment to preparing students for leadership in a rapidly changing global landscape. Whether through facilitating exchanges, hosting panels with international professionals, or supporting cross-border research, the Center bridges local action and global impact. I am particularly proud that 59% of our expenditures from the Baruch College Fund supported students directly through scholarships, fellowships, and on-campus employment.

During the reporting period, we also began exploring new ways to evaluate and communicate our impact. This year's report represents an early step in an iterative process that links programs to measurable outcomes and global competencies, reflecting our commitment to continuous improvement.

In addition to my role as Weissman Center Director, I was recently appointed Baruch College's Senior International Officer, a College-wide leadership position. While this role builds on my work with the Center, it is a distinct responsibility, enabling me to represent Baruch in international initiatives across the College and strengthen opportunities for students and faculty campus-wide.

As we celebrate 30 years of the Center's impact, we look forward with energy and purpose to the next chapter, building on our legacy to prepare students for leadership in a connected world. Thank you to all who have supported our mission, from the Weissman family and our donors to institutional partners, faculty, students, and alumni who are at the heart of our work.

**Professor Andreas (Andy) Grein**

**Director, Weissman Center for International Business**  
**Senior International Officer, Baruch College**

# CELEBRATING 30 YEARS OF IMPACT



Howard Smith, WCIB Advisory Council Chair, and Terrence Martell, WCIB Director Emeritus, were recognized for their outstanding contributions during the Center's 30-year celebration on June 17, 2025.





Baruch College President David Wu and Dean Bruce Weber of the Zicklin School of Business (fourth and fifth from left), pictured with the staff of the Weissman Center at the 30-year anniversary celebration event.

## WEISSMAN CENTER MILESTONE TIMELINE

### 1990s



- Weissman Center established **1994**
- Advisory Council formed **1994**
- Mitsui USA Forum launched **1994**
- Global Internship Program launched **1995**
- First Baruch overseas internship - London **1997**
- Starr Foundation provides gift for Internship Program **1998**
- Study Abroad transferred to Weissman Center **1999**
- Starr Foundation begins to fund Study Abroad endowment **1999**

### 2000s



- Weissman Center moves to 137 East 25th Street to support expansion **2000**
- Leadership Transition - Professor Terrence (Terry) Martell becomes Weissman Center Director **2001**
- Starr Foundation supports launch of Global Student Initiative **2003**
- Dr. Richard Mitten hired to grow and modernize Study Abroad at Baruch College **2004**
- WCIB Faculty Research Seminar launched **2004**
- Howard Smith becomes Weissman Center Advisory Council Chair **2007**
- Joint Research Consortium with SWUFE, China launched **2009**
- International Business major approved **2009**

## WEISSMAN CENTER MILESTONE TIMELINE

### 2010s



- External review completed and Advisory Council adopts 2011-2015 strategic plan **2010**
- Study Abroad Portal launched **2010**
- MBA Study Abroad Program in Lyon, France launched **2010**
- Advisory Council approves 2016-2020 strategic plan **2015**
- MS International Business Concentration approved **2015**
- Research Group publishes articles in *Journal of Business Ethics* **2015**
- CSR-Sustainability Monitor receives PR News Award **2015**
- Weissman Family gift ensures long-term support for the Weissman Center's global programs and mission **2019**
- World Trade Week NYC becomes largest District Export Council event in the nation **2019**

### 2020s



- COVID-19 Response – All study abroad programs suspended **2020**
- World Arts/World Culture series launched to connect students to global perspectives **2020**
- Leadership Transition - Professor Myung-Soo Lee appointed Director; Dr. Terry Martell named Director Emeritus **2021**
- Strategic Plan 2022-2027 adopted **2022**
- Advisory Council member Anupam Ghose provides gift to support Research Group **2023**
- NYC Internship Program and IB Career Readiness expand with alumni engagement, site visits, career talks, and an IB career newsletter **2024**
- Mitsui Forum reaches 175 events - celebrating 30 years **2024**
- Leadership Transition – Professor Andreas (Andy) Grein becomes Director and College Senior International Officer **2025**



# THE WEISSMAN CENTER TODAY

## WHO WE SERVE

### **STUDENTS:**

Study Abroad  
Support for Clubs  
Career Advice  
Internships  
Mitsui Lunch-Time Forum  
On-Campus Employment

### **FACULTY:**

Research Support  
IB Research Seminar  
Visiting Scholars

### **ALUMNI:**

International Business Alumni  
Allies

### **COMMUNITY:**

World Trade Week NYC  
Manhattan Chamber of Commerce  
European American Chamber of Commerce

## WHAT WE DO

At the Weissman Center, our programs are guided by a holistic approach to international education that integrates curricular, co-curricular, and experiential learning and outreach. This approach ensures that students develop the knowledge, skills, and competencies needed to succeed in a connected world. In FY 2025, the Center expanded its impact across six integrated program areas:

- Global Learning Experiences
- Academic & Career Advising for Global Pathways
- Co-Curricular Leadership & Experiential Learning
- Research and Curriculum Development
- Thought Leadership & Public Dialogue
- External Engagement & Alumni Relations
- Affordability in International Education Programs

Here are some of the Weissman Center senior staff and student employees that make our programs come to life.



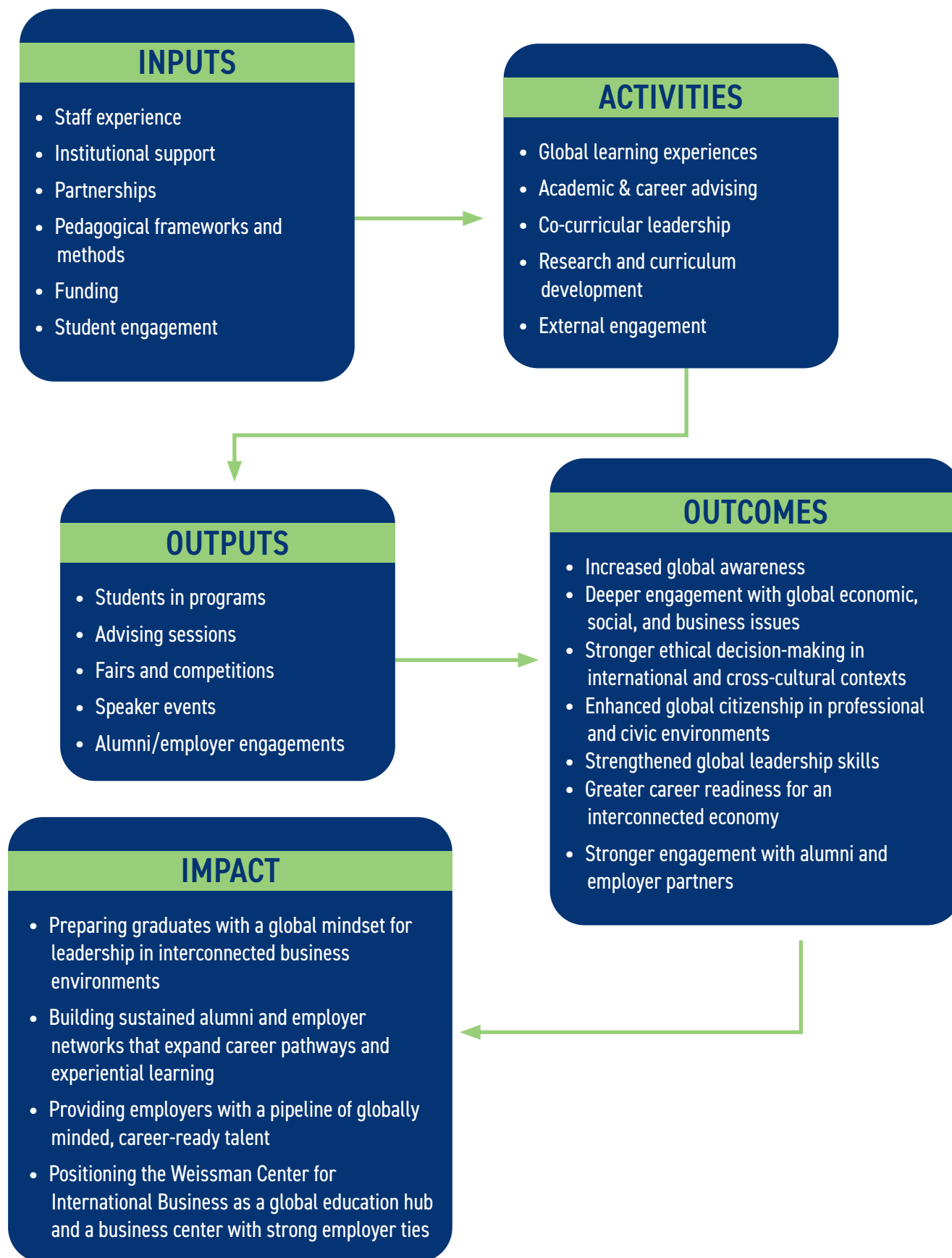
# EMPOWERING STUDENTS THROUGH HIGH-IMPACT GLOBAL LEARNING

## AFFORDABLE, TRANSFORMATIVE EXPERIENCES FOR BARUCH STUDENTS

At the Weissman Center for International Business, student learning is the foundation of everything we do. Through high-impact practices like study abroad, internships, research, and co-curricular leadership, we empower students to develop global competencies and career readiness. Our commitment to affordability and the generosity of our donors ensures that transformative international experiences are accessible to all Baruch students.

This section provides an overview of how we approach our work—beginning with the strategic blueprint that guides our student programs, the high-impact practices that serve as our pedagogical engine, and the learning outcomes that define our educational goals. Together, these elements illustrate our holistic, intentional approach to preparing students for meaningful careers and engaged global citizenship.

## 1: THE STRATEGIC BLUEPRINT FOR OUR STUDENT PROGRAMS



## 2: HIGH-IMPACT PRACTICES: THE PEDAGOGICAL MOTOR

### WCIB Program to High-Impact Practice Matrix

In the following matrix we map WCIB international education programs to the American Association of Colleges and Universities (AAC&U) High-Impact Practices (HIP), which are known to facilitate students' academic, personal, and professional growth.

WCIB International Education Program Name	AAC&U High-Impact Practices
Study Abroad, Exchanges	Diversity/Global Learning
Internships in NYC & Abroad	Internships, Diversity/Global Learning
Global Student Certificate & World Arts Series	Diversity/Global Learning, Common Intellectual Experiences, Collaborative Assignments and Projects
Research Analyst Program (Research Group)	Common Intellectual Experiences, Diversity/Global Learning, Collaborative Assignments and Projects, Undergraduate Research
IBS 5750 International Competitiveness Capstone	Capstone Projects, Diversity/Global Learning, Collaborative Assignments and Projects, Undergraduate Research
Mitsui USA Lunch-Time Forum	Common Intellectual Experiences, Diversity/Global Learning, Undergraduate Research
Career Talks & Alumni Events	Common Intellectual Experiences, Diversity/Global Learning
Case Competitions	Collaborative Assignments and Projects, Diversity/Global Learning, Undergraduate Research
Undergraduate IB Major Academic Advising	Diversity/Global Learning, Common Intellectual Experiences, Collaborative Assignments and Projects, Capstone Projects, Undergraduate Research
Model UN, IB Club, Baruch Business Brigade Club	Service Learning, Community-Based Learning, Diversity/Global Learning, Common Intellectual Experiences, Collaborative Assignments and Projects, Undergraduate Research

### On-Campus Employment as a High-Impact Practice

While meaningful on-campus jobs, such as those offered by the WCIB, have not been formally designated as High-Impact Practices (HIPs) by the AAC&U, researchers have noted that they share many of the same characteristics. These jobs are more than a financial necessity; they provide students with valuable opportunities for growth and learning. As emphasized in *A Good Job: Campus Employment as a High-Impact Practice* (McClellan, Creager, & Savoca, 2018), which includes a foreword by George Kuh, such experiences can foster deep engagement and contribute meaningfully to student development.

### 3: LEARNING OUTCOMES: OUR EDUCATIONAL GOALS

Learning outcomes define what students should know or be able to do after participating in one of the Center's programs. The Weissman Center's international programs help students develop knowledge, skills, attitudes, and competencies through globally oriented academic experiences. Our approach emphasizes hands-on, integrative, and reflective learning, fostering intercultural competence, ethical reasoning, and professional skills.

Our programs are guided by national frameworks, including AAC&U's VALUE Rubrics for Global Learning, NAFSA's standards for education abroad, and tools such as the ACE Mapping Internationalization survey and the NSSE Global Learning Module. These resources support continuous improvement and ensure our programs align with national standards for international education.

Through these experiences, students gain the skills and confidence to navigate a connected world and pursue meaningful global opportunities.

### 4: PUTTING IT ALL TOGETHER: PROGRAM EXAMPLES

ACTIVITY	INTERNATIONAL INTERNSHIPS
High-Impact Practice	Internship (with reflection and mentorship), Diversity/Global Learning with structured reflection and cultural immersion
Learning Outcomes	Career readiness, global business awareness, intercultural awareness
Metrics	Supervisor evaluations, student reflections

ACTIVITY	STUDY ABROAD (SEMESTER EXCHANGE)
High-Impact Practice	Diversity/Global Learning (with structured reflection and semester-long cultural immersion)
Learning Outcomes	Intercultural competence, adaptability
Metrics	Participation rates, destinations

# INTERNATIONAL EDUCATION PROGRAMS

Study Abroad  
Program

Global Student  
Certificate & Arts  
Masterclasses

Support for  
Undergraduate  
Student Clubs

Internships in NYC  
and Abroad

Career Pathways  
Program

Mitsui Lunch-Time  
Forum Series

Student  
Global Research  
Experience

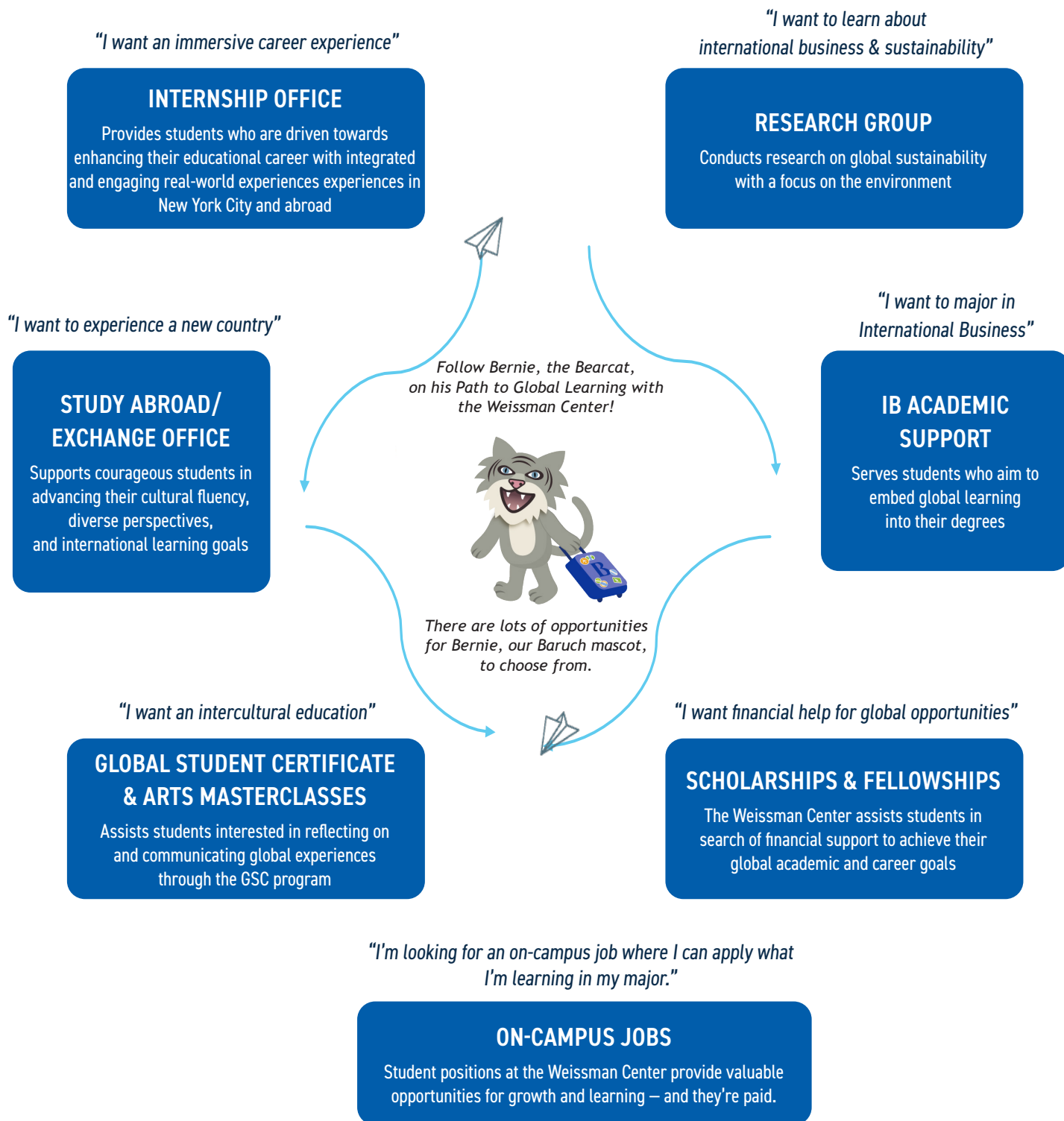
Academic  
Scholarships

The Weissman Center offers students a wide range of transformative international learning experiences, both experiential and co-curricular. These opportunities vary in intensity, depth, duration, and location both at home and abroad, allowing students to customize their global engagement. Programs include the Mitsui USA Lunch-Time forum, internationally focused student clubs, the Global Student Certificate program, student global research experience, study abroad, and summer internships around the world. To deepen these experiences, the Center encourages students to reflect on and articulate what they've learned.

This year, we launched a new career readiness initiative, the Career Pathways Program, to help students connect their international experiences to career opportunities.



## **PATHS TO GLOBAL LEARNING WITH THE WEISSMAN CENTER!**



# STUDY ABROAD PROGRAM

## EXCHANGE PARTNERS & JOINT PROGRAMS

- 30 Baruch Exchange Partners plus other options for students
- Joint programs such as Southwest University of Finance and Economics (SWUFE), Chengdu, China
  - BBA Accountancy 3+1 program
  - Baruch-SWUFE Research Symposium – May 27, 2025



## OUTGOING STUDY ABROAD STUDENTS

The academic year 2024-2025 was the third full year post-pandemic when students were allowed to study abroad again.

- Outgoing Study Abroad (24-25): 222; 70% female, 90% undergraduate  
Interesting destinations include:
  - Summer '24: Paris, Berlin, Florence, Amsterdam, Seoul, Istanbul
  - Fall '24: Sydney, Campinas, Beijing, San Jose, Budapest, Bozen-Bolzano, Kansai
  - (Largest: Madrid; 2nd largest: Waseda)
  - Spring '25: Vienna, Prague, Santo Domingo, Tokyo, Lima, Quezon City, Bangkok
  - (Largest: Madrid; 2nd largest: Waseda and Singapore)

TERM	YEAR	TOTAL	DESTINATION COUNTRIES
SUMMER	2024	20	7
FALL	2024	88	20
WINTER	2025	51	10
SPRING	2025	64	19
Total for Academic Year		223	56

2024-2025 Total Destination Countries

## INCOMING EXCHANGE STUDENTS

TERM	YEAR	TOTAL
FALL	2024	66
SPRING	2025	57
Total for Academic Year		123

2024-2025 Total Sending Countries: 25

Interesting Country Origins:

CHINA | DENMARK | FRANCE | SINGAPORE | SWITZERLAND | TURKEY

## STUDENT FUNDING FOR STUDY ABROAD FY 2025

Baruch students primarily finance study abroad through federal financial aid, scholarships, and personal savings. Federal Pell Grants are widely used for semester-long programs, while New York State financial aid like TAP and the Excelsior Scholarship is harder to apply to study abroad. Baruch's exchange agreements allow students to pay the same tuition as they would on campus, making semester programs cost-effective. Programs like SEEK and certain honors programs further reduce costs for eligible students.

Thanks to the support Baruch applicants receive from the National & Prestigious Fellowships Office, the Office of Financial Aid Services, and the Baruch Study Abroad Office, Baruch students also compete successfully for national scholarships such as the Gilman Scholarship, with 17 awards in the 2024-2025 cycle. Gilman accepts scholarships for both short-term and semester programs. The C.V. Starr Study Abroad Fellowship, financed through a generous endowment from the Starr Foundation, provides significant funding for all semester-long study abroad participants, with additional support for honors students.



Fellowship/Scholarship	Semester and Year	Awarded	Amount	Total
C.V. Starr Fellowship	Summer and Fall 2024	88	\$1,300-\$2,000	\$173,200
	January and Spring 2025	85	\$500-\$2,500	\$173,000
	Total CV Starr 2005-2025	1,530	-	\$3.5M
Fenwick Huss Fellowship	Fall 2024	1	\$2,000	\$2,000
FWA International Study Scholarship	Fall 2024	0	\$1,000-\$3,500	\$11,500
	January and Spring 2025	5	\$1,500-\$2,500	\$9,500
	Total Amount 2024-2025			\$369,200

## STUDENT FUNDING FOR STUDY ABROAD FY 2025

### Study Abroad National Scholarships

Award	Semester / Year	Amount
Gilman	Summer 2024	\$3,500
	Fall 2024	\$22,000
	Spring 2025	\$19,500
	Total Gilman 2024-2025	\$45,000
Freeman Asia *estimated amount	2024-2025	\$10,500*
	Estimated Total	\$55,500

### GILMAN SCHOLARS

- Benjamin A. Gilman International Scholarships
  - US Dept. of State, Bureau of Educational and Cultural Affairs
  - National scholarship, vetted by Richard Mitten (WCIB)
  - \$3,000-\$4,000
- Sharina Bello ('26), history major, Amsterdam
- Aisha Lo ('25), accounting major, Bangkok
- Richelle Martinez ('26), digital communication and media major, Amsterdam
- Tamara Ortiz Macas ('26), international business major, Copenhagen
- Steven Xu ('26), computer information systems major, Singapore
- Selina Yu ('25), corporate communication major, Tokyo

### A FOCUS ON OPTIMIZING STUDY ABROAD ADMINISTRATION

The Study Abroad Office has been working with the Baruch Computing and Technology Center (BCTC) to launch a new, custom digital study abroad application portal for the coming academic year, which will improve the student experience and streamline administrative processes, including course equivalency tracking. This initiative enhances transparency, reduces processing time, and supports academic advising by integrating key data into a centralized platform. The project was made possible through the support of Linda Essig, Provost and Senior Vice President for Academic Affairs, and Stephen Giannotti, Vice President for Information Services and Chief Information Officer.

## STUDENT SUCCESS STORY: FROM BARUCH TO LYON, FRANCE TO INFOSYS

### HOW STUDY ABROAD AND AN INTERNATIONAL CONSULTING PROJECT SHAPED MY GLOBAL CAREER

*“Before Lyon, I was a journalist pivoting into business. After Lyon, I was a global business professional—with real experience, cross-cultural skills, and a job offer from Infosys.”*

— Elena Barilla, Zicklin MBA '25

At the Center's spring advisory council meeting, Elena Barilla, MBA '25, reflected on how immersive global experiences at Baruch prepared her for a career in international business. Her testimonial illustrates how the Weissman Center's integrated approach that combines global coursework, experiential learning, and cross-cultural collaboration translates directly into career outcomes.

*“In America, when you say something is due tomorrow, you mean tonight. In France, you mean tomorrow.”*

When I first heard about the January study abroad trip to Lyon, France, I was all in. I campaigned for it among my classmates, and when we got the email confirming the trip was a go, we were elated.

The experience was transformative. I took intensive workshops in negotiation and international entrepreneurship at IAE Lyon, alongside students from around the world. One moment that stuck with me was working on a cross-cultural team of French students. Their calm confidence and different working style taught me to be more flexible and trusting—lessons I carried into every team project afterward.

Back in New York, I joined the only international consulting team for our MBA Capstone. We partnered with Tivoli Group, a luxury leather manufacturer in Florence, Italy, to explore U.S. market entry strategies. Collaborating across time zones with peers from the University of Bolzano, I applied everything I learned in Lyon—adaptability, communication, and global business insight.

These experiences didn't just shape me as a student—they helped me launch my career. I recently accepted a role as a Business Development Executive at Infosys, a global technology consulting firm. In interviews, I was asked about cross-cultural teamwork, and I had real stories and insights to share.

Thanks to the C.V. Starr Study Abroad Fellowship, this opportunity was accessible—and life-changing.

**ELENA BARILLA**, Zicklin MBA '25  
Business Development Executive, Infosys

**STUDY ABROAD:** January program in Lyon, France

**COURSES:** Negotiation & International Entrepreneurship

**CAPSTONE:** International Consulting Team for Tivoli Group (Italy)

**SKILLS GAINED:** Cross-cultural collaboration, adaptability, global business strategy

**Outcome:** Secured a global role at Infosys

*“These experiences didn't just shape me as a student – they helped me launch my career.”*

## GLOBAL STUDENT CERTIFICATE:

### A FOCUS ON INTERCULTURAL COMMUNICATION

The Global Student Certificate program (GSC) aims to be a vehicle for increasing students' cultural competency and cultural intelligence during their undergraduate studies, thereby readying them for the global workplace. It provides students with an international education experience entirely within New York City.

- Fall 2024: 16 students were hosted, including 6 foreign exchange students
- Spring 2025: 14 students joined the GSC for the spring and 13 students successfully completed the program

Students shared concepts they learned, new friendships made, plans for future travel abroad, and more, in the end-of-semester celebration in December over a variety of teas from around the world!



### STUDENT TESTIMONIALS – “Why is global learning important to me?”



*“Growing up in a place like NYC, it’s kind of harder to be closed-minded regarding where other people come from and their stories because you interact with multiple diverse groups of people. But I never really went about learning exactly how to be respectful. Now I think past the surface and what is shown in front of me, and dig deeper to find the extenuating circumstances someone has faced or is currently facing that makes them behave or think in different ways.”*

**—Juliana Figueroa,**  
freshman operations management major



*“Living in the US this year as someone from Europe has added another layer to this realization that everyone’s background is unique. I’ve noticed differences in how people communicate, approach relationships, and handle everyday situations. However, living here has also shown me how these differences coexist with*

*shared human experiences, like the importance of family, friends, dreams, knowledge, traditions, and respect.”*

**—Paula Varela Perez,** exchange student from Madrid



## MASTERCLASS SERIES ON WORLD CULTURES

The Arts Masterclass Series on World Cultures, in its fifth year, continued the tradition of examining cultures through art. The series offered two events this year. The presentations spanned multiple continents and themes.

One student describes how the GSC changed his outlook on cultural differences:

*"I have come to realize that my own cultural background shapes my worldview and being open-minded to challenge my assumptions and biases is important. Overall, I am learning that cultural understanding is not a one-time thing but rather an ongoing process of learning, reflecting, and adapting."* —George Stithos, IB major '26



Mary Brown, adjunct professor of art history at Moravian University, introduced the class to the intricate and admirably preserved featherwork textiles of the pre-Incan Andes.

### World Cultures, World Arts Series

SPRING 2025  
PRESENTED BY THE WEISSMAN CENTER FOR INTERNATIONAL BUSINESS



*Original Etchings by Emil Singer – Transatlantic Connections at the Jewish Museum Vienna*

Caitlin Gura, Curator, Jewish Museum Vienna

Join us on Thursday April 24, 2025

1–2 pm

All Baruch community members are welcome.

Register at <https://bit.ly/artsmasterclasses>



In 2019 and 2023, the Jewish Museum Vienna received two separate donations of original etchings by Austrian artist Emil Singer (1881–1942) from two American collectors. The artworks depict a pastel-colored Alt-Wien (Old Vienna) featuring opulent buildings on the Ringstrasse and the romantic idyll of the Viennese countryside, among other scenes. The works were produced predominantly during the Interwar Period when the Habsburg monarchy had been dissolved and the fledgling First Republic of Austria was founded. During this time, tourism began to flourish. The etchings proved an affordable, yet still valuable art form and souvenir. Through an analysis of a small selection of etchings, this lecture will explore the artist's continued efforts to earn a living despite the Nuremberg Laws and his American clientele's (ultimately unsuccessful) attempts to save him from persecution, the dedication of particular individuals in keeping Emil Singer's legacy alive in the decades following the Holocaust, and issues of provenance and restitution.

<https://blogs.baruch.cuny.edu/globalstudentcertificate>



Karen Shelby from Baruch's art history department opened the semester with a talk on the Ghent Altarpiece, its history, and the many artworks inspired by it.

## SUPPORT FOR STUDENT CLUBS

The Center supports internationally focused student clubs in many ways. Lene Skou, the Center's deputy director, is the faculty advisor for the Baruch Model United Nations club, the Baruch Business Brigade club, and the undergraduate International Business club. All three clubs had a great year. The Center provides ongoing advice and financial support to these clubs, as well as others.

- Model UN Baruch
  - Model UN won the Outstanding Delegation Award at the National Model UN Conference
- Business Brigade
  - Telebrigade to Honduras
  - Law Brigade launched
- International Business Club continued to expand its footprint, offering a wide range of exciting programs and events. Club members placed first in the New York District Export Council's inaugural Global Trade Competition.



Model UN club alongside Lene Skou, faculty advisor, at National Model UN Conference



Baruch at National Model UN Conference connecting with other CUNY team members

**INAUGURAL GLOBAL TRADE COMPETITION 2025**

**How to Export Ben-Amun's Handcraft Jewelry to India?**

Solving Real World Challenges for the Greater Good Through Real Life Consulting Competition

**Connect, Collaborate, Compete, Celebrate**

**Awards**

1st Place: \$1,200  
2nd Place: \$1,000  
3rd Place: \$500

**Key Dates**

- March 7 - April 4, 2025: Registration & Submission, 5-minutes Team Video
- March 7 - 31, 2025: 100PM-1:30PM EST, Q&A Sessions on Fridays
- April 9, 2025: 12:30 PM-1:30 PM EST, Final Competition - Virtual Presentation
- May 7, 2025: 1PM-4 PM EST, Final Award Ceremony

**Bonus**

- Invitation to the World Trade Week Kickoff
- Potential Industry Internships
- Exclusive Networking Events

**2025 SIGN-UP NOW**

Logos: DECA, New York State Library, FIT, State University of New York, QUEENS COLLEGE, CUNY, Baruch College, Center for International Business, Baruch College School of Business, Baruch College School of Management

Inaugural Trade Competition

## INTERNSHIPS IN NEW YORK CITY AND ABROAD

The Weissman Center's Internship Program provides real-life work opportunities within host organizations in New York City and internationally, allowing students to gain valuable insights about a variety of career pathways through practical experience. In alignment with the WCIB's 2022-2027 strategic plan, we focused this year on reimagining the internship program to amplify its impact on global awareness, experiential learning, and career readiness.

Internships, in New York City and abroad, give Baruch students the opportunity to observe and reflect on the international dimensions of commerce. In local firms, students see how global influences can shape everyday business practices, while internships abroad provide exposure to how markets, regulations, technology, and culture influence business in international settings. Together, these experiences help students develop a broader perspective on today's interconnected economy.

### INTERNSHIPS IN NEW YORK CITY

Companies - 25

Internship Positions – 38

Resumes Sent – 584

Student Interns Hired – 13

*Includes one student intern renewed in internship position*

### INTERNSHIPS ABROAD

#### SUMMER 2024 TERM: Jailyne Liberato, BBA in Entrepreneurship, May 2025

- Internship at LetMePark in Madrid, Spain
- Weissman Center supported Jailyne with a Maurice R. "Hank" Greenberg International Experiential Fellowship of \$7,000

*"I was able to navigate through a new environment and social norms, which allowed me to be more resilient and innovative when faced with challenges. Some professional skills and knowledge I gained from my internship were techniques in promoting parking solutions, understanding market positioning, and developing promotional strategies."*

#### JANUARY TERM: Anirudh Patel, BBA in International Business

- Internship Host: Tulsi Signature (Real Estate), Mumbai, India
- Weissman Center supported Anirudh with a Maurice R. "Hank" Greenberg International Experiential Fellowship of \$3,500

*"Mumbai's dynamic, multicultural atmosphere made it clear how crucial flexibility, empathy, and clear communication are when working in a variety of contexts."*



Anirudh Patel (BBA IB major)



# INTERNATIONAL BUSINESS CAREER PATHWAYS PROGRAM

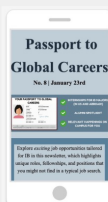
## BRING THE WORLD TO YOUR INBOX

JOIN THE CONVERSATION ON GLOBAL OPPORTUNITIES FOR BARUCH STUDENTS

### PASSPORT TO GLOBAL CAREERS

Published biweekly, this newsletter is designed for students **across all majors** who are looking to develop globally relevant skills and explore international opportunities. Here's what you can expect:

- U.S.-based internships that utilize international Business skills
- Internship opportunities abroad
- **Spotlights on International Business alumni**
- On-campus and external events with a global or cross-cultural focus



Students connect their international experiences with career opportunities through the *Passport to Global Careers* newsletter, a variety of workshops, and Career Talks @ the WCIB. It's all about career readiness.

### Passport to Global Careers Newsletter

June 26th was our 17th issue of the *Passport to Global Careers*, the biweekly newsletter for current students and recent alumni focusing on opportunities related to international business in New York City and abroad.

## CAREER TALKS

### Meet Your Future Self

Weissman Center for International Business & European American Chamber of Commerce New York®

**Speaker: Nick Smit, Managing Director, Head of Financial Institutions - Americas, ING Bank N.V., New York Representative Office**

**Date:** Wednesday, April 30, 2025

**Time:** 5:00 pm - 6:30 pm

**Address:** ING Financial Services, LLC  
1133 Avenue of the Americas  
New York, NY 10036

**About the Speaker:**  
Nick Smit is the Head of Financial Institutions Americas for ING Bank, with responsibility for clients in the USA, Canada, and Latin America, including asset managers, insurance companies, and banks. Nick Smit has 24 years of experience in the financial industry, primarily in client relationship management.

He has held various management roles within ING's global banking network, including Head of Corporate Banking Switzerland, Head of Nordic Clients, and Chief of Staff for ING's Wholesale Bank. Nick Smit is a member of the North American Council of the Banker's Association for Trade.

He is also the proud chair of ING's Gay and Lesbian Association here in the Americas. Nick Smit holds a Master's degree in Economics from the University of Cambridge, UK, and a Master's degree in Law and Economics from the University of Stellenbosch, South Africa.

**To Register for this Event:**  
Please contact Justine Kharnak at [Justine.Kharnak@baruch.cuny.edu](mailto:Justine.Kharnak@baruch.cuny.edu) to RSVP.  
\*RSVP is REQUIRED. Please RSVP by **Monday, April 14, 2025**.  
\*Please note this event will be held off-campus at the address listed above.  
\*Space is limited

### CAREER TALKS @ THE WCIB

#### Where Are They Now?

**KHASKIL AMIROV**  
Vice President of People at Constrafor Inc.

- Talent Acquisition
- Team Leadership
- Process Implementation
- Data Analytics
- Full Cycle Recruitment
- Training & Development

**About The Speaker:**  
Khaskil Amirov is currently a Vice President at Constrafor Inc., where he oversees the company's recruiting efforts and overall growth by attracting top talent for product, engineering, marketing, credit, sales, CX, and executive roles. Constrafor Inc. has been recognized as the Top 50 2024 ConTech Startups by Cemex Ventures and FinTech Innovation Top 50 Startup by Notable Capital.

Previously, he served as the Director of Hudson Yards Hiring Network for Related Companies and the Recruitment & Operations Manager for Grant Associates Inc.

He holds a Bachelor of Business Administration in International Business from the City University of New York (CUNY) Brooklyn College.

**Virtual Event Details**  
**Date/Time:** Wednesday, March 26, 2025, 5:30 pm - 6:30 pm  
**To Register:** If you would like to attend, please email [Justine.Kharnak@baruch.cuny.edu](mailto:Justine.Kharnak@baruch.cuny.edu) to receive the zoom event link.

\*Sponsored by the Weissman Center for International Business and the International Business Club

### CAREER TALKS @ THE WCIB

#### Where Are They Now?

**ZARIN NOOR**  
Business Analyst  
Corporate Banking  
Bank of Montreal  
BBA in Human Resources Management  
Business Law and Political Science Minor  
MBA Candidate

**TABASSUM AKHTAR**  
Supplier Acquisition Analyst  
Supply Chain Finance  
MUFG Bank, Ltd.  
BBA in Finance  
Business Law and Communications Minor  
MBA Candidate

**Virtual Event Details**  
The Weissman Center for International Business is honored to have our guest speakers, Zarin Noor and Tabassum Akhtar, share their stories on how they secured full-time positions post-graduation and where they are now. Learn about their careers and how they relate to international business. All students are welcome to join!

**Date/Time:** Wednesday, October 23rd, 6 pm - 7 pm  
Please RSVP to [Justine.Kharnak@baruch.cuny.edu](mailto:Justine.Kharnak@baruch.cuny.edu) to receive the zoom event link.

### MEET YOUR FUTURE SELF

April 30, 2025

**Speaker:**  
NICK SMIT, Managing Director,  
Head of Financial Institutions -  
Americas, ING Bank N.V.,  
New York Representative Office

**Cohosted with**  
European American Chamber of  
Commerce of New York® (EACCNY)

### CAREER TALKS @ THE WCIB

March 26, 2025

**Speaker:**  
KHASKIL AMIROV,  
Vice President,  
Constafor Inc.

### CAREER TALKS @ THE WCIB

October 23, 2024

**Speakers:**  
TABASSUM AKHTAR  
Supply Chain Finance,  
MUFG Bank Ltd.

ZARIN NOOR  
Business Analyst,  
Corporate Banking,  
Bank of Montreal

## Career Pathways Program Initiatives

- Re-entry Workshop for Study Abroad students in the IB Undergraduate Major
- Site Visit to Eataly New York's Flagship Flatiron Store
- Site Visit and Tour of Port of New York, Port Elizabeth, New Jersey
- International Student Case Competition
  - Organized in partnership with New York District Export Council, Queens College, and FIT/SUNY
  - Baruch Team won first place
- International Education Week: Workshop Exploring International Careers
- Panel Discussion for International Students in Graduate Programs
- Resume Workshops for Model UN Club



Site visit to Eataly,  
New York's Flagship Flatiron Store,  
September 26, 2024



Site visit and Tour of Port of NY,  
Port Elizabeth, NJ,  
March 28, 2025

## MITSUI USA LUNCH-TIME FORUM SERIES

### CELEBRATING 175 EVENTS!

The goal of the Mitsui speaker series is to bring executives from the world of business on campus to speak to Baruch students about their work and life experiences. The series is underwritten by the Mitsui USA Foundation. It has been continuously running for almost 30 years. Six Mitsui Lunch-Time events were held during Fall 2024-Spring 2025.

**September 17, 2024:** Alexander Schukin, American Industrial Partners, “From Classroom to Board Room: Navigating to a Career in Private Equity”

**October 22, 2024:** Enrico Prodi, Operations Manager, Eataly, “Eataly – Hospitality experiences from Italy to New York”

**November 19, 2024:** Robert Aquilina, Executive Vice President, Global Initiatives, Estée Lauder, “Growing a Global Cosmetic Company: Understanding countries, cultures and people”

**February 11, 2025:** Stephanie Smith, COO of Private Markets at Blackrock, “Navigating Your Career with Confidence”

**April 22, 2025:** Jahsion Jnobaptiste, Director of Trade and Customs Compliance, Academy Sports, Baruch EMBA '23, “From Baruch to Global Trade: Managing Complexity while Driving Growth”

**May 6, 2025:** Mary Ellen Egbert, Chief Credit Risk Officer of Commercial Banking, JP Morgan Chase (175th forum), “Managing Risk in Turbulent Times”

*“The benefit to students of attending the Mitsui events is that they can learn about the practical realities of an international world and also ask questions of our speakers. Students have a lot of questions about careers, along the lines of ‘How did you get started in your career?’ Our speakers are very impressed by the questions from our students and enjoy the interaction greatly.”*

—Andreas F. Grein, Director



May 6, 2025: 175th Mitsui Lunch-Time Forum featuring Mary Ellen Egbert



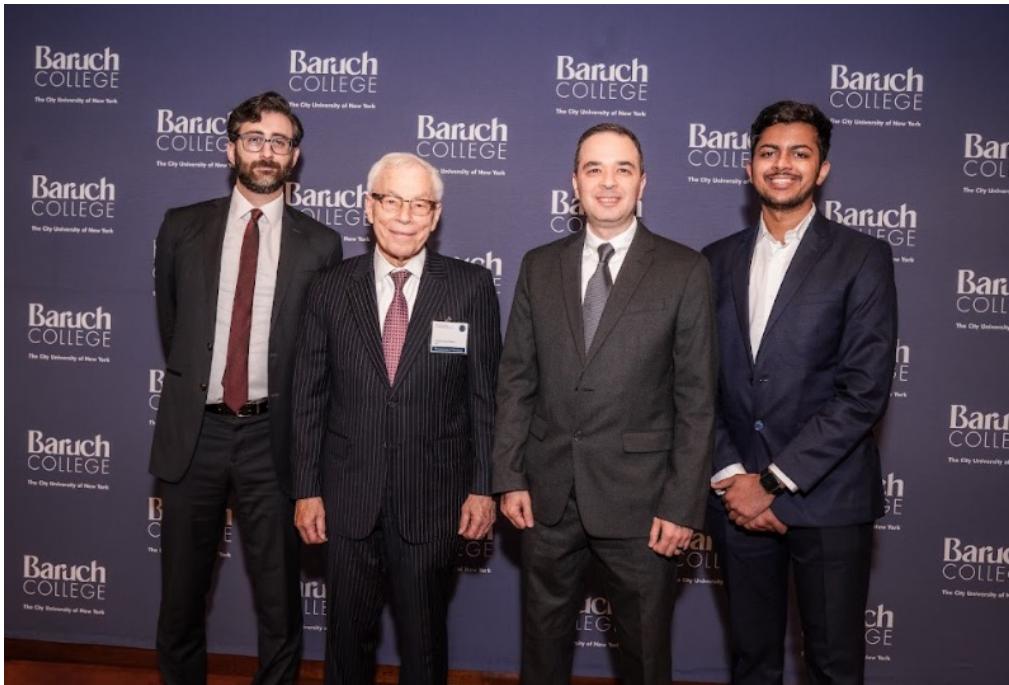
April 22, 2025: 174th Mitsui Lunch-Time Forum featuring Jahsion Jnobaptiste



## STUDENT GLOBAL RESEARCH EXPERIENCE

The Weissman Center offers Baruch undergraduate and graduate students a dynamic platform to develop global research competencies through internationally focused projects. Through these experiences students build skills they will carry forward in their academic and professional careers in areas like data collection, content analysis, and literature review.

- Students serve as research analysts with the Weissman Center Research Group, contributing to initiatives such as the Corporate Environmental Disclosure Project, which evaluates the comprehensiveness of sustainability reporting among Fortune Global 500 firms
- Students are regular collaborators for the Center's Occasional Paper Series
- A student-led presentation series provides a supportive space to refine communication skills and share knowledge
- Research fellowships are available to students to support independent or team-based projects with a global dimension



Members of the WCIB research group at the WCIB's 30-year celebration on June 17, 2025.  
From left to right: Alex Schwarz, Lead Analyst; Dr. Terrence Martell, WCIB Director Emeritus;  
Dr. Mert Demir, Research Director; Payas Agrawal, Analyst.

# INTERNATIONAL BUSINESS ACADEMIC SUPPORT

The academic year showcased the Center's continued dedication to developing global competencies and career success through innovative programs and strong alumni engagement. During the reporting period, Professor Andreas Grein served as both the Weissman Center director and the academic director of international business programs at Baruch College.

## BARUCH'S INTERNATIONAL BUSINESS ACADEMIC PROGRAM UNDERGRADUATE

International Business (IB) Major  
International Marketing concentration  
International Business (IB) Minor

## GRADUATE

MS in Marketing / IB concentration  
MBA

## NEW PROGRAM DEVELOPMENT

Developing and filming new online asynchronous IBS 9769 (Developing a Global Mindset)  
for online MBA and MS in Marketing, Fall 2025

# THE YEAR IN NUMBERS

## FALL 2024

- 26 undergraduate IB majors studied abroad in 10 different countries
- 80% of the 2025 graduating class studied abroad, one of the highest rates of participation ever
- New MS curriculum included an expanded IBS 9800, The Multinational Enterprise and Global Markets, which began in the Fall 2024 semester
- 2 students graduated with their MS in MKT/IB

### UNDERGRADUATE

**33**

Students began as an IB major in Fall 2024

**17**

Students completed their BBA in IB in December 2024

### GRADUATE LEVEL

**10**

Students began coursework in the MS MKT/IB concentration in the fall

## SPRING 2025

- Spring 2025 saw 29 undergraduate IB students graduate, with an additional 8 in Summer 2025
- 16 IB majors studied abroad in 9 different countries: Austria, China, France, Italy, Japan, Peru, Singapore, Spain, and Turkey

### UNDERGRADUATE

**29**

Students began as an IB major in Spring 2025

**37**

Students completed their BBA in IB in Spring or Summer 2025



### GRADUATE LEVEL

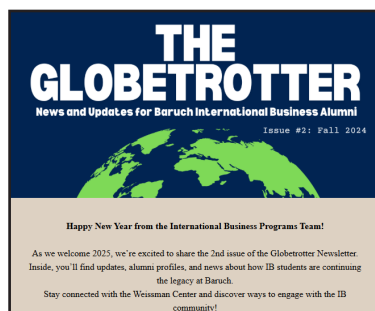
**6**

Students began coursework in the MS MKT/IB concentration in the spring

**5**

Students graduated with their MS in MKT/IB

- **Alumni Spotlight Initiative**
  - 18 profiles of alumni published on the IB alumni website
  - Profiles include career journey, what alumni learned at Baruch, and advice to current students
- The third issue of *The Globetrotter* was distributed in late August. This newsletter is for all IB alumni, with articles about the Weissman Center's IB-related activities and alumni updates. *The Globetrotter* has a mailing list of 470 recipients, and the Spring 2025 issue had an open rate of 45.26%.
- Cosponsored IB Major in Motion: Charting Careers in Finance and Marketing with 25 student and staff in attendance  
Highlighted 3 alumni speakers working in the beauty industry who shared how IB majors can bridge their global skill set with their personal passions
  - Ceren Soyugurlu, Finance Manager at Tiffany & Co. **TIFFANY & CO.**
  - Kat Borkowska, Associate CMI Manager for Dove North America, Unilever 
  - Beatriz Gonon, Global Creative Operations Manager at Estée Lauder   
ESTÉE LAUDER
- Baruch and Beyond Event: IB alumni panel on finance and marketing



*The Globetrotter*: Newsletter for International Business Alumni



IB Majors in Motion: Charting Careers in Finance and Marketing event, May 1, 2025



**Alumni Spotlight Initiative:** Showcases the various career paths of IB major alumni, working in fields such as consulting, fashion, banking, and more. Through interviews and articles, students can learn about alumni career journeys from Baruch and beyond, applying international perspectives across industries.

# ACADEMIC SCHOLARSHIPS

The Weissman Center offers academic scholarships to students in a variety of majors at Baruch.  
This year, the Center awarded 82 academic scholarships ranging from  
\$750 to \$7,000 for a total of \$150,450.



SCHOLARSHIP	RECIPIENTS	AWARDED
Carl Spielvogel Fellowship in International Business	6	\$ 15,000
Charles H. Falk Memorial Scholarship	17	\$ 17,000
Donald P. Brennan Family Scholarship	5	\$ 34,650
Harvey and Sheila Stone '41 Prize Scholarship in International Marketing	5	\$ 20,000
Hugh Lamle Scholarship	16	\$ 16,000
I. Harold Kellar Scholarship	2	\$ 2,800
Irwin Fromme Scholarship	5	\$ 5,000
Martell Family Scholarship	11	\$ 11,000
Mitsui USA Foundation Full-time MBA Scholarship	3	\$ 12,500
Mitsui USA Foundation MS MKT-IB Scholarship	10	\$ 15,000
Vincent Di Lorenzo Prize Scholarship in International Marketing (Undergraduate Students)	1	\$ 750
Vincent Di Lorenzo Prize Scholarship in International Marketing and Business (Graduate Students)	1	\$ 750
<b>Total</b>	<b>82</b>	<b>\$ 150,450</b>

# INTERNATIONAL RESEARCH ACTIVITIES

The Center's dedicated research team focuses on environmental sustainability and corporate sustainability disclosure in a global context, publishing regularly in leading journals and presenting at academic conferences. The Center also supports faculty across Baruch College in their research activities, including funding for conference participation.

The Center hosts a recurring international business seminar featuring global scholars and co-organizes the annual Baruch–SWUFE Research Symposium, held alternately in New York and Chengdu. In 2025, the Center welcomed SWUFE scholars to New York for a day of engaging dialogue. It also publishes an occasional paper series showcasing work by academics and practitioners.

## PAPERS

- Demir, M., Martell, T., & Zhuang, Q. (2024). An analysis of Chinese publicly listed pharmaceutical company CSR disclosures. *Review of Pacific Basin Financial Markets and Policies*, 27 (3), 50 pages. DOI: 10.1142/S021909152450022X
- Best paper award, Academy of Sustainable Finance, Accounting, Accountability & Governance: “Do investors price physical climate risk? An analysis of weather-related power outages across the United States,” Karatas, C.O., Demir, M., & Martell, T. July 2024.
- Demir, M., Karatas, C., & Martell, T. F. (2025). Do investors price climate risk? An analysis of weather-related power outages. (Under Review - *Energy Economics*)
- Demir M., Martell, T., & Özbilgin, M. (2025). Explaining CSR Disclosure Levels of U.S. Firms. *Journal of Business Finance and Accounting* (Revise-and-Resubmit)
- Demir, M., Martell, T. F., & Skou, L. (2025). Agricultural futures contracts as part of a sustainable investment strategy: Issues and opportunities. (Under Review - *Commodities*)
- Demir, M., Martell, T. F., & Zhuang, Q. (2025). Do ESG investments curb firm competitiveness? The case of China's national drug procurement regime. (Working Paper)
- Xenias, A., Skou, L., & Leung, B. (2024). U.S. Free trade agreements – USCMA/NAFTA: A review of trade data for U.S. and New York state exports and imports of goods, 2013-2023. *WCIB Occasional Paper Series*, No. 25, Fall 2024, 28 pages.
- Xenias, A., Skou, L., & Tomazi, N. U.S. and New York Exports to and Imports from China. (In progress)

## CORPORATE DISCLOSURE REPORTING PROJECT

- Focusing on environmental disclosure
- Alignment with UN Sustainable Development Goals

## VISITING RESEARCH SCHOLARS

Fifteen International Scholars from 8 different countries:

**BRAZIL | CHINA | INDIA | ITALY | JAPAN | NETHERLANDS | TURKEY | UNITED KINGDOM**

# OUTREACH AND GLOBAL ENGAGEMENT

The Weissman Center for International Business strengthens Baruch College's ties to New York City's global business community through partnerships with organizations such as the NY District Export Council, NYCEDC, Global NY, and the Manhattan Chamber of Commerce.

These collaborations support the city's economic vitality and provide students with experiential learning opportunities grounded in faculty research.

The Center fosters global engagement year-round. Highlights include:

- Chairing World Trade Week NYC, a city-wide initiative involving 70+ partners, including government agencies, foreign consulates, and trade associations. Recent highlights include:
  - Hosting the Kick-Off and Awards Ceremony featuring Altana AI's Chief Science Officer
  - Honoring outstanding NYC-based companies
  - Awarding scholarships to Baruch IB majors
  - Launching the inaugural Global Trade Competition with the NY District Export Council and Queens College
- Professor Andreas Grein's participation in SWUFE's 100th Anniversary in Chengdu and leadership of the Zicklin Executive MBA study trip to Bangkok and Singapore
- Country-focused alumni events such as Chile@Baruch and Canada@Baruch
- Hosting international delegations, including a Vietnamese trade and investment group
- Student site visits and networking events, including:
  - ING Manhattan career event (European American Chamber of Commerce NY)
  - Port Elizabeth tour (Port Authority of NY & NJ)
  - Eataly Flatiron and Czech glass showroom visits



International alumni event in Singapore



WCIB Alumni Group meets for dinner at Eataly, Flatiron to plan next steps in launching the Allies program

# OPERATIONS

The operations of the Weissman Center for International Business reflect a commitment to efficiency, transparency, and continuous improvement. This section provides an overview of the dedicated staff who drive our programs, the diverse funding sources that sustain our mission, and the strategic allocation of expenditures to maximize impact. It also highlights recent operational enhancements designed to streamline processes, strengthen compliance, and support the Center's evolving role as a hub for global learning and engagement.



## WCIB STAFF

**Professor Terrence Martell** – Director Emeritus

**Lene Skou** – Deputy Director

**Dr. Richard Mitten** – Director of Study Abroad

**Christopher Tingle** – Associate Director of Study Abroad

**Dina Luu van Lang** – Assistant Director of Study Abroad

**Justine Kharnak** – Associate Director of Internship Programs

**Sarah Demetz** – Associate Director for International Business Programs

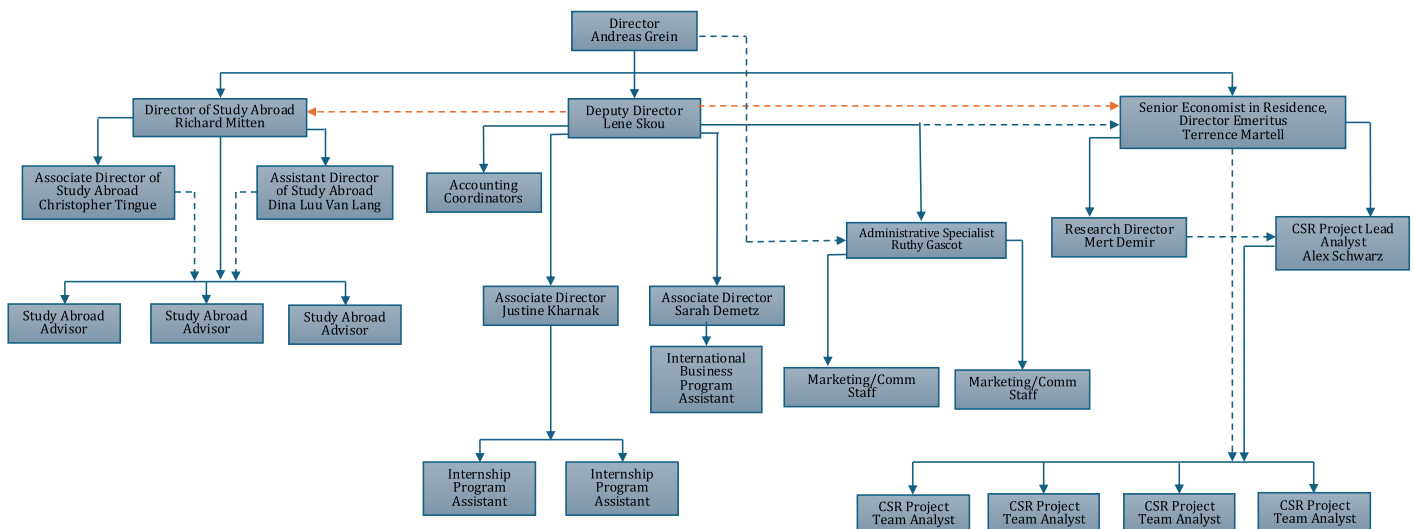
**Mert Demir** – Research Director

**Alex Schwarz** – CSR Project Lead Director

**Ruthy Gascot** – Administrative Specialist

+ 15 part-time student employees in functions such as accounting, study abroad, communications, and research analysis

## WCIB ORGANIZATIONAL STRUCTURE



## FY25 YEAR END EXPENDITURE REPORT

PERIOD: JULY 1, 2024 – JUNE 30, 2025

### Funding Sources Overview

Three funding streams:

1. Tax levy funds (New York State + student tuition): Support salaries for 5 full-time professionals and Center rent.
2. Baruch College Fund (BCF): Central donor-funded operating budget and student support.
3. BAR55 / Designated Funds Group: Income generated through Center activities.

## FY25 BARUCH COLLEGE FUND FINANCIAL SNAPSHOT

- Budget: \$1,191,942.29
- Actuals: \$1,033,693.14 → 13.28% under budget
- Utilization Rate: ~87% of budget, nearing pre-pandemic five-year average of ~90% (FY16–FY20); compares with 82% in FY23 and 84% in FY24.

### WCIB BCF EXPENDITURES BY CATEGORY

Expenditure Category	Total of Expenditure Category	% of Expenditure Category
Student Programs	\$690,964.12	66.84%
Research & Faculty	\$223,039.90	21.58%
Administration & Finance	\$100,200.36	9.69%
Business & Alumni Programs & Community Engagement	\$19,488.76	1.89%
<b>Total Expenditures</b>	<b>\$1,033,693.14</b>	<b>100.00%</b>

## PERSONNEL EXPENDITURE SUMMARY

Nine Professional Staff Members

- Five of which are full-time and funded by tax levy
- Three of which are full-time and funded by non-tax levy BCF and BAR 55.
- One of which is part-time and funded by non-tax levy BCF and BAR 55.

Sixteen part-time students are funded by non-tax levy BCF.

## OPERATIONAL ENHANCEMENTS

- **TECHNOLOGY & ADMINISTRATION:**
  - Ongoing use of Zoom & Microsoft Teams for flexible global coordination
  - Launched new SharePoint site for smoother onboarding of BCF-funded student employees
  - Updating Study Abroad Portal
  - Exploring use of AI to streamline administrative procedures
- **STUDENT & PUBLIC ENGAGEMENT:**
  - Expanded social media presence managed by Administrative Specialist Ruthy Gascot
  - Maintains personalized outreach to students, active across digital platforms

# ADVISORY COUNCIL

Our Advisory Council provides invaluable guidance and industry insight, helping shape the Center's strategic direction and strengthen its connection to the global business community. Their leadership and generosity also make them a vital source of major support for the Center's programs.

## 2025 HIGHLIGHTS

### JAHSION JNOBAPTISTE, NEW COUNCIL MEMBER

Baruch BBA 2007, EMBA 2023

Director of Trade and Customs Compliance, Academy Sports + Outdoors

Also Wayfair, Charles River Laboratories, Lufthansa Technik, TNT Express

### FEATURED STUDENTS:

Connie Cabrera, BBA International Business, Spanish Minor, Spring 2025;  
studied abroad at Chulalongkorn University, Thailand

Elena Barilla, MBA, studied abroad Lyon, France

### FACULTY PRESENTATIONS:

Professor Shyamala Sethuram, "Developing a Global Mindset"

Professor Naomi Gardberg, "Virtual Reality and International Management"

# WEISSMAN CENTER ADVISORY COUNCIL

**Chair of the Advisory Council: Howard I. Smith** – Vice Chairman, Finance, C.V. Starr & Co

**Robert J. Aquilina** – Retired, Executive Vice President, Estée Lauder International, Inc.

**Donald P. Brennan** – Retired, Chairman, Morgan Stanley Capital Partners

**Anupam Ghose** – Chief Executive Officer, System Two Advisors

**Henry G. Jarecki** – Chairman, Falconwood Corporation

**Julian Johnson** – Executive Vice President, Sponsors for Educational Opportunity

**Jahsion Jnobaptiste** – Director of Trade and Customs Compliance, Academy Sports + Outdoors

**John J. Kelly** – CEO, Hanover Stone Partners LLC

**Cleve S. Langton** – Chief Partnership Officer, Brodeur Partners Worldwide

**Thomas Miele** – Managing Director, Alliance Bernstein

**Sven C. Oehme** – President and CEO, European-American Business Organization Inc

**Anouk Pappers** – CEO, Signitt & Founder, CoolBrands People

**Vanja Radivojevic** – Senior Manager Data & Analytics, Management Consulting KPMG

**Martin Rapaport** – Chairman and CEO, Rapaport Diamonds

**Leslie Stroh** – Chairman, Trade Finance Service Corporation

**Sayo Ueno** – President & CEO, Mitsui & Co. (U.S.A.), Inc.

**Yash Upadhyay** – Data Analytics and Innovation Management, Prudential Financial

**Diane Whitty** – Global Head of Philanthropy, JPMorgan Chase

**Dr. Terrence F. Martell** – Director Emeritus, Weissman Center for International Business,  
Saxe Distinguished Professor of Finance





# DONORS

The generosity of our donors plays a vital role in advancing the Center's mission. Their support expands access to global learning opportunities, strengthens our signature programs, and empowers students to pursue meaningful academic and professional pathways. Whether funding scholarships, study abroad experiences, internships, or innovative initiatives, our donors make a lasting impact on the lives of Baruch students.

We are deeply grateful for their commitment and partnership.

## BARUCH COLLEGE FUND DONOR IMPACT HIGHLIGHTS

### — DIRECT STUDENT FINANCIAL SUPPORT

15 part-time student employees funded through BCF

~ \$550,000 in direct student financial support via scholarships, fellowships, and wages from BCF

### — MAJOR ANNUAL CONTRIBUTORS

Starr Foundation, Weissman Family Foundation, Mitsui USA Foundation, Falconwood Foundation, and members of the Advisory Council

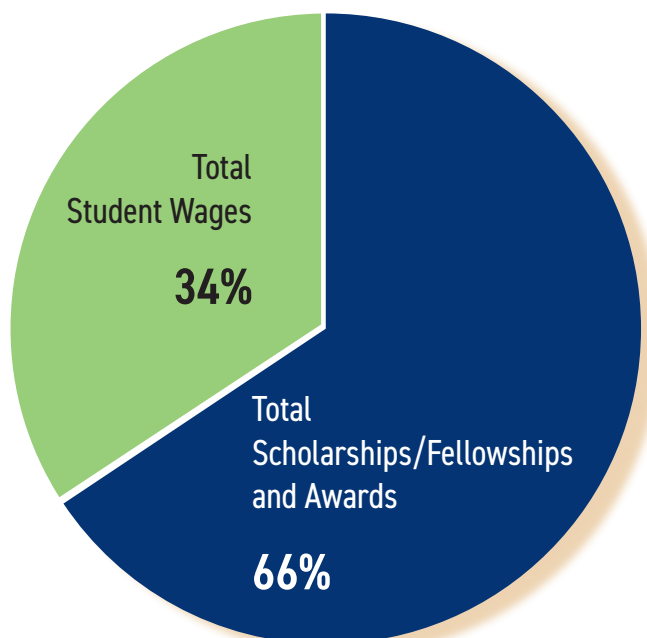
### — SIGNIFICANT PLEDGE

\$500,000 from Anupam Ghose in FY24 supporting the Center's research unit

## STUDENT IMPACT MAKING THE GLOBAL EXPERIENCE AFFORDABLE

### FY 2025 DIRECT BCF PAYMENTS TO STUDENTS:

Scholarships/Fellowships and Awards	\$ 402,720.00
Student Wages	\$ 208,196.72
Total Direct BCF Payments to Students	\$ 610,916.72
Total Expenditures	\$ 1,033,693.14
% of Total Expenditures	59%



R.J. AQUILINA AND L.M. AQUILINA  
BRENNAN FAMILY FOUNDATION  
FALCONWOOD FOUNDATION  
FIDELITY CHARITABLE GIFT FUND  
FINANCIAL WOMEN'S ASSOCIATION  
JEFFREY FREED  
ANUPAM GHOSE  
SHEHARYAR HASAN  
JOHN J. KELLY  
FRANK LOURENSO  
MARTELL FAMILY FOUNDATION  
MITSUI USA FOUNDATION  
PROFESSOR GLENN PETERSEN  
SCHOENHUT FAMILY FOUNDATION  
RENOKA SINGH  
HOWARD SMITH AND THE STARR FOUNDATION  
SPIELVOGEL FAMILY FOUNDATION  
DAVID TENDLER  
WEISSMAN FAMILY FOUNDATION

*Thank you!*



Weissman Center for  
International Business  
Baruch College/CUNY  
137 East 25th Street  
8th Floor, Room 804  
New York NY 10010  
(646) 312-2070

Design: Morehaus Designs  
Communications Assistant: Shalu Sajan  
Editing and Proofreading: Sally Fay  
Photos: Provided by Baruch Students