



## *The Baker Buzz*

Welcome to the Spring 2020 Baker Buzz newsletter. With just over two months into the semester, campus life is redefined. Penn has taken comprehensive measures to protect our communities. Students are attending virtual classes from their homes, and our faculty are teaching remotely for the duration of the semester.

We will celebrate the hard work and great achievements of the Class of 2020 with a virtual graduation on May 18th, and we are brainstorming an in-person celebration at a later date. Our valued alumni will gather for their reunions at a future time.

Although we are experiencing an abbreviated semester, we accomplished a great deal and hope you will enjoy reading about our activities and events in this newsletter. We will be back in touch when the new academic year begins.

In the meantime, remain safe and healthy.

A handwritten signature in black ink, appearing to read 'T. Robertson'.

Thomas Robertson, Academic Director,  
the Baker Retailing Center

A handwritten signature in black ink, appearing to read 'Mina Fader'.

Mina Fader, Managing Director,

the Baker Retailing Center

## IDEATHON 2020



Earlier this year we hosted our first-ever IDEATHON, which took place on January 24th and 25th. At the event, 150 enterprising Penn students burned the midnight oil at this 24-hour case competition. Our event partner, the Ralph Lauren Corporation, posed three business challenges to the twenty-two student teams that competed for cash prizes. The judges panel consisted of members from the Ralph Lauren team and Wharton faculty members Pete Fader, Diana Robertson, and Tom Robertson.



The inspiration for the IDEATHON was rooted in bringing transformative change to the retail industry. The event was a fantastic display of student creativity and entrepreneurial spirit. We transformed 11,000 square-feet of meeting space into whimsical "inspiration rooms." Students had access to an endless supply of high-energy foods and beverages to keep creativity flowing.



Close to 40 mentors and tech companies were on hand to support students as they developed their pitches. Jeffrey Babin, Associate Director of the Penn Engineering Entrepreneurship Program, interviewed VIP guest, Daymond John, "The People's Shark." Daymond regaled the audience with tales of his journey from a kid selling t-shirts to founding FUBU, a mega million dollar clothing brand.





Above: Mentor and Baker Advisory Board member, Steven Silverstein  
WG85, President, CEO, Spencer Spirit Holdings, Inc.



Center: VIP Guest Daymond John and  
the IDEATHON 2020 audience.



Left to Right: Daymond John and Jeffrey Babin.



Ralph Lauren judges from left to right: Janet Sherlock, CIO; Tom Bohan, Ecommerce Product Manager, Personalization; Ilana Cohn, Product Management; Molly MacDougall, VP Digital Technology; Chris Gonzales, Global Product Management & User Experience.



Wharton faculty judges from left to right: Pete Fader, Wharton Professor of Marketing; Diana Robertson, Vice Dean and Director, Wharton Undergraduate Division; Tom Robertson, the Center's Academic Director.

## IDEATHON WINNING TEAMS



## TEAM FAMILY

Left to Right:

Yixin Jin SPP21; Yishan Guo WG21; Laura Elliott GFA22;  
Jonathan Muruako C17, GR20; Bernadette May Hodges  
C22.



## TEAM RHINELANDER

Left to Right:

Annie Williamson WG21, Sonia Shah WG21, Ali Harenberg WG21, Lauren Pey WG21, Kristen Grant WG21, Rima Reddy WG21.



## TEAM FUTURE

Left to Right:

Taheeb Sonekan W20; Jordan Williams W20; Leticia Viedma L11, G20, WG20; Vashvi Shah C21. *Not pictured:* Sonia Gandhi WG19, C20; Irene Manousiouthakis ENG14, WG21.

## WELCOME NEW BOARD MEMBERS





Melissa Eamer, COO, Glossier  
Directors' Council



Doug Hudson, Co-Founder, CEO, Tend  
Directors' Council



Todd Kahn, President, Chief Administrative Officer, Chief  
Legal Officer, Tapestry, Inc.  
Advisory Board



Billy May, Chief Customer Officer,  
J. Crew  
Advisory Board

## EXECUTIVE SPEAKER SERIES

RAISSA GERONA

Chief Brand Officer, REVOLVE

*"Being where your customer is important but so is being where your customer aspires to be."*





The Lunch & Learn Speaker Series provides students with an opportunity to meet with C-level retail executives. Discussions focus on career paths and leadership in today's retail environment.





Alex Goldelman, US Chief Financial Officer,  
Uniqlo Co. LTD.



Left to Right: Tom Robertson, the Center's Academic Director; and Jeff Goethals, SVP Operations, Ross Stores, Inc.



Baldo LaRussa, VP Retail, Jimmy Choo; and  
Mina Fader, the Center's Managing Director.



Kesone Phimmasone, VP Online Analytics,  
Estee Lauder Companies, Inc.



Richard Kestenbaum, Partner, Triangle Capital, LLC; and Mina Fader, Managing  
Director of the Center.

## SPRING 2020 STUDENT CLUB ACTIVITIES

## Wharton Women in Business

Mona Bijoor WG05, founder of Joor, was the keynote speaker at the WWIB conference on January 31st. Joor is a marketplace for wholesalers, connecting brands and buyers. On starting up her business: *"Entrepreneurs aren't wedded to HOW things are going to happen. They are wedded to WHY..."*



## Wharton Graduate Retail Conference

*Retail 2020: Thriving in a New Landscape* was the theme of the February 21st conference. Approximately 125 attended the event. At right: Ron Offir WG96, Managing Director, Deloitte Digital, kicked off the day. Cecile Andrau-Martel, President, Givenchy Americas and Thomas Haupt, SVP, US Retail, Louis Vuitton, were the keynote speakers.

Topics of the day included sustainability, retail tech, and the a panel on the future of food and beverage. The conference also spotlighted several Wharton founders including Kate Kim WG20, rmyd; Dana Kim WG20, Showcase; Angela Jiang WG20, FLOAT/THERE.



Ron Offir WG96, Managing Director, Deloitte Digital.



Fireside chat with Cecile Andrau-Martel (left), President, Givenchy Americas and Sofia Cavallo, CELINE, Digital & E-commerce Director, US.



Sustainability as the New Normal panel: Ali Harenberg WG21; Abigail Kammerzell, US Sustainability Manager; Lauren Cotter, Sustainability Strategy and Transformation, PepsiCo; Brenna Cohen, Environmental Programs Coordinator, Patagonia.



## ***Wharton Professors in the News...***

[Mauro Guillen](#), Professor of International Management at Wharton, has created an [online course on the coronavirus crisis](#). The course will teach students about the effects of events like coronavirus (COVID-19) on businesses and economies. Wharton Business Daily interviewed Professor Guillen on the course content. [Listen](#).

[Aline Gatignon](#), Assistant Professor of Management at Wharton, authored an op-ed on the importance of corporate partnerships with the nonprofit sector, which has a unique ability to serve hard-to-reach populations during disasters. [Read](#).

[Senthil Veeraraghavan](#), Wharton Professor of Operations, Information and Decisions, is interviewed on the topic of coronavirus and supply chain disruption and what firms can learn. [Listen](#).

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