

**UNIVERSITY OF
PITTSBURGH**
JOSEPH M. KATZ
GRADUATE SCHOOL
OF BUSINESS



THE ONLY AUTHENTIC AMERICAN MBA IN BRAZIL



Universidade Presbiteriana
Mackenzie

EXECUTIVE MBA
WORLDWIDE PROGRAM

Empowering Executives to Lead in a Global World



You're looking for an authentic American MBA program and you want to earn a globally respected degree while balancing your career, your family, yourself.

You'll find it in the partnership between the University of Pittsburgh Joseph M. Katz Graduate School of Business and the Universidade Presbiteriana Mackenzie, offering the Executive MBA (EMBA) Worldwide program—the only authentic American MBA program in Brazil.

This international partnership reinforces the importance of connecting the total Brazilian economic landscape to points around the globe and allows you to meet people just like you, who share your drive, ambition, and goals.

And though you probably think you don't have the time or the resources to pursue an MBA, let us tell you why Katz EMBA Worldwide is the very opportunity you're been seeking.

The University of Pittsburgh's Cathedral of Learning, the tallest educational building in the Western Hemisphere

The bottom line:

You earn an MBA in 18 months.

The Katz EMBA Worldwide program features a cohort-based curriculum with the same demanding courses and projects as a traditional MBA program but in an accelerated time frame. The schedule allows you to keep your current rigorous work schedule while completing an MBA degree.

And it's a degree that's earned praise and high rankings from such publications as the *Financial Times* and *The Economist*.

Your professors are both respected academicians and experienced leaders in their fields, so you'll have the best of both theory and practicality behind your degree.

You travel to sites of economic power around the world.

As part of the Katz EMBA Worldwide program, you'll participate in Global Executive Forums in major cities with growing economies and opportunities for cutting-edge learning experiences. The forums bring together students from the program's various locations for a week of lectures, cultural development activities, and visits with EMBA alumni and guest speakers.

Wherever you are based, you'll spend a week in each of three cities as part of your degree:

Pittsburgh, Pa., United States: This city of technology, medicine, and education regularly lands on prestigious best-of lists, including most livable city by *The Economist*, *Forbes*, and *Places Rated Almanac*; "10 Great Cities for Starting a Business" list by Kiplinger; and *Forbes*' list of "America's Comeback Cities."

São Paulo, Brazil: The country's financial center is the largest city in South America and also is one of the largest metro areas in the world. The Dell Women Entrepreneur Cities Index listed it among the top 25 cities fostering high potential women entrepreneurs and Knight Frank ranked the city first in Latin America in its "hotspots" list.

And a third international city will add another dimension to students' global business knowledge. This additional location will enhance and expand students' knowledge beyond North and South America and allow students to experience business practices and protocols on an even larger global scale by traveling to a third continent.

You network with professionals whose deep experience, ambitious goals, and creativity match your own.

Our students come from the worlds of finance, technology, consulting, health care, manufacturing, energy, and beyond, with an average of 13 years of work experience with seven in a management capacity.

You'll progress through your program with your cohort, getting to know your classmates from around the world and across disciplines as you challenge each other and engage your competitive spirit along with your collaborative ideas.

Our alumni are our greatest ambassadors. Their stories are your stories. Take a look inside for accolades from some of our graduates and hear straight from them what the Katz EMBA Worldwide program meant for their careers.



Pittsburgh: Voted most livable city



São Paulo: One of the largest metro areas in the world



A third city to complete the triangle of high-powered destinations

Chuck Turner Jr.

President, Turner Dairy Farms

As president, Chuck Turner manages it all: strategic planning, marketing, new product development, operations management, accounting, safety and quality control, and more. He has done it very well, as evidenced by the high visibility of Turner products throughout the region, national honors for Turner product quality, and kudos from the *Pittsburgh Post-Gazette* as a top workplace in Pittsburgh.

Although Turner admits that folks from family businesses clearly differ from EMBA counterparts from corporate settings, he says the EMBA program “is perfect for people in family business. I got a basic understanding of a lot of business disciplines, and all of the material is applicable to what I do.”

“The people who were teaching this really wanted to. And they were expecting questions, for us to challenge them. ... And I can’t overemphasize the importance of the other students in the program. It’s as good as what you get from the front of the room. They were smart—and sharp. A certain level of confidence comes from being able to do classes with people like this.”



Nora Stockhausen

Vice President,
Municipal & Reactivation Business
Unit, Calgon Carbon Corporation

In her last term of the EMBA program, Nora Stockhausen was promoted from director of logistics (responsible for transportation, warehousing, etc.) to executive director of operations—a significant increase in responsibilities—in charge of all manufacturing operations. She was named vice president of operations soon after and last year was moved “completely out of my technical comfort zone” into vice president of the entire Municipal & Reactivation Business Unit. The role requires Stockhausen to draw upon her technical expertise, but it also entails more sales, marketing, product management, human resources, and presentations to Calgon Carbon’s Board of Directors. She credits her EMBA training with giving her the ability to understand all of the facets of her role and the confidence to present to the board.

Key to her ability to juggle her studies, work, three children, and husband’s career and travel was a day session at the beginning of the program about organization, delegation, structure, and schedule.

Stockhausen also praises the Joseph M. Katz Graduate School of Business staff members for their support. “Everybody was just super helpful—organizing, making sure we didn’t have to search for solutions, eliminating barriers to IT problems. They kept things convenient and simple so we could focus on the complex topics of the classes.”

“It went so fast, but we learned so much. I can’t say enough about the classroom time, the discussions in the class, and the professors and their knowledge of industry—not just academic topics.”



André Farias Gomes

Chief Operating Officer, Bluesoft

André Farias Gomes' career could go either way: His company could grow quickly with him at the helm, or it could be sold to a multinational corporation. If it is acquired, there could be another fork in the road: Perhaps he will lead that business unit, or perhaps he will have to look for his next opportunity.

But as you can tell by the genuine smile on his face, he isn't worried—thanks to his studies to earn a master's degree in business administration at the University of Pittsburgh. "It prepares you to face challenges you may not even imagine you would have."

Motivated by challenges and a passion for process management, Gomes became an expert in agile methods; was named Bluesoft's chief technology officer, then chief operating officer; lectured at universities, conferences, and other companies; and even wrote a book.

Despite his successes, Gomes felt he needed a broader understanding of business to help him navigate whatever might lie ahead.

Gomes chose the Joseph M. Katz Graduate School of Business because of its reputation, broad business curriculum, manageable schedule that allowed him to remain in Brazil, and courses in English.

"I was a bit insecure about the language at first, but the best articles, the best material, the state of the art—everything will be in English."



Dwight Heron

**Vice Chair of Clinical Affairs and
Chair of the Department of Radiation
Oncology, UPMC Shadyside**

Dwight Heron's work life isn't limited to two chair positions. He also is a professor of radiation oncology, otolaryngology, and head and neck surgery at the University of Pittsburgh School of Medicine; is director of radiation services at the UPMC CancerCenter; and conducts research and participates in medical professional organizations at a national level.

So scheduling time to complete his master's in business administration through the Joseph M. Katz Graduate School of Business EMBA Worldwide program was no small feat.

Heron's career started with clinical care of patients and grew to more administrative, strategic, and international responsibilities. "But they don't teach you about business in medical school."

Being part of EMBA and working with executives from the oil and gas industry, education, nonprofits, and even the marine sector made the experience richer for Heron, and he frequently borrows from other industries' approaches to business issues.

"I would do it again in a heartbeat," he says. "This is not hyperbole here: This was a life-changing experience."

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Daniel Abril

Senior Operations Manager, STERIS

Daniel Abril has made the very most of the network he developed with his classmates in the University of Pittsburgh EMBA program. Shortly after graduation, he went to work with fellow graduates at two different companies. In fact, Abril's current boss was a member of his EMBA study group.

"There is a certain trust you have," he says of the way his cohort built a camaraderie while working on the MBA for 18 months.

Abril also has a deep appreciation for the unique benefits of the Joseph M. Katz Graduate School of Business program, which combines courses in English, international forums, and the opportunity for executives in Brazil to keep their jobs throughout their studies.

"It was the best of both worlds. I had all the experiences of getting an MBA at an American university with English-speaking teachers, but I did not have to stop working; I could still be in São Paulo."

Abril uses the skills he developed through the EMBA program regularly in his work, from managing his time to setting up a management structure from scratch at STERIS. "For me, as an engineer, I needed the soft side of management—how to manage a complex organization, how to delegate, how to set up proper levels of management. The organizational part was very good for me."

“It was the best of both worlds. I had all the experiences of getting an MBA at an American university with English-speaking teachers, but I did not have to stop working; I could still be in São Paulo.”

Beatriz Americano

Chief Administrative Officer,
Terra Brasis Resseguros

Beatriz Americano, a Brazilian student in the University of Pittsburgh EMBA program, will graduate in October. A working mother with a law background, Americano serves as chief administrative officer at Terra Brasis Resseguros, a reinsurance company. She oversees claims, collections, the legal department, internal controls, compliance, and international development.

With such a broad range and high level of responsibilities, Americano says that she faces daily challenges and needed a network of other executives with whom she could share ideas, experiences, and problems. She decided to research MBA programs in Brazil.

"I looked at other MBA programs in Brazil, and Pitt was the best."

From Americano's perspective, a major benefit of the Joseph M. Katz Graduate School of Business program is that a U.S. degree will open the door for her to work in the United States, a goal she likely will fulfill by leading an office her company plans to open in Miami, Fla.

Citing her wonderful classmates, high-quality courses, knowledgeable professors, and amazing global forums, Americano says: "It is one of the best experiences of my life, and I would do it again if I could."

“It is one of the best experiences of my life, and I would do it again if I could.”



Your next steps

Ready to apply?
Here's what you need to know:

Admission requirements:

- Minimum of five years professional experience (10 is preferred)
- Experience in a managerial role
- Proficiency in English
- Application, two letters of recommendation, self-nomination letter, official transcript(s), and résumé.

Admission deadline:

Admissions are made on a rolling basis. Programs launch in May each year.

Tuition:

Tuition covers all books, cases, and simulations as well as hotel lodging at the Global Executive Forums away from your chosen location. It does not cover airfare.

Interested but need additional information?

Katz EMBA Worldwide has a wealth of additional information on the program, our faculty, our students, and our international locations. You can learn at your leisure by visiting our Web site or you can visit us in person.

Some options include the following:

- EMBA for a Day, where you can experience the program during an actual day of classes
- Online information sessions held each month
- Special events held at venues around the city and region, where you can meet current students and alumni as well as other prospective students
- Our Frequently Asked Questions portal
- Faculty webinars:

business.pitt.edu/katz/emba/webinars

Or, contact our offices directly:

University of Pittsburgh
Joseph M. Katz Graduate School of Business
EMBA Pittsburgh
Fifth Floor, Alumni Hall
4227 Fifth Avenue
Pittsburgh, PA 15260

Tel 412-648-1600
Fax 412-648-1787

E-mail embaprogram@katz.pitt.edu

University of Pittsburgh
Joseph M. Katz Graduate School of Business
EMBA São Paulo
Rua da Consolação, 930
Ed. João Calvino – 1ª – sala 100
São Paulo, SP, Brazil – 01302-9073

Tel + 55 11 2766-7300

E-mail brazilmba@katz.pitt.edu

Visit our main Web site at **emba.pitt.edu** for information on admissions, tuition, and visiting as well as to access more student testimonials and continually updated information with new statistics, rankings, and news about our programs.

We're looking forward to meeting you and welcoming you to Katz EMBA Worldwide.







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