

## Daniel A. Szpiro

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- Work Address:** [Samuel Curtis Johnson Graduate School of Management, Cornell University](#), Sage Hall, Ithaca, NY 14853  
[das247@cornell.edu](mailto:das247@cornell.edu)
- Education:** PhD (Business Administration), [The University of Western Ontario](#), 1998  
MSc (Int'l Accounting & Finance), [The London School of Economics](#), 1991  
MBA, Queen's University, 1990  
BSc, University of Waterloo, 1980
- Academic & Administrative Appointments:**
- [Samuel Curtis Johnson Graduate School of Management, Cornell University](#), Ithaca, NY
- Visiting Senior Lecturer (2020 – present)
  - Associate Dean, Executive Education (2011-2012)
  - Assistant Dean, Executive Education (2010-2011)
  - Director, The Executive MBA Americas Program (2004-2011)
  - Senior Lecturer of Accounting (2004-2012)
- [Marist College](#), Poughkeepsie, NY (2016-2020)
- Dean of the [School of Professional Programs](#)
  - Assistant Vice President for Academic Affairs
  - Professor of Accounting
- [Jack Welch Management Institute, Strayer University](#), Herndon, VA
- Dean of Executive Education (2013-2015)
  - Academic Dean (2012-2013)
- [Stephen J.R. Smith School of Business, Queen's University](#), Kingston, ON, Canada
- Associate Professor of Accounting (1999-2005)
  - Director, National Executive MBA Program, 1999-2002
  - Chair, Senate Budget Review Committee, 2001-2003
- [IEDC - Bled School of Management](#), Bled, Slovenia
- Visiting Professor of Accounting, 1997-present
  - Co-Director, Executive MBA Program, 2014-2015
- [John Molson School of Business, Concordia University](#), Montreal, QC, Canada
- Assistant Professor of Accounting (1996-1999)
- Industry Experience:** Ontario Blue Cross, 1990  
Pro-Acoustics Canada Inc., 1980-1988 (Vice-President 1986-1988)  
Rockwell International, Flow Control Division, 1980

## Academic & Administrative Appointments

### [S.C. Johnson Graduate School of Management](#) [Cornell University](#)

Ithaca, New York, USA, 14853-6201

Visiting Senior Lecturer (July 2020 – present)

Associate Dean for Executive Education (July 2011 - June 2012)

Assistant Dean for Executive Education (July 2010 - June 2011)

Director, Cornell-Queen's Executive MBA (September 2004 - February 2011)

Senior Lecturer of Accounting (September 2004 - December 2012)

As Assistant/Associate Dean for Executive Education my responsibilities included:

- Over-arching responsibility for all executive education programs at the S.C. Johnson Graduate School of Management at Cornell University, collectively over \$23M of annual tuition revenue'
- Redesigned the organizational structure for the Executive Education group: hired new Directors for each of the Executive MBA programs and enlarged the overall staff size to 14,
- Responsible for the executive education admissions, recruiting, and marketing efforts and its \$2M annual budget,
- Played a leading role in the efforts to expand the *Cornell-Queen's Executive MBA* program to Latin America.

As the founding Director of the EMBA Americas program (Note: from 2004-2013 this program was named the Cornell-Queen's Executive MBA program) my responsibilities included:

- Designed and executed the program's strategy; held lead responsibility for researching and identifying new regions for expansion; held lead responsibility for design of a national marketing campaign to attract qualified participants (Note: With the 2012 the program had reached enrollment of more than 120 participants in the US and more than 50 in Canada – generating over \$12M for Cornell in revenue from this group),
- Conducted hundreds (really!) of recruiting events in 17 targeted cities across the US,
- Fulfilled a leading role in the curriculum design for the program,
- Acted as head liaison to manage the international partnership relationship with Queen's School of Business (Note: this partnership represents the most integrated relationship between business schools today with respect to the operation of jointly-offered MBA programs),
- Recruited, hired, and trained the program staff (Note: the staff of the Cornell-Queen's Executive MBA program won the 2007 Johnson School Staff Recognition Award, an unprecedented accomplishment for a team that had been in operations for less than three years),
- Oversaw the design and construction of a state-of-the-art broadcast studio,
- Managed the process of state accreditation to facilitate program expansion (Note: the program is currently accredited in NY, CA, OH, OR, WA, DC, GA, NH, and TX),

- Oversaw the design and implementation of a training process for faculty to become expert at videoconferencing-based course delivery (Note: the nature of this technology-facilitated program meant that significant new infrastructure and pedagogy must be developed and implemented at Cornell),
- Led or contributed to the design of “high touch” student support services including: admissions process, residential event planning, career support programs,
- Acted in a key role in the investigation of using this learning model to launch an overseas-based Executive MBA program.

### **School of Professional Programs**

#### **Marist College**

**3399 North Road, Poughkeepsie, NY 12601**

Dean of the School of Professional Programs (January 2016 to July 2020)

Assistant Vice President for Academic Affairs (January 2016 to July 2020)

Professor of Accounting (January 2016 to July 2020)

- I led a staff 10 administrators who roles cover activities such as: student services, advising, Life Work Credit review, internships review, Summer Pre-College Programs operations, Center for Lifetime Studies, and other forms of program support.
- The School’s programs involve 30-40 faculty members each year combining both full-time and adjunct faculty members.
- Focused on updating, revising, and expanding the portfolio of programs offered to adult learners and on enhancing the services provided to these students:
  - Shift to six start dates per year,
  - Existing major renamed “Professional Studies” in order to provide more effective market positioning and developed five career-related concentrations,
  - Developed 14 new “stackable” online digital badge micro-credentials,
  - Developed new degree completion major called “Management Studies” accessible in both a 100% online format as well as a “blended” format,
  - Developed 3 new career-focus minors were developed in late 2019,
  - Developed 4 dual-degree pathways leading to accelerated graduate degrees for students in adult undergraduate degree completion majors.
- Beginning in 2017, I re-established an Advisory Board for the School of Professional Programs, engaging with business leaders in the Hudson Valley and beyond.

### **Jack Welch Management Institute**

#### **Strayer University**

**2303 Dulles Station Boulevard, Herndon, Virginia, USA 20171**

Dean of Executive Education (November 2013 to December 2015)

Academic Dean (June 2012 to November 2013)

As Academic Dean, my responsibilities included:

- Hiring a team of Associate Deans with the following portfolios: faculty, administration, and instructional design,

- Attracting, selecting, developing, assessing, and retaining a strong faculty team,
- Leading the curriculum redesign and renewal process,
- Leading development of cutting-edge student support process for online education,
- Engaging in many profile-raising presentations and events,
- Being the main spokesperson for JWMI with the press,
- Leading international negotiations for school-to-school partnerships
- Leading an academic staff of approximately 6 administrators.

As Dean for Executive Education, my responsibilities included:

- The development of non-degree executive programs and management training programs under the Welch Way brand in various formats (in online, on-ground, and hybrid formats),
- Working with employers on customized programs, including a partnership to launch a corporate university.

### [Stephen J.R. Smith School of Business](#)

#### [Queen's University](#)

**Kingston, Ontario, Canada, K7L 3N6**

Associate Professor of Accounting (June 1999 - August 2004)

Chair, Senate Budget Review Committee (July 2001 - September 2003)

Director, National Executive MBA Program (June 1999 - November 2002)

As Director of the National Executive MBA program my responsibilities included:

- Recruited between 175-205 participants each year resulting in the first, second, and fourth largest classes in the program's history,
- Produced program growth against a backdrop of rising academic standards (e.g., admission test scores, amount of work experience),
- Managed a seven-figure annual marketing budget,
- Managed approximately 25 full-time staff members,
- Generated approximately C\$15M in annual revenues for Smith School of Business making it the largest revenue generating program at the School (approximately 40% of the School's total annual revenues);
- Achieved top-rankings in various publications (e.g., in November 2001, [Canadian Business Magazine](#) ranked the National Executive MBA as the top program in Canada; in March 2002, a poll conducted by Environics Research found that top executives in Canada rated the National Executive MBA as the top program in the country).
- Beginning in late 2000, while the Director of the *National Executive MBA* program, I was one of the original architects of the Cornell-Queen's Executive MBA partnership and program.

## Selected Publications, Presentations, & Working Papers

### Peer-Reviewed Academic Journals:

[\*Capital Budgeting in Multinational Organizations: Exploring The Strategic Context\*](#), (co-authored with Tony Dimnik: I am first author), Managerial Finance, pp. 58-74, Vol. 22, No. 1, 1996.

### Practitioner, Professional, & Other Articles:

[\*Dysfunctional Practices Lead to Post-MBA Sponsorship Retention Woes: What employers get wrong about EMBA sponsorship and how to fix it\*](#), July 26, 2018, Chief Learning Officer.

*Cohort Programs: Cui Bono?*, November 15, 2017, The EvoLLLution (an online newspaper focused on higher education trends),

[https://evollution.com/programming/program\\_planning/cohort-programs-cui-bono/](https://evollution.com/programming/program_planning/cohort-programs-cui-bono/)

*Assessing the Impact of Emerging Credentials*, March 29, 2016, The EvoLLLution,

<https://evollution.com/programming/credentials/assessing-the-impact-of-emerging-credentials/>

*Bricks and Clicks Come Face-to-Face*, BizEd, September-October 2012. BizEd is the publication of the AACSB. This article examines my decision to leave Cornell University to become Dean of the Jack Welch Management Institute. Accessed online at:

<https://bized.aacsb.edu/articles/2012/09/bricks-and-clicks-come-face-to-face>.

*One Size Does Not Fit All: Mid-Career Managers Seek Advancement Through Executive MBA Programs*, Enterprise, Spring 2008, co-authored with Dr. Thomas Hambury. Article on the trends observed in increasing demand by experienced managers and professionals in joining Executive MBA programs. This publication is the quarterly magazine of the Johnson Graduate School of Management and is available online at:


[\(http://www2.johnson.cornell.edu/alumni/enterprise/spring2008/departments8\\_vantagepoint.html\)](http://www2.johnson.cornell.edu/alumni/enterprise/spring2008/departments8_vantagepoint.html)

### Presentations:


#### A. Academic Conferences:

*Towards Business School 2.0: Online Models for Management Education*, Co-Panelist / Presenter, Academy of Management 76<sup>th</sup> Annual Conference, Anaheim, California, August 2016. (Note: This presentation was recognized with a "Best Management Education Development / Professional Development Workshop Award.)

[\(http://my.aom.org/Program2016/SessionDetails.aspx?sid=11232\)](http://my.aom.org/Program2016/SessionDetails.aspx?sid=11232).

<p><i>The Evolution of the Online and Blended Learning MBA - Identifying the Right Strategy</i>, Keynote Speaker, Association of MBAs (AMBA) Global Conference for Deans and Directors, Prague, Czech Republic, May 2015  <a href="https://www.mbaworld.com/news/gcdd2015prphotos200215">https://www.mbaworld.com/news/gcdd2015prphotos200215</a>).</p>	 Click to access recording of presentation
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<p><i>Shaping the Future of Management Education: 6 Deans from 6 Continents</i>, Association of MBAs (AMBA) Global Conference for Deans and Directors, Prague, Czech Republic, May 2015  <a href="https://www.mbaworld.com/news/gcdd2015prphotos200215">https://www.mbaworld.com/news/gcdd2015prphotos200215</a>).</p>	 Click to access recording of presentation
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<p><i>MOOC's - The Future of Higher Education of a Passing Phase?</i>, Keynote Speaker, Association of MBAs (AMBA) Asia-Pacific Conference, Auckland, New Zealand, November 2014.</p>	 Click to access recording of interview
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B. Practitioner Conferences, Panels, Presentations, & Interviews:

*Building Buy-In Across Departments*, Conference on Adult Learner Enrollment Management (CALEM), Phoenix, AZ, February 7, 2019 (<http://learn.educationdynamics.com/calem-agenda-2019-0>).

*A Moving Landscape*, Chief Learning Officer, July/August 2018 (interview re current trends in executive education), (<https://magazine.clomedia.com/issue/july-august-2018/a-moving-landscape/>).

Guest Panelist, Executive Leadership Program, The Chamber Foundation, Dutchess County Regional Chamber of Commerce (<http://www.chamberfdn.org/programs/executive-leadership>).

C. Interviews:

*Creating Conscious Capital*, March 2019, Chief Learning Officer  
<https://magazine.clomedia.com/issue/march-2019/creating-conscious-capital/>

*A Moving Landscape*, July /August 2018, Chief Learning Officer (interview with the Managing Editor re changes in executive education)  
<https://magazine.clomedia.com/issue/july-august-2018/a-moving-landscape/>

## Awards, Honors, Research Funding, & Other Activities

### Awards & Honors

Nominated for Cornell-Queen's Executive MBA Program Star Teaching Award, Cornell University, 2009, 2010.

Recipient of Teacher of the Year – 1999 award, awarded jointly by Comité de recrutement inter-universitaire and l'Ordre des CMA du Québec "...in honour of his teaching qualities and his devotion to the CMA candidates of Concordia University."

Nominated for Faculty of Commerce and Administration Distinguished Teacher Award, Concordia University, 1996-1997.

Graduate Research Fellowship, The University of Western Ontario, \$8,000, 1994-1995.

Doctoral Fellowship, The University of Western Ontario, \$24,000, 1991-1994.

American Accounting Association (AAA) Doctoral Consortium Fellow, 1993.

Louis Odette Scholarship, The London School of Economics, \$5,000, 1990-1991.

D.I. McLeod Entrance Award, Queen's University, \$1,500, 1988-1989.

### Research Funding:

Faculty of Commerce and Administration, Concordia University, Research Grant, \$4,000, 1997.

Faculty Research Development Program (FRDP), Concordia University, Research Grant, \$12,000, 1997.

### Volunteer:

Member, Middle East Advisory Board, [Suliman S. Olayan School of Business](#) , [American University of Beirut](#), 2017-present.

Member, [Executive Leadership Program](#) Curriculum Committee, [The Chamber Foundation](#), [Dutchess County Regional Chamber of Commerce](#), 2017-present.

Councilor, [University Council](#), [Queen's University](#), Elected Member (4-year term), September 2015 - August 2019.

Interviewer, Mock Job Interviews Event, [Youth Leadership Program](#), [The Chamber Foundation](#), [Dutchess County Regional Chamber of Commerce](#), April 2016, April 2017.

Boynton Middle School Parent-Teach Association (PTA), Treasurer, 2007-2008

## Selected Examples of Teaching Activities

### Undergraduate Degree Programs:

*Introduction to Management Accounting*, COMM-112, Bachelor of Commerce Program, Queen's University, (Winter 2004, 4 sections).

*Introduction to Financial Accounting*, COMM-211, Elective Course for Arts & Science Students, Queen's University, (Fall 2003).

### Graduate Degree Programs (Executive):

*Financial Accounting*, NCCB5000-MBQC-811, (50% team-taught with Prof. John Moore, Queen's School of Business in 2005 and 2007 only), Cornell Executive MBA Americas Program, Cornell University, The Johnson Graduate School of Management (Summer 2005, Summer 2007, Summer 2008, Summer 2009, Summer 2010, Summer 2011, Summer 2012, Summer 2020).

*Accounting and Control*, Executive MBA Program, and President's MBA Program (co-listed for both programs) International Executive Development Centre (IEDC), Bled School of Management (Winter 2011, Winter 2014, Winter 2015, Winter 2016, Winter 2017, Winter 2018, Winter 2019, Winter 2020).

*Financial Management I*, JWI-530 [online course], Executive MBA Program, Jack Welch Management Institute, Strayer University (Summer 2013).

*Foundations of Accounting and Finance*, NBAB511-MBQC-810, (50% team-taught with Prof. John Moore, Queen's School of Business in 2005 and 2006; 50% team-taught with Prof. Roni Michaely, Johnson School, Cornell University in 2008), Cornell Executive MBA Americas Program, Cornell University, The Johnson Graduate School of Management (Summer 2005, Summer 2006, Summer 2008).

*Management Accounting and Control*, NCCB5020-MBQC-812, Cornell Executive MBA Americas Program, Cornell University, The Johnson Graduate School of Management (Spring 2006, Spring 2007).

### Executive Education and Development Programs (non-degree):

*Measuring Organizational Performance* module, General Management Program and Advanced management Program, International Executive Development Centre, Bled School of Management, Bled, Slovenia (<http://www.iedc.si/programs/leadership-management-development-programs/leadership-development-program/gmp---general-management-program-2020spring>), (May 2007, April 2008, November 2008, June 2009, May 2010, November 2010, May 2011, May 2012, November 2012, May 2013, May 2014, May 2015, May 2016, May 2017, May 2018, December 2018, May 2019, November 2019, May 2020).