


From the Banks
February 2020 Alumni Updates

 [Show your love for a chance to win free Broad College of Business swag. Pictured items include: t-shirt, tumbler, lanyard, popsocket with Broad branding.](#)


Have a Green and White Valentine's Day

This week, Spartans can show their love for a chance to win free Broad swag! We're also offering a 20% discount on all items when you shop with promo code **LOVEBROAD**.

[Enter to Win](#)


[Shop Now](#)


Alumni News

 MSU Connect, a platform to connect Spartan alumni, is coming soon.

Coming soon: MSU Connect

Thanks to active alumni like you, [Broad Connect](#) has been a huge success in developing a community for professional networking and mentorship. Soon, Michigan State University will be introducing **MSU Connect**, using the same technology, for all MSU alumni and students. Stay tuned!

 [MSU alumnus and creative director at Google Creative Lab Jesse Juriga sits in a leather chair in an office with a bookshelf in the background.](#)

 [Broad MBA students enjoy and experience hands-on learning in a partnership with Handsome digital experience agency, thanks do the generous donation from an alumnus.](#)

Alumnus brings millions to tears with super bowl ad

Jesse Juriga (B.A. Marketing '05), creative director at Google Creative Lab, developed the "Loretta" Super Bowl LIV ad.

[More From Jesse](#)

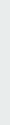
Alumnus provides extraordinary support for Spartan MBAs

Sanjay Baskaran (MBA '99) and his wife have gifted the Broad College \$250,000 to advance the MBA program.


[See the Impact](#)


Events

MARCH 12

 [A woman speaks and engages with others at the Broad College's annual Advancing Women in Business](#)


Advancing Women in Business

 5:30PM – 7:30PM

 MSU Management Education Center

[Register](#)


The Best of Broad


 [Executive MBA students engage at their program orientation.](#)

Broad Executive MBA defends Top 10 standing

Financial Times' annual ranking positions the Broad EMBA program at No. 8 among U.S. public schools.

[More on the Ranking](#)

 [Two Broad Spartans, Jake Roach and Brendan Wang, ventured to CES 2020 in Las Vegas to showcase their safe alternative to vaping products.](#)

 [Dean Sanjay Gupta shows UGM Rector/President Panut Mulyono around the Minskoff Pavilion.](#)

Broad entrepreneurs set out to make a difference with vaping substitute

Two Broad Spartans showcased their safe alternative to vaping products at CES 2020.

[Spartans at CES](#)


Indonesian delegates visit MSU and formalize new collaboration

Last month, a delegation from Gadjah Mada University visited MSU to further develop long-term partnerships.

[Learn More](#)

Getting Social

 [Submit your Spartan love story for Valentine's Day by using #LOVEMSU.](#)

 [A picture of the award recipients at MSU's third annual Diversity Research Showcase.](#)

 [A bird's eye view of the Minskoff Pavilion atrium filled with students.](#)

We always love to hear Spartan love stories.  #LoveMSU

[View Tweet](#)


At MSU's third annual Diversity Research Showcase, undergraduate students presented on issues of diversity and inclusion. This year, three #BroadSpartans were recognized for their research! 🎉👏

[Like Us](#)

Just a Pavilion appreciation post on this gloomy Thursday. 😞 #MSUView

[Follow Us](#)


Around MSU


 [The Spartan statue on MSU's campus picture on a vibrant sunny day in winter.](#)

MSU online graduate programs ranked highly by *U.S. News & World Report*

This annual ranking places Broad's M.S. in Management, Strategy and Leadership program at No. 17.

[More on the Ranking](#)

 [A view of a smartphone with social networking and social media apps on display.](#)

 [Valerie McNamara, an international relations and business freshman, standing outdoors on a study abroad trip wearing a green and white MSU t-shirt.](#)

Hate cancel culture? Blame algorithms

Anjana Susarla, associate professor, recently wrote an article for *The Conversation* on her work with the phenomenon of cancel culture.

[Read Anjana's Article](#)

Embracing new opportunities

Valerie McNamara, an international relations and business freshman, is well on her way to achieving her dream of making an impact on international business.

[Hear From Valerie](#)

Have you visited the alumni directory lately?

Stay connected with Spartans around the world in accounting, finance, hospitality business, management, marketing and supply chain management.

[Connect Now](#)



Eli Broad College of Business
Business College Complex, 632 Bogue St Rm N505
East Lansing, MI 48824 United States
(517) 355-6377 | broad.msu.edu

