



Editor's Note

Earlier today, you received an email invitation to complete the MSU Alum and Donor Communications survey. We encourage your participation! Your responses will help us understand how we can best engage with you.

See how one alum supports Broad students...



Alumna makes game-changing gift to MSU to propel women graduates into the C-suite

Priya Balasubramaniam (MBA '01), vice president of operations at Apple, has pledged a gift that will empower students through the Dashney Women's Leadership Accelerator, equipping them with the abilities and confidence to pursue professional leadership positions and propelling women graduates into the C-suite.

[See the Vision](#)

Be inspired by more fellow alumni...



Taking on the world: From Michigan State to TikTok

STEM MBA student **Wasek Sazzad** caught up with MSU alumna **Hillary Kribben**, brand partnerships manager at TikTok, on how she planned her career path over the last 15 years and her advice for newcomers to the industry.

[Hear From Hillary](#)



Two-time Broad alumnus integral to Michigan State's financial process

Alumnus **Shea Bryant**, CPA and manager of financial reporting for the Office of Finance, shares his journey in leading the yearly financial reporting at MSU.

[Hear From Shea](#)



Pung Speaker Series: Leading through sustainable transformations

Alumna **Irene Tietze**, senior director of mergers and acquisitions at Dow, shares her insights on Dow's evolution and how she climbed the corporate ladder.

[Hear From Irene](#)

Stay connected to Broad...

BROADCONNECT

Follow [@MSUBroadCollege](#) on [YouTube](#), [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#) to keep up with Broad College happenings year-round.

Join a networking community on [Broad Connect](#) to give back by sharing your professional experiences with current students and to gain insight from other Broad alumni as you navigate your own career. Broad Connect supports current students and alumni as they work together to empower the next generation of business leaders.

[Join the Community](#)

Catch up on the latest faculty research...



Ask the expert: Shake up Dry January by experimenting, exploring nonalcoholic beverages

Adam Roy, the Dr. Lewis J. and Mrs. Ruth E. Minor Chef-Professor of Culinary Management in the School of Hospitality Business, explores what it takes to craft a delicious nonalcoholic beverage. He also provides tips for a successful Dry January and shares insights on how beverage companies can tap into the movement. Read his tips in [MSUToday](#), or listen to his interview on WMAP's [MSUToday with Russ White](#).

[Get the Insights](#)

[Listen to the Episode](#)



Majority of US hospitals found COVID-19 reporting directives inconsistent

A new study led by Johns **(Xuefeng) Jiang**, Eli Broad Professor of Accounting, and **Ge Bai** (Ph.D. Accounting and Information Systems '13), professor of accounting at Johns Hopkins Carey Business School, is the first to "examine hospitals' experiences with public health reporting during the pandemic."

[Explore the Research](#)

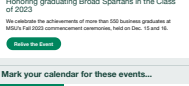


AI is here — and everywhere: 3 AI researchers look to the challenges ahead

In *The Conversation*, **Anjana Susarla**, Omura-Saxena Professor in Responsible AI, is part of a panel of scholars describing the issues AI developers, regulators and everyday people are likely to face in 2024. They also write their hopes and recommendations for the future of AI this year.

[See the Predictions](#)

Welcome the newest Broad alumni...



Honoring graduating Broad Spartans in the Class of 2023

We celebrate the achievements of more than 550 business graduates at MSU's Fall 2023 commencement ceremonies, held on Dec. 15 and 16.

[Relive the Event](#)

Mark your calendar for these events...

FEBRUARY 13

Remembrance Gathering

🕒 7:30 PM – 9:30 PM

📍 Near the Spartan statue, or remote

[Find Out More](#)

MARCH 12

Save the Date: Give Green Day

🕒 All day

📍 Right where you are

[Find Out More](#)

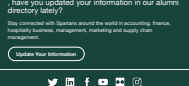
Take a look back at 2023...



Throughout 2023's struggles and successes, Broad Spartans continued showing up for one another every step of the way.

[See More Photos](#)

Show your Broad Spartan spirit...



Shop Broad College merchandise

Our bounty of Green and White products offers the perfect way to show off your Broad Spartan spirit.

[Shop Now](#)

... have you updated your information in our alumni directory lately?

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

[Update Your Information](#)