



Western Michigan University
ScholarWorks at WMU

Haworth College of Business News

Haworth College of Business

1-2016

Haworth College of Business News (01/2016)

Haworth College of Business

Follow this and additional works at: https://scholarworks.wmich.edu/business_news



Part of the Business Commons, and the Higher Education Commons

WMU ScholarWorks Citation

Haworth College of Business, "Haworth College of Business News (01/2016)" (2016). *Haworth College of Business News*. 53.

https://scholarworks.wmich.edu/business_news/53

This Newsletter is brought to you for free and open access by the Haworth College of Business at ScholarWorks at WMU. It has been accepted for inclusion in Haworth College of Business News by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.



Haworth College of Business News



EXECUTIVE COMPENSATION

The professional behind the scenes of General Motors' executive compensation efforts is Brian Marsh, B.B.A.'06. In his role, Marsh helps GM navigate the complex world of executive compensation and frequently returns to campus to share his insights with current students.

[READ MORE](#)



SALES STUDENTS SHINE

Two teams of sales and business marketing students earned three awards at two competitions, and once again, the Speed Selling Champion is a Bronco. Demonstrating why the WMU sales program is a leader in the field, these four students were able to shine during these national competitions.

[READ MORE](#)



ACCOUNTING GOVERNANCE

Dr. Ola Smith, professor of accountancy, has been named to the governing board responsible for the CPA exam in the United States. This appointment follows her tenure on the Michigan State Board of Accountancy.

[READ MORE](#)



BUSINESS WITHOUT BORDERS

Michael Madej's atypical business career has taken him from East Africa as a Peace Corps volunteer to Detroit as a revitalization fellow and, most recently, Texas, where he continues his Peace Corps efforts as a recruiter.

[READ MORE](#)



Information about the 2016 Food Marketing Conference is now available. Join us in April!

[READ MORE](#)



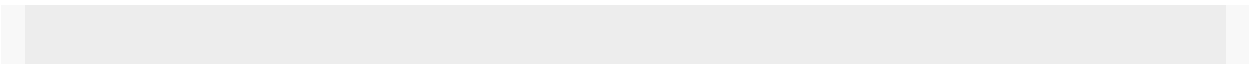
The spring semester speaker events continue this month with our regular series.

[READ MORE](#)



Advertising and promotion student one of 50 honored by national advertising organization.

[READ MORE](#)



WMICH.EDU/BUSINESS

[Faculty Research](#)

[Calendar of Events](#)

[Previous Editions](#)



Editor: Cindy Wagner

cindy.wagner@wmich.edu

(269) 387-5928

Haworth College of Business
Western Michigan University

Executive Compensation at GM led by Business Bronco

Jan. 7, 2016

Executive compensation can include a sometimes complex package of salary, benefits, annual bonuses, and long-term incentives such as stock options. Behind the scenes of these high-profile packages are the HR professionals who must stay abreast of recent trends and regulations in the area.

For General Motors, that professional behind the scenes is Brian Marsh, a 2006 graduate of the Haworth College of Business.



In his position, Marsh serves as an internal consultant to senior leadership advising on executive compensation programs and regulatory issues impacting executive compensation. He is responsible for preparing materials for presentation and discussion at the Executive Compensation Committee of the GM Board of Directors and leads the development of the

Compensation, Discussion and Analysis report for GM's Annual Proxy Statement. He works with everyone from top executives, legal staff, finance, communications, and investor relations to create a report on executive compensation programs at GM that is easily understood by stockholders. Marsh says the field of executive compensation is facing many unique challenges with new Securities and Exchange Commission rules and the highly public nature of executive compensation.

So what path led Marsh to the General Motors position? "I approached all the jobs I have held by focusing on what I can learn to achieve the position I wanted down the road," says Marsh.

For Marsh, looking ahead took him from intern to his current role in executive compensation at GM.

His career started as an intern at Caesars Entertainment Corporation while still an undergraduate student studying finance and human resource management. His degree and experience at Caesars helped him land his first post-graduation position with Dominos, where he started in an HR leadership rotational position. After completing just one rotation, Marsh was promoted to field HR manager in Las Vegas. Always looking two jobs ahead, he focused on learning as much as he could, and when the opportunity became available, he took a developmental transfer to become a compensation analyst.

In 2011, he accepted an opportunity at Ally Financial as an executive and regulatory compensation analyst. It was at Ally that he focused on compensation for Top 100 executives and learned about regulations under the U.S. Troubled Assets Relief Program—TARP—and the evolving nature of executive compensation. By 2013, he was the lead compensation consultant at Ally and then in early 2014 was named Compensation Manager. During his time at Ally, he earned an MBA from the University of Florida and several professional certifications including his Certified Executive Compensation Professional, Certified Compensation Professional, Certified Benefits Professional, and Global Remuneration Professional through World at Work, and his Lean Six Sigma Green Belt through Purdue University.

Marsh began his position with General Motors in July 2014 and earned his CECP certification through World at Work in March 2015.

"Brian has already developed a significant track record with Michigan companies," says Dr. Dan Farrell, professor of management, noting that Marsh landed an important role at GM just eight years after graduation.

And it wasn't long following graduation that Marsh started sharing his expertise and experiences with WMU human resource management students. Farrell says Marsh regularly speaks in classes, as he did this past semester.

"Brian came with copies of the recent GM Proxy Statement and explained executive compensation philosophy and practices. I cannot imagine a more timely, high-profile, highly qualified guest speaker for a class in compensation and benefits," adds Farrell.

Sales students shine during two national competitions

by Cindy Wagner

December 8, 2015 | WMU News

KALAMAZOO, Mich.—Students in Western Michigan University's heralded sales and business marketing program have again earned high honors at two recent national sales competitions, the National Sales Challenge and the State Farm Marketing and Sales Competition.

Junior **Matthew Milantoni**, of St. Clair Shores, earned the top spot for speed selling at the National Sales Challenge, the second time a WMU student has earned the honor. Milantoni and senior **Melody Warner**, of Battle Creek, also won second place team honors at the competition.



WMU students also finished strong in the State Farm Marketing and Sales Competition, with senior **Lauren Bone**, of Livonia, and junior **Sam Bell**, of Prestwick, Scotland, placing second overall as a team.

"These competitions are another great and positive experience for our students," says **Dr. Kelley O'Reilly**, assistant professor of marketing. "Our students represent the program, department and college in a professional and impressive way."

National Sales Challenge

The challenge includes three events: speed selling where students deliver a two-minute personal pitch; a 15-minute referral role-play where students meet with a business partner to try to restart a relationship and gain referrals; and a sales role-play, a second 15-minute meeting to determine the needs of an organization and set up a future product demo. Milantoni and Warner were coached by **Dr. Jim Eckert**, professor of marketing.

In addition to winning the speed selling portion, Milantoni was voted Viewers' Choice in that category. He also placed fourth overall. Warner earned third place overall and was one of only two students placing the top 10 in all three events.

"My favorite part of the competition was the minute before we entered the role-playing room or began a speed selling round," says Warner. "That feeling of pure anxiety, adrenaline and confidence happening all at the once is something I will never forget. It was definitely

emotionally and mentally draining, but it reminded me that I'm doing what I love and that sales is the best career choice for me."

WMU earned the second spot among 36 participating schools, including Florida State University, University of Toledo, Ball State University, Baylor University, University of Wisconsin-Eau Claire and University of Dayton. The event is hosted by William Patterson University in New Jersey. WMU has placed in the top five for five consecutive years at this event.

State Farm Marketing and Sales Competition

In addition to placing second overall as a team, Bone placed third overall and Bell placed fourth individually. The duo also placed third in the marketing presentation category. Together, they earned \$7,200 in scholarships. O'Reilly coached the team.

The State Farm Marketing and Sales Competition consists of an integrated marketing communications plan team presentation and two sales role-plays based on scenarios involving the sale of auto insurance to fictional young adult buyers. Overall winners for the event are determined by combining each student's scores. The event was held at the University of Central Missouri.

"Sam and I knew WMU had prepared us to win. At the end of the day, practice makes perfect, and we took all the right steps to place in the top three," says Bone.

"The sales focused classes in our program were instrumental in giving us a competitive edge over the other schools," adds Bell.

About the program

The sales and business marketing program at WMU is one of the largest and most recognized sales programs in the country. The program's intensive sales-focused curriculum prepares students with adaptive, relationship-focused selling skills that lead them to success at many of the country's top firms with 96 percent of graduates actively engaged in the field within six months of graduation. Named a "Top University Sales Program" by the Sales Education Foundation since 2007, the program maintains more than 70 active partnerships with companies that annually recruit WMU graduates.

For more information about the program, contact Dr. Jim Eckert at (269) 267-0742 or jim.eckert@wmich.edu.

For more news, arts and events, visit wmich.edu/news.

Professor named to accounting governing board

by Cindy Wagner
December 7, 2015 | WMU News

KALAMAZOO, Mich.—A Western Michigan University professor has been named to one of the highest oversight posts in the field of accountancy.

Dr. Ola Smith, professor of accountancy, has been named to the American Institute of Certified Public Accountants Board of Examiners.

The board is responsible for the CPA exam, the most significant licensure for accountants in the United States. The board develops and sets policy related to the CPA exam and works to ensure that the CPA exam stays relevant to the accounting profession and that it is accessible to candidates.

"It is critical to ensure that the profession provides enough CPAs to meet the needs of industry, government and nonprofit organizations," says Smith, who notes an anticipated increase in demand for CPAs. "As a board member, I'd like to work on the pipeline issues that involve getting more people to become CPAs in addition to working on the exam content."

Smith also serves as the education representative on the Michigan State Board of Accountancy, a nine-member board that oversees licensure and certification requirements for certified public accountants and public accounting firms in the state of Michigan.

Ola Smith

Smith joined the faculty of WMU's Department of Accountancy in 2000. Her research and teaching focus is on managerial accounting, performance measurement and accounting for government and nonprofit organizations. Previously, she worked for Ameritech Corp.; Deloitte; Barrow, Aldridge & Co.; and the Internal Revenue Service. Smith is also the 2013 recipient of a service award from the Diversity Section of the American Accounting Association.

She has previously been honored with the Platinum Award from the Division of Multicultural Affairs and the WMU Research Development Award.



Smith holds a bachelor's degree in accounting from the University of Detroit, an Master of Business Administration in finance from Mercy College of Detroit and a doctoral degree in accounting from Michigan State University. She also holds a CPA license.

For more news, arts and events, visit wmich.edu/news.

Michael Madej, B.B.A.'04—Business Without Borders

“Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime.” – Mark Twain

His suitcase is worn. It's been stuffed in car trunks, rolled through airport terminals, thrown on hotel beds. He's put miles on his car and stamps in his passport. Why? Because he knows that creating a better life for others means leaving footprints all over the globe.

Michael Madej, B.B.A.'04, hasn't taken the traditional route of a business student. Graduating with a sales and business marketing degree, Madej traded an air-conditioned office for a hot climate, volunteering in East Africa for the Peace Corps. Living on the equator in coastal Kenya, he took what he learned in the Haworth College of Business and traveled 8,000 miles away to work with farmers in improving the distribution, marketing and sales of orange-fleshed sweet potatoes in Mombasa.



“I did not grow up in Kenya, and I did not know anything about farming,” shares Madej. “But there was one thing I did know and that was how to develop a business plan. I was able to teach farming groups the intricacies of developing a business plan—everything from SWOT analysis

to improving and projecting financials. It was because of the business college that I got into the Peace Corps, and it is the Peace Corps that has had the most significant impact on my career.”

As a returned Peace Corps volunteer, Madej headed back to the U.S. to pursue his master’s degree in urban and regional planning at the University of New Orleans, before working with organizations like the city of New Orleans and FEMA.

In 2013, Madej moved back to Michigan to work as a Detroit revitalization fellow. Selected from more than 450 applicants, Madej joined the two-year leadership program where he worked on projects across Detroit and the region. “The desire to make a positive impact on society stems from my travels,” says Madej. “I’ve experienced first-hand the importance of working with others who look, think and act differently than yourself to overcome hurdles and move our country in a positive direction.”

After his fellowship ended, Madej traded in his snow boots for cowboy boots and went down south to Dallas, joining the Peace Corps team once again as a regional recruiter. Combining his experience abroad with his background in sales, Madej now works with potential and current applicants to develop strong Peace Corps volunteers.

Through his experiences traveling the nation and abroad, Madej believes there are still major issues that need to be addressed in today’s business world. “An enormous challenge I see is how corporate leaders think about sustainability,” says Madej. “They must think beyond profit margins to incorporate sustainable fiscal, environmental, and employee and community health policies into the corporate structure. The ability to integrate a triple bottom line (financial, environmental, social) into a corporate culture takes time and determined leadership. It will be exciting to see how current and future business leaders can take today’s challenges and turn them into future assets.”