

Carmel Boyer School of Business

BW
BALDWIN
WALLACE
UNIVERSITY



Carmel Boyer
School of Business



Bill Carmel '52 and George Boyer '51



In business and in life, Baldwin Wallace University graduates Willard "Bill" Carmel '52 and George Boyer '51 found the freedom to soar.

As graduates of BW, they live their lives with great purpose and have built a legacy of exceptional career achievement, deep personal fulfillment, and enduring community impact

Now, both men are honored in the new name for BW's business school: the Baldwin Wallace University Carmel Boyer School of Business, unveiled at a celebration in April of 2022. With this new name, we embrace the core values of **integrity, purpose and drive** which are characteristics reflected in Baldwin Wallace University business students, faculty, staff and alumni.

The Carmel Boyer School of Business continues to be a leader in business education, making an impact on the lives of our graduates and the future of businesses and organizations throughout Northeast Ohio. You can find BW alumni in leadership positions in all Fortune 500 companies and major organizations in our region and beyond. The School of Business is consistently recognized as a leader in bachelor's, graduate and online MBA programs. The Carmel Boyer School of Business will remain committed to our student's personal and professional success.

Learn More About Bill Carmel and
George Boyer in the Full BW News Story

www.bw.edu/news/2022/spring/05-bw-names-carmel-boyer-school-of-business

School of Business Advisory Council



Jennifer Arnold

Finance Director – International Consumer Brands Group
The Sherwin-Williams Company

Jennifer is the International Finance Director for the Consumer Brands Group of the Sherwin-Williams Company. She is a dynamic international business leader with 19 years of financial and operational experience. She has spent over half of her career working with international business units supporting Latin America, APAC, and EMEA. She has supported multiple sales channels in different countries, helped to understand the unique opportunities and challenges they face, and supported them with opportunities to position the business to grow profitably and gain market share.

Jennifer possesses a strong ability to manage cross-functional teams and international projects and has served as a lead or key business partner on numerous special projects including system implementations and M&A activities. She prides herself on her strong communication skills and the ability to work with all levels of corporate organization. As a manager of others, she strives to maintain a positive team environment with a focus on learning and career development. She received both her bachelor's degree in Accounting and Finance and her MBA in International Business at Baldwin Wallace University, and she is a member of BW's MBA Association. She is also fluent in Spanish.

In her spare time, Jennifer enjoys yoga, running, kayaking, and traveling. She is a volunteer at City Dogs Cleveland and a foster for Mutts in a Rut Rescue. Jennifer resides in Westlake, Ohio with her fiancé.

School of Business Advisory Council



Jacob Duritsky

Vice President, Strategy and Research
Team NEO

Jacob Duritsky leads research and strategy for the Northeast Ohio Region's business development efforts to better serve the information requirements and align strategies among Team NEO's various partners and communities engaged in targeted and sustainable region-wide economic growth. His primary responsibilities include analyzing the regional economy to provide greater perspective on the challenges and opportunities in Northeast Ohio, developing strategic and coordinated actionable insights to encourage economic growth, and providing a perspective on how the Northeast Ohio economy can better perform. This includes his work in leading most elements of Team NEO's talent strategy, the development of the regional Vibrant Economy Index, and regular updates to the community on how the economy is evolving.

Jacob has been with Team NEO since 2008. Previously, Jacob served as an integral part of the organization's business attraction efforts in leading work around site selector engagement and proactive energy development. Jacob holds a Bachelor of Arts in Urban Studies from Maxine Goodman Levin College of Urban Affairs, Cleveland State University, where he also holds a Master of Science in Urban Studies. He also is a member of the Urban Studies Association, American Economic Association and American Planning Association. He leads Team NEO's Talent Development Council and is an engaged Board member for the Cuyahoga County Workforce Sector Partnership and the Greater Cleveland Career Consortium Leadership Board. He is a resident of the Kamm's Corners neighborhood of Cleveland, and is married with two daughters.

School of Business Advisory Council



Michelle Flanik, GPCC, PCC, SPHR

Vice President of Human Resources
American Greetings

Michelle Flanik is the Vice President of Human Resources at American Greetings and has worked at American Greetings for over 14 years. She is an experienced business professional with a demonstrated history of working in the consumer goods and financial services industries. She is skilled in a variety of HR-related disciplines including but not limited to organizational development, succession planning, performance management, executive coaching, recruiting, learning & development, and compensation. Michelle demonstrates strong leadership, facilitation and problem-solving skills in a variety of different roles and projects. She earned her bachelor's degree and MBA in Human Resource Management from Baldwin Wallace University.

School of Business Advisory Council



Annette Hazapis

Operations Director
AMS

Annette Hazapis is Operations Director at AMS, a global talent acquisition and talent advisory company headquartered in the UK. In this role, Annette is responsible to drive a high-performance culture and strong employee engagement for skilled professionals in the Americas region, with direct leadership accountability for the AMS office locations in Cleveland, Ohio and Monterrey, Mexico.

Prior to AMS, Annette held positions of increasing leadership responsibility for 35 years at KeyBank. Her breadth of experience and specific roles include executive vice president of business banking, chief administrative officer of community banking, director of client experience, and director of commercial product management. She also held various positions in leadership development, transformation and change management, enterprise risk management, and banking operations.

Early in her career Annette was inspired as a participant in a leadership skills development program, and from that point forward she's had a passion for leading teams. She's inspired every day by people and the opportunity to help them learn, grow, and accomplish amazing things. Outside of work, Annette enjoys community service, traveling, entertaining, and spending time with her two young adult daughters.

School of Business Advisory Council



Gerald Hwasta

Chairman & CEO
24/7 Software, Inc.

Mr. Hwasta is the Chairman & CEO of 24/7 Software, Inc., a leading provider of operations management software solutions for properties including sports, public entertainment venues, convention centers, and amusement parks, among others. He has spent his career operating, advising and investing in technology businesses. Prior to 24/7 Software, Mr. Hwasta held executive roles at software and network services companies including ePreop, SoHalo and The Switch. He is the Founder and Managing Director of Crest Equity Partners, a private equity firm focused on investing in technology businesses. Prior to Crest Equity Partners, Mr. Hwasta was a founding team member of the middle-market fund of Silver Lake, the world's leading private investor in technology businesses. In the early years of the internet, he was with Sun Microsystems where he led a business responsible for building network appliances. Formerly, Mr. Hwasta was the head of Corporate Development at Cobalt Networks, a pioneer designer and developer of Linux server appliances for the hosted internet. Mr. Hwasta's experience also includes the role of an investment banker at Robertson Stephens, Raymond James and McDonald & Co. (Key Bank).

Mr. Hwasta graduated summa cum laude with a B.S., Computer Information Systems, from Baldwin Wallace University and holds an M.B.A. from Harvard Business School.

School of Business Advisory Council



Lacey Kogelnik

Executive Director for Corporate and
Organizational Engagement
Baldwin Wallace University

As a higher education leader, Lacey Kogelnik has extensive experience in career coaching, leadership development, innovation and entrepreneurship. In her current role as Executive Director for Corporate and Organizational Engagement at Baldwin Wallace, she leads the institution's strategic priority to build holistic partnerships with external stakeholders by providing a high-touch, concierge approach to all resources and opportunities throughout the campus.

Additionally, Kogelnik oversees the University's externally funded, co-curricular entrepreneurship initiatives, Growth Practice and LaunchNET, and serves as a member of the President's Cabinet and Leadership Council.

She received her Bachelor of Arts in professional writing and editing and her Master of Arts in English from Youngstown State University.

School of Business Advisory Council



Shawn Los

President and Chief Operating Officer
National Interstate Insurance Company

Shawn Los serves as President and Chief Operating Officer at National Interstate Insurance Company, headquartered in Richfield, OH. He has over 20 years experience in commercial insurance and has worked across a number of industries and classes of business. Shawn previously led the underwriting and product function at Vanliner Insurance Company, a subsidiary of National Interstate, in St. Louis, MO.

Shawn completed his undergraduate studies from Miami University in Oxford, OH with a B.S. in English and received a Master in Business Administration from Baldwin Wallace University. He holds multiple designations and has built a reputation on servant leadership and driving businesses forward through creativity, collaboration and innovation. In his free time, Shawn enjoys spending time with family, running and leisure activities on Lake Erie.

School of Business Advisory Council



Scott Monaco

Principal
High Rock Property Advisors

Co-Founder and President
Baldwin Wallace MBA Association

Scott Monaco completed his MBA in Systems Management at BW in 2010 and is an inaugural member of the Baldwin Wallace Business Honors Society. He is Co-Founder and President of the Baldwin Wallace MBA Association (“MBAA”) which was formed following his team’s successful bid for the ACG Cup in 2009. The MBAA is an affinity group formed for all stakeholders of the BW graduate programs to connect, network, and celebrate BW. Scott is charged with executing the initiatives of the MBAA Executive Council and driving synergies between the Center for Alumni Engagement, School of Business, and broader University. The MBAA’s successes include the endowment of a significant fund with the University, co-sponsoring event series including the perennially popular Economic Insights panel, and building a virtual platform bridging program alumni, faculty and staff, and community and business leaders.

Scott’s professional background has been focused on administering alternative assets that include real estate development, renewable energy, seed and venture investments, growth capital, and tax-advantaged equity. He’s previously served as VP of a prominent family office, COO of a growth-oriented private equity fund, and is currently a Principal with High Rock Property Advisors, Ltd.

Scott’s additional professional experience features a stint with the Walt Disney Company and as head of an event planning and performance platform. Scott is currently an Assistant Coach for Normandy High School’s varsity hockey program and has served as Regional Finance Chair of the YMCA’s Cleveland Chapter.

School of Business Advisory Council



Adam Petrus

Head of North America Business
Development for Sports & Entertainment
ZEBRA Technologies

Adam Petrus is currently the Business Development and Sales Lead for Sports & Entertainment at Zebra Technologies where he is responsible for growing Zebra's hardware and software solutions across the world of sports and the entertainment industry. Prior to joining the sales team Adam co-managed Zebra's game day operation of the NFL's Next Gen Stats program and served as the project lead for the NFL's Equipment Tracking Program, Virtual Locker. Adam has more than 15 years of experience within the sports and technology industry and has been working with Next Gen Stats since 2015. Previously, he worked in the front office of an NFL Football Club, served within the United States Intelligence Community supporting special operations to include two and a half years in Iraq and was a licensed and certified sports agent. Adam holds a bachelor's degree from Baldwin Wallace University and attended the International Institute for Management & Development (IMD) in Lausanne, Switzerland where he earned a certificate in Business Management and Leadership.

As an active member of the community, Adam serves on the Baldwin Wallace University Carmel Boyer School of Business Advisory Council, served on the Board of the Ponte Vedra Beach Rotary International Club and is a member of the Jacksonville JAXSports Council - a non-profit established to enhance and positively impact the quality of life and community pride, along with generating economic impact and growth through professional and amateur sports. An outdoor enthusiast, Adam enjoys running, paddle boarding, golfing and being an active parent alongside his wife Jenn to their daughters Olivia (7) & Peyton (5) and Cavalier King Charles Spaniels Gunner and Nash.

School of Business Advisory Council



Michael P. Roethler, CFP®, CPFA, ChFC®

Senior Vice President
The Kraft Roethler Group

Michael is a Certified Financial Planner™ professional and corporate Retirement Plan specialist. He works closely with families and companies to design customized retirement plan solutions to meet their needs with the knowledge he gained from obtaining the CFP® and Certified Plan Fiduciary Advisor (CPFA) credentials. Before joining Baird in 2010, Michael spent eight years with Morgan Stanley and two years with Merrill Lynch. He has a B.A. in Economics from Baldwin Wallace University and graduate courses in Finance from Loyola University Chicago. Michael is an avid soccer player, snowboarder, and golfer. Michael lives in Medina, Ohio with his four sons and two beagles. Michael spends time coaching youth soccer and basketball. He is also a certified Les Mills BodyPump instructor and teaches fitness classes. Michael holds the FINRA Series 7, 31, and 66 licenses. He also maintains Life and Health insurance licenses.

School of Business Advisory Council



Ronald C. Tritschler

CEO

Senior Corporate Counsel

Ron Tritschler joined The Webb Companies in 1987 and serves as a Director, Chief Executive Officer and Senior Legal Counsel. He provides general corporate and real estate legal advice, personnel management, and oversight of the Company's leasing, management, and financing activities.

The Webb Companies develops and manages a broad range of commercial real estate. Since its inception, it has developed approximately 5.5 million square feet of industrial, office, retail, and hotel space. Recently it completed the City Center development, a major block in the center of downtown Lexington, Kentucky that includes an office tower with 3 levels of luxury condominiums, Marriott Hotel, Residence Inn, underground parking garage, 10,000 square foot Jeff Ruby's Steak House, and retail space.

Upon graduation from law school, Ron was employed for 11 years as bank counsel for Toledo Trustcorp. His responsibilities included serving as Vice President of Sea Gate Community Development Company, a community development subsidiary that he helped organize that was involved with the redevelopment of downtown Toledo and a number of inner-city projects.

Ron serves on the Board of Trustees and is a member of the Audit (Chairman) and Governance Committees of Unified Series Trust Mutual Funds, a compilation of 29 publicly traded mutual funds and ETFs associated with Ultimus Funds Solutions. He is on the Board of Directors of First State Bank of the Southeast and serves as a member of its Audit and Personnel Committees, Vice Chairman of the Directors' Loan Committee, and Director of Mountain Valley Insurance, a bank affiliate. Former Board positions include Traxx Companies which operated 30 Shell Convenient Stores; Three Papas, formerly the Papa John's franchisee for Russia; and S.P.C. Electronics Corporation, a minority-owned manufacturer of auto wire harnesses.

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Ronald C. Tritschler Biography Continued...

Ron has a passion for working with charitable, professional, and nonprofit organizations. He represents Commerce Lexington as a Director on the Executive and General Boards. He formerly served as a Board Member and Chairman of Blue Grass Tomorrow; Chairman and Board Member of the Lexington Convention and Visitors' Bureau and its Finance and Tax Improvement District Exploratory Committees; Trustee and Secretary of the Board of Lexington Catholic High School; member of the St. Elizabeth Ann Seton Church Parish Council; President of Toledo Neighborhood Housing Services; member of Toledo Private Industry Council; member of University of Toledo Community and Technical College Management Technology Advisory Board; and member of the Kentucky and Fayette County Bar Associations. While attending Baldwin Wallace University, he was responsible for establishing a Veterans Affairs Office.

Ron earned his bachelor's degree in Business Administration from Baldwin Wallace University; Juris Doctorate from the University of Toledo College of Law; and MBA from the University of Toledo Graduate School of Business.

Ron and his wife reside in Lexington, Kentucky. Their two children also reside there.

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Michael Weidokal

Executive Director

ISA (International Strategic Analysis)

Michael Weidokal is an internationally-recognized economic and geopolitical forecaster who helps business leaders, policy makers and the wider public to understand the issues and trends that are impacting the world today, and will shape the world in the years to come. He is the President and Founder of International Strategic Analysis (ISA), a leading provider of economic forecasting, international market intelligence and geopolitical analysis with clients all around the globe. He is also the Executive in Residence in the Baldwin Wallace University School of Business.

Michael's ability to combine international economics, geopolitics and history allow him to have a unique perspective on the issues and events that are taking place throughout the world. His areas of expertise include the fields of international economic competitiveness, global market selection and geopolitical risk assessment. Furthermore, he has repeatedly proven to be able to accurately predict important trends and developments before they happen.

A prolific writer, Michael is a leading contributor to a wide range of ISA's best-selling publications, including ISA's monthly Country Reports, Risk Forecasts and many more. In addition, Michael's new book "The Need For Growth" will be released in 2022 and details the growing challenge that the global economy will face in terms of generating growth in the 2020s and beyond, and what this means for the planet and its inhabitants. He is also a frequent speaker and appears often in the media, speaking on a wide variety of topics.

After a career that took him to more than 60 countries, Michael founded International Strategic Analysis in 2003. Today, ISA is one of the world's most respected economic and geopolitical research firms, providing research and support for thousands of the world's leading businesses, governments and universities.

School of Business Advisory Council



Tanya L. Wisniewski

Assurance Partner
Ernst & Young LLP

Tanya is an EY Assurance Partner with over 19 years of experience serving clients in the financial services industry. Tanya has extensive experience with SEC financial reporting, regulatory reporting, SEC registration statements, business combinations, and technical accounting matters. Tanya has significant experience in all areas of banking, broker dealer, asset management, and mortgage operations, including finance, treasury, lending, credit evaluation, and information systems, including evaluating third party hosted applications.

Tanya is the EY Northeast Ohio Professional Women's Network leader. She is a member of several organizations including the American Institute of Certified Public Accountants and Ohio Society of CPAs. Tanya also serves as a Board Member for Junior Achievement in Greater Cleveland as well as the Accounting Advisory Board of Baldwin Wallace University. She earned her bachelor's degree and MBA in Accounting from Baldwin Wallace University. Tanya resides in Avon, Ohio with her husband and two children.

School of Business Advisory Council



William A. Young, Jr

President and CEO
Southwest General

William (Bill) Young, Jr. has served as President and Chief Executive Officer of Southwest Community Health System since January 2016. Located in Middleburg Heights, OH, the Health System is the parent organization of Southwest Community Health Foundation and Southwest General Health Center— an award-winning, full-service community hospital serving the southwestern suburbs of Cleveland.

In his position, Young is responsible for leading the daily operations of the hospital and for directing future growth through development and implementation of the Strategic Plan.

With more than 30 years of health system and community hospital leadership experience, Young has a strong history of improving financial performance through growth and cost management as well as building customer satisfaction and community presence.

Before joining Southwest General, Young served for four years as President and CEO of St. John Medical Center, in Westlake, OH. Prior to this, he served as Chief Operating Officer for South Pointe Hospital, in Warrensville Heights, OH and Marymount Hospital, in Garfield Heights, OH. Additionally, Young has held diverse administrative and accounting roles in various health care organizations during his career.

Young holds a Master of Business Administration degree from the University of Toledo and a Bachelor of Science degree in Business Administration, with a major in accounting, from Ohio Northern University.

Young currently serves on the Board of Directors for Laurel Lake Retirement Community and the Martha Holden Jennings Foundation and is active in the chambers of commerce of several local communities. Young and his wife reside in Hudson, OH, where they raised their three children.

School of Business Advisory Council



Rob Zito

Vice President of Sales - Trade, Retail & Ecommerce
Majestic Steel USA

Rob Zito is the Vice President of Sales - Trade, Retail & Ecommerce at Majestic Steel USA. He has worked at Majestic Steel USA for over 6 years in a variety of roles including his previous role as the Vice President of Digital Innovation. He is also the founder of Zito Ventures LLC, a real estate company specializing in residential renovations, traditional rental holdings and luxury short-term rentals nationwide.

Rob Zito is highly skilled in business-to-business client acquisition and growth, digital sales channel development and process improvement. He has a B.A. in Management and Marketing from Baldwin Wallace University.

School of Business Advisory Council



Monica Zolton

Senior Deputy General Auditor
KeyCorp

Monica Zolton is a Senior Deputy General Auditor at KeyCorp with over 20 years of experience in the banking industry. She has significant experience with overseeing internal audits across banking operations, including Finance, Treasury, Compliance, Mortgage, Risk Management and Models. She also has considerable expertise with Sarbanes-Oxley compliance and assisting the External Auditors with the annual financial statement audit. She is responsible for reporting internal audit results to the Audit Committee of the KeyCorp Board of Directors and is responsible for ensuring the bank's practices align with expectations of the Office of Comptroller of Currency and Federal Reserve Bank.

Monica has been with KeyCorp since 2012. Prior to joining KeyCorp, she was a Senior Internal Audit Manager at both PNC and First Merit. She began her career in public accounting at Deloitte and Ernst & Young.

Monica earned undergraduate degrees in Accounting and Economics and her MBA in Accounting from Baldwin Wallace University. She is a Certified Public Accountant (CPA) and a Certified Fraud Examiner (CFE). She is a member of the Internal Audit Committee at the Consumer Bankers Association. She also attended KeyCorp's Accelerated Development Program and Harvard Business School's Internal Audit Committee Program. She resides in Richfield, Ohio, with her husband and four children.

Message From the Dean



Dr. Susan Kuznik

Dean,
Carmel Boyer School of Business

www.bw.edu/academics/bios/kuznik-susan

The Carmel Boyer School of Business at Baldwin Wallace University is blessed to have a caring, supportive community within and outside the University, comprised of men and women focused on the business professions. It is a pleasure to have the opportunity to work with professionals who possess the skills, talents and expertise that are represented on the Council.

We welcome your feedback and helpful suggestions about ways we can further assist you in performing your duties and responsibilities. We are delighted that you are a member of this vitally important governing body for the Carmel Boyer School of Business and Baldwin Wallace University.



Dr. Lori Radulovich

Associate Dean,
Undergraduate Business
Programs,
Professor



Dr. Dale Sheptak

Associate Dean, Graduate
Business Programs,
Associate Professor

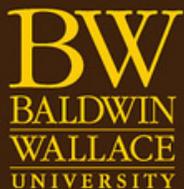


Carmen Castro-Rivera

Assistant Dean,
School Operations &
Business Development



Carmel Boyer School of Business



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