

Alumni Insights

CBS MBA Alumni Society: NEWSLETTER - FEBRUARY 2010

Chairman's update

Dear members

Winter is over us. Outside, on the market and in the boardrooms. Business initiatives are frozen as well as the waters surrounding Denmark. And this winter is tougher than we thought it would be. Our traditional sources of nutrition have been drained or at least reduced and we just have to reinvent the way we get our bread-and-butter just as the animals out there in the white and frozen scenery.

When meeting such challenges in business life, we appreciate our common background as CBS MBAs even more. We know how to analyse the market and our companies, how to deal with strategic issues and how to adapt to a changing environment. We have been trained to do so. Thanks to our educational background, it is easier for us to identify new business opportunities – and to take actions and turn the opportunities into accomplishments. And we are even better at doing that if we use our fantastic network in the CBS MBA Alumni Society to inspire each other to share the specific knowledge we have with each other. We are stronger when we stand together.

And so it is with our respected business school. CBS Executive has assessed that it will become stronger by merging with SIMI and thereby becoming the largest business school in Northern Europe. This merger will be to the benefit of the future students, but also all the graduated MBAs like ourselves. No doubt that an even stronger business school will also be to the benefit of the CBS MBA Alumni Society. We will have access to an even stronger faculty at the academic briefings and we will all benefit from the brand uplift this new market position will imply.

The merger also raises interesting questions for the CBS MBA Alumni Society. Should we then merge with the SIMI Alumni Association? And what will that imply for our members? The board strongly supports the merger of the schools as well as the merger of the alumni associations. However, we are still not sure how the future will be for



members. A merger committee has been established with members from CBS, the SIMI Alumni Association and the CBS MBA Alumni Society with a view to decide what route to take. A preliminary result of this work will be presented at the Annual General Assembly on 26 March, and our members will have a chance to discuss these important issues with the board and to vote for the future that you find best for our Alumni Society. We hope to see many of you there – please book the date already now!

Jacob Therkelsen
Chairman

Business event

Executive Network Dinner

We continue the successful concept of combining executive networking with a delicious dinner and discussion of relevant strategic topics.

The overall theme this time is repositioning for growth which will be discussed on 15 April 2010 at 18:30 at Custom House. At the tables, the following topics will be discussed:

- How to re-energise your staff after turbulent times?
- How to manage your working capital under financial scarcity?
- How to manage your risk and pursue growth simultaneously?
- How to identify and conquer new market opportunities?

[Click here to read more](#)



If you have comments, ideas, articles or other suggestions concerning this newsletter, please contact Charlotte Fly Andersen, charlotte.fly@mail.dk who is editor and responsible for the Alumni Newsletter