

CHALLENGE CONVENTION

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# THE GRADUATE SCHOOL OF MANAGEMENT

## *Executive Discussions Series*

### Fall 2009 Schedule

Hosted by Peter Rowley  
GSOM Executive in Residence

**September 22, 2009**

### *Steve Dearing*

Executive Director, Special Equities – JP Morgan

#### **Working on Wall Street – The Bear Stearns Story**

Steve Dearing joined Bear Stearns in 1987, rising to the level of Senior Managing Director, when they were purchased by JP Morgan Chase in the midst of the recent sub-prime mortgage crisis. He currently serves as an Executive Director at JP Morgan. For most of his career Mr. Dearing has worked with corporate clients on the equities side of Wall Street. He has enormous experience amassed over 22 years of working on deals ranging from Initial Public Offerings (IPOs) to share buy-backs to assisting companies with their decisions to join a major stock exchange. He will discuss the realities of working on Wall Street – what day-to-day work is like, how to get started and the personal attributes needed for success. He will also discuss the principles that have guided his own activities over the years, as well as his perspective on Bear Stearns amid the subprime mortgage crisis.

Be sure to join us to get his informed insider's view of Wall Street, the world of investing, and the current economic situation.

**December 1, 2009**

### *Frances Allen*

Brand Marketing Officer - Dunkin Donuts

#### **Consumer Marketing – Dunkin Donuts and their Coffee.**

As Brand Marketing Officer, Frances Allen oversees the development and execution of Dunkin Donuts marketing strategies and initiatives, advertising campaigns and new product launches to further the brand's global growth.

Ms. Allen joined Dunkin Donuts in June 2007, bringing with her more than 20 years of experience in consumer branding for some of the world's most recognized brands. Prior to joining Dunkin Donuts, Ms. Allen served in the following positions:

- Vice President of Marketing at Sony Ericsson Mobile Communications
- Vice President of Innovation for Pepsi- Cola North America
- Director of International Advertising, Frito-Lay, spearheading the successful launch of the Lays, Doritos and Cheetos brands into new global markets.

Ms. Allen will discuss her extensive experience in product innovation, product launches, consumer advertising, brand management in local and global markets. She will also share her views on marketing careers in the current economic climate.

**12:00 p.m. – 1:00 p.m.**  
**Carlson Hall, Room 128**  
**Light refreshments served.**

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