

Outgoing Chair:

RUSTY
SWARTZ

DEAN'S ADVISORY COUNCIL



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Composed of business executives across many industries — from financial corporations to small nonprofits and local companies to international organizations — the Dean's Advisory Council (DAC) is an invaluable resource for SGML. It sets the benchmark and helps ensure the school's curriculum is relevant for both students and the businesses that will one day employ them. And sitting at the helm has been Rusty Swartz, who is stepping down after two years as chair, a position that is typically a one-year term.

"Rusty has been phenomenal," says Kristin A. Donaldson, director of external relations for SGML. "He has been very instrumental in encouraging people from the business community to become involved as advisors for SGML, as well as guest lecturers in the classroom and mentors for students."

Swartz has been an adjunct faculty member for SGML over the last 10 years and is COO of VIACK Corporation. Since 2004, he has been involved with the council as a member at large, recruiting, developing curriculum and fundraising. And although his time as chair is concluding, there seems to be no end to his involvement and dedication. Looking forward to participating on the council's new executive committee, Swartz says he plans to

continue working with key members of Dean Waissi's administration and the incoming chair, Robert Graham.

One of Swartz's well-known priorities on the council has been connecting students with mentors — council members who are business leaders. "It is professionally and personally gratifying to assist those students seeking counsel and support," he says. "I wish that similar industry-related resources would have been available to me as I started my career upon completion of the MBA."

The Dean's Advisory Council is evolving in response to the needs of SGML and its aggressive strategic plan, says Swartz, who is committed to leveraging the council's strengths for the benefit of the SGML. "It is my hope that the DAC will become proactive in the near term in establishing fundraising initiatives that will provide specific scholarships at both the undergraduate as well as graduate levels."

"He's helped grow the advisory board from 10 to 56 in just a year-and-a-half," Donaldson says. "We feel very fortunate that he will continue to serve on the board. His work has set the tone for other chairs who follow. They will be big shoes to fill." 🌐