

EMPLOYER ENGAGEMENT RESOURCES



PennState
Smeal College of Business

Spring 2020



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ENGAGEMENT OPPORTUNITIES

We offer an assortment of resources to help you network and promote your employment opportunities to our students. Depending on your talent needs, recruiting process, and budget, consider the following engagement opportunities:

Sponsorship Programs

Build and deepen your company's recruiting relationship with Smeal students through enhanced branding opportunities and engagement events.

Job Postings

Post jobs on [Nittany Lion Careers](#). It's fast, easy, and free of charge.

On-Campus Interviews

Connect with top talent on campus and let us tackle the scheduling.

Employer Specific Events

Provide students with information about your company, network, and outline employment opportunities prior to conducting interviews on-or-off-campus.

Career Fairs

We offer several career fairs throughout the year including university-wide, business school, and degree-specific events.

Workshops & Simulations

Enhance students' professional knowledge by presenting, guiding, and educating students on recruiting and professional development topics.

College Events & Programming

Expand your recruiting reach by participating in non-traditional branding and engagement events offered by units and departments at Smeal outside of Career Services.

Classroom Opportunities

Enhance curriculum by co-lecturing content or providing course projects.

Student Organization Opportunities

Strengthen your company's recruiting brand and get to know students outside of the traditional recruiting process by interacting with club presidents and their members.

SPONSORSHIP OPPORTUNITIES

CORPORATE PARTNER PROGRAM

The Smeal Business Career Center encourages organizations to consider exploring the benefits of the Corporate Partner Program. The goal of this program is to provide enhanced recruiting and branding opportunities to organizations that provide annual support to the College through targeted giving means. Corporate Partners are offered the first right of refusal for all undergraduate engagement opportunities highlighted in this packet. Membership (\$10,000) is renewed on an annual basis.

For additional information regarding membership and benefits, contact:

Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827 | als5328@psu.edu

CORPORATE SPONSOR PROGRAM

The Center for Supply Chain Research® (CSCR®) welcomes industry leaders to consider membership in its Corporate Sponsorship Program. The goal of the program is to create comprehensive research and education partnerships between the Center and a limited number of member firms in the field. Membership is renewed on an annual basis.

For additional information regarding membership and benefits, contact:

Tracie Shannon, Administrative Director
Center for Supply Chain Research®
814.863.3234 | tla114@psu.edu

DIVERSITY ENHANCEMENT PROGRAMS SPONSORSHIP

Sponsorship is vital to the success and growth of diversity initiatives at Smeal. In building partnerships with leading organizations, the Office of Diversity Enhancement Programs is able to provide underrepresented students with valuable networking and professional development opportunities that guide them towards future success. There are a number of benefits available to sponsors, including company recognition in Smeal diversity marketing materials and events, opportunities to present at programs, and access to talented diversity scholars and leaders for internships or full-time placement within your organization.

For additional information regarding membership and benefits, contact:

Pauline McCarl, Administrative Assistant
Diversity Enhancement Programs
pqh101@psu.edu

CAREER FAIRS & CONFERENCES

SUPPLY CHAIN & INFORMATION SYSTEMS CAREER FAIR

The Center for Supply Chain Research® (CSCR®) along with the Supply Chain and Information Systems Department host the Supply Chain & Information Systems Career Fair during the spring semester at the University Park campus. The fair connects companies with students from supply chain, management information systems, industrial engineering, and information systems and technology seeking permanent employment, co-ops, and internships in the supply chain field. Over 700 students and 76 recruiting companies filled the Smeal Atrium over the two-day Spring 2019 Supply Chain & Information Systems Career Fair.

Date: January 22 - 23 | 11:00 a.m. - 4:00 p.m.

Location: Business Building Atrium, University Park Campus

Cost: Complimentary one-day registration for CSCR® Corporate Sponsors, Smeal Corporate Partners and other registration types are available for additional fees.

For additional information regarding this event or to register, contact:

Tracie Shannon, Administrative Director, Center for Supply Chain Research®
814.863.3234 | tla114@psu.edu

SPRING CAREER DAYS

Spring Career Days is hosted by Penn State Career Services. It is a two-day, university-wide career fair that provides a platform for employers to connect with students from across all majors and campuses. Over 2,800 students and 325 recruiting companies filled the Bryce Jordan Center over the two-day 2019 Spring Career Days.

Date: February 4 - 5 | 11:00 a.m. - 4:00 p.m.

Location: Bryce Jordan Center, University Park Campus

Cost: \$750 standard registration fee, additional registration types are available

Registration: <https://studentaffairs.psu.edu/career/fairs/spring/employer/register>

For additional information regarding this event, contact:

Penn State Career Fair Team, Penn State Career Services
814.865.5131 | careerfairs@psu.edu



PSAMA SPRING MARKETING CAREER FAIR

The Penn State American Marketing Association Spring Career Fair is open for employers looking to recruit students for internship, co-op, and full-time opportunities in the field of marketing. Over 150 students attended the Spring 2019 career fair.

Date: February 4 | 5:30 p.m. - 8:00 p.m.

Location: Business Building Atrium, University Park Campus

Cost: \$250 per company, discounts may be available for PSAMA Corporate Sponsors

For additional information regarding this event or to register, contact:

Jonathan Parfitt, Vice President of Professional Development | jdp29@psu.edu

S.T.A.R.T. CONFERENCE

This one-day conference focuses on business initiatives in diversity by gathering corporate, academic, and community speakers. Conference participants gain knowledge and information about issues regarding diversity, awareness, respect for oneself and others.

Date: March 24 | 9:00 a.m. - 2:00 p.m.

Location: Nittany Lion Inn, University Park Campus

Registration: <https://www.smeal.psu.edu/startconference>

For additional information regarding this event, contact:

Pauline McCarl, Administrative Assistant

Diversity Enhancement Programs

pqh101@psu.edu

SMEAL CITIZENSHIP CONFERENCE

The mission of the Smeal Citizenship Conference is to connect companies with undergraduate Smeal students at the intersection of business with sustainability, corporate social responsibility, and integrity. Companies can connect with students at a networking dinner, tabling outreach, corporate breakout sessions, and more.

Date: April 8 | 5:00 p.m.

Location: Business Building Atrium, University Park Campus

Point of Contact: ssbconference@psu.edu

POWERFUL WOMEN PAVING THE WAY CONFERENCE

The 12th annual Women in Business Powerful Women Paving the Way (PWPW) Conference is a two-day conference that brings together students and professionals of all genders to share experiences, exchange insights, and empower one another. The PWPW Conference creates a unique platform that encourages attendees to think deeply about creating a more equal and accepting workplace through dynamic keynote speakers and panelists. Throughout the conference, attendees can network and develop themselves professionally alongside other incredible leaders. Interested in supporting Women in Business? We invite you to contribute to this conference in any way that you see fit. Registration begins in February and attendance costs will be \$150 for professionals, \$24.99 for students.

Date and Location: April 16 - 17 | The Penn Stater, University Park Campus

Point of Contact: Emily Marsh | pwpwconference@psu.edu

WORKSHOPS AND SIMULATIONS

UNDERGRADUATE

Smeal strives to provide co-curricular education and programming to enhance students' professional knowledge by presenting, guiding, and educating students on recruiting and professional development topics.

MULTI-EMPLOYER EVENTS

Mock Career Fair^Δ

This event is held to help students prepare for upcoming career fairs and networking events. Representatives will give each student candid feedback on their: dress, handshake, elevator pitch, resume, etc.

January 29 | 12:00 - 3:00 p.m. | Business Building, University Park Campus

Save My Resume^Δ

Provide Smeal students with last minute tips for resumes before the fairs.

January 29 | 12:00 - 3:00 p.m. | Business Building, University Park Campus

INDIVIDUAL EMPLOYER EVENTS

Professional Development Workshops

Workshops are quick 30-60 minute presentations focused on specific professional development topics with time for Q&A.

- Career Fair Prep	January 16	4:40 - 5:30 p.m.
- Elevator Pitch: Speed Practice	January 22	12:15 - 12:45 p.m.
- Cover Letter Tips and Tricks	January 27	5:00 - 5:30 p.m.
- Leadership Programs & Externships	February 6	4:40 - 5:30 p.m.
- Make Your LinkedIn Profile Pop	February 19	5:00 - 5:30 p.m.
- Understanding Offers & Salary Negotiations	February 24	5:00 - 6:00 p.m.
- Expectations in the Workplace	April 1	4:40 - 5:30 p.m.

To indicate interest or request additional information, please contact:

Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827 | als5328@psu.edu

^Δ - denotes event open only to Corporate Partners

WORKSHOPS AND SIMULATIONS

GRADUATE

Company Tours/Treks

Have students visit your facilities and learn about your company, culture, and location.

Student Organizations

Work with student clubs and organizations to create tailored workshops or simulations. Examples include:

- Case Interview Workshop (Consulting Club)
- Case Competition (Supply Chain Club)
- Data Analysis Workshop (Marketing Club)

Partner with Career Coaches

Partner with our career coaches to create unique content for our students in areas that you or your company want to showcase. Showcase your organizational expertise or offer how-to's in areas like LinkedIn and networking.

To indicate interest or request additional information, please contact:

Paul Poissant, Director of Employer Relations, Smeal MBA & MOL Programs
814.865.2664 | pqp104@psu.edu



EVENTS & PROGRAMMING

UNDERGRADUATE

Expand your recruiting reach by participating in non-traditional branding and engagement events offered by units and departments at Smeal outside of Career Services.

Diversity Week

The Office of Diversity Enhancement Programs will be hosting a Diversity Week at the Smeal College of Business during the week of March 23 – 27, 2020. This will coincide with the 2020 S.T.A.R.T. Conference, which will be held on March 24, 2020 at the Nittany Lion Inn. This year is the 21st anniversary for the S.T.A.R.T Conference. Employers are invited to participate in Diversity Week by partnering with a student organization and holding an event which demonstrates their company's commitment, actions, and plans towards a diversified workforce. Events could include mixers, networking events, or information sessions where students can learn more about a company and have the opportunity to speak with recruiters.

For additional information regarding this event, contact:

Pauline McCarl, Administrative Assistant
Diversity Enhancement Programs | pqh101@psu.edu

Donuts & Dilemmas

Hosted by the Office of Honor & Integrity, Donuts & Dilemmas provides students a small, informal setting to discuss a wide range of ethical dilemmas that they could encounter in the professional workplace. Company representatives share personal stories, encourage students to ask questions, and highlight best practices for navigating ethical dilemmas in business. Companies provide the coffee & donuts. This event is offered several times in the Spring based on recruiter interest and availability. Other opportunities to engage with Honor and Integrity may be available throughout the Spring semester.



For additional information regarding this event, contact:

Michelle Darnell, Director of Honor and Integrity | mzd560@psu.edu

EVENTS & PROGRAMMING

GRADUATE

Coffee Buzz

Sponsor the 30 minute break students have between 10:00 - 10:30 a.m. (Monday through Thursday) with an opportunity to give a 5-minute pitch about your company or a future event you are hosting.

Corporate Presentations

Corporate events & presentations will be available from 12:30 - 1:30 p.m. Monday through Thursday. There will be no graduate courses offered during that time. Evening events will now have 6:30 p.m. and 7:30 p.m. start times to ensure there will be no students in class. As usual, Friday will usually not have any class unless indicated on our calendar. Employers have the chance to present about their company and culture while on-campus or virtually. These presentations will be promoted to students during the week prior to the event.

Office Hours

Host open office hours during the day and have either individual or group meetings with interested students.

Scholarships

There are opportunities to create different scholarship opportunities for students through the College.

Networking Events

Connect with students in an informal setting and get to know them on a more personal level. Other networking events include happy hours off campus, ice cream socials, and other events on or around campus.

Hosting Cultural Events

Our students host many events to celebrate the diversity of the program. Companies are able to sponsor these multicultural events such as Diwali, Chinese New Year, or American Thanksgiving.

To indicate interest or request additional information, please contact:

Paul Poissant, Director of Employer Relations
Smeal MBA & MOL Programs
814.865.2664 | pgp104@psu.edu

CLASSROOM ENGAGEMENT

Help bring curriculum to life by co-lecturing content or providing cases for interactive course projects.

BA 297 – Career Planning & Strategies^Δ

This strategic career planning course will educate students on the intricacies of the career search process. Educated by the Business Career Center and Smeal Corporate Partners, students will ground their theoretical knowledge of careers with a greater understanding of corporate operations and environments. This course has been designed to help students as they continue their self-discovery and goal setting process essential to their career search. Participation in this course is restricted to Smeal Corporate Partners.

BA 497 Global Logistics in Panama

This course focuses on Panama as a global trade and logistics hub and its impact on companies world-wide. Students will learn about the impact of the evolution of global logistics networks on the Panamanian economy, sociopolitical development, and culture. This class meets one a week with a travel component to Panama City, Panama over spring break between March 7-14, 2020. Corporate sponsors are requested to help bring the cost down for students to participate in the travel component of the course as well as serve as potential guest speakers in class who could speak to their experience with Global Supply Chain networks, the importance of networking with local/global partners, and strategies for developing global competencies.

MGMT 496 – Independent Study/Consulting

Management 496 is an independent consulting practicum that analyzes and researches organizational effectiveness. Students conduct research and use data-heavy approaches to answer tough business questions that companies want answered. Management 496 students work throughout the academic year on projects spanning from Fortune 500 businesses to State College area businesses and schools.

Other Courses

Faculty members generally do not allow employers to present on their company/opportunities, but some welcome the opportunity to host guest lecturers related to course content. If you are interested in participating as a guest presenter, please identify: preferred audience (majors and/or years), topics you are willing to present on and a bio of who may be presenting. This information will be shared with faculty members to see if there is a fit. Opportunities are not guaranteed, and engagement is up to faculty discretion.

To indicate interest or request additional information, please contact:

Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827 | als5328@psu.edu

nittanylion CAREERS

[Nittany Lion Careers](#) launched in 2018 as Penn State's single-system recruiting platform for all students, alumni and employers. This system allows recruiters to conduct all recruiting activities in a single system and to target the most relevant and qualified students. Whether they be undergraduates, graduate students, or alumni, recruiters may now use one system to recruit students from more than 400 majors at all Penn State campuses. Consider creating an account to gain access to resources such as:

Job Postings

Post jobs on Nittany Lion Careers. It's fast, easy and free of charge. Recruiters may post the following opportunities on Nittany Lion Careers:

- Internships or co-ops for undergraduate students open to all majors
- Internships or co-ops for undergraduate students of targeted majors
- Full-time or internships for graduate students
- Full-time for recent grads to experienced hires (all alumni)
- Full-time for graduating seniors
- Externships and leadership programs

On-Campus Interviews

Connect with top talent on campus and let us tackle the scheduling. Interviews are typically held in either 114 Business Building or the Bank of America Career Services Center based on availability.

- Fall on-campus recruiting runs from early October until the middle of December.
- Spring on-campus recruiting runs from early February until the end of April.

Employer Specific Events

Provide students with information about your company, network, and outline employment opportunities prior to conducting interviews on or off campus. Employer events can include but are not limited to:

- Case competitions
- Simulations
- Presentations
- Workshops

We encourage employers to be as engaging and innovative as possible! Please note, tabling in the Business Building is reserved for Corporate Partners and sponsors of The Center for Supply Chain Research® (CSCR®).



STUDENT ORGANIZATION EVENTS

The Smeal College of Business has over 40 student organizations that aim to enhance the educational environment for our undergraduate population. Collaborating with these organizations can be a great way to further your recruiting reach and target specific populations of students.

To view a full list of Smeal and Penn State student organizations, click here:

careerconnections.smeal.psu.edu/employers/engage-with-student-organizations

For more information on partnering with our Smeal Student Organizations, please contact:

Douglas McAcy, Assistant Director of Student Engagement
Smeal College of Business, Business Career Center
814.863.0830 | dbm18@psu.edu

Women in Business The Power of Us Gala

The Power of Us is a two-day event, created to foster an environment of learning for the children in the Centre County Youth Service Bureau. Children will learn a variety of skills which are important for both secondary education and the workforce- whichever lies ahead for them. The first day of the event will consist of an educational visit for the children to the Business Building at Penn State to attend numerous interactive breakout sessions. The second day will feature an open celebratory gala to raise money to contribute to the Ethel Beaver Children's fund, which provides funds to support the children in the Centre County children and Youth Services. We hope to expand our reach this year and have our corporate sponsors, faculty advisors, Penn State advisors and professors, Centre County judges, and a variety of other organizations in attendance along with members from Women in Business. Over 150 attendees are anticipated to attend this event. Admission to the Gala is \$15 per person.

Date and Location: January 23-24 | Gala: 6:00 - 8:00 p.m. | Heritage Hall - Hetzel Union Building, University Park Campus

Point of Contact: Emily Reichling | wibevents@psu.edu



STUDENT ORGANIZATION EVENTS

Women in Business Spring Trip

Every year, Women in Business (WIB) members travel for corporate onsite visits to explore different industries and the unique opportunities within them. Every Fall, WIB travels to NYC to learn from C-Level management about navigating the workplace. Two years ago, WIB added a Spring Trip, that has continued to grow. This trip started as a one day visit and has evolved into an overnight stay, in order to visit more companies. This year, WIB plans on traveling to Columbus, Ohio to branch out to a different region and see what companies WIB can start corporate relationships with. If you have any questions about our corporate travels, would be interested in hosting WIB at an on-site visit, or would like to contribute to WIB's travel expenses to allow for even more members to attend, please connect with our organization.

Date and Location: March 27 | Columbus, OH

Point of Contact: Emma Rimbeck | wibfinance@psu.edu

Corporate Control & Analysis (CCA) Spring Etiquette Event

The Corporate Control & Analysis (CCA) organization consists of students interested in careers in corporate accounting, management accounting, consulting and risk advisory services, corporate finance, and financial analysis. This event will teach students proper professional etiquette at an appetizer networking event while providing companies an opportunity to network with members of CCA, Accounting Society, Beta Alpha Psi, and other PSU students. A donation of \$300 per three representatives is requested from attending companies.

Date and Location: April 7 | 6:00 p.m. | Business Building Atrium, University Park Campus

Contact: Schalyn Sohn | Schalyn.Sohn@psu.edu

PROGRAMS

The Penn State Smeal College of Business offers a variety of academic programs that prepare business students for professional success. As one of the nation's largest business schools, we are strategically focused on delivering extraordinary educational experiences. Our programs arm students with the critical knowledge, capabilities, and perspective that the marketplace demands.

Undergraduate Degree Programs

- Accounting
- Actuarial Science
- Corporate Innovation & Entrepreneurship
- Finance
- Management
- Management Information Systems
- Marketing
- Risk Management
- Supply Chain & Information Systems

Graduate Degree Programs

- Residential Full-Time MBA
- Executive MBA
- Online MBA
- Residential Specialty Master
 - Accounting
 - Business Analytics
 - Corporate Finance
 - Management and Organizational Leadership
 - Real Estate Analysis and Development
- Online Specialty Masters and Certificates
 - Business Analytics
 - Business Architecture
 - Business Management Foundations
 - Business Sustainability Strategy
 - Corporate Accounting Foundations
 - Corporate Innovation & Entrepreneurship
 - Enterprise Architecture and Business Transformation
 - Marketing Analytics
 - Negotiation and Influence
 - Strategic Management & Executive Leadership
 - Supply Chain Management

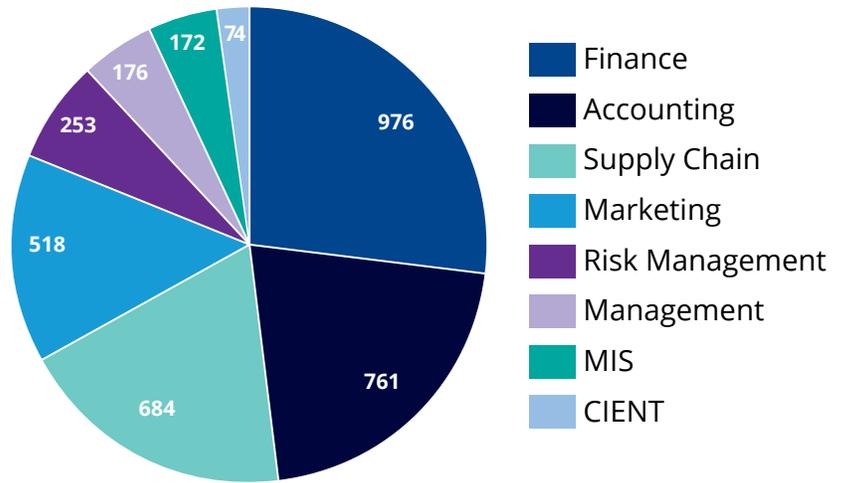


SMEAL BY THE NUMBERS

TOTAL STUDENTS



UNDERGRADUATE STUDENTS BY MAJOR



62
MONTHS

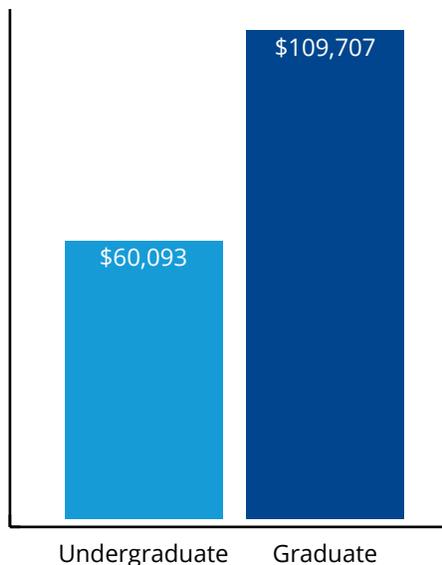
AVERAGE PRIOR WORK
EXPERIENCE FOR MBA
STUDENTS

AVERAGE STANDARDIZED TEST SCORE

1318
Undergraduate
SAT

657
MBAs
GMAT

STARTING SALARIES



TOP HIRING ORGANIZATIONS

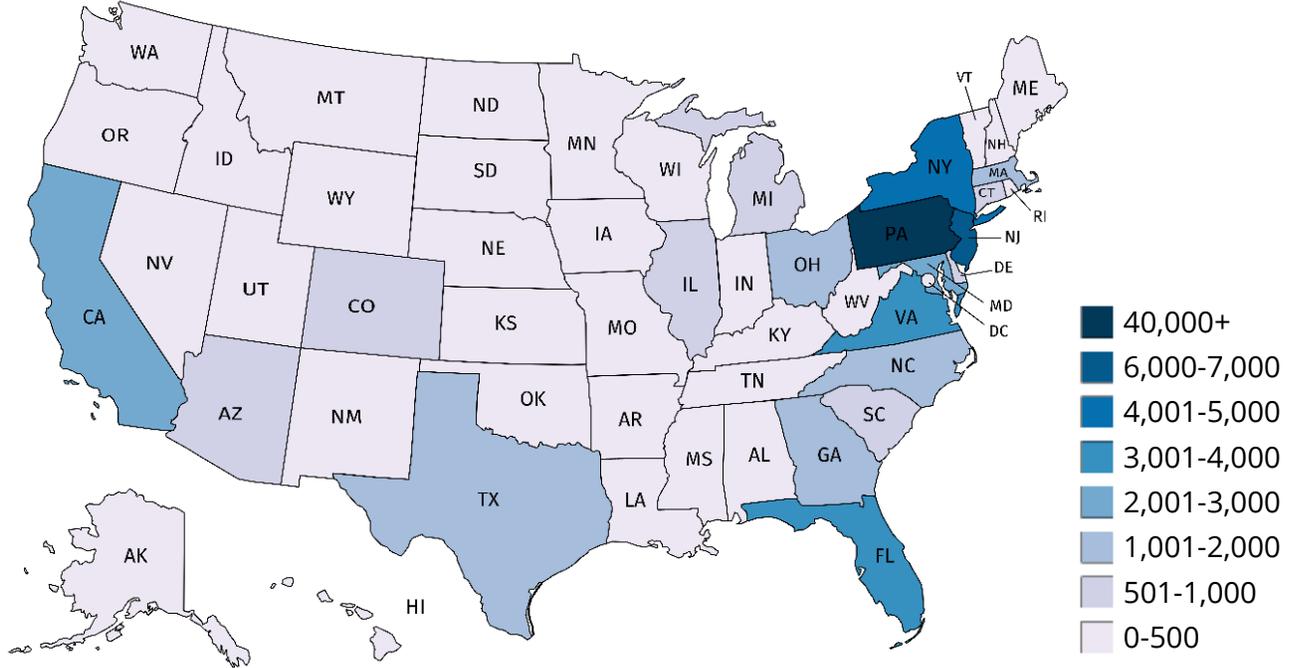
- | UNDERGRADUATE | GRADUATE* |
|--------------------------------|---------------------------------|
| - PwC | - Dell Inc. |
| - Deloitte | - Deloitte Consulting LLP |
| - KPMG | - Amazon.com |
| - Oracle | - Apple Inc. |
| - EY | - Johnson & Johnson |
| - Amazon.com | - Anheuser-Busch InBev NV |
| - Grant Thornton International | - The Gap Inc. |
| - IBM | - The Lubrizol Corporation |
| - JPMorgan Chase & Co. | - Highmark Inc. |
| | - Air Products & Chemicals Inc. |

Undergraduate data was collected during 2018-2019 academic year. MBA data is from Class of 2019 statistics.

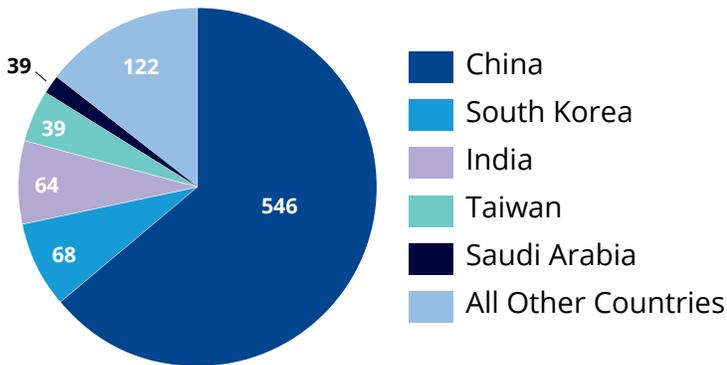
*graduate statistics from 2015-2018 hiring data

SMEAL BY THE NUMBERS*

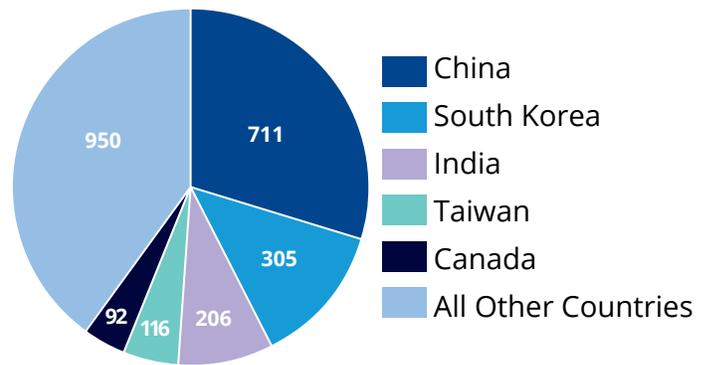
SMEAL ALUMNI BY STATE



SMEAL UNDERGRADUATE INTERNATIONAL STUDENTS



SMEAL ALUMNI LIVING ABROAD



COUNTRIES REPRESENTED IN RESIDENT MBA PROGRAM*

- Canada
- China
- India
- Nigeria
- Pakistan
- Peru
- Ukraine
- United States
- Venezuela

*30% of MBA Class of 2020 are international students

100+
NON-U.S.
COUNTRIES
WITH SMEAL
ALUMNI

400+
SMEAL ALUMNI
IN EUROPE

*Alumni and international student data was gathered during Spring 2019 semester. MBA data is from Class of 2019 statistics.

SMEAL ALUMNI ENGAGEMENT & LIFELONG LEARNING

Smeal Alumni Career Services hosts several programs that serve the professional and career interests of their growing network of alumni and industry constituents. Their lifelong learning webinars and podcast, career coaching service, job search resources, and networking opportunities support alumni-to-alumni, company, and industry professional connections across the globe.

Smeal Lifelong Learning Webinars & Podcast

These innovative webinars and podcast episodes deliver informative online sessions intended to broaden one's perspective on industry trends in the world of business. Program presenters are accomplished Smeal faculty, alumni experts in their respective fields, and Smeal Alumni Career Services (ACS) career coaches. Popular topics include: Tackling Digital Transformation in a World of Accelerating Change, Nail the Authentic Interview, Leadership Communication, and Alumni International Career Perspectives. Smeal alumni recruiters and business professionals are encouraged to attend or submit a proposal to present.

Career Coaching Program

The career coaching program customizes support for alumni throughout their working lifespan. Recent interest in leadership development, changing careers, and continued education has led to a growing client pool eager for talent management. One-on-one coaching is exclusive to Smeal alumni.

Smeal Alumni LinkedIn Group

There is great satisfaction in the collective success of the more than 85,000 Penn State Smeal College of Business alumni around the world. The 8,500+ member LinkedIn group provides a platform where alumni can network virtually with other graduates and industry professionals. Aside from posting job opportunities in Nittany Lion Careers, Smeal alumni can [join, post, and share](#) opportunities on behalf of their employer directly in the group.

For information on partnering with Smeal Alumni Career Services, please contact:
alumni-careerservices@smear.psu.edu | 814.863.5947

IMPORTANT DATES FOR SPRING

We would like your time on campus to be as productive as possible. Please make notes of important dates below as they may impact attendance, applications or available space on campus.

January 13 | Classes Begin

January 20 | Martin Luther King Day - No Classes⁺

January 22 - 23 | Supply Chain & Information Systems Career Fair

February 4 - 5 | Spring Career Days

February 14 | Valentine's Day

February 21 - 23 | Penn State THON Weekend

February 24 - 28 | Graduate Final Exams - No On-campus Recruiting*

March 2 - 6 | International Immersion Week - No On-campus Recruiting*

March 9 -13 | Spring Break⁺

March 17 | St. Patrick's Day

April 17 - 19 | Penn State Blue White Weekend

April 27 - May 1 | Graduate Final Exams*

May 2 - 3 | Undergraduate Study Days

May 4 - 8 | Undergraduate Final Exams

May 8 - 10 | Spring Commencement

**-Denotes MBA program event*

+ - Denotes both MBA and undergraduate program event

Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability or protected veteran status.
U Ed: BUS 20-107

CONTACT US

For more information on employee engagement at Smeal, contact:

UNDERGRADUATE

Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827
als5328@psu.edu

GRADUATE

Paul Poissant, Director of Employer Relations
Smeal MBA & MOL Programs
814-865-2664
pgp104@psu.edu

ALUMNI

Keleigh Asbury, Director of Smeal Alumni Career Services
814-863-5947
kca105@smeal.psu.edu



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