

#FutureSkills16 | Tweet your key takeaways to @Schulich_BBA

10:00 AM

Registration



Time to get the day started at a conference specifically for you, the Class of 2020! You’ll hear best practices and anecdotes from experts and alumni designed to help you take the wheel and steer yourself towards success.

10:30 AM

Breakthrough Personal Branding



The reality is, getting a job with a great company is key for kicking off your career in the right direction. Unfortunately, it’s also a reality that landing that job will be very difficult! In this session you’ll learn how to build your personal brand for success.

Robert Rizzo, BBA 1997

Director, Healthcare Practice, in-sync

Robert Rizzo graduated from Schulich's BBA program in 1997. He is a passionate marketing leader who started his career at General Mills where he spent seven years in seven different assignments, allowing him to gain a great breadth of experience very quickly. Progressively senior roles at The Clorox Company of Canada, Diageo Canada, and Maple Leaf Foods Inc. provided Robert with additional top-tier CPG experience, leading him to launch Strategies that Work Consulting, an independent marketing consulting practice, in June 2014. Through his consulting work, Robert has transitioned to the agency side where he leads global marketing initiatives for top pharmaceutical companies as Director, Healthcare Practice, in-sync. Robert has a deep understanding of brand-building through story-telling, and a long track record of finding innovative ways to market his talent and tell his story.

12:00 PM

Networking Lunch



Ready to execute on your new networking strategies? Practice what you’ve learned about building authentic connections at a networking luncheon with staff, CDC advisors, and Future Skills speakers.



#FutureSkills16

Tweet your key takeaways to @Schulich_BBA

Tag us on Instagram @schulichundergrad

1:30PM

The Keys to Your Career



In this fireside chat, marketing and mentorship leader, David Pullara, will discuss how he has successfully navigated his storied career, using the power of resilience to turn setbacks into amazing opportunities. Come prepared with questions; this session is all about two-way dialogue with a leader who places great importance on mentorship and giving back to the next generation of leaders.

David Pullara, BBA 2000, MBA 2008

Marketing and Mentorship Leader

David Pullara is a senior business leader with over 16 years of diverse and progressive experience. He has a passion for marketing, and has spent the last decade working with four renowned, consumer-centric, Fortune 500 brands: Starbucks, Yum! Brands (Pizza Hut), Coca-Cola, and Google. David earned an Honors BBA (Marketing) in 2000 and a Masters of Business Administration (Strategic Management, International Business) in 2008 from the Schulich School of Business at York University. He will return to Schulich in January 2017 to begin teaching a “Retail Marketing” course for the MBA program. David strongly believes in the importance of mentorship; he serves as a Director for the American Marketing Association’s Mentor Exchange Advisory Board, and is actively involved with the “Ten Thousand Coffees” organization as a mentor.

2:30PM

Specialized Masters Education



With an increasingly competitive job marketplace, standing out from the crowd gets easier with a specialized, one-year Masters Degree. Join us for a panel discussion with the Graduate Recruitment Team and former Schulich undergrads who have gone on to pursue specialized Masters, and learn how the five-year plan can accelerate your future career!

3:30PM

Closing Remarks & Departure