



BIOGRAPHIES

WINTER LAUNCH WEEK

Dean's Alumni Leaders Panel

Thursday, January 6, 2022 from 9:20 am to 10:10 am EST

Welcoming the new cohort of MBA students from around the world (120 intake)



Eva Lau (MBA '05)

Founding Partner

Two Small Fish Ventures

Eva is a well-respected entrepreneur-turned-investor and one of the few women leading a venture fund in Canada. She is the Founding Partner of Two Small Fish Ventures, a venture fund that invests globally in early-stage, transformative tech companies with strong network effects.

Before starting Two Small Fish Ventures, she was Wattpad's Head of Community and Content. She helped nurture and scale Wattpad from its infancy to become one of the largest online communities with tens of millions of monthly users around the world. In January, 2021, Naver, the South Korean internet conglomerate, announced the acquisition of Wattpad in a transaction valued at more than USD \$600 million / CAD \$800 million.

With a sharp focus on investing in companies with strong network effects as their defensibility, Eva has created the ASSET framework that many entrepreneurs and accelerators have adopted in their developing business strategies. Eva is regarded as an expert in this area. Eva is also involved in many incubators and accelerators, such as Creative Destruction Lab at Rotman School of Management, University of Toronto's Entrepreneurship Hatchery, Ryerson's DMZ, University of Waterloo's Velocity and Techstars.

Eva has a bachelor degree in Industrial Engineering from University of Toronto and an MBA from Schulich School of Business.



Prafulla Metaparti (IMBA '07)

Senior Vice President
Citibank, Hong Kong
Dean's International Advisory Council

Prafulla Metaparti, SVP and ICG Head of Data Privacy Controls, Citibank Hong Kong, completed the International MBA program in 2005. During her IMBA she studied International Business and also completed a stint in CIBC London. Following her time at Schulich, Prafulla continued her academic pursuits with a Ph.D. in Organizational Behaviour and LI.M. in International Economic Law. Prafulla's banking career spans across India, Hong Kong and Canada managing Operations, Controls and Critical Initiatives She currently heads the Data Privacy Controls for Asia and is based in Hong Kong. She is a keen table tennis player and doesn't hesitate to wield the paddle at every opportunity. She is a passionate advocate of organic farming and mental health.



Jeremy Oxley (MBA '06)

Vice President, Marketing and Ecommerce
Danone Inc.

Jeremy currently serves as Vice President Marketing and Ecommerce at Danone and has over 13 years of experience in the CPG industry in various Marketing and Sales positions. Prior to joining Danone, Jeremy was the Head of Retail at Tim Hortons where he was responsible for leading the CPG business across North America. Prior to that, Jeremy held various positions at Mondelez such as Customer Vice President Loblaw and Shoppers Drug Mart business across Canada, General Manager for the Canadian Confectionery business and Director of the Chocolate business for North America.



Detlev Zwick, PhD

Dean
Schulich School of Business

Detlev Zwick is Dean of the Schulich School of Business at York University, where he has been a member of the faculty since 2002.

Prior to assuming the role of Dean in 2021, Professor Zwick served as the School's Interim Dean. Under his leadership, the School launched several key initiatives focused on delivering a world-class student experience, intensifying research productivity and knowledge mobilization, collaborating with a wide range of stakeholders to address systemic barriers for Black and Indigenous students, and engaging partners to help financially support a record number of students.

As Associate Dean, Academic from 2018-2020, Professor Zwick led the School's rapid transition to remote online learning following the start of the COVID-19 pandemic. He also served as Director of Schulich's BBA/iBBA Program from 2013-2018.

Dr. Zwick's research explores modern marketing practices and new forms of consumer surveillance, capture and manipulation. His work has been published widely in marketing, communication, media culture and sociology journals, as well as in edited collections. He is co-editor of the book [*Inside Marketing: Practices, Ideologies, Devices* \(Oxford University Press\)](#), and frequently provides expert commentary to the media.