

**Lisa M. Linn de Barona**

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**From:** Wharton Global Consulting Practicum [wgcp@wharton.upenn.edu]  
**Sent:** Thursday, May 07, 2009 4:48 PM  
**To:** Lisa M. Linn de Barona  
**Subject:** E-News & Invitation from the Wharton Global Consulting Practicum

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May 2009

## Wharton Global Consulting Practicum *E-News & Invitation*

Dear GCP Alumni & Friends,

We hope this e-mail finds you well whether it has been 3 months, 3 years or 30 years since you participated in or supported the program! This is an exciting time for both the Wharton Global Consulting Practicum (GCP) and for Professor Leonard M. Lodish. GCP is celebrating its 30th Anniversary (1979-2009) and Len has been named Vice Dean of the Program for Social Impact! Len will retain a leadership role in the GCP as it continues to grow around the globe and takes on a larger role in developing countries and social impact initiatives.

Did you know GCP is not just in Israel anymore? The program currently boasts partner universities in Chile, China, Colombia, India, Israel, Peru, Spain, Taiwan and the United Arab Emirates with pilot projects in Africa.

To celebrate GCP's milestone there will be a gala in Philadelphia on **Wednesday, May 13th, 5:00pm cocktails, 6:00pm dinner and keynote at the University of Pennsylvania Museum of Archaeology and Anthropology, 3260 South Street.** GCP is honored to have Jill Beraud WG '86, GCP alumnus and Worldwide Chief Marketing Officer, PepsiCo as the keynote speaker!

**Please RSVP by [clicking here](#) or visit the GCP website at: [www.whartongcp.org](http://www.whartongcp.org)**

At the gala we are planning to honor Professor Lodish's new appointment and GCP's anniversary by announcing an endowed Social Impact project and a fund to support projects in developing countries that are paid partially by equity of entrepreneurial

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Join the Alumni or/and

ventures. We need YOUR help to make these initiatives a reality!

Please let me know if you are interested in supporting this very special effort and/or you have an interest in supporting GCP in some other way. I would be happy to develop a stewardship opportunity that: fits your personal goals, pays tribute to your GCP experience, and acknowledges your strong commitment to supporting GCPs continued growth and development over the next 30 years!

Sincerely,

*Lisa M. Linn de Barona*

Associate Director  
Global Consulting Practicum  
The Wharton School

## GCP 30th Anniversary Gala & Keynote

**Jill Beraud, WG '86**  
**Global Chief Marketing**  
**Officer, PepsiCo**



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**Wednesday, May 13, 2009**

**5:00pm Cocktails**

**6:00pm Dinner/Keynote**

The University of Pennsylvania  
Museum of Archaeology  
and Anthropology  
3260 South Street, Philadelphia, PA 19104

Beraud comes to PepsiCo after spending the past 13 years at Limited Brands, where she was most recently chief marketing officer of Victoria's Secret. At PepsiCo, Beraud will be responsible for developing global marketing strategies for PepsiCo's vast portfolio of brands to drive long-term growth and innovation.

Prior to her role as chief marketing officer of Victoria's Secret, Beraud was executive vice president and chief operating officer of marketing for Limited Brands' portfolio including Bath & Body Works, C.O. Bigelow, Henri Bendel, Express, Limited Stores and Victoria's Secret.

She received a Master of Business Administration, Marketing & Strategic Planning from Wharton School and a Bachelor of Science from Boston University.

New Role for Len Lodish, GCP Leader &  
Greater visibility for Wharton Social Impact

Friends Groups!

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Leonard M. Lodish, will be stepping down after more than seven years as Vice Dean of Wharton West, however he has graciously agreed to take on yet another role as Vice Dean of the Program for Social Impact. In this role, he will work closely with faculty and students to expand Wharton's initiatives pertaining to social responsibility and social progress.



Len is the Samuel R. Harrell Professor of Marketing as well as the leader and co-founder of the Global Consulting Practicum, which partners MBA students with foreign and domestic clients seeking to expand their international marketing efforts. He has been on the Wharton faculty since 1968 and was chair of the Marketing Department from 1984-1988 and 1991-1992. As Vice Dean of Wharton West since 2001, Len's outstanding work has afforded us the opportunity to develop an even stronger presence on the west coast, requiring the new leadership to be based in San Francisco.

Len's primary research and consulting areas are in entrepreneurial marketing, strategic and tactical marketing resource planning, marketing decision support systems, and applications in firm/marketing strategy, sales force, advertising, and promotion planning. He received his Ph.D. in Marketing and Operations Research from MIT and his A.B. in Mathematics from Kenyon College. He can be reached by email at [lodish@wharton.upenn.edu](mailto:lodish@wharton.upenn.edu).

## GCP [Bead for Life](#) Project to visit the United Nations

GCP is completing 14 projects in 7 countries this academic year. One of the projects is working with the Bead for Life organization in Uganda.

As part of their final project the six Wharton students were able to arrange an audience with the United Nations in New York City during the week of May 11th. We'll have a detailed article and photos in the next version of GCP E-News!

*BeadforLife eradicates extreme poverty by creating bridges of understanding between impoverished Africans and concerned world citizens. Ugandan women turn colorful recycled paper into beautiful bead jewelry, and people who care open their hearts, homes and communities to buy and sell the beads.*

*The beads become income, food, medicine, school fees and hope. It is a small miracle that connects and enriches everybody in the Bead Circle. All net profits from BeadforLife are invested in community development projects that help people work their way out of poverty.*

For more information about Bead for Life visit their website at: <http://www.beadforlife.org/>

Come Celebrate our  
30th Anniversary in San Francisco

Mark your calendar!

Thursday, July 9, 2009  
6:00pm Reception  
7:00pm Dinner

Wharton | San Francisco  
The Wharton School  
University of Pennsylvania  
101 Howard Street, Suite 500  
San Francisco, CA 94105

Details forthcoming.

*Innovation - Experience - Global Perspective - Hands-on Learning - Expansion*

The [Wharton Global Consulting Practicum](#) (GCP) is a cross functional course given within the curriculum of the Wharton M.B.A. program. Established in 1978, this unique program pairs teams of Wharton M.B.A. students and faculty with teams from partner universities (in Chile, China, Colombia, India, Israel, Peru, Spain, Taiwan and the United Arab Emirates with pilot projects in Africa) to consult with a client company (either profit making or non-profit social impact) interested in entering or expanding its position in the U.S. market, or somehow leveraging a relationship with North America. The mission of the program is two-fold: to provide exceptional learning value to the students and innovative, operational plans which add value to clients.

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