

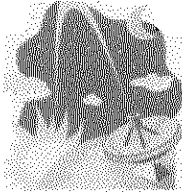
## "Warp-Speed Branding" on March 28

(Continued from page 1)

boards of directors of two privately-held companies:

Lifeguard, Inc., and Lifeguard Life Insurance, Inc., and was a director of RenoAir (NASDAQ) until its purchase by American Airlines in late 1998, and of SuperCuts (NASDAQ), until its purchase by Regis, Inc.

In addition, Ms. Winkler is on the Board of Trustees of Santa



Clara University, the Board of Columbia Park Boys & Girls Club, and is a director of the Bay Area Council. She was recently named chair of the American Association of Advertising Agencies, Northern California Council.

She is a frequent speaker at industry meetings on the impact of technology on marketing and advertising. Her book, *Warp Speed Branding: the Impact of Technology on Marketing*, was published in August 1999. ☒

## KEY DATES TO CALENDAR

<b>Mar 22 / 23</b>	5:30 pm	<i>MBA New Student Orientation</i>
<b>Mar 25</b>	9:00 am	<i>MBA Equivalency Exams</i>
<b>Mar 27</b>	8:30 pm	<i>Spring 2000 Quarter Begins</i>
<b>Mar 28</b>	6:30 pm	<i>Leavey Lecture: Branding at Warp Speed Agnesizka Winkler</i>
<b>Mar 29</b>	6:00 pm	<i>MBA Admissions Open House</i>
<b>Mar 31</b>	12:00 pm	<i>Agribusiness Alumni Meeting</i>
<b>Mar 31</b>	12:30 pm	<i>Executive MBA Cohort I Classes</i>
<b>Apr 1</b>	8:30 am	<i>Executive MBA Cohort I Classes</i>
<b>Apr 4/5</b>	8:00 am	<i>Executive Development Center: Financial Reporting for Non-Financial Managers</i>
<b>Apr 11</b>	4:00 pm	<i>Leavey Leadership Lecture: Roger Dunbar, Ernst &amp; Young Managing Partner</i>
<b>Apr 13</b>	5:30 pm	<i>MBA Alumni Advanced Management Program "Strategic Management" Joel Leidecker</i>
<b>Apr 14/15</b>	8:00 am	<i>Undergraduate Preview Weekend</i>

For more information & contact numbers, check the **Business School** web calendar at **BUSINESS.SCU.EDU/news/calendar/**

**B-mail** is published monthly (except in summer) by the SCU Leavey School of Business External Relations Office, 217 St. Joseph's Hall, [dperry@scu.edu](mailto:dperry@scu.edu). **Deadline for the April issue is March 29.**

Contact the Leavey School of Business at Kenna Hall 106, Santa Clara University, Santa Clara, CA 95053-0412. Visit our web page at [BUSINESS.SCU.EDU](http://BUSINESS.SCU.EDU).

## MBA Career Moves

Below are recent postings on the MBA Alumni Careers web page ([business.scu.edu/MBA\\_alumni/careers/](http://business.scu.edu/MBA_alumni/careers/))

<b>Job Title</b>	<b>Brief Description</b>
MBA Marketing Internship Opportunity, Sun Microsystems	Paid internship in Sun channel marketing, assisting with development and executive of demand generation activities.
Manager of Professional Services/Senior Development Officer	Non-profit foundation seeking experienced professional in planned giving and financial/estate planning.
Web Group Product Manager, Intuit	Prioritizes market opportunities; directs new services research defining user and service requirements. (Mt. View)
Senior Product Manager, Intuit	Leads cross-functional team to meet overall product line objectives. (Reno, NV)
Senior Product Marketing Manager, Intuit	Blends financial services and software marketing. Actively contributes in shaping cross product line and business unit strategic issues.
Marketing Position, SGI (Silicon Graphics)	Part-time marketing position in the Advanced Graphic marketing division. Responsible for financial analysis and forecasting. May transition into full-time position.