AN UPDATE ON YOUR SUPPORT TO THE RADY SCHOOL OF MANAGEMENT
THE RADY SCHOOL OF MANAGEMENT DEVELOPS ETHICAL AND ENTREPRENEURIAL LEADERS WHO MAKE A POSITIVE IMPACT IN THE WORLD THROUGH INNOVATION, COLLABORATION, AND KNOWLEDGE.
Summer 2019 marked sixteen years since the Rady School of Management’s founding. As I consider the school’s achievements — six master’s programs, four undergraduate minors, 186 alumni-founded operational companies, six IPOs, more than $2 billion impact on the economy — I am struck by the generosity and engagement that helped Rady get to such an inspiring start. The mission of the Rady School is realized through our strong foundation of alumni and community partners. I am humbled and inspired by this support.

In these pages, we share a few of the many stories of generosity and impact from the 2018–19 academic year. These stories showcase the critical role of philanthropy in our school’s development of leaders for organizations driven by constant innovation and in industries that are profoundly transforming the world.

As we move forward, Rady is distinctly poised to deliver on our purpose. Most recently, we were proud to announce that we achieved 60 percent female enrollment across our six master’s programs, and Rady soared to 10th in the United States for entrepreneurship according to Bloomberg Businessweek. I am proud that we are engaging in vital cross-border exchange and that our students are embracing sustainability through innovation and entrepreneurship.

There is no limit to what our students can achieve here in San Diego and around the world. On behalf of all of us at Rady, thank you.

Lisa Ordóñez
Dean, Rady School of Management
Stanley and Pauline Foster Endowed Chair
FACULTY EXCELLENCE

Through their teaching, research, and service, faculty are critical to the success of the Rady School and its students. Endowed faculty awards are vital to ensuring faculty excellence at the Rady School. In 2018–19, the Rady School gained an endowed faculty chair and three endowed faculty fellowships, expanding the school’s ability to retain and recruit outstanding faculty and realize its teaching and research mission.

The Wolfe Family Presidential Endowed Chair in Life Sciences Innovation and Entrepreneurship synthesizes the Rady School’s leadership in life sciences innovation with UC San Diego’s dynamic access to the biotechnology and life sciences communities. Envisioned by Scott and Cecilia Wolfe and William Wolfe, the new chair is the first at Rady to focus on research representing the vanguard of organizational innovation around life sciences topics such as innovation in genomics, the microbiome, use of computational biology, and life sciences company formation.

The Rafael and Marina Pastor Chancellor’s Rady School of Management Endowed Faculty Fellowships support the research, teaching, and programs of faculty affiliated with the US-Israel Center on Innovation and Economic Sustainability. The faculty fellowships were created through a $1 million gift from Rafael and Marina Pastor, matched by the UC San Diego Chancellor’s Faculty Fellowship Challenge. The Pastors’ generous gift also endows two faculty fellowships at the School of Global Policy and Strategy to focus on analyzing the challenges and solutions to international commercial diplomacy and economic governance.

The Phyllis and Daniel Epstein Chancellor’s Endowed Faculty Fellowship, also created as part of the UC San Diego Chancellor’s Faculty Fellowship Challenge, will support the recruitment and retention of junior level, newly tenured faculty. The Phyllis and Daniel Epstein Chancellor’s Endowed Faculty Fellowship, along with two existing endowed chairs in management leadership, exemplify the couple’s leadership in generosity and steadfast commitment to the Rady School of Management.
Nobel Laureate Harry Markowitz is renowned as the father of modern finance for his pioneering work in the theory of financial economics. Here at the Rady School, Harry’s continuing quest for knowledge and unceasing efforts to impact young minds is legendary.

In November 2018, motivated to encourage a spirit of exploration and excellence in the entire university community, Harry placed his 1990 Nobel Prize in Economic Sciences in the UC San Diego Library. His medal joins the distinguished collections housed in Special Collections & Archives, which also holds the papers and medals of two other Nobel Laureates: physicist Maria Goeppert Mayer and chemist Harold Clayton Urey. The display of Harry’s extraordinary achievement elevates the unique collections for students and scholars and will have a positive impact on all who view it.

Harry has had a significant and positive impact at UC San Diego. In addition to his critical contributions to the establishment and quality of the Rady School, Harry has also dedicated himself to securing the future of the Rady School and its students through his and wife Barbara’s generous $5.6 million estate gift, which will create fellowships for Rady students.

Founding Dean Robert S. Sullivan, Harry Markowitz, and Chancellor Pradeep K. Khosla
In fall 2018, San Diego-based company Lytx committed $100,000 to create the Lytx Graduate Fellowship for Business Analytics.

The Lytx Fellowship supports students in the rapidly growing field of business analytics who have demonstrated a commitment to the advancement of women and underrepresented groups. Over the course of Lytx’s five-year commitment to the fellowship, a total of ten Master of Science in Business Analytics (MSBA) students will benefit from the fellowship program. In its first year, the Lytx Graduate Fellowship supported two students in the Rady School’s one-year intensive MSBA program.

The 2018–19 fellowship recipients had the opportunity to tour the Lytx campus and connect with CEO and UC San Diego alumnus Brandon Nixon ’87. In addition to sharing about their Rady experience and post-graduation plans, the Lytx Fellows learned firsthand about Lytx and why the company is the video telematics and analytics pioneer of the fleet management services industry.

The Rady School is grateful for the vision of all our donors who make gifts to fellowships, expanding student opportunities and fostering potential.

$667K
TOTAL FELLOWSHIP AWARDS

30
STUDENT FELLOWSHIP RECIPIENTS
Long Family Foundation Gender Equity Award

Olivia Jurkiewicz is a second-year Rady School PhD student studying psychology and management. Olivia was selected as the inaugural recipient of the Long Family Foundation Gender Equity Award for her research project, *Maladaptive Outcomes of Social Regulation for Women in Professional Settings*. The award will provide Olivia with the financial resources to further her research on the important topic of gender equity and the creation of equitable workplace environments.

This award is an integral component of a broader initiative to fund an institute focused on diversity, equity, and inclusion in the business sector, advancing women’s leadership across industries.

The Rady School PhD program is committed to training intellectual and innovative scholars who will contribute to the advancement of management education and knowledge in the 21st century. Our emphasis is on depth, rigorous training, and high-impact research.

“The skills and experiences I will gain from running a large project, in which I have total decision-making control, will enable me not only to uniquely contribute to the field with my own perspectives, but to become a more sophisticated and skilled scientist.”

Olivia Jurkiewicz
Rady doctoral student
“There is a social crisis looming in the future: the lack of adequate retirement incomes for a massive wave of retirees. . . . The Pacific Center for Asset Management will support independent, high quality academic research that will help pension funds meet the future needs of their beneficiaries.”

Michael Melvin
Executive Director, Master of Finance program
Co-Executive Director, Pacific Center for Asset Management

Pacific Center for Asset Management

For the first time at UC San Diego, academia will collaborate with the asset management industry to address topics of concern to asset owners. The Kroner Family Foundation, directed by Ken and Jennifer Kroner, launched the Pacific Center for Asset Management (PCAM) with a $1 million lead gift to provide unbiased, in-depth research to assist in financial decision making. Chair of the Campaign for UC San Diego, Ken leads the university-wide comprehensive fundraising effort, which recently surpassed its $2 billion fundraising milestone three years ahead of schedule and which will continue through 2022.

PCAM is a project of the Rady School of Management in collaboration with the Division of Social Sciences. The center is co-directed by Michael Melvin, executive director of the Master of Finance program at the Rady School, and Graham Elliott, professor and chair of the Department of Economics in the Division of Social Sciences. Based at UC San Diego, the center will work with academic affiliates at many other campuses across the University of California and other institutions in the western U.S.

To learn more: pcam.ucsd.edu
INTERSECTIONS OF CHANGE THROUGH INNOVATION AND BUSINESS

Border Innovation Challenge

The newest business competition presented by the California Institute for Innovation and Development (CIID) at the Rady School of Management, the Border Innovation Challenge, was conceptualized in partnership with the Smart Border Coalition. The competition aims to address border issues — related to transportation, commerce, and security — through innovation. A partnership of the Rady School and Jacobs School of Engineering, with support from the Smart Border Coalition, the inaugural challenge was sponsored by Baker McKenzie, The Burnham Foundation, El Florido, Gustavo de la Fuente, Sempra Energy, SENTRE, and Vesta.

The challenge brought together bright minds to explore ideas for a better functioning border across the San Diego-Tijuana region and beyond. Open to students, staff, and faculty from UC San Diego as well as Mexican universities and tech hubs, this event was the first step toward utilizing resources on both sides of the border to improve traveler and cargo flows at our ports of entry. The grand prize was awarded to Curbside Labs, founded by UC San Diego alumnus Cheslav Versky ’95, which creates border efficiencies using dynamic data. Other high-potential ventures pitched addressed emergency care and patient transport and freight efficiency, among others.

The Rady School looks forward to continuing this partnership to explore opportunities that benefit our bi-national region.

To learn more: rady.ucsd.edu/centers/ciid/border-innovation-challenge
Triton Innovation Challenge

Founded in 2012, the Triton Innovation Challenge spotlights commercially promising, environmentally focused technologies and social innovation ideas from the UC San Diego community. A partnership of the Rady School of Management, Scripps Institution of Oceanography, and Jacobs School of Engineering, the competition provides teams with a rigorous four-week startup prep program.

The 7th annual challenge in December 2018 saw six finalist teams pitching ideas to a panel of judges made up of San Diego entrepreneurs and investors. The teams competed for cash prizes and the opportunity to compete for investment funding from the Rady Venture Fund and Triton Technology Fund. First place went to audience favorite Bevea, a sustainably sourced beverage startup led by Rady alumni Kabir Gambhir, MBA ’10, and Renan Sallai Iwayama, MSBA ’19.

The William and Kathryn Scripps Family Foundation Inc. has championed the challenge since its inception, providing critical funding every year. Recently, the foundation took a step further, making a generous seed gift of $500,000 to establish an endowment to provide funding for the competition in perpetuity. With its fundraising goal of $2.5 million, the Triton Innovation Challenge endowment will nurture the creative entrepreneurial drive of dedicated students and researchers seeking to make the world a better place through innovation and talent.

To learn more: rady.ucsd.edu/centers/ciid/triton-innovation-challenge
The Rady Golf Classic is the Rady School of Management’s signature fundraising event and has raised more than $221,000 in fellowship support for exceptional MBA candidates since 2008. Thank you to all of our 2018 sponsors, teams, donors, attendees, and volunteers.

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“*The Rady Golf tournament is one of our favorite events of the year. It’s the perfect blend of camaraderie with fellow Cubic, San Diego, Rady, and UC San Diego friends and colleagues while all for the benefit of graduate student fellowships. We are proud to be presenting sponsor of such a great event.*”

Matt Newsome ’91
Vice President and General Manager, Cubic Transportation Systems
UC San Diego Alumni Board, past president
Rady School alumni are a supportive, cohesive community that spans the globe and endures for a lifetime. Alumni stay connected and give back to the school through volunteering, mentoring, and donating critical financial resources to advance programs, fellowships, and services.

Through their varied contributions, alumni ensure the Rady School’s ability to lead in management education and preserve the school’s culture of excellence for future generations of students. To leverage the power of alumni giving, the Rady Alumni Board philanthropy committee will seek alumni perspectives on priorities for giving back to the Rady School and identify areas where alumni would like to see the most impact.

**Startup Founders Give Back**

Rady School alumni are innovators and entrepreneurs. In this spirit, they have established a unique giving opportunity: a fund to donate illiquid stocks. Named the Sullivan Fund after founding dean Robert S. Sullivan, the illiquid stock donation program is managed by the San Diego Jewish Community Foundation. Inaugural donors Sergey Sikora, MBA ’06, president and CEO of CardioCell, and Haytham Allos ’96, MBA ’06, chief technology officer of RealStir, recognized that Rady School alumni startup founders required a different type of philanthropy. Through the Sullivan Fund, alumni who have startup ventures or other assets can give back in a way that invests long-term in the school without a cash donation.

**UC San Diego Giving Day**

Thank you to all of the Rady School’s generous supporters — alumni, friends, faculty, and staff — who made a remarkable impact on UC San Diego’s very first Giving Day in 2019. During the 32-hour campaign, the university raised an astounding $662,156, including $6,160 in gifts to the Rady School.

From fellowships to innovation and entrepreneurship initiatives that fuel Rady student and alumni success, Giving Day is a chance to fund what matters to you. Join us on May 14, 2020, to support the unique experience that helps our students translate talent into impact.

To learn more: [ugive.ucsd.edu](http://ugive.ucsd.edu).
HONORING A LEADER’S LEGACY

Dr. Robert S. Sullivan concluded his sixteen-year tenure as founding dean of the Rady School of Management in August 2019. We continue to reflect on the transformative impact of his expertise, leadership, and passion and are grateful for the gifts made in honor of his legacy to name the Sullivan Institute for Innovation and Development (SIID).

Through Dr. Sullivan’s visionary leadership, the California Institute for Innovation and Development (CIID) was founded to support and catalyze the University of California’s innovation leadership and entrepreneurship initiatives. The institute’s new name will serve as an enduring tribute to Dr. Sullivan’s profound influence on the Rady School and the region’s entrepreneurial spirit.
THE RADY SCHOOL OF MANAGEMENT
IS PROFOUNDLY GRATEFUL TO ALL
OF OUR GENEROUS DONORS FOR
NOT ONLY ENSURING EXCELLENCE
IN HIGHER EDUCATION TODAY,
BUT ALSO CONTRIBUTING TO THE
RADY SCHOOL'S FUTURE GROWTH,
INNOVATION, AND SUCCESS.
Help us continue the nontradition

At the University of California San Diego, challenging convention is our most cherished tradition. Your gift to the Rady School of Management also supports the Campaign for UC San Diego — our university-wide comprehensive fundraising effort concluding in 2022. Together with our philanthropic partners, we will continue our nontraditional path toward revolutionary ideas, unexpected answers, life-saving discoveries and planet-changing impact.