

WOODBURY UNIVERSITY SCHOOL OF BUSINESS

Where Your Legacy Begins

Winter 2025 Newsletter



CONNECT & REFLECT: ***Gratitude and Disaster Preparedness***



On Thursday, February 27, 2025, Woodbury University's School of Business organized its kick-off semester event, *Connect & Reflect*. While this event usually carries a festive nature, the School chose this semester to implement a more thoughtful approach in response to the devastating fires that plagued Los Angeles in January 2025. Due to these fires, many members of the local community, including some of our students, faculty, and staff members, lost their homes.

The school therefore focused this particular event on gratitude and disaster preparedness. To bring the message home, the school's leadership team, supported by the university's advancement officer, invited Danny Alvarez, Burbank's Fire Chief, and Eric Baumgardner, Emergency Management Coordinator for the City of Burbank Fire Department, to share some thoughts on how to better prepare for unforeseen circumstances.



The valuable advice communicated by the fire chief and the emergency management coordinator was well-received and led to a vivid Q&A session. As has become customary, a sizable group students from affiliated local community colleges attended this event and established fruitful connections. Read more about this insightful networking event [here](#).

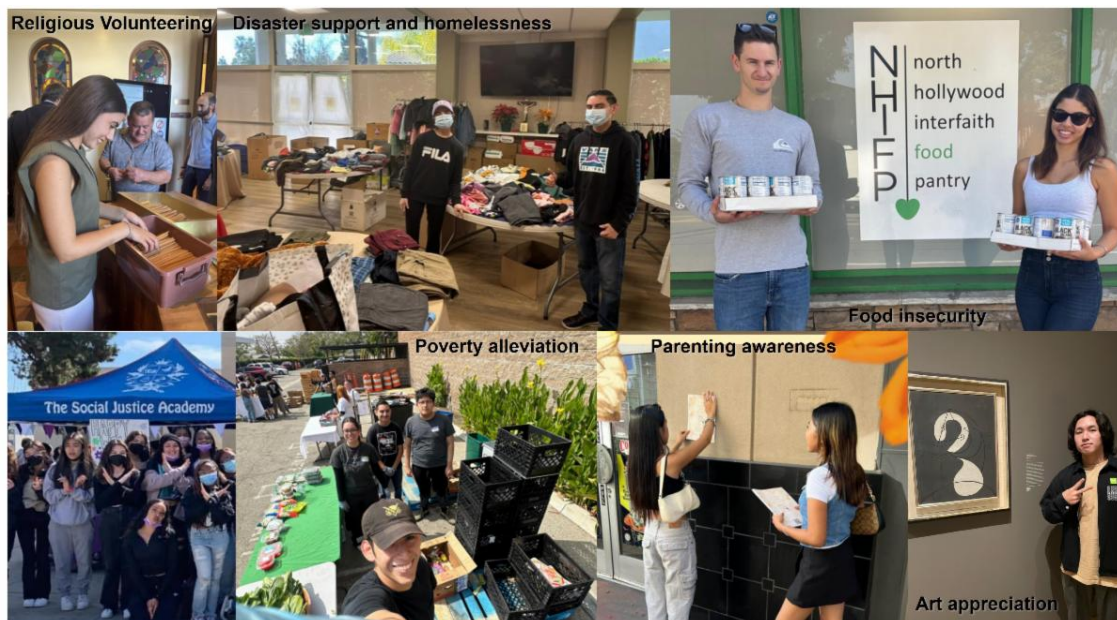
WUSB - Rotating Executives in Residence – Spring 2025



2/04: 10:00am – 1:00pm	2/12: 11:00am – 2:00pm	2/20: 12:00pm-3:00pm	2/26: 10:00am – 1:00pm	3/4: 11:00am-2:00pm
 Ahdee Abramson Serial Entrepreneur Founder, Pet Ventures, Educator	 Noam Lotan Investor and Financial Advisor Mentor to multiple privately held Technology Companies	 Shawn Morey Entrepreneur Realtor and Principal Broker, Dwell Real Estate group	 Lilit Davtyan Founder, CEO, CPA, MBT Forbes Business Council Member CHIEF Member	 Sundee Vaghashia President and CEO, VBanks Management, Inc. Real Estate & Hospitality Professional
3/20: 12:00pm-3:00pm	3/25: 11:00am-2:00pm	4/1: 10:00am-1:00pm	4/10: 11:00am-2:00pm	4/16: 10:00am-1:00pm
 Emil Davtyan Founder and Managing Attorney Employment Law D.Law	 Ed Spiegel CEO and major shareholder, Cast & Crew Entertainment Services (Ret.)	 Mary Akpovi Founder CEO, Mary O. Akpovi, CPA, Inc.	 Nowell Grossman Senior VP, Production Finance, NBC Universal Television	 Wayne Ward Sr. VP & Regional Manager, Greater Southern California West Region California Bank & Trust

The School of Business' Advisory Board once again demonstrated its dedication toward supporting our students. Ten members signed up for yet another dynamic cycle of the Rotating Executive in Residence Program. Each executive on this semester's roster donates three hours per week to meet with Woodbury students on a one-on-one basis, and assist them with career advice, resume reviews, mentorship, and any other professional development issues that might arise. Depicted above are the executives for this semester.

WUSB's Ongoing Student Civic Engagement



WUSB students continue to engage in societal impact projects, addressing a variety of pressing issues such as food insecurity, parenting awareness, social justice, poverty, disaster support and homelessness, but also cultural awareness, such as art, religiosity, and cultural appreciation.

These civic engagement activities are implemented throughout several core courses, such as Business Ethics, Leadership, Managing Workplace Diversity, as well as business electives. The aim is to actively implement our mission, which is, "Cultivating Innovative Leaders for a Sustainable Society", and thereby actually live up to our core purpose of implementing *business with a conscience*.

Welcome to Our New Advisory Board Member



We are honored to announce that Tina Alleguez, JD, has joined the Woodbury School of Business Advisory Board.

Ms. Alleguez is a managing partner at Alleguez | Newman | Goodstein LLP. She is highly experienced, with a demonstrated history of working in the law practice industry.

Ms. Alleguez is a strong entrepreneurial professional, skilled in serving as Outside General Counsel for corporate clients in different industries and assisting them in Business Formation, Corporate Compliance, negotiating and drafting all documentation in buy/sell transactions of businesses and commercial properties, drafting shareholders' agreements, buy/sell agreements, operating agreements and a variety of business contracts.

Tina has dedicated over 20 years to litigating insurance defense cases involving products and premises liability, and to litigating business disputes and contract disputes.

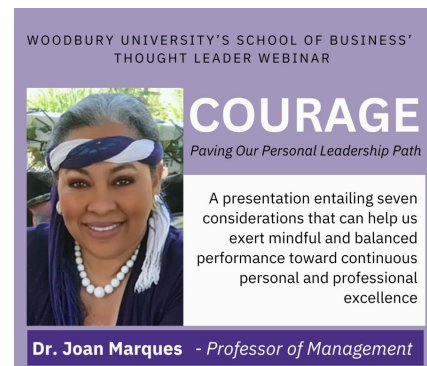
A New Series of Thought Leader Presentations

The School of Business kicked off its 2025 Thought Leader series. On March 6th, Dr. Marques presented the first webinar for this calendar year. Using *COURAGE* as an acronym, she highlighted seven mindsets that could make a world of difference in one's self-confidence and leadership performance.

The presentation focused on: *Choice, Open-mindedness, Usefulness, Reality-check, Attitude, Genius, and Education.*

Upcoming Thought Leadership webinars, on the last Thursdays of March and April 2025, will be on tax updates and entrepreneurship.

The "COURAGE" presentation can be viewed [here](#).



Student Spotlights



Alex Secord Takes on "3+1" after "13.5"

Alex Secord's journey to Woodbury was the result of his transition from active military duty. He served thirteen-and-a-half years in the army, with his last station being Fort Liberty, North Carolina. During that long active track, Alex served in various duty stations in the US, as well as three tours in Afghanistan. During his years [in the military], he attended online colleges to enhance his education. He also attended military leadership schools, which helped him to become a more focused and disciplined leader.

Alex chose Woodbury for its high business accreditation (AACSB/ACBSP), and the fact that it is a small, private school. He is currently majoring in the 3+1 BBA in Management, which entails an accelerated undergraduate trajectory plus an MBA.

His choice toward business school was encouraged by his desire to polish his insights and better understand business operations, as he aims to finish writing his book and have it published, while he also aims to start his own online clothing business.



Sylvie Damargi Combines Business with Art

Sylvie Damargi is a Marketing major in the School of Business. Her interest in business education emerged when she took a business class in college and found it highly useful.

"I realized that if I wanted to gain clients, understand my target market as well as consumer behavior, [and] make a lot of sales and revenue, I would have to understand the business side and not just art... There is a lot of creativity involved when it comes to marketing, which I like, and it is another reason that led me to choose that major" she says.

Sylvie's entrepreneurial aspirations lie in photography. Her entrepreneurship-interest originates from her desire to be her own boss, with more creative control and flexibility. Sylvie wants to grow personally and professionally, while having the freedom to bring her own ideas to life and executing them.

Some lessons she learned from having her own business are to continuously improve, staying true her vision, understand that rejections don't mean failure, and that it's important to understand your target audience, and stay on top of future marketing trends.



Armen Zabounian Wins Grammy Award

Armen Zabounian (BBA *Marketing*, 2012) has produced the track “Boiled Peanuts” on Doechii’s album “Alligator Bites Never Heal”, which has won a Grammy Award in the category Best Rap Album.

Zabounian is professionally known as Peyote Beats, and rightfully considers this award an important milestone to his growing career.

In his role as music producer, Zabounian has collaborated with numerous artists across pop, R&B, and rap. Read more about Armen’s accomplishment [here](#).



Kelly Wong Recognized as a Forbes Top Wealth Advisor

Kelly Wong (BS *International Business and Finance*, 2005) has been recognized as one of the 2025 Forbes Top Women Wealth Advisors Best-in-State.

This accolade represents an impressive list of professionals that come to work with one goal on their minds – helping their clients succeed!

Kelly has been affiliated with the Wells Fargo organization since 2002, and since 2022 as a Private Wealth Advisor.



Ashley Hart Takes On Global VP Position

Ashley Hart (BS, *Fashion Marketing*, 2004) has recently embarked upon a new career opportunity: Global VP at Stanley 1913. The Stanley brand has a rich 100+ year history, born from inventor William Stanley Jr. who forever changed the way hot drinks were consumed. As the Global VP of Brand Marketing at Stanley 1913, Ashley leads the brand’s global



Andrea Tatevossian Joined OMG23

Andrea Tatevossian (BBA, *Marketing*, 2021; *MBA*, 2022) recently joined OMG23, Omnicom Media Group’s Disney-dedicated agency, as a Specialist, Paid Search & Social for FX Networks.

OMG23 is an Emmy-nominated FX group which collaborates with the Walt Disney Studios to analyze and execute

marketing strategy, driving innovation, consumer engagement, and long-term brand growth. Focused on scaling Stanley's presence worldwide, she oversees creative, brand marketing, and strategic initiatives to deepen consumer connections, expand product storytelling, and fuel the brand's next phase of growth. Prior to this position, Ashley was the VP of Marketing at *Beyond Yoga*, Levi Strauss & Co.

campaign launches across social platforms for their groundbreaking shows.

As a global media network, OMG23 provides a wide range of marketing and media services, and specializes in creating end-to-end solutions to transform consumer experiences and deliver better business outcomes for their clients.

Faculty Highlights

Congratulations to Dr. Wendy K. Bendon!



Prof. Wendy Bendon, Chair of Marketing and Fashion Marketing, completed her Doctorate in Business Administration (DBA) at the Grenoble Ecole de Management in December 2024. Her thesis was titled, "*Enhancing Influencer Marketing: Unveiling the Dynamics of Social Media Influencers' Communities*". The study examined the internal dynamics of social media influencer (SMI) communities to build sustainable networks that thrive in the evolving landscape. Dr. Bendon participated in the commencement ceremonies in Grenoble, France, on March 8, 2025.



On Preparing Responsible Future Leaders

Dr. Joan Marques, Dean and Professor of Management, published



GEM DBA Workshops at

an article in AACSB Insights, titled, "The Value of Ancient Wisdom for Future Leaders."

In this article, she suggests that, by tapping into timeless practices and insights, our students can keep their skills aligned with an ever-changing world of work.

She captures the following key points:
-Human skills such as adaptability, resilience, and emotional intelligence are critical to thriving in a complex and unpredictable job market.

-We can place greater emphasis on these skills in our classrooms by integrating the tenets of ancient traditions.

-The more our students appreciate concepts such as mindfulness, interconnectedness, and ethical awareness, the more likely they are to develop into agile, responsible, and compassionate leaders.

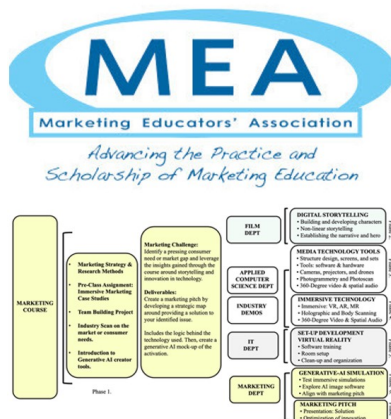
Woodbury

As has been customary over the past seven years, Woodbury University hosted a team of first-year DBA students and course facilitators from the **Grenoble Ecole de Management**, for a series of on-the-ground lectures.

The main emphasis of the lecture sessions was on finetuning research subjects and understanding the process of data gathering and analyzing.

Dr. Marques facilitated two sections in this year's workshops, pertaining to distinguishing between the primary research methodologies, and understanding the process around conducting a literature review.

The lectures were implemented in hyflex format to also accommodate some of the globally dispersed DBA students in this new cohort.



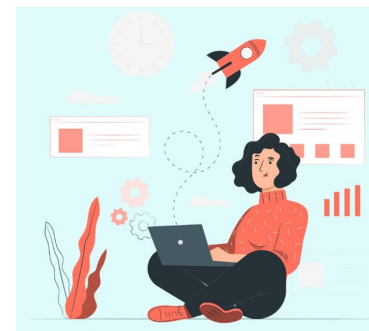
Dr. Bendoni to present at MEA

Dr. Wendy K. Bendoni recently had a paper accepted for presentation at the *Marketing Educators' Association (MEA)*, the premier international organization for faculty development of the marketing professoriate. The theme of the conference is "Digital Transformation & Marketing Education: Navigating the New Frontier."

Dr. Bendoni's paper is titled, "*Fostering Cross-Pollination in Marketing Education: Integrating Interdisciplinary Innovation and Technology*". The conference will be held in April.

SUPPORT OPPORTUNITY: THE STUDENT ENTREPRENEURS SUPPORT FUND

Please consider supporting our student entrepreneurs by donating to the student entrepreneurs support fund! This fund honors and encourages the efforts of budding entrepreneurs, who are students at Woodbury's School of Business, or are members of one of the School of Business-headquartered professional student organizations.



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