



## Leading Expert on Entrepreneurship Brings a New Perspective to Sy Syms School of Business

with DR. NOAM WASSERMAN

riginal thinker, prize-winning academic and best-selling author Dr. Noam Wasserman is as motivated and passionate as the fabled entrepreneurs he has studied. Dr. Wasserman, the son and father of YU graduates, is the incoming dean of the Sy Syms School of Business. He is determined to provide the type of leadership that furthers YU's tradition of "bringing Judaism's timeless wisdom to cutting-edge real-world problems."

Dr. Wasserman wrote the ground-breaking book, *The Founder's Dilemmas*, which upended conventional thinking on startups. Drawing upon extensive quantitative research as well as inside stories of founders like Evan Williams of Twitter, Tim Westergren of Pandora and others with whom Dr. Wasserman has worked, he examined founders' early decisions that can make or break their startups. (*The Founder's Dilemmas* was a #1 Amazon bestseller in Management and won the Academy of Management's Impact on Practice Award.) His research has been published in top academic journals and national periodicals from *The Wall Street Journal* and *Harvard Business Review* to *Forbes*.

As dean, he will bring a unique perspective honed by 16 years of extensive teaching experience, 13 of them as a professor at Harvard Business School (HBS), where his course, Founder's Dilemmas, became HBS' most popular entrepreneurship elective. At the University of Southern California (USC), he has served as the Lemann Chair in Entrepreneurship and founding director of USC's Founder Central initiative. At both schools, he won the top teaching award and served in key administrative roles.

Dr. Wasserman said that few business schools put enough emphasis on teaching professors how to excel in the classroom, tap their research to enhance their teaching and focus on the key takeaways that will affect students' lives. The result: suboptimal experiences for students and professors alike. Teaching the teachers is something Dr. Wasserman has done for more than a decade, and he plans to prioritize it as dean. "We want the classroom experience to excite both our faculty and our students."

Another recent focus has been to teach students how to excel not only during their "9 a.m.-to-5 p.m." working lives but also during the "5 p.m.-to-9 a.m." part of their lives. This topic was addressed in *Life Is a Startup*, his second best-selling book published in 2018, and it is another new perspective he will bring to YU. He realized the need for such education when he was an undergraduate at the University of Pennsylvania, where he earned a BSE in Computer Science and Engineering from the Moore School of Engineering and a BSEcon in Finance and Management from The Wharton School.

Afterward, he gained experience as a founder before earning an MBA from Harvard Business School and a PhD from Harvard University.

What about the future? Dr. Wasserman noted that "the graduate side of Sy Syms is just getting started. We have three programs that we will grow while at the same time developing a fuller suite of offerings at all levels." Toward that end, the school will look to bolster its faculty. In addition, Dr. Wasserman is excited about working with Dr. Maria Blekher, founder and director of the newly created YU Innovation Lab. Dr. Blekher envisions the Lab as a dynamic partnership among forceful Israeli entrepreneurs looking to establish themselves in the United States and the business acumen of YU students and faculty. Dr. Wasserman also sees it as the hub of a broader university-wide initiative in entrepreneurial innovation that encompasses multiple YU schools.

For budding entrepreneurs, Dr. Wasserman hopes his leadership will help them develop a critical skill, captured in Steve Jobs' dictum: "Follow your heart but check it with your head."

"In Jewish terms," said Dr. Wasserman, "this can be seen as 'sof maaseh b'machshava techila'—action has to be preceded by thought. We need passionate entrepreneurs driven to change the world but who know when to pull back and think about what they are doing and how best to do it."

YU Today : Game Changers

### YU-Israel Superhighway: Data Warriors in the Brave New World of Tech

with PHILIP FRIEDMAN & ELI BEN MEIR

he expansion of mobile device usage, artificial intelligence, the Internet of Things and cloud-based services are spurring unprecedented growth in the frequency and variety of cyberattacks and compelling companies to protect their assets. Investment in these protections is forecast to reach over \$120 billion in 2019, according to Gartner, and is generating exceptional employment opportunities. ISACA, a leading cybersecurity professional group, estimates a shortage of two million cybersecurity professionals across finance, healthcare, government, law and online and mobile commerce. To address the

projected shortfall of future cybersecurity experts, leading graduate schools like the Mordecai D. and Monique C. Katz School of Science and Health at Yeshiva University are launching a top-flight master's program.

In the Katz School program, students will master threat hunting, protection against network breaches, business contingency and resilience planning and ethical

cyberteam management. The program will also feature seminars on artificial intelligence in cybersecurity and advanced cryptography.

Philip Friedman

In addition, the program boasts something no other U.S. school can offer. As a Zionist higher education institution, YU offers unique access to the ingenuity and savvy of Israel, which will teach students to think innovatively about developing and deploying technologies and encourage the creation of new products and companies. The program will also incorporate the leadership development and team-building training methods learned in Israel's elite military units, enabling students to graduate with the knowledge and skills needed to face future cyberthreats and acquire the comprehensive training desired by employers.

"Cybersecurity experts are on the frontlines every day protecting our data from damage and disruption," said Eli Ben Meir, a retired Israel Defense Forces general on the program's advisory board. "The same technology innovation mentality that has made Israel the world's 'Start-up Nation' will give YU's program the energy and excitement that people should expect from a worldclass graduate education. YU graduates will join a select company of professionals dedicated to safeguarding the online architecture we all rely on every day."

Using advanced tools such as a live cyber range, penetration testing platform and threat modeling packages from partners like Cybint Solutions, the cybersecurity master's program covers the most pressing and emergent cyber issues, from the architecture of secure operating systems and security in the cloud through audits and forensics to the psychology of terrorists and defense against "black hat" hackers.

The program has an exemplary faculty and advisory board of senior cybersecurity executives. Students will be mentored by expert practitioners, learning from their personal stories. The curriculum is designed to bridge a deep foundation in cyber intelligence with the high-tech skills necessary to protect an organization from inside and outside. Students will graduate from the program ready for corporate positions, having the professional acumen to translate cybersecurity risk into business terms that the C-suite understands.

"With more and more business transactions migrating to the cloud," said Philip Friedman, founder and CEO of Computer Generated Solutions and vice chairman of the Yeshiva University Board of Trustees, "we need more advanced and dependable cybersecurity protection against the increasing number of attacks against our enterprises. Yeshiva University's advanced program will equip students with practical know-how to handle the security risks faced by our economy."





# Exploring the Bonds of Two Great Cultures

with RABBI DR. MEIR SOLOVEICHIK

or Rabbi Dr. Meir Soloveichik, bridging Jewish and Western thought and helping develop the next generation of Jewish thinkers isn't just an honor. It's a mission.

As director of the Zahava and Moshael J. Straus Center for Torah and Western Thought at Yeshiva University, Rabbi Soloveichik leads courses and programming that expose students and scholars to the richness of human knowledge from across the ages by deepening their education in the best of the Jewish and Western traditions. The Straus Center draws upon the vast intellectual resources of Yeshiva

University's world-renowned faculty and offers honors classes and academic seminars for YU's undergraduate and rabbinical students. In addition, the Straus Center regularly features conferences and communal events with visiting scholars and public figures on some of the great human questions that continue to engage Jewish and non-Jewish thinkers.

The Straus Center was born from the belief that Jewish ideas have had an extraordinary impact on the West in general and on America in particular. Courses are taught by Yeshiva University professors and distinguished visiting faculty and in-

clude Athens and Jerusalem, where classical Hebraic and Greek texts are studied side by side; Jewish and Western Philosophies of Law; Rembrandt and the Rabbis, which examines the Old Master's depictions of biblical scenes and how his Jewish neighbors and acquaintances might have influenced his artistic choices in interpretation; and many more. The Straus Center is also publishing Proclaim Liberty Throughout the Land: The Hebrew Bible in the United States. The book will contain the foundational speeches and texts in early American history that were inspired by the Hebrew Bible, printed side by side with the original biblical texts that inspired them.

The Straus Center hosts many "Great Conversations" based upon the theme of "Biblical Ideas and American Democracy." These events feature prominent Americans in public life and address questions regarding faith and democracy. The first of the "Great Conversations" featured Sen. Joseph Lieberman, and others have included Attorney General Michael Mukasey, Supreme Court Justice Antonin Scalia and columnist and public intellectual George Will.

An exciting new initiative is the Straus Scholars Program, which seeks to identify and attract exceptionally gifted undergraduate men and women who demonstrate high academic achievement and leadership potential and who are committed to studying the great works of the Jewish and Western traditions. Students will participate in an unparalleled curriculum that includes specially designed interdisciplinary courses, supplementary programs and activities offered by the Straus Center and small group sessions with visiting dignitaries, scholars and statesmen from around the world.

"The Straus Center for Torah and Western Thought was founded to bridge Judaism and the West, teaching how the Jewish faith has deeply shaped many of the achievements associated with modernity and defending the traditions and the canon of Western civilization," said Rabbi Soloveichik. "Our mission is to help our students and the larger Yeshiva community join together faith and wisdom, believing that the world itself has been intellectually and morally enriched by the light of Judaism and must be similarly inspired in the future."

YU Today: Game Changers

YU Today: Game Changers

3

## Envisioning Success for YU's Future Visionaries

with DR. SHARON POCZTER

hat greatly appeals to me at Yeshiva University is to be in an environment in which I could effect change and help build a strong department," said Dr. Sharon Poczter, associate professor and chair of the strategy and entrepreneurship department at the Sy Syms School of Business.

Dr. Poczter, who teaches Principles of Strategy and Principles of Entrepreneurship, has been instrumental in helping to develop a curriculum that adapts to the constant changes affecting the business world. Thanks to her and her colleagues' contributions, the department offers courses that best reflect what today's business students need to be competitive and market ready, such as startup strategy and business negotiations. "Entrepreneurship is very popular among our students as it gives them total agency over their own future. They are the masters of their destinies," said Dr. Poczter. The department offers many new and exciting courses, such as Angel Finance and Venture Capital, taught by two YU alumni from the venture capital world, and Megatrends, which analyzes the emerging technologies revolutionizing business, such as blockchain and machine

Dr. Poczter is very interested in women in entrepreneurship and the funding challenges they face. "Female-owned businesses are less likely to get funding, even though study after study has shown that they're often more successful overall than male-owned companies," said Dr. Poczter. She recommends that women value their projects more highly and stresses the importance of networking. She feels industry needs to make entrepreneurship more inviting to women and make them more visible because "you can't be what you don't see"

In Sheryl Sandberg's *Lean In*, Dr. Poczter is quoted about the untenable expectation of women "having it all" because they typically have too many competing responsibilities. The book has given Sandberg a platform to speak on issues regarding women and leadership, and Dr. Poczter is grateful to have been given opportunities to publicly discuss the challenges of womenowned firms.

Despite the challenges, she remains optimistic for women pursuing a career in entrepreneurship. "Things are definitely changing for the better. There's an increased awareness in Silicon Valley, and people are seeing the enormous benefits of female involvement. Although the needle is moving slowly, it is moving in the right direction."

She also sees an increased interest among women at Yeshiva University in becoming entrepreneurs and serves as a mentor, providing guidance and advice. She's developed a strong relationship with The Batsheva Organization, which empowers future Jewish women leaders by partnering them with highly successful female C-level executives as mentors.

Dr. Poczter is proud of the competitive

advantage YU students have to offer. "Students here are extremely hard working. Because they have the dual curriculum of Judaic and secular coursework, they're very efficient and productive, which is the basis for successful entrepreneurship." She is also impressed with the strength of the alumni partnership at Yeshiva University. Alumni from all areas of the business world come to give back and help students.

"YU students are well suited for running a business and being successful in entrepreneurship, thanks to the variety of our courses," said Dr. Poczter. "Another competitive advantage YU students offer to potential employers is their connection to Israel and the startup culture there. Our students are particularly well placed to help fill the gap between Israel and the business world in the United States." Her department is also developing partnerships with Israeli startups both in Israel and at Yeshiva University.

She is thrilled to be part of the great community that is Yeshiva University and contribute to the growth of its students. "YU students are always asking the 'why' of anything and everything. They want to know the underlying reasons of business decisions. Entrepreneurship is a direct function of curiosity and pattern recognition. Those are traits of people who want to create new companies."



Yeshiva University is a unique ecosystem of educational institutions, affiliates and resources that prepares the next generation of leaders with the Jewish values and market-ready skills to achieve great success in their personal and professional lives and endows them with the will and wherewithal to transform society for the better.

Your partnership ensures our future. yu.edu/support





## Undergrad

- KATZ SCHOOL OF SCIENCE AND HEALTH
- STERN COLLEGE FOR WOMEN
- SY SYMS SCHOOL OF BUSINESS
- YESHIVA COLLEGE



## Wurzweiler

**WURZWEILER SCHOOL** OF SOCIAL WORK



### **Einstein**

**ALBERT EINSTEIN COLLEGE OF MEDICINE** 



### Revel

**BERNARD REVEL GRADUATE SCHOOL OF JEWISH STUDIES** 



### **GPATS**

**GRADUATE PROGRAM** IN ADVANCED TALMUDIC STUDIES FOR WOMEN



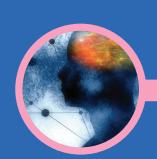
#### Belz THE PHILIP AND

SARAH BELZ SCHOOL OF **JEWISH MUSIC** 



## **Azrieli**

AZRIELI GRADUATE SCHOOL **OF JEWISH EDUCATION** & ADMINISTRATION



### **Ferkauf**

**FERKAUF GRADUATE SCHOOL OF PSYCHOLOGY** 



Cardozo

BENJAMIN N. CARDOZO **SCHOOL OF LAW** 



KATZ SCHOOL OF **SCIENCE AND HEALTH** 



**RIETS** 

RABBI ISAAC ELCHANAN THEOLOGICAL SEMINARY



Sy Syms SY SYMS SCHOOL **OF BUSINESS** 

# At the Career Center, Today's Talent Finds Tomorrow's Success

with SUSAN BAUER

very day," said Susan Bauer, executive director of the Career Center at Yeshiva University, "I have the privilege and the delight of helping students ensure that their future success makes the world a better place."

Bauer brings a strong background to her leadership of the Career Center. She has earned degrees in human resources and education, taught classes in career development and worked as senior director of experiential education and career management at LIM College before becoming director of employer and alumni relations and then executive director.

"All students," she explained, "need a personalized strategy to guide everything they do. The first step they need to take is to sharpen their sense of who they are and what they would like to do with their lives."

The Career Center helps them do this with career readiness competencies that include critical thinking and problem solving, teamwork collaboration, digital technology, oral and written communications and global intercultural fluency.

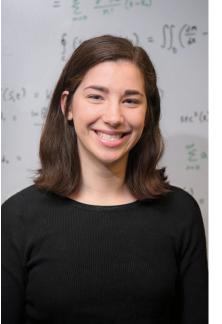
Once students have a sense of their goals and aspirations, "we then link them to the resources and action plans they need to move confidently forward." This includes a dynamic working relationship with YU's alumni network. She's proud of how much alumni want to give back to help students succeed. "They champion and strengthen our efforts," said Bauer, "by getting involved with mentoring, coaching, career guidance, event participation and sponsoring site visits."

The Career Center also hosts a busy schedule of targeted events like Tech-Ucation (conversations with tech experts), alternative careers on Wall Street, the Non-Profit/Year of Service Career Fair, making a career in Israel and the Women in Business Initiative, to name a few.

But what makes it worthwhile for Bauer is the earnest and sincere character of the YU students. "They have very full workloads, pursuing a dual curriculum of Jewish studies and academic courses, yet this never prevents them from working to make a difference in the lives of others. I am humbled by the amount of time they spend volunteering, whether it's bringing comfort to the elderly on Shabbat or traveling to Haiti on a humanitarian mission. I have really never seen anything like it, which only makes me want to help them more."

Bauer never hesitates to share with recruiters how public-spirited and committed YU students are, and it's a message that has resonated with them. "They can see that Yeshiva University graduates are highly ethical, smart and respectful. Our students feel a strong sense of responsibility, and because of that, doors will open for them. They're dedicated to making a difference, and I'm so proud to be a part of that mission."









#### From YU to NASA: On a Mission to Discover and Invent

with YAEL EISENBERG

ailing from Passaic, New Jersey, Yael Eisenberg '18S graduated from Stern College for Women and is already working with the best and the brightest. A dedicated mathematician and researcher, Eisenberg is currently a Launch Vehicle Control Study Intern at the National Aeronautics and Space Administration's (NASA) Kennedy Space Center.

As a junior at Stern College, she joined the combined BA/MA program in mathematics, which allows advanced undergraduate students to take graduate courses that can count toward both the BA and MA degrees in mathematics. In 2018, she completed her BA in mathematics; she will receive an MA in Applied Mathematics in 2019 upon completion of her thesis.

"The Stern College math department is comprised of strong and dedicated professors who go out of their way to ensure their students' success," said Eisenberg. "Their willingness to tailor the program to the needs of each student, along with their advocacy on behalf of the students, exceeded any expectation I might have had of my instructors."

A Veteran of the Israeli Defense Forces Finds a New Direction at Yeshiva University

with LIOR BRIK

Advice from a Two-time Scholarship Winner: Just Go for It!

with KAYLA GARB

or Lior Brik '20YC, a veteran of the Israeli Defense Forces (IDF) who specialized in intelligence and computer programming, attending Yeshiva University was not part of his life-plan. But opportunity called. Strong encouragement from his father, a software engineer, and from Judah Diament, chair of the computer science department at Yeshiva College, set him on a new course.

At a recruitment function at the YU campus in Israel, Brik met Diament and learned more about YU's rapidly growing computer science department on the Wilf Campus. He made his way to New York in January 2017, and since then, he has prospered at the University where he is a computer science major, with a focus on data science, and a captain of the men's tennis team.

The combination of excellent academics and the deep anchoring of his faith has made YU a very special place for Brik. "I have learned that YU shares the same commitment to the safety and security of the Jewish people as I learned in the IDF. That gives me hope."

y grandmother has worked for years at Esti's The Boutique, a high-fashion clothing store in Flatbush. Because I grew up with such a love of fashion, I decided to just go for it," said Kayla Garb'20SB.

The junior honors student from the Sy Syms School of Business is one of the first Orthodox Jews to have won a scholarship from the prestigious YMA Fashion Scholarship Fund (FSF)—not once, but twice.

Like the other scholarship winners, being fashion-forward and business-focused are characteristics that Garb embraces. But despite those similarities, the 21-year-old YU student quickly realized that she could be the only Lubavitch Chasid the other winners, who came from across the United States and Canada, might have ever met. It was her kosher meal at her first FSF Gala dinner that set off the alarm bells. "Everyone thought I was a vegan," joked Garb. But on a serious note, that realization also gave her a heightened sense of responsibility and purpose. "My intention was to represent Judaism and Yeshiva University well."

YU Today: Game Changers 9



## A Leader in the Technology Law Field Tackles a New Frontier: Blockchain

with AARON WRIGHT

or Aaron Wright, becoming one of the select few who understand the new technology of blockchain began when a self-described "working-class kid" from New Jersey going to school in Boston and Somerville, Massachusetts, took on programming jobs to pay the bills.

An associate clinical professor of law, founder and director of the Tech Startup Clinic and co-director of the Cardozo Blockchain Project at the Benjamin N. Cardozo School of Law, Wright, who received his JD from Cardozo in 2005, is an expert in corporate and intellectual property law. He is primarily known for his work with the regulatory and financial issues raised by the use of blockchain, which he outlined in *Blockchain and the Law: The Rule of Code*, co-written in 2018 with Primavera De Filippi.

Blockchain is a computerized ledger for storing transaction information about assets. The storage is done in a way that, at least theoretically, makes the information transparent and unhackable by distributing the information in "blocks" throughout a worldwide "chain" of computers. Thus, the name: blockchain.

His interest in technology ran parallel to his interest in becoming a lawyer, and in 2006, he and three colleagues created ArmChairGM, a sports forum and wiki site. Later that same year, the company was sold to Wikia, the for-profit sister of Wikipedia, and Wright ran Wikia's New York office, served as General Counsel and Vice President of Product and Business Development and helped build an open source search engine.

In many ways, then, Wright's career path has straddled both the law and how the law needs to be applied to the new technologies being developed. His work on blockchain comes out of that trajectory. "Cardozo's work in this field," said Wright, "exemplifies the kind of institution that Cardozo is. On the one hand, my work in this area, along with the work of my students, results in important scholarship being done because blockchain, by assigning property rights to the digital realm, raises critical legal questions about regulation, intellectual property, payment systems and contracts, to name a few areas."

However, while the scholarship is important, "of equal importance is helping people understand the nuts and bolts of how this new system works." In 2017, Dean Melanie Leslie '91C announced the formation of The Cardozo Blockchain Project, to be co-directed by Wright and Jeanne L. Schroeder, professor of law, with the express purpose of providing "practical training to students and lawyers about blockchain technology and how to develop blockchain-based legal agreements that rely on 'smart contracts."

Wright believes that blockchain has the potential to be more important than the internet itself because "what it does is add a memory to the internet." This is important because, as it is currently constructed, the internet has no memory; that is, there is no way to assert ownership of any digital property because there is no mechanism to come to a common agreement, as one can do with a contract. "This means that, as currently configured, there are no property rights on the internet." Blockchain technology will turn that around.

In Wright's "50-year view," once the technical limitations of blockchain are overcome and the regulatory issues are hashed out, "new business models and marketplaces will emerge based on the foundation of the blockchain's capacity for 'memory.' In the 1990s, we couldn't do online banking; now, it's part of our lives. The same thing will happen with these technologies."

YU Today: Game Changers

## YU in Action

### ACHIEVING THEIR PERSONAL BESTS

YU athletic teams in the last year have won multiple championships and awards in basketball, tennis, volleyball, baseball, fencing and soccer.

Gabe Leifer

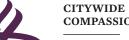
Named the Skyline Player of

the Year as well as a member

of the NABC Third Team

All-American and the All-

Skyline First Team.



WURZWEILER Care Café

## COMPASSION Wurzweiler School of Social

Wurzweiler School of Social Work's Care Cafe has held over 60 events to educate and promote mental health in NYC. The events, funded by New York City Council Members Ydanis Rodriguez and Chaim Deutsch, focus on a wide range of wellness topics including supporting veterans, nutrition, meditation, fertility, suicide prevention and resilience in children.

#### SOCIAL JUSTICE THROUGH SCIENCE

Over the past 27 years, the Innocence Project, founded by Peter Neufeld and Barry Scheck at the Benjamin N. Cardozo School of Law, has helped free 364 people through the use of DNA for crimes they did not commit.



Computer science and STEM at Stern College for Women is rapidly expanding. In 2019, a new state-of-the-art computer lab will open, funded by a major foundation and New York State, thanks to the help of Assemblymember Dan Quart, whose district includes Stern College. Students and graduates have had internships and jobs with Google, Morgan Stanley, Credit Suisse, Goldman Sachs, Citibank, JP Morgan, Palantir, Facebook and UBS, to name a few.



#### BRINGING TORAH VALUES TO THE WORLD

YESHIVA

Throughout our 100-year-old history, Yeshiva University has educated more Rabbis, scholars and teachers than any other Lowish institution



#### STARTUP IMAGINATION

The YU Innovation Lab, launched in January 2019, will pair five Israeli companies who want to join the NYC startup ecosystem with YU students, faculty, entrepreneurs and business experts. Students participating in the Innovation Lab will gain hands-on experience, develop entrepreneurial skills and emerge prepared to drive the innovations of tomorrow.



Was victorious in 17 NCAA fencing bouts this year and qualified for the NCAA Northeast Regional for the second time in her career.



## Educating the Leaders of Tomorrow We live in a rapidly changing world. Technology, medicine, education and communications are progressing and shifting in fundamental ways. This presents daunting challenges but also extraordinary opportunities for humanity. Armed with a 3,000-year-old tradition of wisdom, Yeshiva University's mission is to guide our students and the broader society in seizing these opportunities and transforming the world of tomorrow for the better. - DR. ARI BERMAN PRESIDENT, YESHIVA UNIVERSITY





From the moment you set foot on campus at Yeshiva University, you become part of YU's global network. Our Career Center and Office of Alumni Affairs provide students access to unparalleled mentorship, professional connections and career resources.

Did you know that 80% of all undergrads receive tuition assistance? At YU, we are happy to help. Just call 833-YU-HELPS