



ALL TOGETHER NOW

CONNECTED FOR IMPACT.

OUR NEXT ERA OF IMPACT

Olin's Strategic Plan



I'm thrilled to share our strategic plan and our vision for Olin's future. This plan represents the work of our community – a community composed of talented faculty, staff, students, alumni, and business partners.

For more than 100 years, Olin Business School has been known as a close-knit community with deep connections to the business world. With our long history of innovation in education and research, it's no wonder that we're a top producer of Fortune 1000 C-suite executives and that 50 St. Louis CEOs call us their alma mater.

Our plan is all about enhancing our impact by further strengthening and leveraging the connections that make us who we are. With this plan, we aim to collaborate more closely with our students, faculty, university, and business community. We pursue these partnerships because we know that they are essential to advancing what we seek to achieve above all else: a positive impact on society.

The following pages showcase the people and priorities that inspire our work. I invite you to find your place among these pages, and to consider how, together, we can achieve impact.

A handwritten signature in black ink, appearing to read 'Mike'.

Mike Mazzeo
Dean and Knight Family Professor



“I’ve appreciated the chance to partner with Dean Mazzeo as Olin has worked to develop this plan. Mike has hit the mark, and these priorities will further distinguish our school and ensure that our mission continues to positively impact the business community for generations to come.”

Jerry Kent, BSBA 1978, MBA 1979
Chairman and CEO, Cequel III and TierPoint
President, Olin National Council

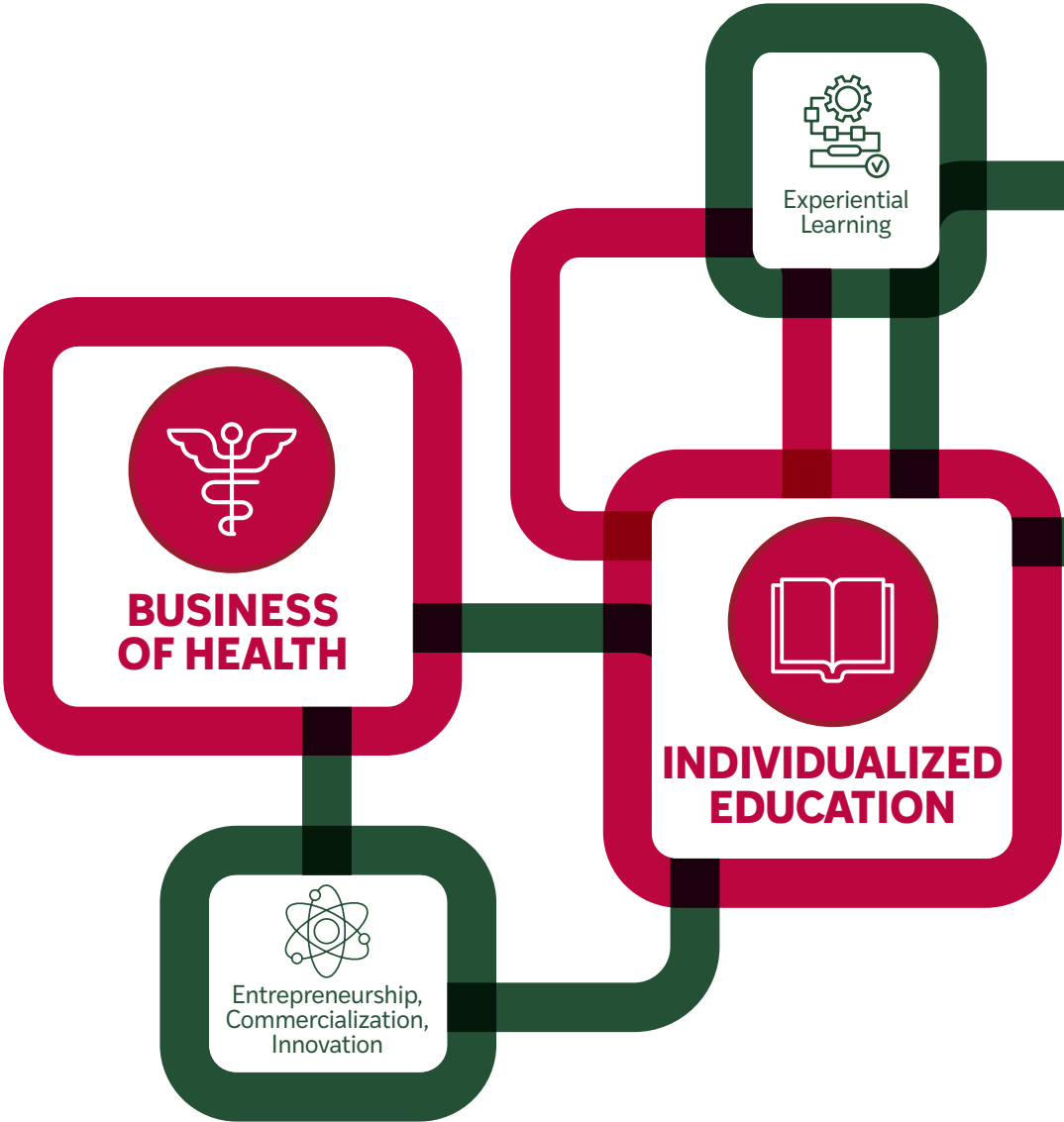
“I’m excited by the strategic direction Olin has set. Olin’s strategy reflects and advances our university’s top priorities. Olin has a proud history, and this next chapter in the school’s story will be a memorable one.”

Andrew D. Martin, PhD 1998
Chancellor



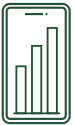
“With our university’s strategic plan, Here and Next, we aim to generate solutions to the deepest societal challenges. A business lens is essential to understanding problems and creating answers that are both scalable and sustainable. Olin’s plan will further advance our university’s commitment to driving impact.”

Beverly Wendland
Provost and Executive Vice Chancellor for
Academic Affairs



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Digital
Innovations



**REGIONAL
PARTNERSHIPS**



BUSINESS OF HEALTH

VISION

Olin will be the premier institution for the business of health, and an engine for innovation at WashU.

We will advance the business of health by leveraging our partnerships, including those with WashU Medicine and the planned School of Public Health, BJC and other major healthcare systems, our region's life science ecosystem and health companies, and our highly successful alumni network.

IMPACT

Our focus on the business of health will impact CMOs, CEOs, entrepreneurs, and others poised to lead their industries. Our research insights will bring many positive results — healthier patients, healthier populations, and better policy outcomes. Our efforts will launch new ventures, and strengthen Olin's presence within the health sector.

ACTIVITIES:

Shaping Leaders: Increase enrollments of health professionals through shifts in current degree programming and new offerings, including non-degree and exec ed offerings, certificates, and specialty programs.

Commercializing Discovery: Partner in facilitating university commercialization efforts by running workshops for PIs, MBA experiential learning engagements, and entrepreneurs-in-residence programming.

“The Davos of Healthcare”: Convene academic, industry, and governmental partners to generate opportunities for impact, including through increased access and sharing of data for research insights.

Pictured above: WashU's Hong Chen, associate professor of biomedical engineering and neurosurgery, earned a Women's Leadership Program certificate at Olin.



“What makes a university great — and certainly what is a strength of Olin — is high-caliber research. Olin is already doing a variety of work in health. We can capitalize on our unique ability to connect academic concepts to pragmatic solutions for breakthroughs ranging from commercialization to policy improvements.”

Barton Hamilton, PhD

Robert Brookings Smith Distinguished Professor of Economics, Management, and Entrepreneurship

“My WashU MBA was invaluable to me as my father asked me to take the reins of our family business at 27. With the skills I learned at Olin, I was able to quickly step into a leadership position and implement business processes that have contributed to long-term growth and profitability. My ability to scale my business has allowed me the opportunity to reduce healthcare disparities for more people in an underserved population.”

Alaina Macía, MBA 2002

President and CEO,
Medical Transportation Management, Inc.



“I wanted to transition into a leadership role in a healthcare organization helping to reimagine and meet the healthcare needs of the 21st century. The skills I acquired in WashU Olin’s EMBA program closed the gaps in my leadership portfolio, and prepared me to serve as vice-chair of innovation while carrying my clinical responsibilities.”

Dr. Omokhaye Higo, EMBA 2021

Associate Professor of Anesthesiology, WashU Medicine



INDIVIDUALIZED EDUCATION

VISION

Olin will earn a reputation for a distinctive approach to business education that is both highly tailored to each student's purpose and intensively connected to a network of engaged businesses and alumni.

We will embrace Olin's small size, relative to that of our aspirational peers, build on our track record of producing C-suite leaders, continue to know our students "by name and story," further *Here and Next's* leadership and undergrad education initiatives, and regularly engage with our alumni network and business community.

IMPACT

Our education will create purpose-driven leaders through experiences that alter and affirm students' individual trajectories. Our curricular innovations and enhanced market position will raise the profile of our students, and enhance our ability to positively impact the business community. Our personalization of the education experience will prepare students not just for their next jobs but also for the lifetimes of their careers.

ACTIVITIES:

Immersive: Offer an array of international and domestic immersion opportunities, including in entertainment and sports, finance and investment banking, and startups and venture capital. Provide for first-hand experiences through novel industry engagements.

Connected: Partner with faculty, alumni, and businesses to create customizable capstone opportunities, one-on-one tutorials, and mentorship programming.

Pictured above: Izzy Gorton, BSBA 2025, and Chiara Munzi, BA 2023, founders of ChiChi hot cereal.



“Growing up, I felt like entrepreneurship and business were in my blood. My WashU Olin education allowed me to pursue my purpose through intentional, high-impact opportunities like a study abroad program focused on entrepreneurship, starting my own business, and advising small businesses in St. Louis.”

Cole West, BSBA 2018

MBA candidate, Harvard Business School

“I will always be thankful to Olin for innovating and executing unique and unforgettable professional learning opportunities. Through bespoke opportunities like the Business of Sports program and the Center for Experiential Learning, I was able to collaborate, lead a team, and apply my classroom learning to real-life business situations.”

Ally Gerard, BSBA 2022

Senior Business Analyst, McKinsey & Company



“My Olin education set me on the right path for my career ambitions. As a Center for Experiential Learning scholar and a Bauer Leadership Fellow, I gained leadership skills that I will draw on throughout my career.”

Ting Huang, MBA 2022

Product Manager Lead, FedEx Dataworks





REGIONAL PARTNERSHIPS

VISION

Olin will leverage its preeminence in the region by advancing expertise in private enterprise and driving partnerships to create research insights and unique educational opportunities.

We will engage our talented and motivated alumni, including the more than 50 Olin-educated CEOs in the St. Louis region. Our region's outsized number of closely held and family businesses provides us with an opportunity to establish a reputation as a global thought leader in this space. We will build on WashU's *In St. Louis, For St. Louis* initiative, and increase our positive impact on our region.

IMPACT

Our partnerships with businesses will strengthen our ability to educate strategic owners and leaders by equipping them with the skills they need to thrive. We aspire to help businesses strengthen their organizations through more public-facing thought leadership and a renewed attentiveness to non-degree exec ed. Our global reputation will grow by virtue of the insights we generate, and the talent we empower from our close connections in our region.

ACTIVITIES:

Private Enterprise: Act as a neutral convener for private companies in St. Louis and beyond; build research and thought leadership by examining novel data and disseminating rigorous research; develop open-enrollment and cohort programs positioned around building "strategic owners."

Revitalize Exec Ed and Executive MBA:

Implement a business-to-business growth strategy in conjunction with direct-to-student efforts; leverage strategic initiatives in health, private enterprise, and entrepreneurship and commercialization.

Pictured above: Dan Sullivan, MBA 2025, talks with fellow Olin students participating in a case competition featuring St. Louis CITY SC.



“When you grow a business from 40 people to almost 500, from \$10 million to \$160 million, the leadership skills required are completely different in those two places. With my Olin MBA, I was prepared to scale Hoffmann Brothers, expanding into new markets and diversifying into new areas.”

Chris Hoffmann, MBA 2016

CEO, Deutschmann Lane Holdings and Hoffmann Brothers

“When I decided to grow my business, I knew that started with investing in my education. Olin’s Executive MBA program enhanced my business skills and leadership abilities, which has led to great success.”

Xin Wei, EMBA 2021

Founder, Corner 17



“St. Louis possesses so much untapped potential. WashU and Olin can greatly contribute to the area’s success by fostering innovation, driving economic opportunity, and developing business leaders. It’s truly exciting to be involved and make an impact.”

SiSi Beltrán Martí, BSBA 2004

Former Olin Alumni Board President

CORE CAPABILITIES

Olin's ability to achieve our strategic ambitions and strengthen the school for the future requires us to invest in core capabilities. These critical enablers — commercialization, entrepreneurship, and innovation; experiential learning; and digital innovations — will underpin our success as we implement this plan.



Entrepreneurship, Commercialization, Innovation

"In addition to inventing and creating, I like leading. Olin gave me the skills, the wherewithal, and the confidence to lead, to be the CEO of my first company."

Dr. Eric C. Luethardt, EMBA 2024

Division Chief, Neurotechnology, WashU Medicine
CEO and Founder, Aurenar, Inc.





Experiential Learning

“The Center for Experiential Learning is implementing a strategic and systematic approach to helping students achieve their goals, supporting business success, and driving impact in communities. We’re creating the right partnerships, curating impactful opportunities, fostering supportive environments, and providing students with unique and transformational experiences.”

Michael Wall

Professor of Practice, Marketing and Entrepreneurship; Academic Director, Center for Experiential Learning



Digital Innovations



“Olin is striving to be at the forefront of emerging technologies in our research and teaching. We want to employ them to optimize processes, but also to work better with human beings. It’s not simply about using technology for its own sake, but to make a societal impact.”

Dennis Zhang, PhD

Associate Professor of Supply Chain, Operations, and Technology; Associate Professor of Marketing (courtesy)

OLIN VOICES

Our success depends on our ability to better connect, and channel those connections toward impact, both in our research and in our teaching. To achieve these aims, we must center a relational approach in all that we do. Respect, accountability, teamwork, and transparency will act as our guiding principles.

“At Olin, we empower our faculty with the resources and support they need to pursue important ideas. This commitment to research excellence enables us to bring forth breakthroughs and discoveries that will transform the world around us.”

Robyn LeBoeuf, PhD

Joyce and Chauncy Buchheit Distinguished Professor in Marketing; Co-Vice Dean of Faculty and Research



“Olin is heading in an exciting new strategic direction. I look forward to finding my place in the plan, collaborating across Olin and WashU, and making a contribution to the business school’s success.”

Chris Collier

Assistant Dean and Director for Strategy and Operations

“I’m currently working on my first research collaboration with faculty in medicine and public health. It’s among the most invigorating, interesting scholarly work I’ve done. Olin’s faculty can bring a vital perspective to countless research questions. We know how to help translate innovative thinking into tangible products and services that will make a real difference in people’s lives.”

Lingxiu Dong, PhD

Frahm Family Professor of Supply Chain, Operations, and Technology





“By fostering a positive and supportive culture, we create an environment where individuals feel valued and are motivated to contribute their best. Strong relational connections among team members encourage collaboration and a shared sense of purpose, which will ultimately drive Olin’s success.”

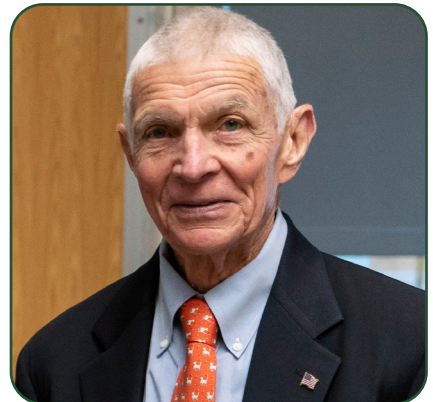
Gisele Marcus

Vice Dean for Equity, Diversity, and Inclusion;
Professor of Practice

“The Olin School’s advancement has been a key factor in Washington University’s standing among America’s leading universities. This creative, bold strategic plan developed by Dean Mazzeo and his team will continue to take Olin in exciting directions. I especially am pleased by the emphasis on directing Olin’s considerable assets to the future business development of the St. Louis region.”

Bob Virgil, MBA 1960, DBA 1967

Former Dean of Olin Business School



“Investing in the development of our people isn’t just the right thing to do; it’s a strategic necessity. By providing our faculty and staff with the support they need, we’re ensuring that our community is empowered to grow professionally, and better able to support Olin’s new direction.”

Jackie Lorraine, EMBA 2014

Senior Associate Dean of People and Culture, Chief of Staff

