

Helen S. Dashney

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PROFESSIONAL EXPERIENCE

- 2019-present **The Eli Broad College of Business, Michigan State University, East Lansing, MI**
Part-time Instructor
- Teach a women's leadership course and organized executive speaker series.
- 2006-2019 ***Director, Financial Markets Institute (FMI)***
- Founded a new academic institute to assist students interested in financial services careers, especially investment banking and investment management; achieve 100% placement of student scholars in full-time jobs and internships, many in leading money center banks, through career education and development and sustained alumni cultivation activities.
 - Manage a 30-person alumni board to support the institute, engaging many for the first time since their graduation by involving them in scholar mentoring, fundraising, etc. Led board through the creation of governing bylaws.
 - Successfully partnered with college development staff to raise a \$4M endowment for institute operations, insuring the FMI's longevity. Set a record by enlisting 100% financial support from all students who have graduated from the institute.
 - Delivered several presentations to groups both within and outside the university on the keys to success in building a unique program offering that meets a university goal of attracting out-of-state students, satisfies student interest in money center bank careers, and contributes to University Advancement's drive to engage alumni support.
 - Served on three college dean search committees (2008-09, 2010-11, and 2014-15) as a representative of the college's 100-person + staff group. Contributed to the selection of the external search firm, creation of the marketing statement, and questionnaire development for and evaluation of constituent feedback.
 - Organize the MBA Finance Lecture Series each semester, engaging C-level alumni in bringing real world experience to students.
- 2004-2006 ***Director, Corporate Academic Relations***
- Developed new and strengthened existing relations with corporations for the benefit of student recruitment, job placement, and fund generation.
 - Oversaw the Broad Career Coach program that paired interested alumni with Broad College undergraduate and graduate students for mentoring purposes.
 - Managed the 2005 AACSB reaccreditation of the Broad College, helping the college earn top ratings in all assessment categories.
- 1996-2004 **The Eli Broad Graduate School of Management, Michigan State University, East Lansing, MI**
Director (ef. 4/1/98) and Assistant Director, MBA Career Services Center
- Consistently achieved high placement rates for graduates and summer interns; ranked #3 globally in MBA placement success by *Financial Times* in 2004.
 - Led staff team in producing an annual career fair, attended by 50 national and regional employers and 90% of all students.
 - Facilitated numerous workshops annually on topics such as resume writing, interviewing, offer negotiation, business etiquette, etc.
 - Worked collaboratively with faculty, staff, and corporate executives to revise the MBA core curriculum that was implemented in 2003-04.
 - Partnered with the MSU Foundation and the Broad College's Department of Finance to create a \$2M Student Investment Fund.

- Used an account management process for employer development that resulted in a mix of on- and off-campus recruiters that fit the program's curricular excellence, size of student body, and career preferences of candidates.
- Supported all activities of MBA Admissions through participation in campus and nationwide recruiting events, reviewing credentials, interviewing high profile Broad Scholar applicants and personally contacting prospects with career questions.
- Participated in corporate fundraising activities for the Broad College that resulted in in-kind contributions of technical equipment valued in excess of \$100,000 and money for scholarships.
- Established and monitored office budget, effectively obtaining and allocating resources. Increased corporate and private donations to offset budget deficits.
- Hired, developed and evaluated a staff of three professionals and two support personnel along with graduate assistants and undergraduate workers, achieving an exceptional retention level.

1995-1996

Michigan Pharmacists Association, Lansing, MI
VP, Marketing

- Recommended and implemented targeted marketing programs to pharmacists for association's for-profit services, maintaining revenue in a declining membership environment.

1986-1995

The Upjohn Company (now Pfizer), Kalamazoo, MI
Product Manager, Market Research Manager

- Successfully led a cross-functional team that launched a specialty female healthcare product into the US hospital market, accurately forecasting and meeting all initial sales targets. Developed and received FDA approval for all promotional items. Orchestrated national sales meeting to train a 300-member sales force in product usage.
- Performed extensive product and market research, earning corporate award for contributions to company's first co-marketing agreement for a novel heart drug.
- Successfully led staff of ten market analysts including all aspects of personnel management and budgetary planning and control.

1983-1986
1977-1983

Citizens Trust & Savings Bank (now Shoreline Bank), Sr. Vice President, South Haven, MI
American National Bank (now Fifth Third), Asst. Vice President, Kalamazoo, MI

- Selected and led team that successfully planned and implemented the bank's entrance into ATM services. Met customer usage goals, project deadlines, and budgetary guidelines.
- Co-led bank's development of a management-training program that included MBA on-campus recruiting activities.
- Won top business development award for three consecutive quarters and received special recognition from senior management. Trained colleagues in professional selling techniques.

1971-1976

Michigan State University, TA and Instructor; MI and NY, High School Math Teacher

EDUCATION

Michigan State University, East Lansing, MI
MA-Family Economics, 1976
Honors: Phi Kappa Phi

Duke University, Durham, NC
BA-Economics/Mathematics, 1971
Honors: Phi Beta Kappa, Magna cum laude

University of Rochester, Rochester, NY
MA-Math Education, 1973

Bank Administration Institute, Madison, WI
Bank Management, Summers 1982-1984
High Honors

PROFESSIONAL AFFILIATIONS AND AWARDS

- Advisor to numerous Broad College student organizations: Alternative Investment Group (2019-present); Students Consulting for Non-profit Organizations (2005-present); Net Impact (2004-2006); MBA Student Association (2001-2004)
- Inaugural Class Gift Campaign awarded all proceeds to MBA Career Services Center, 2002
- The Broad College's Richard J. Lewis Quality of Excellence Award given to the MBA Career Center, 2001; to the Broad Coach Program, 2006; to the Financial Markets Institute, 2007; to me personally, 2019
- Staff Member of the Year, 1999, by the student-published *Spartan Business Journal*
- Staff Member of the Year, 1998, by the MBA Student Association
- Career Services Council, Standards Committee member and conference panelist, 1999 – 2004
- National MBA Alliance, management committee, 2002 – 2004

ACTIVITIES

- Big Sister in Big Brothers/Big Sisters program, 1988-2001
- Volunteer recruiter and fundraiser, Duke University, 1988-2012