

# TIPPIE

SPRING 2026

magazine

## AIMING HIGH

TIPPIE RESEARCHERS ON A MISSION  
PAGE 14



**IOWA**

# THE POWER OF PROFESSORS

Education is more than coursework—it's a journey of discovery.

When I entered college, I imagined a future in medicine—until I realized chemistry wasn't my strength and blood made me queasy. That's when I pivoted to psychology, and everything changed.

My sophomore year, Professor Joanne Preston invited me to join a research project coding videotapes of groups making decisions. **What seemed like a small opportunity became a defining moment.** Through this experience, I discovered the fascinating world of organizational behavior—the study of how people work together and shape outcomes. I realized you could build a career decoding human dynamics and helping organizations succeed. I was hooked.

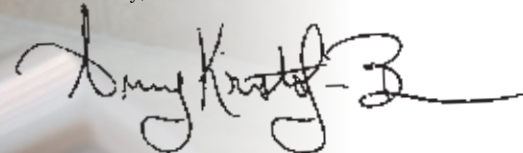
That single invitation didn't just alter my academic path; it shaped my life's work.

Moments like this remind us why professors matter so deeply. They do more than teach—they ignite curiosity, nurture confidence, and champion dreams. They transform lives in ways that ripple far beyond the classroom.

Every day, I witness that same dedication and passion at Tippie. It's a privilege to work with colleagues who transform learning into turning points for our students.

**Who sparked your journey? Take a moment to thank a Tippie professor using the postcard provided.**

Warmly,



Amy Kristof-Brown, Henry B. Tippie Dean



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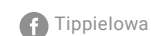
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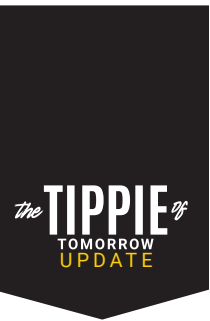
@TippieIowa

ON THE COVER Illustration by Marta Vilella.



DYK?

319 has been the Iowa City area code since 1947



WE'RE AT **80%** OF OUR GOAL!

As of February, the college has raised roughly \$48 million towards the \$60 million necessary for the business campus expansion. Stay tuned for groundbreaking event details, expected to take place this fall.



John is pictured above with wife, Ellen, and Professor Ean Crawford on a recent campus visit.

## Ever Wonder Who "Buchanan" of Buchanan Auditorium Is?

**John Buchanan (BBA56)** was born in Iowa and moved a lot as a child, ultimately to Manhattan where his mother worked in the fashion industry. He went to elementary school near Grand Central Station and was sent by train (solo!) to his uncle's farm in Ottumwa, Iowa, for the summers. He later earned a marketing degree and cofounded the insurance firm Riepe, Buchanan, and Piper that operates today as Seabury & Smith. After the firm was acquired, he taught entrepreneurship classes at the college and served on the JPEC board for 25

years. The Buchanans are steadfast and exemplary supporters of Tippie, the university, and University of Iowa Health Care.

**"I told my students it's a rare privilege to ever meet a benefactor whose name is on the room or building where you learn,"** said Professor Ean Crawford. **"After I introduced them, the class applauded for a solid minute and around 75 students lined up and thanked the Buchanans after class. It was a special moment of connection and gratitude."**

#21 BEST PUBLIC BUSINESS SCHOOL IN THE NATION  
(U.S. News & World Report, 2026)



New master's in business analytics and accounting students tackling the **UI Challenge Course** last fall—connecting, problem-solving, and literally stepping outside their comfort zones.

It's a Podcast World

# TIPPIE LEADS

SEASON 4 Launching soon!

SEASON 3 "AI at Work" All episodes now streaming

Available on Apple, Spotify, & YouTube

CAN'T GET ENOUGH? HERE ARE MORE PODCAST PICKS FROM TIPPIE ALUMS AND FACULTY.



**SPENCER STUMPF** (BBA15/MBA20)  
"WorkLife with Adam Grant"  
Making both work and life better, scientifically.

"The Next Big Idea Daily"  
15-minute book bites.

"The Zach Lowe Show"  
Perfect for NBA nerds.

"Experimental History"  
Adam Mastroianni reads his long-form blog posts about life, careers, science, and other topics. It makes you go, "hey—yeah, why is life like that?"



**YIDUO SHAO**  
Assistant Professor of Management & Entrepreneurship

"The Foreign Affairs Interview"  
Authoritative commentary and analysis about foreign affairs.

"20/20 True Crime"

"Harry Potter Theory"  
Thought-provoking ideas about why things happened the way they did in both the Harry Potter and the Fantastic Beasts books and movies.



**NICK WESTERGAARD**  
Host of Tippie Leads, director of Story Lab, and Associate Professor of Practice

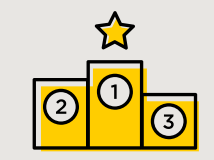
"Pivot"  
by Kara Swisher and Scott Galloway

"Good Hang with Amy Poehler"

This just won the first Golden Globe awarded for a podcast!

"Dinner's on Me with Jesse Tyler Ferguson"

"This American Life"



## Introducing THE IOWA BUSINESS ANALYTICS RANKING

The University of Iowa now has an official ranking for business analytics departments across the country, which Tippie professors developed after they saw a gap in other systems.

"Existing rankings provide a narrow view into a broad, multidisciplinary field. By complementing business journals with top publication outlets in computing science, applied math, and statistics, we offer a more comprehensive picture."

—NICK STREET  
Associate Dean and Professor of Business Analytics

**Spencer Anderson**  
(BBA09/MBA13/JD13)

# THE NUMBERS **KNEW**

Inside the Indiana Pacers' Run to the Finals

BY TORY BRECHT  
PHOTO COURTESY OF THE INDIANA PACERS



**Hawkeye fingerprints are all over Indiana's pro hoops success.**  
Tippie alum and former Young Alumni Board member **Spencer Anderson** leads the Pacers' analytics team, fellow alum **Caitlin Clark** (BBA24) is lighting up the WNBA for the Fever (part of the Pacers' ownership group), and Pacers' general manager **Chad Buchanan** (MA97) earned his master's degree at Iowa.

On December 25, 2024, the Indiana Pacers stood 15–15, good for 8th place in the NBA's Eastern Conference. Lacking big-name stars, media interest, or a sterling record, they were not among the eight teams the league showcased in its popular, marquee Christmas Day lineup.

Injuries had shuffled the rotation, and a few key players were performing under their historical averages. They looked like a “maybe” playoff team, but nowhere near a championship contender.

Inside the front office, though, **Spencer Anderson (BBA09/MBA13/JD13) and his team could see something starting to click.** Anderson, the Pacers' vice president for basketball analytics, says the data was telling a better story than that of a middling .500 club.

The staff's internal metrics showed improving health trends, sharper lineup combinations, and matchups that favored Indiana more often than the standings suggested. The pieces were there—they just hadn't fallen into place yet.

By the end of January 2025, Indiana had posted the league's best record, and they were in the NBA Finals by June.

“We had injuries and some players not performing up to expectations,” Anderson said. “Once we got everyone back, that momentum carried us.”

Anderson says analytics helped prepare the team for the playoffs, but he is loath to take too much credit for Indiana's magical run. “A lot of it is coaching, training, and preparation,” he said. But don't kid yourself: Anderson is wired to look for any edge that can be exploited.

“I've always been a really competitive person,” he said. “I love games, I love sports. I just wasn't good enough to play at the next level. Analytics became my way to stay in the game.”

He credits the 2003 bestseller *Moneyball* by Michael Lewis, which chronicles how the Oakland A's general manager Billy Beane used data and statistical modeling to turn baseball on its ear, for his decision to pursue a sports analytics career.

“*Moneyball* was still in its early days, but it really opened people's eyes to how data could be applied to sports,” he said. “I'd say basketball was three to five years behind baseball in terms of investment and application of analytics, but we've been catching up fast.”

A modern analytics team must support both coaching decisions as well as front-office strategy. In addition to game plans and scouting models, the team must also evaluate draft picks, trades, and the evolving nature of the game.

“**Our job is to make the coaches' lives easier,**” Anderson said. “We do that by automating reports, digging out insights, and translating massive datasets into something they can actually use.”

There is an alchemy to blending that data with the very human element of coaching and playing, Anderson stresses. Sometimes that means suggesting the Pacers increase variance when they're behind—

more threes, earlier fouling—or tapping the brakes when they're ahead. Other times it's using player-tracking data to understand how someone like Tyrese Haliburton creates space in the pick-and-roll.

“Everything is contextual,” Anderson said. “Players have to execute. Coaches have to teach. We're just one part of the equation.”

Applying those equations consistently through the end of the season helped the Pacers make their surprise run to the Finals. Becoming a contender wasn't based on a single breakthrough insight but rather a season full of tiny, unglamorous adjustments—lineup tweaks, injury monitoring, and player-usage rates.

The approach mirrors the way he built his own career: Curiosity about numbers and competition led him toward a job he once didn't even know existed. Now he's helping shape what the next decade of basketball analytics will look like and encouraging the next generation of sports-obsessed number crunchers to chase their own dreams.

“Figure out what it is about sports that really drives you,” he said. “Know what sets you apart, build the skills, and **when you get your shot, show people what a Hawkeye work ethic really looks like.**” ■



# FAILING SPECTACULARLY

BY AMANDA MAY | ILLUSTRATIONS BY JULIA SHTOGREN



IF YOU'RE EVER ON THE UNIVERSITY OF IOWA CAMPUS AND A POTATO ON WHEELS ZOOMS PAST YOU, KNOW THAT PROFESSOR DANIEL NEWTON IS BEHIND IT.

innovative  
TEACHING

Every fall for the last three years, Leading Innovation—a.k.a. Newton's "creativity class"—has headed outdoors for a potato derby, where fun disguises a wealth of lessons.

**"I love hearing students' insights about the elegance of simplicity, the importance of trial runs, thinking creatively rather than sticking with the status quo, and how to manage when the wheels come off—both literally and figuratively,"** Newton said.

It's one thing to rattle off these nuggets of wisdom in class, but it's another to learn the concepts in real time on the steep hill behind Catlett Residence Hall.

"There's something about hands-on, even playful activities that seem to propel thinking outside the box," Newton explained. "It also makes the lessons memorable."

Newton's class is required for entrepreneurship majors at Tippie, but he also sees students signing up from marketing, management, and even accounting.

**"The class hits on topics like improvising, prototyping,**

**withstanding public scrutiny, being open to 'aha' moments, and seeking inspiration from the world around us,"** he said. "I'm also trying to bust the myth that there are 'creative types.' Everybody's creative. It just manifests in a lot of different ways. You can be creative making spreadsheets—and there's a place for that. It's not just in the arts."

"This class is a fun environment, and there's research on the value of positive emotions," Newton said. "When we're feeling good, we're going to be creative."

He says he hopes students are inspired to build creative environments after they've graduated.

Senior Matthew Borozan took the class in 2024. He said, "Having the opportunity to engage in a form of play, get outside the classroom, and do totally unique and 'out there' things just opens up a part of your brain that you haven't used since you were a kid."

For Borozan, the class also eased his fear of doing silly, goofy things—and **failing spectacularly.**

"We did not get our potato down the hill," he said, laughing.

"Learning by doing and failing fast are principles we put into practice," Newton said.

Another way he drives these lessons home is by taking students to the glassblowing lab in the Chemistry Building.

Senior Savanna Kaczynski took the course in 2025 and tried her hand at glassblowing.

"I wanted to be good at it...and I wasn't," she said. "Lots of little failures. I snapped a few rods. I tried to blow a bubble and that exploded. I couldn't even get the burner to light at first. But we were having fun, and the spirit was to persevere and reframe it as an opportunity to continuously improve."

Newton wants students to use experiences like this to gain resilience and confidence.

"I want them to know that if they come across something they've never done before, they can handle it," Newton said.



In addition to lots of hands-on experimentation, Newton, who holds a Cannon Faculty Scholarship for Teaching Excellence, has made the course research focused.

"I bring in the most cutting-edge papers in management about creativity, and students present on this research and 'hijack' the class," he said. "One student presented on how physical movement promotes creativity, and then he took everybody outside to play basketball to make the point."

Former students have called it "the opposite of a lecture where you sit back and take notes" and "the most student-centric" and "most impactful" class they've ever taken.

"No class was ever the same," said Kaczynski. "You never really knew what the day would bring."

Other activities include attending a string quartet performance, visiting the engineering college's "makerspace," working in groups for survival simulations, creating videos with AI about the worst inventions of all time, giving presentations at The Airliner for a change of scenery, designing quantitative studies, and hosting guest speakers.

One guest was Molly Murphy, an entrepreneur and baker from Chicago who spoke to students about the creative process—not just how to turn flour and sugar into edible masterpieces, but also the nitty gritty of Google Analytics and getting paid for blog posts. She did all this while frosting and decorating a cake in front of them.

"Having Molly visit helps to show how we don't turn creativity off, which is good, because especially when things are uncertain or

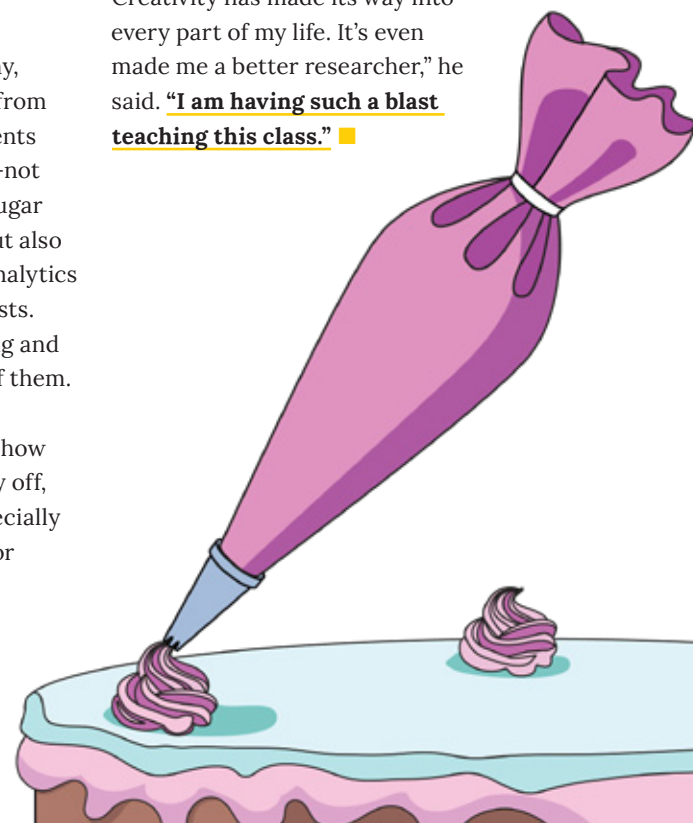
**"LEARNING BY DOING AND FAILING FAST ARE PRINCIPLES WE PUT INTO PRACTICE."**

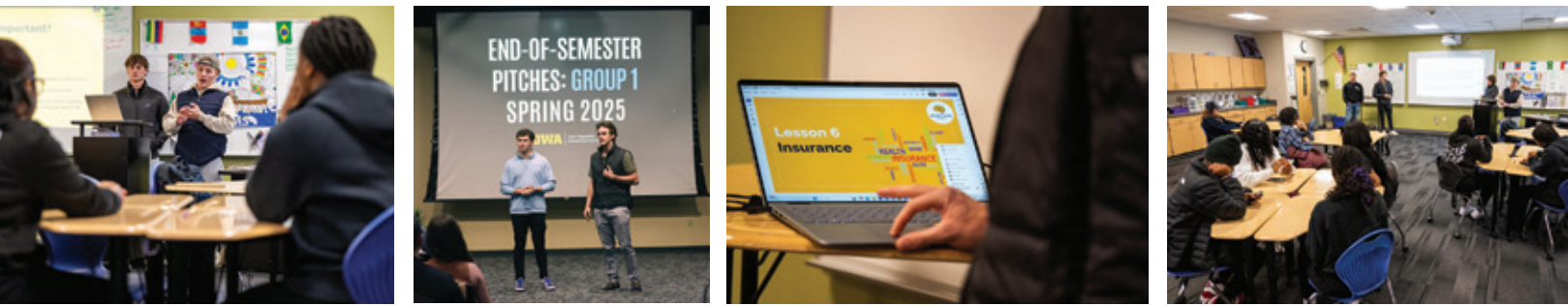
unpredictable, we need people in society who can be flexible, think on the fly, and respond to change," Newton said. "And students get to eat cake, so that's fun, too."

While it all sounds like fun and games, Newton says he has a tough midterm and final essay to be sure students internalize the lessons from class.

Along the way, Newton has learned as well. He reports having incorporated several research-backed ideas to boost creativity—like letting his mind wander, multitasking, and more—into his own life.

"Creativity has made its way into every part of my life. It's even made me a better researcher," he said. **"I am having such a blast teaching this class."** ■





# Who Is Helping Solve the Financial Literacy Problem?

## TIPPIE STUDENTS.

BY TORY BRECHT

### **The struggle with financial literacy is real for many Americans.**

That point hit home during Stanford Professor Ed deHaan's recent Sullivan Scholar lecture at Tippie, when he revealed that ***fewer than 30% of Americans can correctly answer three of the most basic personal finance questions about interest, inflation, and diversification.***

Take the quiz



Poor financial literacy isn't just an academic issue—it carries real consequences. A lack of understanding helped fuel the subprime mortgage crisis in 2007 that triggered the Great Recession.

Today, millions continue to rely on payday advances, high-interest credit cards, and unfixed mortgages without fully grasping the risks. Bad actors thrive in the gap between what people know and what they don't.

Tippie students are outliers in society, with a firm grasp on financial basics thanks to their studies. Increasingly, some are asking: If we understand this stuff, why aren't we helping those who don't?

**Two student-driven efforts—Moneythink and FLIP (Financial Literacy Innovation Program)—offer different approaches to the same problem. Together, they reflect a belief that improving financial literacy for everyone is a necessary public good.**

### Solution #1



## MONEYTHINK

For Tippie senior **Kyeon Westbrook**, the path to community service started with a friend's nudge during his sophomore year to join **Moneythink, a student-run organization that teaches financial basics to high schoolers.** He joined for the public-speaking experience but discovered a passion for educating. He is now co-president of the student organization.

"We go into the four big high schools around Iowa City," Westbrook said. "It makes you realize the community is so much bigger and that these students need this information now, before they graduate."

Westbrook says most classes are small—eight to ten students—and engagement varies. But there's always one student who lights up, asks questions, and connects the dots.

**"Those moments make it worth it," he said.**

Cars are an easy entry point. Students know what interest is, but not how stretching payments over years inflates the real cost. Westbrook tells them about the \$1,500 "beater"

he bought at 16 and the friend who financed a \$13,000 car, totaled it, and had to keep making payments.

"Half of a good lesson is storytelling," he said. **"If they hear it from someone who's just a few years older, it sticks."**

Moneythink also reaches students in IJAG (Iowa Jobs for America's Graduates), many from lower-income families with firsthand experience of payday loans or check-cashing services. Lessons stay grounded in real life: why to avoid "zero-down" offers, how credit scores shape futures, and why saving even \$10 a week matters.

"These concepts seem obvious to us now, but not if you've never been exposed to them," he said.

Increasingly, the group addresses modern money traps facing teenagers—from sports betting apps to installment payments on fast food.

"You've got to meet them where they are," Westbrook said. "If you don't understand who really benefits in those systems, it's easy to get burned."

### Solution #2



## FLIP

If Moneythink is about peer mentorship, FLIP is about scale.

Seniors **Landon Stoll** and **Patrick Igo** started FLIP after realizing how many fellow students, friends, and even family members felt uncomfortable managing money.

"Even my girlfriend didn't feel confident with things like investing," Stoll said. "I realized how much I took for granted because my parents taught me."

**FLIP is a multimedia curriculum that blends game-style learning, analytics, and mentorship to teach financial fundamentals—especially compound returns, a concept Henry B. Tippie (BSC49) often championed.**

"It's a two-pronged model," Igo explained. "There's the online platform—games, modules, an AI-driven literacy index. But the real value is mentorship at scale, connecting business professionals to students, semester after semester."

The model addresses a longstanding delivery problem. There are plenty of financial literacy curriculums, but not enough engagement—

especially for teenagers who've never seen someone model good financial decisions at home.

"Students decide whether they're 'learners' or 'non-learners' extremely early," Igo said. "If we reach them before high school—or even at that inflection point—we can change their trajectory."

Stoll and Igo already won a John Pappajohn Entrepreneurial Center end-of-semester pitch competition and attracted interest from chambers of commerce, business leaders, and school administrators in Dubuque and Des Moines, IA. Their time is limited as they begin full-time jobs, but the long-term vision remains: a statewide model that could become a national benchmark for financial literacy access.

"In a perfect world, this isn't a profit-driven company," Stoll said. "It's a pipeline—getting real professionals in front of teens who need guidance as they're starting their lives." ■

# THIS / *or* / THAT?

## THIS / *or* / THAT?

With Ruggable CEO **Nicole Otto (BBA93)**



PHOTO BY CHASE HIRT, IMAGINAIRE MEDIA

Though I love planning, plans are made to be changed—and I change them often.

**SPONTANEOUS / PLANNED**

We love giving our home a little refresh each time the seasons shift, rotating our rugs, switching out art and frames, and updating accents to match the mood throughout.

**TIMELESS CLASSIC / CHANGE RUG SEASONALLY**

I've learned that great leaders listen more than they speak. But when I'm deeply engaged, I can get carried away—it comes from passion!

**COFFEE / TEA**

**TALK / LISTEN**

**WILLAMETTE VALLEY / NAPA**

Neither—I like bubbles.

Email drains me. I'd rather connect in real time and get to clarity faster.

**SHORT TERM / LONG TERM**

I believe my superpower is breaking down big ambitions into clear, actionable plans.

**PHONE CALL / EMAIL**

But I think about risks often. The glass is half full, I just want to make sure it doesn't spill.

**OPTIMIST / PESSIMIST**

**STEAK / SEAFOOD**

I may have spent decades on the West Coast surrounded by great seafood, but deep down, I'm still from Iowa.

**RESEARCH / WING IT**

I am insatiably curious and love diving deep into new ideas, but when it's decision time, instinct wins.

**INTROVERT / EXTROVERT**

To be honest, it's not me—it's my husband. He's got a great eye, and I happily take the supporting role.

**DIY DÉCOR / INTERIOR DECORATOR**

Nothing grounds me or makes me more reflective than the vastness of the sea, especially along the Oregon coast, which is unmatched in its beauty.

**MOUNTAIN / OCEAN**

**THE BEATLES / THE ROLLING STONES**

Stones for a Saturday night. Beatles for a Sunday morning.

# AIMING HIGH

TIPPIE RESEARCHERS ON A MISSION

BY TORY BRECHT  
ILLUSTRATIONS BY MARTA VILELLA



MEANINGFUL RESEARCH OFTEN STARTS AS A QUESTION THAT WON'T QUITE GO AWAY, A CHALLENGE IN SEARCH OF A SOLUTION.

For **Patrick Fan**, the question came as a plea from his teenage son.

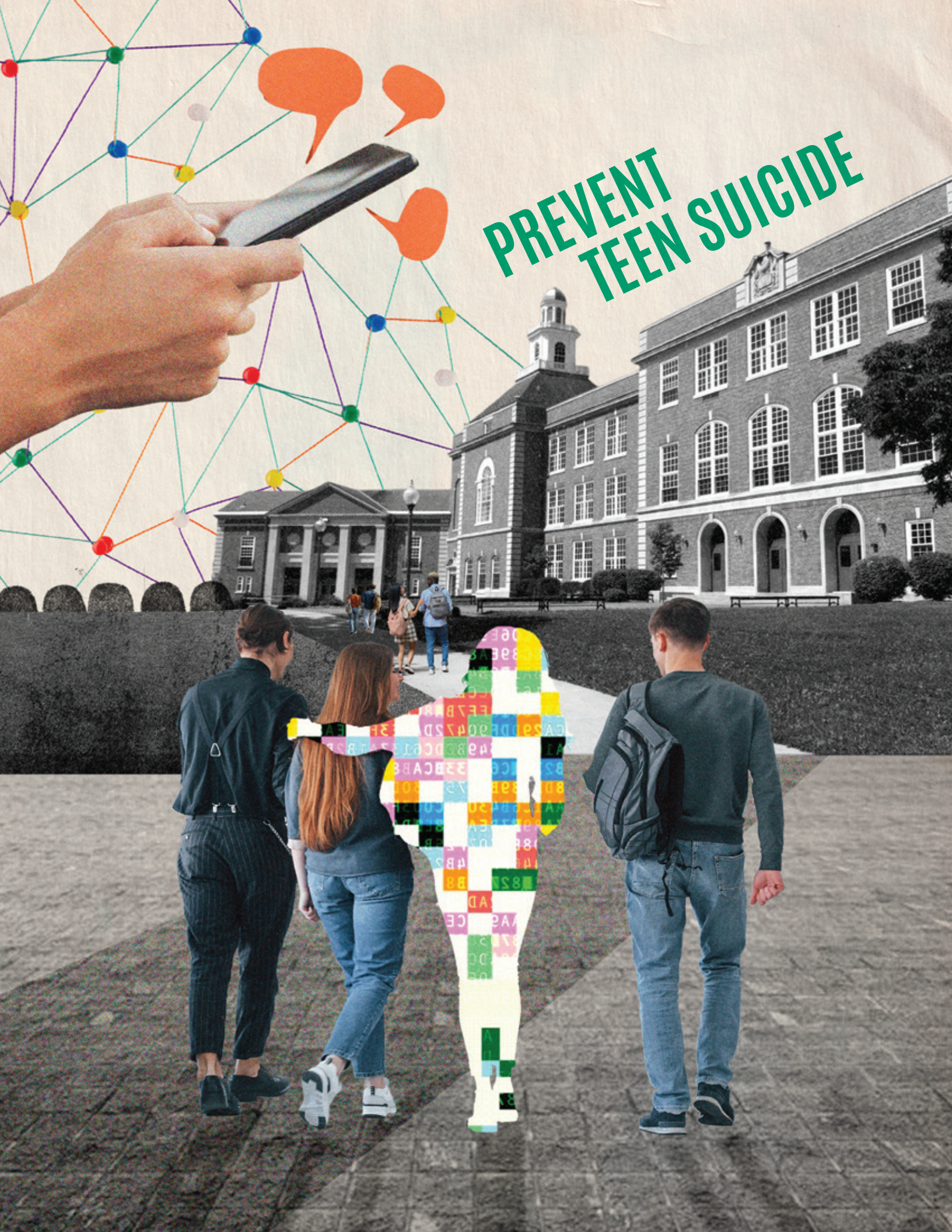
For **Pat Johanns**, it grew out of a lifelong understanding that caution should be used around powerful tools.

**Emily Campion** wanted to know why some people hate their jobs.

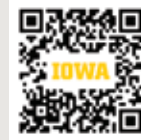
And **Erik Lie's** curiosity about executive pay led him down a rabbit hole of deceit.

**Different motivations. Different disciplines.** But all four faculty members share a common belief: Research should be in service to society and make a tangible difference.

Their research "missions" solve problems in the real world—in tech, the workplace, counseling centers, boardrooms, and homes—and exemplify how Tippie and the academic environment makes it possible.



# PREVENT TEEN SUICIDE



**Deep dive**  
Tippie Leads podcast episode  
featuring Patrick and Winston



Professor **Patrick Fan's** son, Winston, was sad and shaken. A fellow West High swimmer had taken his own life.

"It was devastating, and he experienced a lot of trauma from it," recalled Fan, two years after the tragedy. "He asked me what we could do to help people in similar situations."

It should be noted Fan is the Henry B. Tippie Excellence Chair in Business Analytics, not a psychiatrist, counselor, or medical professional. But he believed something could be done. After all, he had applied AI to improve cancer care, so turning it toward mental health felt like a natural extension.

The large language models that underpin AI's power work by culling through mass amounts of data to recognize patterns. **What if, Fan wondered, AI could be trained to detect signs of emerging depression, anxiety, or suicidal ideation in large datasets of social media posts from teenagers?** After all, young people are often reluctant to talk to parents or professionals, but they freely share their feelings online, especially on platforms like Reddit.

"Many teens won't talk to a counselor or their parents, but they'll open up to strangers online," Fan said. "We're building AI tools that can listen to those conversations, identify signs of distress, and give counselors a better chance to reach those who are suffering in silence."

Fan and his team of grad students built algorithms that sift through thousands of anonymous Reddit posts where people talk honestly about loneliness, anxiety, or depression. From those patterns, they created a specialized "vocabulary map" tied to emotional signals and context. That lexicon allows AI to recognize not just when someone may be struggling, but also why—whether the cause is grief, family conflict, alienation and isolation, or something else.

High school students are part of this work too. Through the University of Iowa's Secondary Student Training Program, Winston and more than a dozen other teens annotated thousands of posts, helping train the AI model to recognize emotional patterns more accurately.

Fan is also collaborating with fellow Tippie faculty members Emily Campion and Amy Colbert because of their research expertise in behavioral psychology, particularly in the workplace.

As a business analytics professor, Fan said his goal is not to offer a medical diagnosis, rather to give counselors, psychologists, and researchers a data-driven way to identify early warning signs faster and more objectively than a human. Ultimately, he wants to put this tool in the hands of those who need it most.

"Our goal isn't to make money—it's to make this accessible," he said. "We want high schools, universities, and clinics to use it freely so anyone who needs help can get it."

"We plan to work with the University of Iowa's mental health counseling center to pilot and evaluate the tool using real student data— anonymized, of course," he said. "We want other researchers to use it as a benchmark and improve upon our models."

**"The long-term vision is to create a global, open-source research community focused on AI-driven mental health detection and support."**

The work promises to make a potentially profound impact on many, but it's also been therapeutic for Winston, Fan said.

"He's annotated thousands of social media posts himself and says reading them has given him a better understanding of how much pain some people endure," Fan said. "It's helped him process his own trauma and given him a sense of purpose. He told me this is the most meaningful project he's ever worked on. It's been fulfilling to include him and strive toward a common goal together."

**"My passion is to use technology to create positive social transformation, and this project is one step toward that."**



# ROOT OUT FRAUD

When Professor **Erik Lie** began studying executive compensation in the early 2000s, the intention wasn't to expose corporate wrongdoing—he just wanted to understand how pay structures influence behavior. But while manually reconstructing thousands of executive stock-option grants, he **noticed something strange.**

“The stock price almost always dropped right before the grant date, then rose sharply afterward,” said Lie, the Amelia Tippie Chair in Finance. “That’s not random.”

**That statistical anomaly he noticed would become the spark that ignited one of the biggest corporate scandals of the early 2000s.** Lie’s research revealed that many companies were secretly changing the dates of stock options to guarantee instant gains for top executives.

His backdating findings triggered SEC investigations, Pulitzer-prize winning *Wall Street Journal* coverage, corporate board reforms, and new national reporting rules. In 2007, *Time* magazine named him among its 100 most influential people.

“It felt like detective work, but through statistics,” Lie said. “I would uncover a pattern, then journalists and regulators would take it into the real world.”

In his career at Tippie, Lie has broadened that forensic-finance approach into a larger mission: using data to hold powerful actors accountable. His new book, ***Catching Cheats: Everyday Forensics to Unmask Business Fraud***, explores deception across industries such as illegal after-hours trading of mutual funds, the rigging of LIBOR, and other malfeasance. Each case begins the same way: with a data pattern that “just doesn’t look right.”

By exposing fraud and promoting transparency, his research protects everyday investors, safeguards retirement savings, and

reinforces public confidence in the institutions that underpin the economy.

**For Lie, fighting fraud isn’t only about catching bad actors—it’s about promoting a culture where honesty pays dividends.**

“Transparency can be contagious—it builds reputation and lowers costs,” he said. “Companies that disclose more attract cheaper capital.”

Yet he knows transparency can fade as quickly as it spreads.

“As detection improves, the cheaters adapt,” he said. “Some use AI and deepfakes; others retreat into opaque areas like private equity or offshore reinsurance. It’s an arms race—but also a race to the darkest corners of the system.”

As the current head of the finance department, Lie works to instill a skeptical mindset in his students and colleagues. He believes that academic research can make society fairer.

**“Apathy is dangerous,” he warns. “When society grows numb to misconduct, that’s when the cheaters truly win.”**



# USE AI ETHICALLY

Growing up on a farm near Osage, IA, **Pat Johanns** learned early that tools matter, and that using them safely matters even more. Grain augers, sickle mowers, and plows are not inherently dangerous on their own. But in the wrong hands, they can be deadly.

That same instinct shapes how he thinks about artificial intelligence.

Johanns, associate professor of business analytics, views AI as a leap-forward tool with the potential to transform modern business as profoundly as the tractor revolutionized agriculture.

Because of this, Johanns believes business schools need to be at the cutting edge of teaching how to use these powerful, world-shifting tools safely, ethically, and in ways that create value rather than unintended harm.

“This technology is already woven into daily life,” Johanns said. **“The question isn’t whether it will be used. The question is whether we train the next generation to use it well.**

“If we want our students to succeed and be employable, we have to give them AI fluency,” Johanns continued.

“But **fluency includes responsibility.** We need people who know how to question the outputs, understand the risks, and keep humans in the loop. AI shouldn’t replace judgment; it should augment it. AI isn’t going to replace you at a job, but someone who knows AI better could.”

That philosophy is embedded in the new McGraw-Hill resource Johanns co-authored with Tippie colleague Jim Chaffee and Jackie Rees-Ulmer, dean of Ohio University’s business school, titled ***AI in Business: Creating Value Responsibly***. It’s written for non-technical business students and—unusual for a textbook—it will live as a digital “evergreen” product. Instead of waiting three years for each new edition, **the content will be updated continuously as the technology evolves.**

A prolific writer and researcher, Johanns didn’t intentionally set out to write an AI ethics textbook. But when he looked for one offering practical guidance for those without a background in computer science or hardcore analytics, he came up empty.

He started writing his own material for his Foundations of Business Analytics course and soon realized he had essentially drafted several usable chapters.

Johanns says he is an AI optimist despite the risks of misuse in areas like deepfakes and disinformation.

“Being optimistic isn’t being naive,” he said. “It’s choosing to build toward the good outcomes on purpose. **If we want a future where AI actually helps us, we must teach people how to engage with it thoughtfully.**”





# LOVE YOUR JOB

## Emily Campion wants you to love your job.

The Tippie associate professor of management and entrepreneurship spends her days researching exactly how to make that happen.

“We spend so much time working and if you hate it, it’s like sleeping on a mattress that’s uncomfortable,” said Campion. “If our jobs deplete us, they can deplete other areas of our life as well. They affect the type of energy we bring home to our families, friends, even ourselves.”

Campion’s research shows **the key to job satisfaction is making work enriching rather than depleting.** The good news, she says, is that there are many ways to achieve that.

**Paths to work enrichment include seeking out challenges, asking for recognition, and choosing work roles that align with your personal identity and sense of curiosity.**

Campion says enrichment is not about constant excitement, it’s about variety, learning, and being seen.

“Employees should ask themselves: Are there opportunities for professional development? Am I using a variety of skills? Am I recognized for what I do?” she said.

Instead of waiting for meaning to appear, she encourages people to design it into their careers by trying different things.

“Adults often want bullet points they can apply tomorrow,” she said, “but sometimes we have to rediscover how to learn by tinkering.”

**Another avenue for fulfillment is working a side hustle,** Campion said. In the study “Why Do People Hold Multiple Jobs?” she co-authored with Bori Csillag of Oregon State for the *Journal of Applied Psychology*, they were surprised to find that earning more money was not the number-one reason people take on second jobs.

“We realized more often it’s about identity, curiosity, or fulfillment,” Campion said. “Expecting one job to meet all

your needs is like expecting one relationship to give you everything.”

One throughline in her research is the importance of human and social connection at work. **In an age where more and more teams are hybrid and tech-driven, it’s more critical than ever to purposefully cultivate work relationships.**

“Having friends at work is an important component of workplace well-being,” she said. “These don’t necessarily need to be people you hang out with on the weekend, but you do need colleagues who validate your concerns and make you want to stay. Finding those who see and validate you is a protective buffer against fatigue and loneliness.”

Ultimately, Campion’s message is practical and hopeful. By challenging ourselves and being intentional about social connections, we can transform work from something that merely fills our days into something that gives our lives meaning. ■



### Remember the career aptitude test you took in high school?

**Campion is trying to create a better way.** She and her team are designing an AI-based career-finding tool that doesn’t just spit out a job title.

### How it’s different:

“Our tool analyzes resumes, highlights potential career paths, identifies skill gaps, and suggests ways to close them. Through data science, we hope to make high-quality career guidance accessible to anyone—from undergrads choosing a major to professionals rethinking their next move.”

### The ultimate goal:

“To help people find not just jobs they can do, but work they can truly enjoy.”



# EVER TALKED TO A ROBOT ABOUT A JOB?

BY TOM SNEE



More and more businesses are using artificial intelligence to handle early-stage job interviews, so if you haven't been interviewed by a **robot**, you might soon.

Bots weed out less-qualified applicants and send on only the best candidates to a human hiring manager. **Jim Chaffee, business analytics associate professor of practice**, said it's a more efficient and effective way to manage thousands of job applications.

The interview technology has caught on quickly. Introduced just two years ago, more than half of businesses globally surveyed by TestGorilla reported using AI to conduct job interviews in 2025.

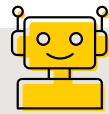
Tippie student Eleanor Scott was one such applicant. She interviewed with a bot for an internship as a junior and didn't care much for the experience.

"It felt very impersonal, and it wasn't easy to come across as myself," said the senior business analytics and management double major from Council Bluffs, IA.

An animated character asked her questions and her responses were recorded, but she never felt connected to anything and felt unable to showcase her best side.

"It's easier to show what strengths I have and how I can help a business when I'm talking with a person, and I couldn't do that," she said.

**If someone is interviewing with a bot, should they approach the interview differently than with a real person?** For the most part, no. Chaffee said the same values apply whether someone is talking with a bot or a human. Know your resume, tailor your answers to reflect your alignment with the company's values, and point out your key achievements and relevant soft skills. Demonstrate how you would add value if hired. Do the interview in a quiet room with good lighting and a neutral background.



## A FEW THINGS TO KEEP IN MIND:

- **Chat bots are always on and always looking at you**, so focus on clarity of speech, facial expressions, body language, and eye contact because it will capture these behaviors in its report. Chaffee said if someone looks shifty-eyed during the interview or struggles to complete sentences, the bot will notice.
- **Schedule a practice session** before the actual interview so you're comfortable with the software.
- **Speak naturally and authentically.** Keep a conversational tone.
- **Try to forget you're talking to no one.** "Pretend there's a person there—you just can't see them," Scott suggests.

It's unlikely the bot will make the final decision about who to hire, Chaffee said. While useful as a screening tool, he said human participation will always be vital because bots are not properly equipped to get more in-depth with a candidate.

In the end, Scott's uncomfortable interview didn't matter because she was offered a summer internship and full-time job upon graduation with a Kansas City analytics firm.

That interview was with a human. ■



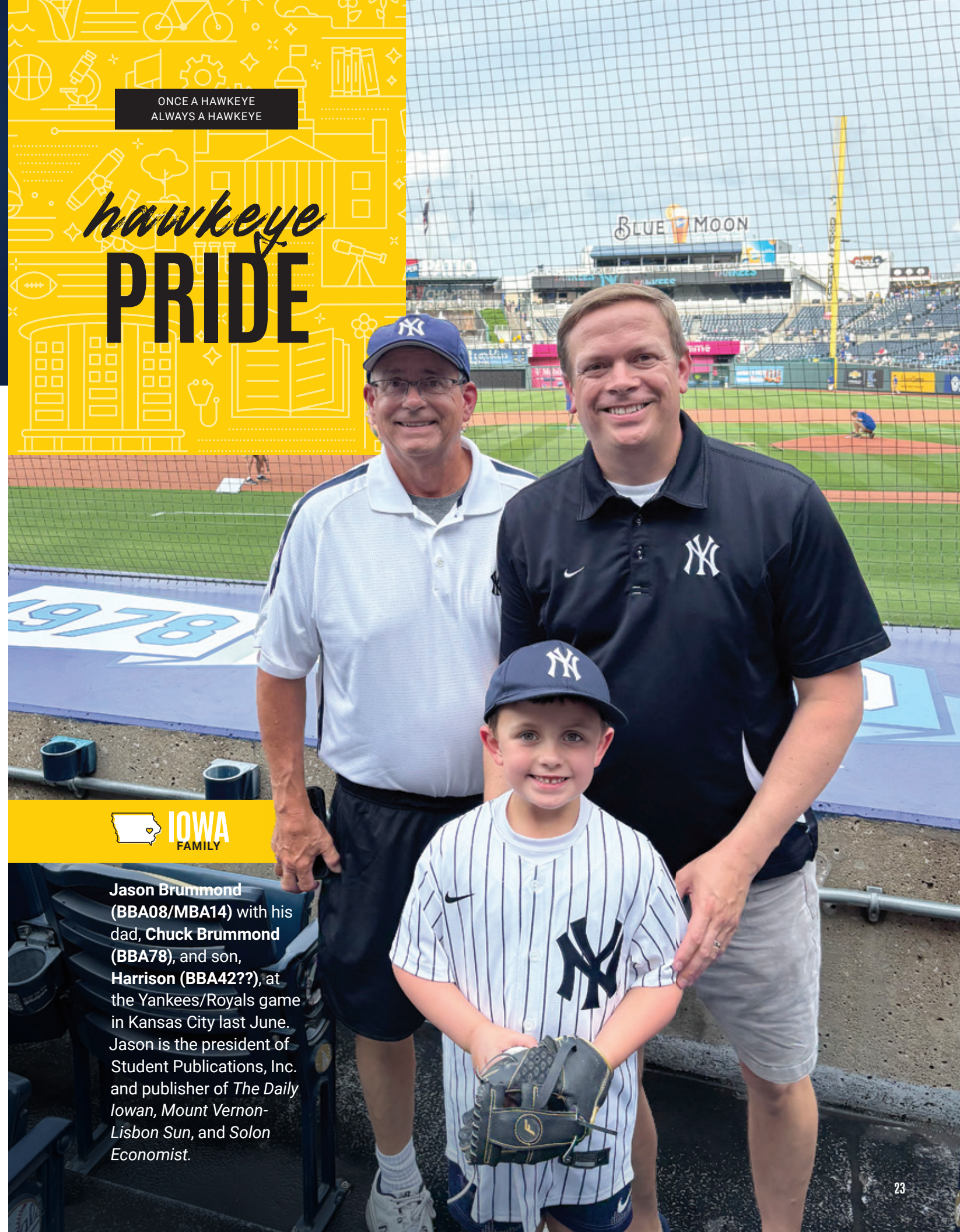
## UPLEVEL YOUR PREP WITH BIG INTERVIEW

Free online lessons and practice tools offered through the Pomerantz Career Center.

[careers.uiowa.edu/big-interview](https://careers.uiowa.edu/big-interview)

ONCE A HAWKEYE  
ALWAYS A HAWKEYE

# hawkeye PRIDE



**Jason Brummond (BBA08/MBA14)** with his dad, **Chuck Brummond (BBA78)**, and son, **Harrison (BBA42??)**, at the Yankees/Royals game in Kansas City last June. Jason is the president of Student Publications, Inc. and publisher of *The Daily Iowan*, *Mount Vernon-Lisbon Sun*, and *Solon Economist*.

2020s

**ALEX LACROIX (BBA20)** accepted a job as a special events and marketing coordinator with the Professional Rodeo Cowboys Association in Colorado Springs, CO, in November 2025.



**MICHAEL LEABO (BBA20)** accepted a new position as associate investment advisor at Private Wealth Asset Management in its Des Moines, IA, office.



**ERIK LENZEN (BBA23)** started a new position as an associate account executive at Randa Apparel & Accessories in Chicago.



**THOMAS OWOC (BBA20)** is assistant vice president, senior financial crimes investigator for Bank of America in Chicago. He specializes in anti-money laundering practices and crypto crimes.



**MARY VOSS (BBA23)** married **SETH MCLAREN (MS24)** in July 2025. The couple met at the University of Iowa, where she majored in marketing and he earned a master's in athletic training.



**KATE ROTHENBERGER (MBA23)** earned her certified financial planner certification. She works as a financial advisor for Ameriprise Financial in Bettendorf, IA.

**MADISON SAMBRANO (BBA21)** accepted a position as media business analyst with Publicis Groupe in Chicago.



**GRACE VINCENT (BBA21)** began a new job as manager of suite sales for the Detroit Lions.



SHARE YOUR **HAWKEYE memories**

Submit your photos to: [tippie.uiowa.edu/update](http://tippie.uiowa.edu/update)



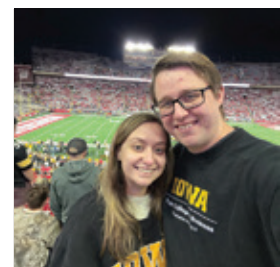
**BILLAL VIRANI (MBA20)**, a Merrill Lynch wealth management financial advisor, was named to *Forbes* "Best-in-State Next-Gen Wealth Advisors" list in Illinois.

2010s

**MACKENZIE ALDRICH (BBA18)** and her husband, Cody, welcomed their son, Russell, in August 2025.



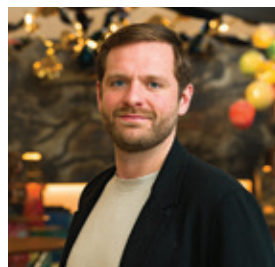
**MATTHEW BUTLER (BBA16)** was promoted to social media creative director at the ad agency Tombras where he works with brands such as Bush's Baked Beans, Arby's, BMW Motorrad, Old Smokey Moonshine, and others.



**JENNA DI PINO (BBA19/MSBA20)** and **CONLAN GREEN (MSBA20)** recently married and attended the Iowa-Wisconsin game in Madison where they now live. The couple met at Tippie.



**SARAH HUSSONG (BBA16/Mac17)** accepted a position with Kozy Heat Fireplaces as accounting manager in Lakefield, MN. Kozy Heat is a family-run business and Hussong will eventually take over as CFO of the company her grandfather started in 1976.

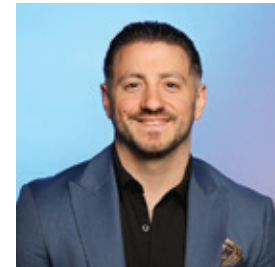


**ANDREW JAMES (BBA14)** accepted a position as sales director of the U.S. and Canada operations for the Pierre Yovanovitch gallery, a France-based furniture and interior design company that opened new galleries in Paris and New York City in 2023.



**ERICA KOLSRUD (BA10)** was named grand president of the professional business fraternity Delta Sigma Pi. While at Iowa, Kolsrud served as president of its Delta Sigma Pi chapter. Kolsrud also recently served on the Rose Bowl committee in Pasadena, CA.

**ARINDAM MAJUMDAR (MBA10)** was promoted to chief risk officer at Bank OZK in Little Rock, AR.



**NICK MELROSE (BBA15)** was named to *Crain's Chicago Business* 40 Under 40 list for 2025. The list recognizes exceptional young leaders who are making significant impacts in their communities and industries. Melrose is founder and CEO of Melrose Ascension Capital.



**ROMELLE MORRIS (BBA12)**, executive director of international marketing for Estée Lauder, came back to campus to share his experiences and insights with Associate Professor Rob Rouwenhorst's Introduction to Marketing Strategy class.



**ANNE RILEY (BBA19)** accepted a position as communications manager for the American Gaming Association.



**KYLE SHIMP (BBA19)** began working for 818 Spirits, Kendall Jenner's tequila brand, as an account manager.



**SPENCER SORRELL (MBA17)** started a new role with Wells Fargo as executive director for commercial banking operations.



**MARY BETH ZAJICEK (BBA10/Mac11)** was promoted to tax managing partner in Deloitte's Des Moines, IA, office.



**ZHIXIANG (NEIL) ZHANG (BBA16)** received a UBS Season of Service Award, one of only eight employees in the 31,000-plus member company. UBS donated \$1,000 to the UBS Business Leaders Scholarship in his name.

2000s



**HANNAH BARNSTABLE (BBA04)**'s Seven Sundays made the *INC. 5000* list of fastest-growing companies in the United States. Seven Sundays is a Minneapolis-based food company that sells muesli and other grain-based breakfast cereals.



**SARAH BERNER (BBA04)** was promoted to first vice president of service experience at Cambridge Investment Research Inc.



FUTURE TIPPIE STUDENTS



**TYLER GERDES (BBA20)** and his wife, Nicole, welcomed new baby Mabel McKenzie Gerdes in October 2025.



**TRAVIS BUSCH (BBA17)** welcomed a baby boy, named Vincent Rhett Busch, in April 2025.



**NATALIE SPIESS (BBA17)** delivered twins, Brayden and Hayden, in July 2025.

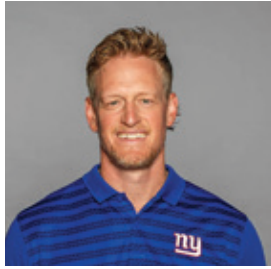


**AARON PARKER (BA08/CER08)** and his wife, Bethany, welcomed new baby Theodore "Teddy" Samuel Parker on July 16, 2025.



**Is there a new baby in your life?**

Send us an update and we'll send you a bib!  
[tippie.uiowa.edu/update](http://tippie.uiowa.edu/update)



**CHARLIE BULLEN (BBA08)** was promoted from outside linebackers coach to defensive coordinator for the New York Giants. Bullen is a former student assistant (quarterbacks) and graduate assistant (defensive backs) for the Iowa Hawkeye football team.



**JULIE ROTHBARDT (MBA02)** has been named vice president, total rewards, at QCR Holdings, a family of community banks in Iowa, Illinois, and Missouri.



**SHALINI HOLOMAN-CAMPBELL (BBA04)** was promoted to head of loan syndications at BMO in Chicago.



**HEATHER STUMPF (BBA05)** received the Iowa Society of CPA's Outstanding CPA in Business and Industry Award. Stumpf is CFO of GreenState Credit Union in North Liberty, IA.



**ROSS MERTEN (BBA04/MBA13)** started a new role with Nordex USA as senior director, finance & treasury. Nordex is a global supplier of wind turbine technology, headquartered in Chicago.



**ANGIE VANDERVINNE (MBA00)** is agent/owner of the Angie VanderVenne Agency, representing State Farm in Morrison, IL.

**EDITOR'S NOTE:** Alumni updates are submitted by alumni and are not verified by the editor. While we welcome alumni news, *Tippie Magazine* is not responsible for the information contained in these submissions.



**Apparently, jeans and grey sweatshirts were in fashion in 2003!**



**LURA MCBRIDE (BBA93)** received the Oscar C. Schmidt Iowa Business Leadership Award from the Tippie College of Business. McBride is CEO of Van Meter Inc. in Cedar Rapids, IA.



**1990s**



**JASON BAER (BBA96)** was promoted to principal AI product manager for Adobe, based in San Jose, CA.



**CHRIS DEWOLF (BBA94)** and his wife, Suzy, were inducted into the Corridor Business Hall of Fame. The award recognizes business leaders who have demonstrated decades of leadership, resilience, and community impact. The couple co-owns Lil' Drugstore Products, which was founded in 1974.



**MICHAEL HOFF (BBA97/MBA01)** was promoted to vice president of operations for Medicaid Enrollment at Centene Corp., headquartered in St. Louis.

**TIME machine**

**If you could go back to college for a day, what day would you pick?**

*(What year? What were you doing? Who else was there?)*

TELL US AT:  
tippie-magazine@uiowa.edu



**1992**



**"I would make a stop at The Airliner with my college girlfriends who are still my best friends today—"**

Kathy (Gracey) Swanstrom (BBA92), Julie (Hruby) Jessup (BS92), Irina (Vakos) Drazien (BA92), and Rebecca (Fuglestad) Roscich (BSPH95). College years are cherished memories."

**Regina Carls (BBA92)**  
Managing Director, JPMorgan Chase, Chicago

© Joseph Cress—Iowa City Press-Citizen via Imagn Images



**GEORGE KOTROGIANNIS (BBA99)** is senior managing director of JLL, a commercial real estate firm in Chicago.



**RON PACHURA (MA96/ MBA96)** was appointed senior vice president, chief audit executive, of Hyatt Hotels Corp., headquartered in Chicago. Previously, he was the chief audit executive for GoDaddy Inc.



**STACEY J. PANAYIOTOU (BBA94)** was announced as the global chief human resources officer for Kimberly-Clark Corp. in Dallas, TX.



**KELLY PHILLIPS (BBA94)**, pictured here with her family at Kinnick Stadium, is CEO of Carolina Complete Health Network, a subsidiary of the North Carolina Medical Society.



**TIM RUBY (BBA95)** was appointed lead executive for Wells Fargo's health care, higher education, and not-for-profit division in its Chicago office.

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**Herky Is Short for Hercules?**

In 1948, two contests were held by the athletic department to determine a new University of Iowa mascot and its name. A drawing of a hawk was entered by **Dick Spencer III (BA43)**, an instructor in journalism, and the alliterative Hercules the Hawk (later shortened to Herky) was submitted by John Franklin of Belle Plaine, IA.



**ROD SCHULTZ (BBA94)** married **JENNIFER YEAGER (BBA94)** last June while on a cruise to Sitka, AK. Shultz is senior director of engagement and advancement at Waldorf University in Forest City, IA.



**STEVE SMRCINA (BBA96)** accepted the position of vice president for HR operations for Amrize in the Boston area.

**1980s**



**COLONEL (RET.) VANCE STEWART II (BBA86)** received the Hawkeye Distinguished Veterans Award, which honors members of the armed forces who have demonstrated exceptional service to the United States, their communities, and the university. Stewart's military career spanned 27 years, culminating as

deputy secretary of the Army for civil works. His service has also been recognized with the Bronze Order of the de Fleury Medal and designation as a Distinguished Member of the Finance Regiment.

**1970s**



**STEVEN BAHLS (BBA76)** was elected chair of the board of trustees of Capital University in Columbus, OH.



**ROXANNE JERDE (BBA75)** retired from her position as president and CEO of the Community Foundation of Sarasota County in Sarasota, FL, after 14 years. Previously, she spent eight years in leadership positions with the Greater Kansas City Community Foundation.

**MARK LEISEROWITZ (BBA72)** received a Golden Helmet Award from the Delta Sigma Pi business fraternity at its 2025 Grand Chapter Congress. The award honors alumni who have achieved 50 years of membership in the fraternity and who've demonstrated a longstanding record of support and service to Delta Sigma Pi.

**HOW DID IT Feel?**

**It's like swimming alongside a shark—you want to watch it, but don't want it to turn toward you.**



**My son Stephen and I get out of the car and face the monster with wind in our hair...**

We've been driving for six hours, following a supercell coming east from New Mexico that has already dropped one tornado. We're a team, and I'm in charge of driving and safety. Stephen is 18 and does all the tracking, shouting out directions and live-tweeting the National Weather Service from the passenger seat. He is sure it will cycle again.

I'm hauling; he's on his radars. We start seeing rotation and orange dust kicking up.

**It looks like we're on Mars.**

We follow the tornado as it runs parallel to the highway. It's swirling, like it's alive, chewing up everything in its path. It's like swimming alongside a shark—

you want to watch it, but don't want it to turn toward you. We take back roads north to get even closer. That's when we jump out of the car and start taking photos.

**You can smell it in the air. You can feel it.** The sky is an eerie color. It was a hot June day in West Texas, but the wind suddenly feels cool on the back of my neck.

Tornados have this inflow, a river of clouds and moisture being sucked in. With the wind at our backs, it's taking sound with it, too. It doesn't sound like a train—everything is quiet.

So much of storm chasing is predicting and pivoting and running around. This is a rare moment of calm and appreciation. I've never been more present. It is beautiful and scary, powerful and peaceful.

We are to the south of it, away from the hail core, and safe, so we can just take it in, together.

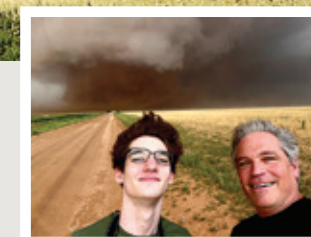
I look over at my son, watching in awe. I can't believe what we're seeing.

This EF-2 wedge tornado, later dubbed the "Morton Texas Monster," is nearly a mile wide with 125 mile-per-hour winds. It looks like God is dragging his fingers through the sky.

Stephen says, "This is the tornado I've always wanted to chase."

I'm overjoyed. ■

—**MIKE CROSS (BBA91)**, CFO, Toyota Connected North America  
*As told to Amanda May  
Photo by Stephen Cross*



FOLLOW STEPHEN'S STORM COVERAGE

- @scroSx
- @scroSYT

SEE THIS TORNADO IN MOTION:



[qrco.de/tornadotimelapse](https://qrco.de/tornadotimelapse)

*in*  
**MEMORIAM**



**Francis Ervin Jeffries**  
September 23, 1930 – July 27, 2025  
*Tippie Society Member*

**Francis “Jeff” Ervin Jeffries (MBA64)**, a steadfast supporter of the Tippie College of Business and University of Iowa, passed away at the age of 94. Jeffries built a distinguished career with Chicago-based investment firm Duff & Phelps, joining shortly after earning an MBA at Iowa and retiring as chairman and CEO in 1997. He was a member of the University of Iowa President’s Club in recognition of his contributions supporting research in cancer, glaucoma, and juvenile diabetes. Jeffries was also a U.S. Air Force veteran, earning a Bronze Star as well as numerous other honors for his service.



**Thomas Franklin Pogue**  
December 28, 1935 – August 20, 2025  
*Emeritus Professor of Economics*

**Thomas F. Pogue**, passed away at the age of 89 in California. Pogue held degrees from New Mexico State University, Oklahoma State University, and Yale University. He joined the Iowa faculty in 1965 and taught economics for more than four decades. He had several leadership roles, including associate dean and director of the Institute for International Business. Pogue’s career also included significant public service. He was an Air Force veteran and served as a commissioner of the Commodity Futures Trading Commission. In addition, he held visiting professorships at Texas Tech University and the University of Adelaide in Australia.



**Ginny Wilson-Peters**  
April 16, 1961 – November 16, 2025  
*Former Tippie Faculty Member*

**Ginny Wilson-Peters (BBA83/MBA95)** passed away at the age of 64. She taught MBA students around the state of Iowa and internationally in Hong Kong and Italy. In 2013, she received the CIMBA Professor of the Year Award for her outstanding contributions to teaching and leadership development. Beyond the classroom, Wilson-Peters founded the Iowa-based leadership development and coaching firm Integrity Integrated in 1999 in Davenport, IA. She also volunteered with many nonprofits and was the 2011 recipient of the Athena Award, which celebrates Quad-Cities area women who excel in their career while making a difference in their communities.

For a complete listing, visit: [tippie.uiowa.edu/tippie-magazine](https://tippie.uiowa.edu/tippie-magazine)



# A HOME FOR BUSINESS

BY AMANDA MAY

Enrollment and technology booms have historically defined where business students learn at the University of Iowa. As the college embarks on an expansion, it's clear to see why—**we are booming.**



## 1858-1965

### JESSUP HALL

From the time the first business class was offered in 1858 to the tumultuous 1960s, the college, university, and world underwent massive change.

### ENROLLMENT BOOM:

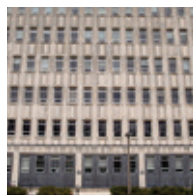
#### 1940s

In its first century, business enrollment grew modestly, reaching about 600. Notably, the GI Bill following World War II led to a massive influx of veterans enrolling in college in the 1940s. Some veterans even had to live in trailers, barracks, or Quonset huts because the dorms couldn't meet demand.

### TECHNOLOGY BOOM:

#### FROM HORSES TO HORSEPOWER

When classes began, horse- and oxen-driven wagons rattled along dirt roads. By the last years that business was taught in Jessup Hall, students could drive there in a Corvette.



## 1966-1992

### PHILLIPS HALL

Named after Chester A. Phillips, the inaugural business dean, Phillips Hall was the first building dedicated for use by the college.

### ENROLLMENT BOOM:

#### 1960s

The university and business college continued expanding, driven by a national trend of rising college enrollment. The 1969 **Hawkeye yearbook reported that the college was growing faster than any other unit on campus.** By the early 1990s, the college had 1,600 students.

### TECHNOLOGY BOOM:

#### COMPUTERS

The façade of Phillips Hall was designed to mimic the look of a punch card, which was a method of storing data and instructions for early computers.



## 1993-2025

### PAPPAJOHN BUSINESS BUILDING (PBB)

Named after Iowa entrepreneur and business alum **John Pappajohn (BSC52)**, this building created an iconic presence next to the Pentacrest.

### ENROLLMENT BOOM:

#### 1995 on

With the opening of PBB, the college was able to expand enrollment—and wow, did it ever. **From 1993 to 2025, the college roughly tripled the number of students—from 1,600 to 4,700.**

### TECHNOLOGY BOOM:

#### THE INTERNET

This building saw students through the dawn of the internet, computer labs, smart phones, and cloud computing.



## Today

### TIPPIE COLLEGE OF BUSINESS CAMPUS EXPANSION

The expansion will include a two-story glass atrium, premier event space, interactive classrooms, a business green, and fully reimagined spaces inside historic Gilmore Hall.

### ENROLLMENT BOOM:

#### 2025

Last fall, the college welcomed its largest class ever. Sidewalks and hallways are noticeably jam-packed, parking spots are scarce, and traffic is slow downtown, especially during common passing times.

### TECHNOLOGY BOOM:

#### ARTIFICIAL INTELLIGENCE

AI and other emerging technologies will be incorporated into classrooms and curricula on the new business campus, emphasizing student proficiency as well as ethics.

TO LEARN MORE,  
visit [foriowa.org/tippie](http://foriowa.org/tippie)

*Tippie Magazine* is published semiannually for the alumni and friends of the University of Iowa Tippie College of Business.

### DEAN

Amy Kristof-Brown

### EDITOR

Amanda May (BA05/BFA05)

### ASSISTANT EDITOR

Tory Brecht (BA93)

### DESIGN

Melissa Weber Creative LLC

### WRITERS

Tory Brecht (BA93)

Amanda May (BA05/BFA05)

Tom Snee

### ILLUSTRATORS

Neumann Monson Architects

Julia Shtogren

Marta Vilella

### PHOTOGRAPHERS

Joseph Cress | *Iowa City Press-Citizen* via Imagn Images

Stephen Cross

Kendra Everest

Chase Hirt | Imaginaire Media

Indiana Pacers

Iowa Digital Library | University Archives

Amanda May (BA05/BFA05)

Tim Schoon | University of Iowa

Justin Torner | University of Iowa

### COPY EDITOR

Lesanne Fliehler (MA83)

### ACCREDITATION

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*one last thing...*

## Where's the farthest flung place you've ever run into a fellow Hawkeye?

My answer is ~5,400 miles from Iowa City. I saw a man jogging with a Tigerhawk T-shirt along the coast of Reñaca, Chile, a couple of years ago. It was January, but I had traveled so far, I had reached summer in the Southern Hemisphere.

Send us your story at [tippie-magazine@uiowa.edu](mailto:tippie-magazine@uiowa.edu)



old  
GOLD

1992

## THE AIRLINER

was named  
**#1 college bar  
in America** by  
*The New York Times*  
in 2025. Is it the  
pizza, the ranch, or  
the people that makes  
it so memorable?

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