



## **FOR IMMEDIATE RELEASE**

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**Headshot: Anil Menon**

## **ROLLINS COLLEGE APPOINTS PROMINENT BUSINESS LEADER AS NEW DEAN OF CRUMMER GRADUATE SCHOOL OF BUSINESS**

**Winter Park, Fla. (June 9, 2023)** - Rollins College's Crummer Graduate School of Business, known for top-ranked MBA programs and Florida's first accredited Executive Doctorate in Business Administration, has announced the appointment of Dr. Anil Menon as the new dean. His tenure as George D. and Harriet W. Cornell Dean of Global Leadership will begin August 1. He succeeds Dr. Deborah Crown as dean.

"Business leadership has never been more challenging in a world of rapid change, marked by unpredictable market dynamics, technological advancements, environmental concerns, and evolving social paradigms. Now, more than ever, we need resilient business leaders who can navigate these changes, spearhead innovation, and drive sustainable growth," said Rollins President Grant Cornwell. "With his unique blend of academic and business leadership expertise, a strong belief in a student-centric approach to teaching, and commitment to innovation, I believe Dr. Menon is the ideal choice to lead the Crummer Graduate School of Business," said Cornwell.

Dr. Menon's research for his doctoral degree dissertation was supported and conducted at the Strategic Planning Institute (SPI) in Cambridge, MA, an international research and consulting think tank established by GE and the Harvard Business School. After achieving tenure and promotion to associate professor at Texas Tech University Graduate School of Business, he joined the graduate faculty at Emory University's Goizueta Business School and was again tenured and promoted. He has published his research in numerous top academic and practitioner-oriented journals. He served on the Journal of Marketing review board and received the American Marketing Association's AMA/Marketing Science Institute/H. Paul Root Award for academic research with the most significant impact on marketing practice.

Since 2021, Dr. Menon has served as executive vice president of Community & Urban Services at Sharecare, Inc., a digital health and wellbeing company based in Atlanta. Before joining Sharecare, he served in such global roles as Senior Advisor to the Chairman, Managing Director, and Member of the Managing Board at the World Economic Forum in Geneva, Switzerland, and for a decade as Deputy Chief Globalization Officer and as SVP and Global President of Smart+Connected Communities at Cisco Systems. He also served as Sony Fellow in Business Innovation with Sony Corporation, Japan. Most recently, he served as Senior Advisor to HRH The Prince of Wales on Sustainable Markets. From 2002 to 2009, Dr. Menon held several global roles at IBM, including serving as global head of IBM brand strategy, managing IBM's transition from a hardware brand to a business technology brand, heading worldwide market intelligence, and serving as the chief marketing officer for IBM's \$34-billion global hardware

business. In addition, he sat on IBM's Strategy Team, helping the company's CEO set overall business and investment strategy.

Rodney Adkins, Chairman of Avnet, Inc., a former Senior Vice President of IBM, and a Rollins trustee, stated, "Dr. Menon will bring Crummer a new set of growth and transformation skills acquired through a series of successful business and academic experiences. I've had the opportunity to observe his impact over the years in the information technology industry, specifically with IBM, as the market started shifting to more online commerce and digital applications. I'm looking forward to his leadership in extending the continued success of the Crummer Graduate School of Business."

Describing his vision for the Crummer School, Dr. Menon said, "Overall, my action plan as the new dean of the Crummer Graduate School of Business at Rollins College is to leverage the existing strengths of the school and the college, create new programs that meet the needs of students and industry partners, expand the school's reach globally, and create a more welcoming and inclusive environment for students, faculty, and staff."

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#### **About Rollins College:**

*Founded in 1885, Rollins College is Florida's oldest college. Located in Winter Park, near Orlando, Rollins is consistently ranked as one of the top regional universities in the South by U.S. News & World Report. Rollins offers full-time undergraduate programs in the College of Liberal Arts and undergraduate and graduate degree programs for working professionals and adult learners through its evening program at the Hamilton Holt School of Professional Advancement and Graduate Studies. In addition, its Crummer Graduate School of Business features top-ranked MBA programs and Florida's first accredited Executive Doctorate in Business Administration. Rollins serves approximately 3,200 degree-seeking students annually.*

#### **About the Crummer Graduate School of Business at Rollins College**

*Just outside Orlando in Winter Park is the Rollins College Crummer Graduate School of Business, a graduate school distinguished by its renowned faculty, intimate class size and applied approach to learning. It touts top MBA rankings from Forbes and CEO magazines and is among the top 5% of business schools to carry AACSB International graduate-level accreditation, including for its Executive Doctorate in Business Administration degree, the first accredited program of its kind in the state. The school also houses renowned Centers, including the Crummer Center for Advanced Entrepreneurship, the Crummer Center for Management & Executive Education, the Edyth Bush Institute for Philanthropy & Nonprofit Leadership, and the Crummer Center for Leadership Development. For more information, visit [crummer.rollins.edu](http://crummer.rollins.edu).*