

FREEMAN COLLEGE OF MANAGEMENT

REPORT 2025



Bucknell
UNIVERSITY



TOGETHER, WE THRIVE

There's something special about the Freeman College of Management — and it starts with the people. Here, students don't just earn a management degree; they join a community of bold thinkers, supportive mentors and accomplished alumni who believe in lifting each other up. It's a place where strong academic foundations meet personal connections, and where learning is powered by collaboration, curiosity and care. That sense of community doesn't end at graduation. Freeman alumni return year after year to share their expertise, open doors and invest in the next generation of leaders. It's this enduring spirit of connection and generosity that makes Freeman not just a college, but a lasting network — and a fantastic place to belong.



MAJORS

Accounting
Business Analytics
Finance
Management & Organizations
Markets, Innovation & Design

MINORS

Accounting
Business Analytics
Entrepreneurship
Human Resource Management
Real Estate Management
Management
Markets, Innovation & Design





HOLMES HALL



Dear Bucknell community,

I'm proud to share this year's Freeman College of Management Report, which highlights the remarkable growth, momentum and distinctive strengths that have defined the Freeman College over its first seven years.

In a rapidly changing world, Freeman continues to distinguish itself as a place where students are challenged to question convention, lead with purpose and turn their ambitions into meaningful, real-world impact.

What makes this possible? Signature learning experiences that put theory into practice. Outstanding faculty mentors who guide, challenge and champion their students. And a thriving alumni network that opens doors, creates opportunities and exemplifies the power of community.

Together, these strengths create an environment where ideas take flight, connections endure and graduates leave ready to lead.

Michelle Roehm

Kenneth W. Freeman Professor &
Dean of the Freeman College of Management

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THE FREEMAN DIFFERENCE

The Freeman College is redefining what management education can be by offering high-achieving students a blend of personalized mentorship, hands-on learning and opportunities for professional growth.



A Distinctive Educational Experience

In an increasingly competitive admissions landscape, Bucknell continues to attract academically exceptional, ambitious applicants — a testament to the enduring value and distinctive experience the University offers. A key part of what sets Bucknell apart is the Freeman College of Management.

Since its founding in 2017, Freeman has blended management education with the liberal arts, preparing students to tackle challenges with creativity and purpose. With more than 700 students and over 60 faculty and staff, the Freeman College fosters a close-knit community where personalized attention and strong faculty relationships are central. Small class sizes ensure students receive the mentoring and support they need to thrive, as reflected in *Poets&Quants*' 2025 rankings of the college: No. 23 overall and No. 2 for Faculty Mentorship.

Freeman attracts students who are not only eager to engage deeply with their education but also ready to collaborate, think critically and lead. These students are driven to explore new ideas and grow both personally and professionally in a community that not only challenges them but also values them.

Freeman's Best & Brightest

“

My Bucknell experience has been transformational. I've felt fully supported by professors and staff who have been eager to not only teach me but help me grow and become the person I am today.

JASMINE JONES '25

”



At Bucknell, **Jasmine Jones '25**, management & organizations, didn't just dream of success — she hustled for it. After two years at Harrisburg Area Community College, she transferred to the University through the Bucknell Community College Scholars Program and took on roles that challenged her to grow.

Jones was elected CEO of her company in her Management 101 course (see P. 6), an experience in which management students design and run their own companies that also conduct service projects. Jones led her team in raising \$7,000 for Transitions of PA, a domestic violence shelter. Her efforts earned her a spot among *Poets&Quants*' Best & Brightest Undergraduates of 2025 — and a full-time data analyst position at Deloitte upon graduation.

“

My professors genuinely care, and that makes all the difference.

NICHOLAS ARBES '25

”



Nicholas Arbes '25, finance, was drawn to Bucknell by the tight-knit environment at the Freeman College of Management, where he found a community that was deeply invested in his success. “Every educational experience is tailored,” he says. “The close relationships, small classes and real-world experiences prepare you in ways you don't realize until you're in an interview or at a networking event.”

In addition to developing financial expertise, Arbes learned that success isn't just about having technical skills — it's about being a person others want on their team. He applied those lessons, earning a spot among *Poets&Quants*' Best & Brightest Undergraduates of 2025 and a post-graduation role as a private equity secondary analyst at Campbell Lutyens, a global investment advisory firm.

SIGNATURE LEARNING PROGRAMS

The Freeman College offers students an array of learning opportunities that integrate classroom education with hands-on experiences. Two of its most distinctive programs — Management 101, with almost five decades of history, and the Student Managed Investment Fund, celebrating 25 years — have become hallmarks of an education that provides students with the concepts, experiences and tools they need to thrive in competitive industries.



Management 101: Building a Strong Foundation



In the Freeman College, students embrace new challenges, develop teamwork and leadership skills, and test big ideas that can have lasting impact. And it all begins with Management 101.

Now in its 46th year, Management 101 started out as a standard lecture course. John Miller, emeritus professor of management, helped transform it. “My job was to redefine the field of management,” says Miller. “This course had to introduce management in its most general sense, because management isn’t just about business — it’s essential to all organizations.”

Miller envisioned Management 101 as an experiential learning lab where students would run their own businesses and service-learning projects — components that undergird the course today. “Students essentially form a social enterprise,” says Professor Melissa Intindola, management & organizations. “They create a company and develop a product to sell that facilitates a service project with a nonprofit community partner.”

Students have the autonomy to establish their company’s organizational structures. “Our class was filled with strong leaders, so we organized an executive team rather than having a single CEO,” says **Sienna Mandry ’28**, who served as vice president of service. “The shared leadership structure was more effective.”

Management 101’s strong framework remains adaptable. When student-run companies encounter curveballs, classroom lessons are tested and reinforced. “Our company was called ‘The Company of Pivots,’” says **Carson Bielen ’28**, a markets, innovation & design major who served as her team’s vice president of communications. “Whether it was changing service partners or changing service projects, our company has always stayed strong and on our feet.”

“
This course reinforced the belief that falling down and being able to stand up even stronger will always benefit you in the long run.

CARSON BIELEN ’28

SMIF: Making Million-dollar Decisions



Launched in 2000 by Professors David Jensen, accounting, and Robert Needham, management practice, the Student Managed Investment Fund (SMIF) gives Freeman College juniors and seniors the opportunity to manage roughly \$5 million of the University’s endowment.

“Students are 100% responsible for all of the decisions, which are made by vote,” says Professor Curtis Nicholls, Kiken Family Chair in Management and SMIF co-director.

Student analysts focus on one of the 11 sectors of the S&P 500 and serve as members of one of seven specialized committees, covering topics from derivatives to economics and strategy. These groups recommend investment strategies and monitor portfolio risk and market trends.

“SMIF gives students the safest environment they’ll ever have to discuss individual securities, market drivers and interest rates,” says Professor Frank Schreiner, managerial practice and SMIF co-director. “It helps them find their voice and learn to manage money in a professional, institutional, top-down process.”

The course culminates with each student pitching a company to add to the portfolio. “You get to discuss and implement strategies and see the outcome firsthand,” says **Mara McInroy ’25**, finance. SMIF students and professors then travel to New York City where they present their experience to Bucknell alumni.

In the 25 years since its launch, SMIF has grown by approximately \$4 million. But the fund’s growth is ancillary to the personal growth students experience by being trusted with real decisions.

“
They draw on their liberal arts education to really understand the economy and the world around them in ways they might not have seen before.

PROFESSOR CURTIS NICHOLLS

BEYOND MANAGEMENT:

A Unique, Interdisciplinary Education

In the Freeman College, students don't just study management — they often pair it with majors in other colleges, combining business expertise with fields like engineering, data science, the arts and the social sciences. This distinctive, interdisciplinary approach prepares graduates to lead across industries and cultures. The result? Leaders who are not only business-savvy but also creative, agile and ready to navigate a complex, ever-changing world.



Data Science in Action

Freeman College students partner with Bucknell's Dominguez Center for Data Science, gaining valuable, hands-on experience with data and AI in real-world projects. In 2025, Freeman students **Emmaneul Mudungwe '28** (left), finance, and **Nicole Trejo '27** (far left), management, took advantage of this opportunity as JoAnn Patrick-Ezzell '75 & Andrew Ezzell Data Science Fellows. Their project analyzed student engagement with the Freeman College's BisonReady app, uncovering insights to help boost participation in career-readiness programs. Along the way, they developed skills in data analysis, ethical decision-making and creative problem-solving.



A Startup Mindset

In high school, **Katie Raso '28** (left) knew she wanted to pursue a business-related field but worried a traditional business school might stifle her creativity. When she discovered Bucknell — which not only offered the academically strong Freeman College but also creative makerspaces and the Perricelli-Gegnas Center for Entrepreneurship & Innovation — she realized she'd found the right fit. Knowing she could work in the center and turn ideas into action sealed her decision. "I'm learning how to trademark a name, form an LLC and take my project into the real world," she says.

Powerful Mergers

At Bucknell, students don't have to choose between business and their other passions. Many Freeman students double-major in distinctive, unexpected fields, creating personal academic paths that give them unique skill sets that set them apart.



CHASE FERGUSON '26
Finance + Biology

“*I see my future career path in the biotech investment space. I believe my biology background will uniquely position me to evaluate biotech and health science companies. For example, when we were analyzing Novo Nordisk in a finance class, I was able to explain how Ozempic works on a microbiological level, helping the class better understand the complex vocabulary in their business materials.*”



COOPER KENDRICK '26
Markets, Innovation & Design + Studio Art

“*In MIDE, the focus can be analytical: Does this fit the target consumer? Will it have the right impact? Art takes a broader view: How do the elements work together to tell a compelling story? Each perspective — marketing, photography and graphic design — shapes how I approach a project. But it's not about viewing them separately; it's about blending them to create a more complete, impactful result.*”



SAMANTHA BARCIA '26
Finance + Italian Studies

“*Studying Italian has sharpened my critical thinking, comprehension and intercultural skills. In business, understanding diverse cultures is key to collaboration and effective workplaces. My language skills will be an asset in international roles, but more importantly, they've made me a more adaptable, globally minded professional.*”



CAMILLE WILSON '27
Management & Organizations + English — Literary Studies

“*In literary studies, analyzing diverse texts sharpens my ability to process complex information and consider multiple perspectives, which is essential for making informed decisions and leading teams. While management emphasizes hard skills like strategy and analysis, literary studies enhances soft skills such as empathy, cultural awareness and nuanced communication, all helpful for understanding human behavior and team dynamics.*”

Building Cultural Fluency

In today's global economy, management students need more than business expertise — they need cultural awareness and language skills to navigate diverse markets and workplaces. In spring 2025, five faculty members launched the Language & Cultural Immersion Scholars Program, a new initiative helping Freeman College students build language and cultural literacy skills to enhance global citizenship and career readiness abroad. Professors Neil Boyd, management & organizations; Lisa Perrone, Italian studies; Yunjing Xu, East Asian studies; Isabel Cufiado, Spanish; and Ashli Baker, classical & ancient Mediterranean studies, created the program to help students develop intercultural competence and consider issues through different cultural and linguistic perspectives. “We want to provide a cohesive path for students to deepen and leverage their language and cultural skills for a richer learning experience,” Boyd says.

THE FREEMAN NETWORK

Up Close and Personal

One of the Freeman College of Management's greatest strengths is a powerful alumni network that fuels career opportunities, mentorship and lifelong connections. Freeman Week brings that network to life, transforming Holmes Hall (right) into an energetic meeting ground where industry leaders return each spring to share their experiences, offer advice and help open doors. Now in its sixth year, Freeman Week is a meaningful opportunity for students to connect with those who have paved the way before them.



The Business Trends Summit: During this conference, students learn from alumni experts who present on a wide range of topics, including AI's impact on business, investment trends, leadership and organizational culture.

Networking, Networking, Networking: From the Freeman College Dean's Advisory Board to guest speakers and lecturers, alumni from all sectors of business return to campus to offer their expert insights.



High Profile, High Stakes: Bucknell's famed BizPitch competition kicks off Freeman Week, giving student entrepreneurs the opportunity to present early-stage concepts for new products, services or startup companies to a panel of alumni judges. Open to all students and driven by the Bucknell Small Business Development Center, the event showcases the strong spirit of entrepreneurship and innovation on campus.

Career Kickstart: Students gain a toolbox of practical skills and resources — from job search strategy sessions and interview prep to resume reviews and professional headshots. These tools sharpen abilities, boost confidence and help students put their best foot forward.

Access to Industry Leaders: Students have the opportunity to casually connect with influential business leaders — including **Kenneth W. Freeman '72** (above), whose vision and support have been instrumental in shaping the college since its founding.



You can also check the **Confidence Interval (CI)** for each coefficient.

Key Rule:

- If the CI includes 0, the predictor is **not significant**
 - If the CI does not include 0, the predictor is **significant**
- Remember that the null hypothesis is that parameter β_j is zero.

$$H_0: \beta_j = 0$$

$$H_a: \beta_j \neq 0$$

	A	B							
1	SUMMARY OUTPUT								
2									
3	Regression Statistics								
4	Multiple R	0.90407397							
5	R Square	0.817349743							
6	Adjusted R Square	0.816119775							
7	Standard Error	0.829967216							
8	Observations	300							
9									
10	ANOVA								
11		df	SS	Rsq					
12	Regression	2	915.5160626	457.7580313					
13	Residual	297	204.5871374	0.68884558					
14	Total	299	1120.1032						
15									
16		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 99.0%	Upper 99.0%
17	Intercept	0.127337137	0.20520348	0.620540826	0.53537766	-0.276499931	0.531174204	-0.404649592	0.659323866
18	Miles	0.067181742	0.002454979	27.36551071	3.5398E-83	0.062350385	0.072013099	0.06081725	0.073546235
19	Deliveries	0.68999828	0.029521057	23.37308852	2.84826E-69	0.631901326	0.748095234	0.613465414	0.7665311

THE FREEMAN ADVANTAGE

Experience, Insight, Access

Few institutions offer the kind of direct faculty-student collaboration found at Bucknell. Across majors, Freeman College faculty are rolling up their sleeves to work alongside students on projects with real-world consequences — building knowledge, skills and networks that give students an undeniable edge.

◀ *Mentoring Data Innovators*

With guidance from Professor Jimmy Chen, analytics & operations management, Bucknell students aren't just studying data science — they're applying it alongside a leader in the field. Much of Chen's research focuses on the retail and consumer goods industry, where he collaborates with managers at major national and local retailers to gather data, build models and extract insights that drive business decisions. In the classroom, he leverages his industry connections to provide students with invaluable, hands-on project opportunities that transform theory into action.

As a data science project mentor, Chen worked closely with **JoAnn Patrick-Ezzell '75** & Andrew Ezzell Data Science Student Fellows Aiden Kim and Katherine Vice, guiding them through a real-world challenge: forecasting Patriot League women's soccer standings and tournament qualification. In collaboration with Women's Soccer Coach Palmer "PJ" Steiner and Dominguez Center for Data Science Director Kelly McConville, Chen's mentorship gave students direct experience applying data analytics, machine learning and spreadsheet modeling to support strategic decision-making — an example of how Bucknell faculty prepare students to lead in a data-driven world.



Fostering Community

Professor Gulay Guzel, markets, innovation & design (far left); and Professor Vanessa Hill, the James and Elizabeth Freeman Chair in Management (left), are mentoring student researchers on a project exploring how to strengthen belonging at Bucknell.

Guzel, an expert in marketing, sociology and consumer behavior, studies societal issues like social inequality. Hill specializes in organizational behavior and ethics, with research topics including Boeing's corporate response to problems with its 737 MAX aircraft.

Together, they're guiding students through research, data collection and analysis to identify factors that promote inclusion and connection on campus. Their work not only gives students valuable research experience but also generates insights for fostering a more supportive Bucknell community.



Bridging the Disciplines

Howard I. Scott Research Professor of Business Analytics & Operations and Associate Dean of Faculty Mihai Banciu (left) plays a pivotal role in Bucknell's distinctive five-year, dual-degree program in engineering & management. One of the few undergraduate programs of its kind, it allows students to earn both an accredited bachelor of science in their engineering major and a bachelor of management for engineers, equipping them with the technical skills and business savvy needed to lead in technology-driven industries.

As an adviser to more than 50 students in the program, Banciu provides personalized academic guidance, helping students balance demanding engineering coursework with business fundamentals in operations, finance and strategy. He also offers career mentorship and industry insights, connecting students with interdisciplinary internships and job opportunities that match their unique strengths and career goals.

An expert in revenue management, optimization, business analytics and health care operations, Banciu brings a real-world perspective to his advising and teaching. He's published widely in top operations research journals and integrates data analysis, simulation and decision-making tools into his mentorship to help students navigate the professional challenges they'll face after graduation.

IMPRESSIVE OUTCOMES

In 2025, LinkedIn ranked Bucknell as the nation's top liberal arts college for setting graduates up for long-term career success. That recognition highlights the Freeman College's role in helping students explore career paths, build in-demand skills and make confident choices about their future.



Class of 2024 Outcomes

Nine months after graduation, the Center for Career Advancement surveyed Freeman College alumni from the Class of 2024 to learn about their success.

95%

EMPLOYED, IN GRADUATE SCHOOL OR VOLUNTEERING

\$79,610

AVERAGE STARTING SALARY

Notable Employers

Axtria
Calvin Klein
Deloitte
Epic Systems
EY
Goldman Sachs
Guidepoint
Highmark Health

Horizon Media
JLL
Marsh
Morgan Stanley
NBCUniversal
Ogilvy
PricewaterhouseCoopers
VaynerMedia



Internships Light the Spark for Career Success

For some, sophomore year can feel like a liminal space — too early to see the future clearly, too far along to turn back. But for Freeman College students, that year has found a new purpose.

The Dr. Balwant Singh Internship Fund gives students hands-on opportunities to explore career paths at a critical time in their academic journey. Launched in 2025, the program ensures every sophomore in the college is granted access to a micro-internship to help clarify career interests, build skills and strengthen resumes.

Supported by Parker Dewey, a national platform that connects students with short-term, paid professional projects, the program advances the Freeman College’s commitment to blending academics, advising and professional development. With initial funding from **Eileen and Brad Langer '96, P'26, P'29** (left), and endowed by Su and **Bob Robotti '75**, the program opened with opportunities for every sophomore in the college, fulfilling its mission from day one.

Driven by Experience, Powered by Our Network

Freeman College graduates don't just land jobs — they launch standout careers. Through hands-on learning experiences and a strong alumni network, students build impressive resumes and gain access to competitive opportunities, often before graduation. Freeman interns and graduates make their mark at top firms like Goldman Sachs, Deloitte and PricewaterhouseCoopers.

At Brown Brothers Harriman & Co., firm partner **Brad Langer '96, P'26, P'29** (above & left, right) — also chair of the Freeman College Dean's Advisory Board — has opened doors for Bucknell students to enter the world of private equity.

“Bucknell shaped my career,” says Langer, who studied accounting. “As alumni, it's our duty to give back. But more than that, I also believe in what's happening at Bucknell. These are high-quality students who deserve these opportunities.”

Those connections help Bucknellians get in the door — and once there, they prove what they're capable of. **Ellie Urenko '25** impressed the firm's private equity team during a summer internship, which resulted in a full-time job. In summer 2025, **Bay Harper '26** (above left & far left) a finance major, followed in her footsteps, joining the same team as a private equity analyst intern. He worked closely with the investment group on financial modeling, deal sourcing and market analysis.

Their parallel experiences highlight an outcome of the Freeman College approach: When dedicated students connect with invested alumni, meaningful mentorship and career-shaping opportunities follow.

“
I believe in what's
happening at Bucknell.
These are high-quality
students who deserve
these opportunities.”

BRAD LANGER '96, P'26, P'29

”

Investing in Business Excellence

The Freeman College has a well-earned reputation as a top-tier undergraduate business school. From its inception, a bold vision, world-class faculty and a hands-on approach have prepared students to make a real-world impact. But this is just the beginning. Now the college is calibrating for the next phase. Through strategic investments, the Freeman College will not just keep pace with the future of elite business education — it will help define and lead it.

Gifts in Action

Opening Doors

The expansion of both need- and merit-based financial aid offerings will enable Freeman College to continue to enroll the most talented students, regardless of their financial background. A new merit scholarship program is offering more than just tuition support. It will create a vibrant cohort experience that fosters belonging, builds confidence and drives academic excellence.

Meeting Demand

Student interest in Freeman's courses continues to soar, outpacing current faculty capacity. To meet this demand and fuel innovation, the college plans to grow its roster of endowed faculty positions, bringing in teachers and scholars who push boundaries and elevate both instruction and advising.

Enhancing Opportunities

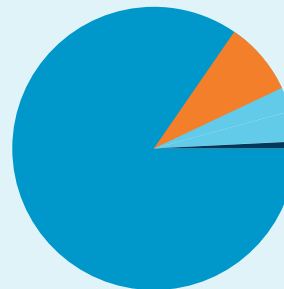
Experiential learning makes the Freeman College experience distinctive. Immersive Singapore and Dublin study-abroads and off-campus internships enable students to build skills and broaden their perspectives. With increased support, more students will travel, explore and gain firsthand experience.

Sustainable Success

A new operational endowment will give the college the flexibility to adapt and lead. This funding will support efforts such as testing new educational approaches and piloting emerging technologies, ensuring the college remains a dynamic environment where students, faculty and industry partners come together to solve big problems.

Funds Raised: Fiscal Year 2025

Gifts	\$450,605
Matching gifts	\$64,243
Planned gifts	\$602,333
Pledges	\$2,174,553
Total	\$3,291,734



Donors:

- Alumni: \$3,086,790
- Corporations, foundations & organizations: \$102,243
- Parents & families: \$98,095
- Others*: \$4,607

*Students, staff and other individuals

*The future of business
is bold, ethical and
creative, and it
starts right here.*



Give at GIVE.BUCKNELL.EDU/MANAGEMENT

FREEMAN COLLEGE DEAN'S ADVISORY BOARD

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