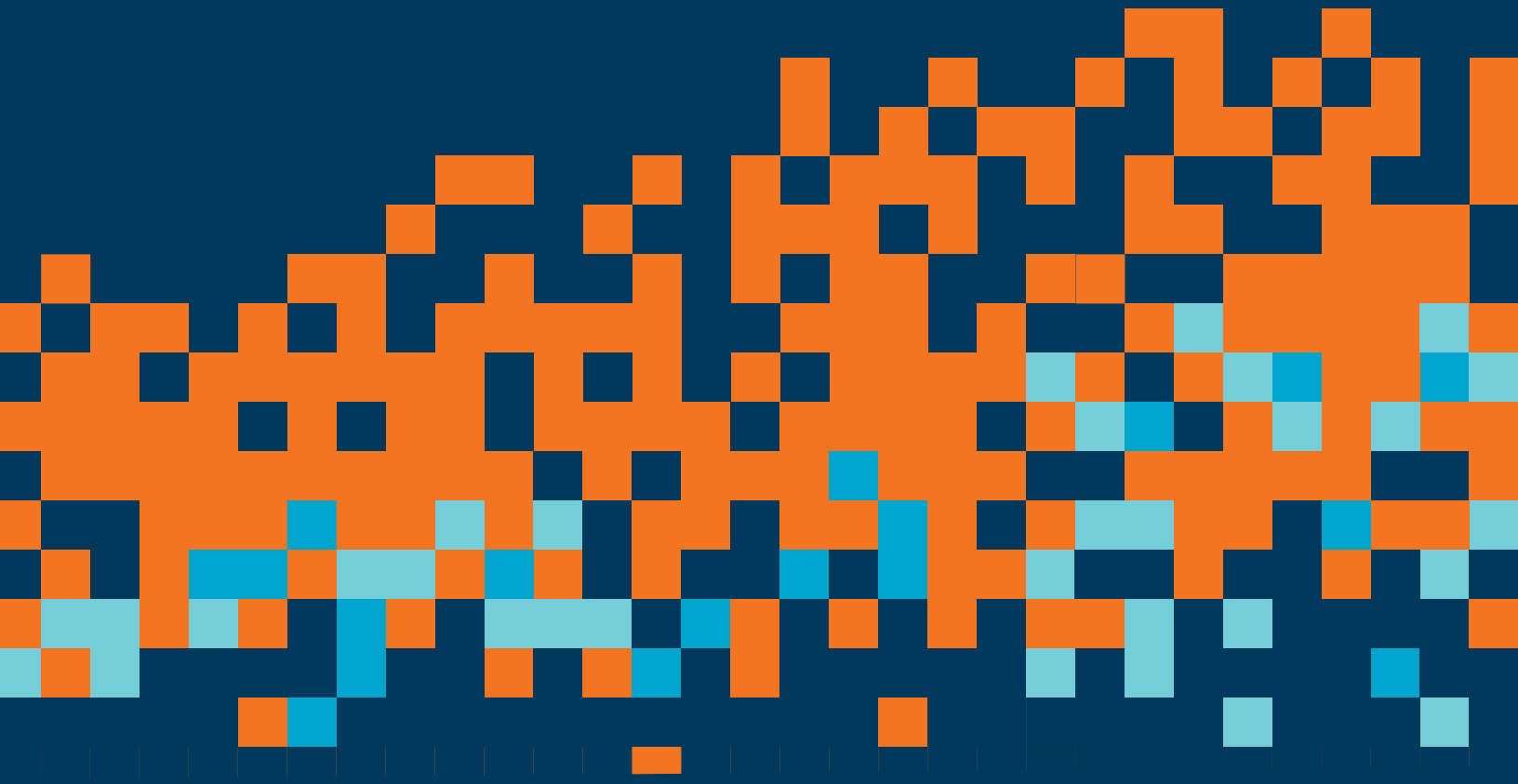


Momentum

Focused on Excellence. ***Committed*** to Growth.
Positioned for Impact.

Report 2026

Bucknell UNIVERSITY | Freeman College of Management

True momentum isn't just forward motion.

It's the accumulation of intention, effort and impact over time. In the Freeman College of Management, we see that momentum in our expanding partnerships, evolving programs and, most importantly, in our graduates who leave ready to lead change rather than simply adapt to it.

This report shows what we can achieve when we move forward together.





Career Search Accelerator Tony Gomez '16 (left) helped Kenneth "KJ" Scott Jr. '26 secure a full-time position after graduation. Learn more about the Career Search Accelerators on P. 8.



MAJORS

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

MINORS*

Accounting
Business Analytics
Entrepreneurship
Human Resource Management
Management
Management Consulting
new for the 2026-27 academic year
Markets, Innovation & Design
Real Estate

**Freeman College of Management minors are open to Bucknell students from any major, from any of Bucknell's three colleges.*

Bucknell UNIVERSITY | Freeman College of Management

Dear Bucknell community,

I'm energized by the momentum building across every dimension of our work here in the Freeman College of Management. What's happening here is purposeful acceleration toward excellence that positions the Freeman College as a distinctive force in management education.

Signs of that progress are everywhere. Our faculty continue to elevate their scholarship while deepening their commitment to providing transformative student experiences. New initiatives are taking root, from enhanced career coaching to industry partnerships that create clear pathways for student success.

What excites me most is our potential. We're actively laying the foundation for the Freeman College's next chapter. Strategic investments in faculty, facilities and programming are creating new possibilities for student engagement and career preparation. Our collaborative, close-knit culture — where students, faculty, staff and alumni work together toward shared goals — creates an energy that's inspiring and forward-looking.

This report captures the Freeman College in motion. You'll see the strength of our academic programs, opportunities for hands-on learning and, most importantly, what's possible when a community commits to continuous improvement and a clear vision for the future.

Our direction is unmistakable. I invite you to explore the stories that follow and see why the Freeman College is positioned for its next era of achievement.

'ray Bucknell!

Michelle Roehm

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

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A Built-in *Competitive Edge*

In the Freeman College, experiential learning is embedded into the curriculum. Students engage with markets, make decisions and build practical skills early in their academic experience and take on real responsibilities in professional environments. The result is graduates who are prepared to meet into workplace expectations with a readiness that employers recognize. For students, the impact is transformational.



The Moriarty Investment Lab provides a space for students to sharpen their analytical skills.

> ***SMIF is such a collaborative environment. Everyone is helping each other because we all want what's best for the portfolio, and we're all able to contribute our own unique perspectives to make sure that happens."***

KATIE SONDE '27
finance major

Real Capital. *Real* Accountability.

The Student Managed Investment Fund (SMIF) teaches students how to research, debate and execute investment decisions with real consequences. Students take responsibility for nearly $6 million of the University's endowment, managing it over the multi-semester course and developing analytical discipline, professional judgment and intellectual confidence as they pitch and enact changes to the class portfolio. SMIF analysts take on significant responsibility as they conduct in-depth equity research, perform rigorous valuation and risk analyses, and develop investment recommendations that contribute to the fund's long-term strategy, all within a collaborative, faculty-guided learning environment. At the close of the 2025–26 academic year, student analysts led the portfolio to outperform its benchmark by 49 basis points.

Management 101:
Immersion from Day One

For nearly 50 years, Management 101 has anchored the Bucknell management experience, enabling students to build professional skills while making a difference.

Students take full responsibility for running a company. They design its structure, guide it through the full business cycle — from idea development and product creation to marketing and sales — and ultimately direct how profits are used to support a local nonprofit partner.

Patrick Sullivan '29 served as CEO of one of the student-run companies in spring 2026. In partnership with the Milton Public Library, his team designed a sweatshirt featuring Bucknell's unofficial rally cry, " 'ray." Proceeds from the sold-out product helped fund a new sensory room, improve library spaces for accessibility and programming, and provide backpack activity kits that bring books, crafts and learning activities into homes throughout the community.

"Management 101 was one of the most meaningful parts of my first-year experience," Sullivan says. "It pushed me to learn business by doing it — leading a company and learning how to balance teamwork, sales and leadership while serving our community."



Management 101 students gain hands-on business experience while working together in the classroom to develop products and support local nonprofit partners.



Management 101 students used proceeds from their business venture to fund backpack activity kits for the Milton Public Library, turning entrepreneurial success into community impact.

Confidence Through Experience

Through close mentorship and applied projects, Freeman College students are able to make concrete connections between what they've learned in the classroom and complex challenges facing businesses, governments and our society at large. The result is an education that equips students to act and lead with confidence and purpose.



Katie Browne '26, James Robbins '26 and Lauren Gillaspy '26 (L–R) used sales data to develop actionable recommendations for All Star Bagels in Lewisburg.

Bagels, Data and *Better Decisions*

A popular bagel shop and three Freeman College students joined forces to find a recipe for smarter business decisions.

The project was part of the course Accounting Information and Analytics, taught by Professor Daniel Street, accounting & financial management. Students gained experience at the intersection of data analysis and decision-making through projects with clients.

Working with more than a year of sales data, **Lauren Gillaspy '26**, **James Robbins '26** and **Katie Browne '26** partnered to help Andre Garrote, owner of All Star Bagels in downtown Lewisburg, analyze purchasing patterns, product performance and external factors influencing demand.

Their work focused on three key areas: the popularity of bagel varieties, waste-stream analysis, and how factors such as Bucknell's academic calendar and community events shape customer traffic.

Their findings offered clear, actionable insights. By determining that savory bagels didn't sell as well as sweet options, the students recommended rebalancing the menu to better match customer preferences. They also pinpointed varieties that consistently generated excess waste, providing Garrote with a roadmap to reduce unnecessary production.

Beyond the menu itself, their predictive analysis showed that sales rise significantly when Bucknell is in session and during major campus events, leading to recommendations around staffing and inventory planning. "The students gave me a fresh set of eyes," Garrote says. "They took our data and turned it into ideas that are helping us improve how we operate."



Professor Gulay Guzel (center) works closely with students on research projects that tackle social issues.

Partners in *Possibility*

Professor Gulay Guzel, markets, innovation & design, builds her teaching around close collaboration with students, guiding them through research rooted in their own questions. In her classroom, she pushes students to consider how their work can address complex challenges. "I encourage students to think beyond just wanting to be marketing professionals," she says. "I want them to think about how they can tackle big global problems."

With an interdisciplinary background in sociology and marketing, Guzel studies how marketplace systems shape inequality and consumer well-being.

Her mentorship extends beyond campus. In February, **Emma Yorke '26** became the only undergraduate student selected to deliver an in-person presentation at the American Marketing Association's Winter Academic Conference in Madrid. She presented research she co-authored with Guzel on Gen Z's perceptions of social mobility and the "American Dream."

"I'm so grateful to Professor Guzel for pushing me to apply to present," Yorke says. "Dr. Guzel has been so supportive of me throughout my college career. I couldn't have done any of this without her." Now working full-time at Dow Jones in New York City, Yorke credits her research experience as an advantage in a competitive job market. "It helped me to have a tangible project to share in interviews and showcase my skills," she says.

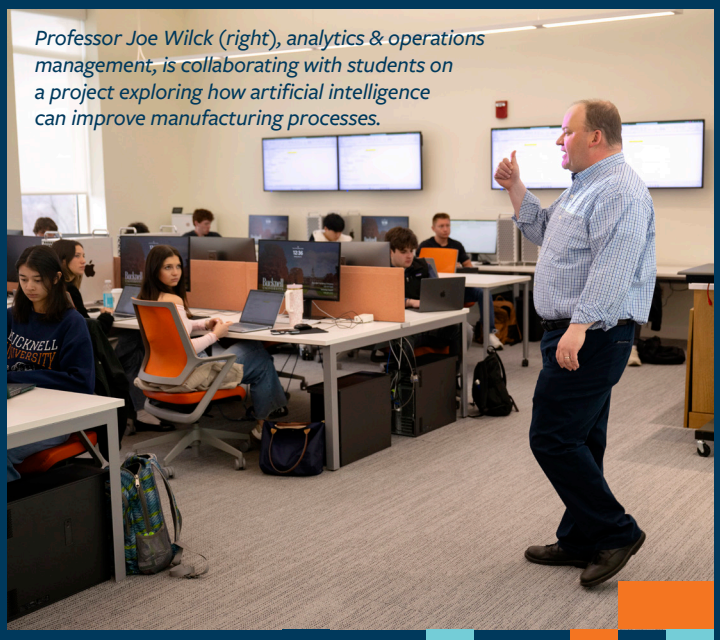
Students Tackle AI in Industry

As artificial intelligence and automation reshape manufacturing, Freeman College students will have new opportunities to study that transformation firsthand.

Two new projects led by Professor Joe Wilck, analytics & operations management, will take students into manufacturing facilities to collect data, analyze operations and help businesses and policymakers better understand how emerging technologies are changing the industry.

Wilck has secured a Center for Rural Pennsylvania grant to study how rural manufacturers are adopting automation and AI. The project will establish a statewide baseline of current practices through field surveys, interviews, and data collection, generating insights to guide future investment and workforce development. Wilck is also engaged in a separate collaboration with Bucknell's Small Business Development Center and Professor James Paine, analytics & operations management, which will enable students to apply similar tools and analyses for a manufacturing firm in New Berlin, Pa.

While the efforts operate at different scales, both explore how automation and AI are impacting manufacturing and operations.



Professor Joe Wilck (right), analytics & operations management, is collaborating with students on a project exploring how artificial intelligence can improve manufacturing processes.



Kaleb Eger '29 (left) received personalized job-search support from Career Search Accelerator Lisa Ford.

Career Readiness *Through Experience*

Learning beyond the classroom is a defining feature of the Freeman College. Through immersive experiences, meaningful mentorships, industry-connected coursework and alumni-supported internships, Freeman students graduate prepared to thrive in a competitive job market, now and throughout their careers. That's why Bucknell was ranked as the No. 1 liberal arts college for long-term career success by LinkedIn in 2026 and 2025.

Career Search Accelerators *Boost Job Outcomes*

Recognizing the complex challenges facing today's graduates — shaped by rapid technological change, evolving hiring practices, and the growing influence of AI — the Freeman College has taken a proactive, hands-on approach to career support.

In spring 2026, the college created two Career Search Accelerator positions to provide support that extends beyond traditional career services. The accelerators begin by asking about each student's unique goals, experiences and stage in the career search, then tailor one-on-one coaching to meet those individual needs.

Whether helping a student explore career paths, strengthen interview skills, expand professional networks or negotiate an offer, they provide targeted support that evolves throughout the job search. The Freeman College's close-knit community makes this relationship-driven approach possible, giving every student personalized guidance designed to help them move forward with confidence.

That combination of tailored coaching and practical preparation helped **Kenneth "KJ" Scott Jr. '26**, who majored in markets, innovation & design, secure a "life-changing" role as a project engineer at Clark Construction Group, one of the country's largest building and infrastructure companies.

"It is the opportunity of a lifetime," Scott says. "Working with the Career Accelerators helped my overall confidence. I think it had a lot of impact."

Scott received support from Career Search Accelerator **Tony Gomez '16** — who previously recruited for Fortune 500 companies — to refine his interview skills and feel more prepared about the process. Alongside Gomez, Lisa Ford brings more than 25 years of experience in student career development and employer engagement.

The Career Search Accelerator program continued through the summer and will remain in place for the 2026–27 academic year, expanding its reach to support additional students as they transition into the workforce.

Class of 2025 Outcomes

Nine months after graduation, the Center for Career Advancement surveyed Freeman College alumni from the Class of 2025 to learn about their success.

93%
EMPLOYED, IN GRADUATE SCHOOL OR VOLUNTEERING

$79,028
AVERAGE STARTING SALARY

Top Employers

- Deloitte
- Epic Systems
- EY
- Goldman Sachs
- J.P. Morgan
- L'Oréal
- Morgan Stanley
- New Orleans Pelicans
- Paramount
- PwC
- Sotheby's
- Wells Fargo

Short-term Projects, *Long-term Impact*

Through the Parker Dewey micro-internship program, which is integrated into the sophomore-year Management 150 course through Freeman College's Office of Experiential Learning, students take on short-term, paid professional projects sourced from Bucknell alumni, parents and industry connections. The experience gives students a flexible way to build practical skills, hone their professional acumen and explore potential career paths.



"I was able to build my resume, improve my research skills and make recommendations to a major retail brand about how to improve their employee experience."

BRITTA COULTAS '29
management major



"I finished my micro-internship feeling so much more confident. Without that experience, I don't think I would have been able to secure my summer internship as a data analyst with a Massachusetts boutique."

EMMA GAVIN '29
business analytics major

The Foundation for *What's Next*

Bucknell is more than a place. It's an experience, a way of thinking and an engaged community that extends far beyond campus. In the Freeman College, students join that community on day one. With a robust network of alumni mentors and employers, they build more than their resumes — they lay a foundation of career readiness that lasts a lifetime.



A connection with Doug Frankel '98, P'30 (left) led Max Wilson '27 to an internship at PNC in New York City. He was offered a full-time role there after graduation.

Alumni Mentorship in *Action*

The best job opportunities come through conversations and connections, not advertisements. Through both Bucknell's Center for Career Advancement and Freeman College initiatives, including Freeman Week, Freeman Forward and the Herd Mentorship Program, students build those connections through direct engagement with alumni, parents and industry leaders.



HADEN WILLIAMS '27
markets, innovation & design major

Williams sees a clear path for herself after graduation, thanks to **Danielle O'Sullivan '24**. O'Sullivan encouraged Williams to explore Vanguard, where she works in the rotational financial program. That recommendation proved pivotal. It sparked Williams' interest and led to a summer 2026 internship in Malvern, Pa., where she worked in global brand marketing, focusing on consumer research for the personal wealth division. She will join the company's accelerated career development program after graduation.

"Without Danielle, I would not have known about the program. I am grateful to have her support."

◂ MAX WILSON '27
business analytics + computer science double-major

Wilson interned with PNC in New York City, where he applied his interdisciplinary training in a corporate setting focused on asset-backed finance. His internship was facilitated by **Doug Frankel '98**, executive vice president & managing director at PNC.

"The alumni I've met are always willing to help. Whether it's giving advice or helping students make connections, alumni are always ready to support other Bucknellians."



MATT KARIC '26
finance major + religious studies minor

Karic first secured a summer internship in 2025 with Uber through the Handshake platform. With the support of his mentor, **Ed Robinson '86**, he parlayed that summer experience into a full-time position with rideshare company Uber in New York City that began after his graduation.

"Ed connected me with amazing people in his network, opening doors and creating opportunities that made a real difference in my journey."



MAX QUAN '27
business analytics major + English — literary studies minor

Summer 2026 marked the launch of the **David R. Hamill '81** Washington, D.C. Experience, which helps Bucknell students offset expenses associated with Washington, D.C.-based internships and expands access to professional experiences. The inaugural cohort included Quan, who interned with **Jack Hoadley '72** at Georgetown University's Center on Health Insurance Reforms.

"There's a strong Bucknell community in D.C. I was able to connect with alumni who've offered career advice and opened my eyes to new possibilities."

Professional and Career Opportunities Expand

Each spring semester since 2019, the Freeman College of Management has hosted Freeman Week, a week-long celebration that brings students together with alumni and industry leaders. Building on the success of that annual tradition, the college introduced Freeman Forward, a new week-long event, in fall 2025. While Freeman Week will continue each spring, Freeman Forward will create an additional opportunity for alumni to return to campus, share their expertise and help students prepare for their careers through industry-focused programming, networking and career readiness experiences.

April's Freeman Week included:

- **6 days** of programming
- **18 Career Conversations and Summit Sessions** for in-depth discussions of global industries, business trends and economic forecasts
- **20+ alumni and parent presenters** from 14 companies, sharing real-world insights across business and beyond
- **45 mock interviews** designed to sharpen skills, build confidence and jumpstart career readiness
- **15+ hours of focused, industry-specific learning** spanning fields from wealth management and corporate communications to retail, consulting and entrepreneurship

Strategic Growth & Investment

The Freeman College of Management was built around a bold idea: Business education is stronger when grounded in the liberal arts. Less than a decade later, the college is building on that foundation with a new phase of strategic growth. Through targeted investments in facilities, faculty and experiential learning, the Freeman College is expanding its capacity to meet growing demand for graduates who can move fluidly between disciplines and apply structured thinking to complex challenges.



A *Framework* for the Future

Holmes Hall is home to the Freeman College of Management and the Department of Art & Art History — a shared space designed to foster creativity, collaboration and hands-on learning across disciplines. As the Freeman College has nearly doubled its enrollment since its founding and approaches 900 students, Bucknell is expanding the people, programs and spaces that make its distinctive educational experience possible.

An expansion of Holmes Hall will add a new wing featuring a dedicated hub where students can connect with mentors, network with employers and build professional skills, while creating additional space for the college's growing community.

That investment extends beyond physical space. To preserve the personalized, high-touch education that defines Bucknell as enrollment grows, the college is expanding its faculty alongside its student body. For the 2026–27 academic year, the Freeman College welcomed four new faculty members — two in finance, one in markets, innovation & design, and one in management & organizations.

The impact of this growth extends well beyond the Freeman College. All eight Freeman College minors are open to students across Bucknell's three colleges. The newest, the management consulting minor, was developed with alumni and informed by student interest. It aims to prepare graduates who can move confidently across disciplines and develop innovative solutions to complex challenges.





Bill Krokowski '84 (far right) and Anne Meehan Cochran '02 attended Scholarship Day and the Kalman Research Symposium, where Ethan Cowen '29 presented his research.

Join the *Momentum*

The Freeman College is in motion — advancing ideas, expanding opportunity and preparing students to lead in a rapidly changing world. That progress is powered by a shared commitment among students, faculty, alumni, parents and industry partners. There are many ways for you to be part of that work too.

Engage with students: Share your expertise through guest speaking, classroom engagement or career conversations. Your experience helps students connect learning to real-world practice and see new pathways forward.

Mentor a Freeman College student: Through the Herd Mentorship Program, Freeman Week, and Freeman Forward, alumni and parents play a direct role in guiding students as they explore careers, navigate internships and build confidence.

Partner with the college: Employers and organizations can connect with Freeman talent through internships, micro-internships, consulting projects and recruitment pipelines.

Invest in what's next: Support scholarships, experiential learning, faculty development and innovative programs that strengthen the Freeman College's impact. **give.bucknell.edu/management**

Stay connected: Join us on campus, participate in a Freeman Week, attend regional events and continue the conversations that begin here at Bucknell.

Learn more about supporting Freeman College students: go.bucknell.edu/SupportFreeman

Momentum grows when more people move with it.

We invite you to be part of what comes next.

Freeman College Dean's Advisory Board

Brad Langer '96, P'26, P'29 (chair)

Alyson Weenig Welch '96, P'27 (vice chair)

Ana Arsov P'28

Robin Spinelli Black '98

Christine Leong Connors '99

Adam Coyle '87

Michael Davis '13

Lauren Gilchrist '07

Keith Lockwood '96

Jackie Young Perrins '88

Rosa M. Rita-Lippolis P'25

Susan Barrett Roddy '98

Chris Spahr '13

Paul Sturman '83, M'84, P'26

Robin Poliner Suskind '94

Real Estate Advisory Board

Andy Merin '70 (chair, 2025-26)

Christie Wholey Kelly '83, P'18 (chair, 2026-27)

Adam Frazier '99 (vice chair)

Bill Krokowski '84 (vice chair)

Bruce Burkard '90

Anne Cummins '99

Chip Douglas '81, P'28

Brett Earnest '03

Peter Elfers '83, P'19

Dave Henry '71, P'12

Kevin Holmes '08

Tom Howland '91, P'23

Ryan Kaplan '05

Steven Kohn '81

Michael Ritz '01

Rich Robbins '70

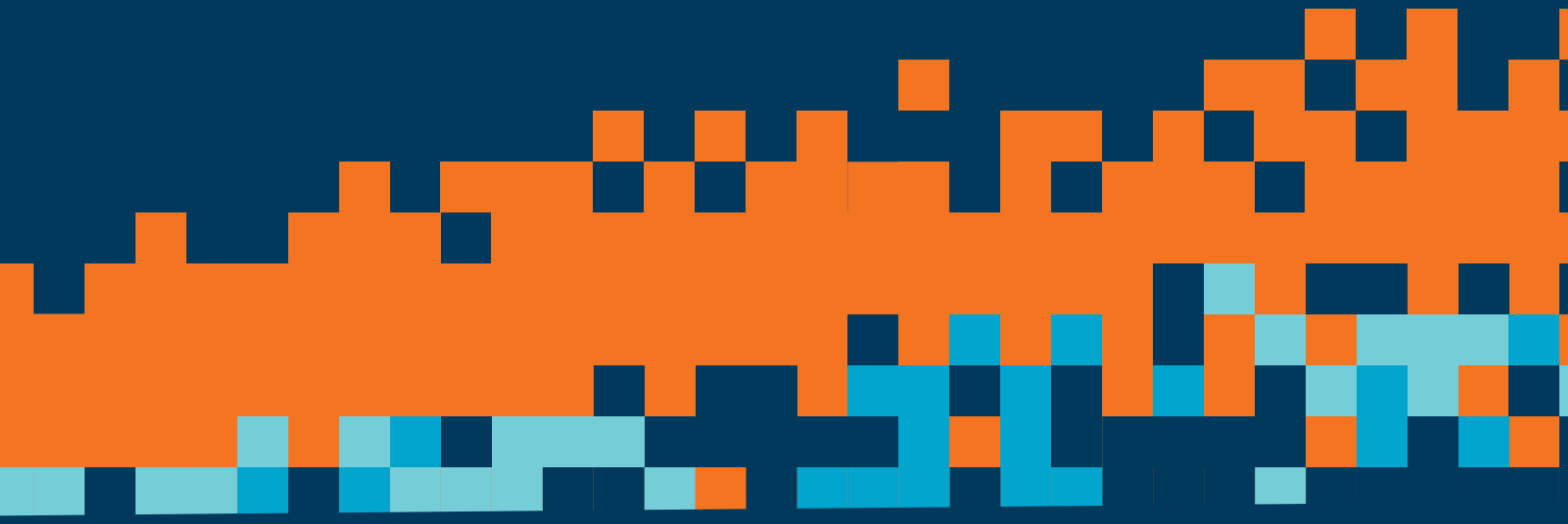
Gary Scott '86

Blake Silverman '05

Trevor Wilson '93



Faculty, students and family members gather in Holmes Hall to celebrate Commencement and honor the achievements of Bucknell's newest graduates.



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