We live in a world that is constantly changing. Over the past few decades we have witnessed technologies that have revolutionized the way we live. All sectors of business have progressed through technology, and the benefits are easy to see. However, with new products constantly being revealed, we can see that bigger change is underway.

The securities market is a world that was greatly changed by the financial technology revolution that occurred in the early 1990s, and it continues to change to this day. About 20 years ago, trading on Wall Street was mostly phone-based. Before everyone had Internet access and stock prices were easy to come by, people would have to look in the newspaper to find out how stocks performed the previous day. It was a time when an outlet to view real-time stock prices did not exist and stock exchanges were actual locations where buyers and sellers met. The 20th century brought advances in communications technology, which made the need for a physical location to trade less important. A way to trade securities electronically, known as e-trading, was born.

Kyle Zasky was a pioneer in the world of e-trading. In 1995 he co-founded EdgeTrade, one of the first firms that allowed retail investors, or individual investors, to trade electronically. EdgeTrade, at the time, was a unique and progressive broker dealer on Wall Street. They developed technology that would give people direct access to the market. “They can pull up a screen, they can see quotes of stocks in real time. We gave them technology that with a push of a button they can buy a stock and know within a second if they bought it or didn’t buy it, which was a huge revolution in terms of how people participated in the stock market,” states Zasky. EdgeTrade continued to evolve and develop innovative technology until it was sold in 2008.

The revolution did not end with the electronification of the markets. Wall Street is dynamic and ever-changing and continues to push the latest advancements in technology. Some may argue against technology, stating that it displaces employees, and in many ways this is true. Many jobs in the finance industry have disappeared, especially traditional jobs such as brokers or traders. Firms across the board are replacing humans with machines. However, this does not signify the loss of an entire job market. Zasky elaborates, “While there may have been a lot of positions that have been lost, there are a lot of positions that didn’t even exist 15-20 years ago. A lot more technical positions have come in, all at Wall Street firms. People with quantitative and programming skills, known as quants, are in high demand on Wall Street.”

Today Kyle Zasky is a partner at SenaHill, a merchant bank that offers a wide range of services to the financial technology sector. The firm assists financial technology companies in many ways, offering services in consulting, investment banking, and even providing direct investments to emerging technology firms that provide services and solutions to the financial services industry.

Zasky describes financial technology as “the foundation of the entire financial services..."
Only 27.3% of college grads will have jobs that are directly related to the field they prepared for in college.

72.7% are finding their own paths in the world by fostering changes from the inside of established companies or through unique ideas, unique situations and above all, by dreaming big.

The Ever-Changing World of Finance and How to Succeed In It (continued from pg 1)

industry... In my view, over the last 10-15 years every initiative on Wall Street has some sort of technology underpinning.”

As the financial services industry continues to change and positions continue to evolve, those who aspire to enter the industry should evolve with it and begin to groom themselves to enter a world that is looking to the future. If having a tough time on deciding what to focus on during your studies, Zasky suggests “computers as an underpinning for study as well as business focus. The one-two punch for people when they’re looking to hire entry-level positions are people who have a broad perspective. Having a combination of understanding technology and business at the same time becomes a very, very powerful tool.” Zasky also advises recent graduates to hone their people skills. The ability to communicate with others effectively is very important in business and is a skill many employers seek out. Zasky states, “What differentiates individuals, aside from their grades, really is their attitude, how well-rounded they are, their ability to communicate. The best candidates are people who have both people skills and technology skills. That’s a valuable combination. If you come out of school and have both of those, you become a more attractive candidate.”

—JULIANNE FERNANDEZ

A Letter from the Editor

This issue of Biz-e-News is all about the versatility of a business degree. While scoring a position in any of the thousands of companies that call New York City home may be the dream of some of the 2014 graduates, it is certainly not the only use for a business degree from Brooklyn College!

Andrew Walcott received a degree in accounting from Brooklyn College in 1991 and later earned his MBA in finance from Pace University and JD from Fordham Law School. He became a CPA in 1993 and an attorney in 2003. Nothing in his academic career pointed towards becoming the founding CEO of a water company. In 2006 he decided to (wisely) invest his money in a piece of real estate in Georgia, and he figuratively struck gold – in the form of a pure water source hidden inside his investment property. This water can be bottled and sold and has potential to become a domestic competitor to the European brand of premium water, Voss, within the next three years.

It is important to believe that anything is possible and to take risks. According to the New York Fed, only 27.3% of college grads have jobs that are directly related to the field they prepared for in college. As students, we hear these sorts of numbers rattled off in sad, defeated tones, but this is certainly not a bleak statistic. It does not mean that the 72.7% are working in fast food after graduation – it means that many of them are finding their own paths in the world, even if they differ from the classic uses of a business degree, like becoming an accountant or market analyst.

The world is changing all the time, and those of us who are graduating or will be soon are now in a position to do some of that changing. Some of us will foster change from within established companies. Others, however, will make impact through unique ideas, unique situations and above all, by dreaming big. Truth be told, none of us know where the next five or ten years will take us, but keep your options open. You just might stumble across a pure water stream in your backyard or something.

—MELISSA QUIJANO

"What differentiates individuals, aside from their grades, really is their attitude, how well-rounded they are, their ability to communicate. The best candidates are people who have both people skills and technology skills.”

—Kyle Zasky, partner at SenaHill
School of Business Student Awards

Congratulations to the recipients of academic achievement awards from the School of Business. Here is a sampling of what the new grads are planning for their futures:

**Giuseppe Riso**, recipient of a cum laude bachelor’s degree in business administration (finance and investments), will be working for Con Edison as a member of their GOLD program for management development, while pursuing an MBA.

**Oleksandr Kovalov**, recipient of a BBA in finance and investments, graduated summa cum laude. On the third day after graduation, he secured the junior compliance position in Anti-Money Laundering (AML) Operations Department at J.P. Morgan. Within two years of working in finance, he plans to pursue an MBA.

**Cristina Cosme** is graduating cum laude with a Bachelor of Science degree in public accounting. She is currently a staff accountant and office manager at a small private firm in Brooklyn. Cristina plans to start her master’s degree in public accounting this fall, with the CPA exam prep to follow shortly.

**Edward Maddalena**, recipient of a Bachelor of Science in public accounting, graduating summa cum laude, will be interning in the Transfer Pricing Department of the Corporate Tax Division of Morgan Stanley, as well as working towards his Master of Science degree in public accounting.

—**MELISSA QUIJANO**

### UNDERGRADUATES

**Economics**
- **Magna cum laude**
  - Keith Bunch

**Finance and Business Management**
- **Cum laude**
  - Shani Abrahams
  - Hannah Ferziger
  - Michael Fuchs
  - Pedro Garcia
  - Shenique Gentles
  - Blanca Goldzal
  - Md Haque
  - Yaffa Natanel
  - Nikita Podlednov
  - Giuseppe Riso
  - Omari Rose
  - Diana Wheeler

- **Summa cum laude**
  - Zhanna Inotayev
  - Oleksandr Kovalov
  - Melissa Medina
  - Gittel Prus

**Accounting**
- **Cum laude**
  - Neeya Alleyne
  - Tiffany Clery
  - Cristina Cosme
  - Anubham Das
  - Bethina Deraixin
  - Mariya Faybusovich
  - Semone Graham
  - Zhongwell Jiang
  - Diana John
  - Zhanna Khromava
  - Stephanie Liu

- **Summa cum laude**
  - Galina Antonova
  - Olga Dmytryienko
  - Louis Festagallo
  - Earl Forde
  - Ivan Jozsef
  - Joseph Langer
  - Tova Medetsky
  - Dean Pellach
  - Xiao Yi Zhong

- **Magna cum laude**
  - Monique Almodovar
  - Jessica Ivatorov
  - Shenique Gentles
  - Maryna Senedzhuk
  - Feiping Zheng

- **Magna cum laude**
  - Zhanna Inotayev
  - Oleksandr Kovalov
  - Melissa Medina
  - Gittel Prus

- **GPA 3.9 or higher**
  - David Greenspan
  - Lisa Liu
  - Yuanfang Liu
  - Sallaja Suryadevara

### GRADUATE STUDENTS

**Accounting**
- **GPA 3.9 or higher**
  - Gennadiy Khurgin
  - Fahri Kivanc
  - Kenji Logie
  - Shlomo Milstein
  - Chadia Mokhchane
  - Yana Nibelitsky
  - Anthony Petito
  - Irina Pogrebnyak
  - Veronika Shengeliya
  - Aditya Prakoso
  - Suparmono
  - Yves Vilfort

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“Dream, plan, grow, give back! Some may doubt our resolve, but when we embrace the lessons we have learned here and continue to work towards achieving our bright and brilliant goals, we can bravely take up the pen of our destiny and get to work creating the future we want to see!”

—Shani Abrahams, 2014 graduate
School of Business Faculty Awards

Congratulations to all of the recipients of the Brooklyn College School of Business faculty awards. Thank you to all professors for demonstrating true passion and dedication to your jobs.

Below are the faculty members who received Certificates of Excellence for their performance and dedication, accompanied by an engraved award and a monetary honorarium to support their research and teaching efforts:
- Moishe Zelcer: Excellence in Service Award
- Veronica Manlow: Excellence in Service Award
- Toby Birnbaum: Excellence in Teaching Award
- Dov Fischer: Research Excellence in a Business Discipline Award
- Veronica Manlow: Research Excellence in a Business Discipline Award
- Hershey Friedman: Excellence in Interdisciplinary Business Research Award

Below are the faculty members who received awards from students in N.A.B.A and the Accounting Society:
- Hershey Friedman for his constant support and availability
- Benjamin Langer for his support during the PwC challenge
- Stanley Sauber for his dedication to advising students
- Eileen O’Rourke for always being there for students
- Natalia Guarin-Klein for helping with interviews and career goals
- Dean Hopkins for making accreditation happen

Below are the faculty members who received Certificates of Appreciation for making a significant contribution to the School of Business research agenda by publishing an article or presenting a paper in 2013:
- Taiwo Amoo
- Robert I. Bell
- Toby Birnbaum
- Robert Cherry
- Carol Connell
- Nadia Doytch
- Dov Fischer
- Joshua Fogel
- Marc Fox
- John Frankenstein
- Hershey Friedman
- Miriam Gerstein
- William Hampton-Sosa
- Nakato Hirakubo
- Yehuda L. Klein
- Jack Lachman
- Mitchell Langbert
- Hong-Jen Lin
- Tomás López-Pumarejo
- James A. Lynch
- Veronica B. Manlow
- Edward McTague
- Viju Raghupathi
- Charles A. Stone
- Chun Wang

The awards ceremony was concluded by a special presentation of the Award of Recognition to Professor Hyman Sardy. Professor Sardy has retired after teaching at Brooklyn College for 56 years. During his time at the school, he has made a great impact on his students, his community, and his colleagues.

—Jenny Yun
You’ve reached the top of the mountain.
It’s not a task that’s easily done.
Brooklyn College has prepared you
For your journey that has just begun.
The road traveled was not easy;
You wrote your papers and passed all the tests.
Attended class fueled with caffeine,
From late nights of studying and lack of rest.
You spent countless hours in the library,
Learned of the world’s wonders during
science lab in Ingersoll,
Experienced amazing art shows in Boylan
and music in Roosevelt
And made it through that difficult finance
course in Whitehead Hall.
You have opened a new door
Using knowledge as the key,
You are accomplishing your goals
And becoming who you set out to be.
So look down at your diploma with pride
and admiration.
We want to say to you, good luck and
congratulations!
—JULIANNE FERNANDEZ

To the Graduating Class of 2014

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—JULIANNE FERNANDEZ

Entrepreneurship 101

So you want to be an entrepreneur. I can’t
say I blame you. You’re probably already imag-
ing being your own boss, having complete
creative control and of course making $170
million and retiring to your beach house in Bora
Bora. Sounds like a plan if you ask me! The
only slight problem is that you don’t have any
idea what type of business you should create.
And choosing carefully is important because
fewer than half of all businesses will make $170
million in their first five years. (And how many
years do you expect to actually work? For Pete’s
sake, you have an ice cold piña colada waiting
for you.) Well, have no fear, I’m here to help. If
you simply follow one of the surefire ideas I’m
about to suggest, in no time you’ll literally be
swimming in money—even though your doctor
warned you against creating a pool, filling it with
filthy, used dollar bills and diving in. Because as
we all know, if you’re rich you’re always right.
The newest guaranteed way to succeed is to
create the next big phone application. I know
what you’re probably thinking: that you don’t
have any ideas for an app, so saying that you
should make one is about as useful as Michael
Cera in a horror film. Luckily for you, I’ve
been saving an idea that can’t possibly fail.
The best way to predict the future is to create it.
—Peter Drucker, management consultant, author, educator

Entrepreneur 101 (continued from pg 5)

What are the two most popular types of apps these days? The answer is, of course, dating and gaming apps. So if you could find a way to combine both of these markets, in a matter of weeks you’ll be living fancier than Iggy Azalea. For example, if you love jumping through green pipes and swiping through local singles, then you’ll love flappy tinder. Or perhaps candy cupid: crush candy with your crush. The possibilities are endless.

If that idea isn’t exactly your taste, then I’m sorry to be the one to tell you that you have bad taste. But all hope is not lost. Now I’m not going to tell you something silly like follow your dreams or come up with a specific problem which your business will solve efficiently while minimizing potential risk. The answer is... magnets. How do magnets work? I don’t know. How do you make them? Beats me. But if you’ve ever seen any sci-fi movie, I’m sure that you know that magnets are our future. Whether used to destroy the world or in hover cars, some way or another magnets will shape our future. Therefore, my suggestion is to start a magnet company. The best thing about it is that it’s easily scalable; you can start by stealing the magnets from your friends’ refrigerators and build from there. Before long you’ll be making serious money and will go back to steal the refrigerator, too.

So there you go. Two ideas sure to secure you a safe future! But make sure to act quickly before the market is saturated with products like angry zoosk—in which you throw singles to knock down pigs—or before your friends steal all of your magnets first. —JONATHAN CHEVINSKY
My Experience Attending Summer Financial Academy

The Summer Financial Academy is a program hosted by the Magner Center and School of Business; it is designed to assist talented students in navigating through internships in the financial sector. Fourteen students, including myself, attended the program this summer, which was open to both undergraduate and graduate students who met a 3.0 GPA requirement and passed an interview process.

The Summer Financial Academy was enriching and informative. Classes were held downtown Manhattan at 25 Broad Street, a very beautiful building near the famous Charging Bull.

Eight speakers shared the stories of their journeys from Brooklyn College to where they are now. I especially enjoyed listening to Jennifer Ong, vice president of Prime Services Operations at Credit Suisse, and Marjorie Magner, partner at Brysam Global. They were very friendly and maintained a good rapport with us. I plan to purchase a book Ms. Ong recommended to help me understand the intricacies of financial markets. Another speaker who stood out for me was Leonardo Rizzi, vice president of Operations at Goldman Sachs. He proved to be an awe-inspiring person with a great sense of humor. Everything to him was practical and creative.

This summer program helped me realize that communication, courage, determination, discipline and sacrifice will assist you in reaching your career goals and living your life.

—Marsha Williams

“...I especially enjoyed listening to Jennifer Ong, vice president of Prime Services Operations at Credit Suisse, and Marjorie Magner, partner at Brysam Global...”

—Marsha Williams

Financial Careers Academy; Photo by Magner Center
Lean In at Brooklyn College

PwC hosted their first live global forum on women and leadership as a part of their “Aspire to Lead: The PwC Women’s Leadership Series,” a series of events and seminars designed to help develop students’ leadership skills. This event, co-sponsored by the Magner Career Center, Brooklyn College Women’s Center, and Brooklyn College Women’s and Gender Studies Program, attracted many students, both male and female. Students had an opportunity to watch a live webcast of Facebook COO Sheryl Sandberg and engage in further discussion with a panel of Brooklyn College alumni and faculty.

In 2011, Sheryl Sandberg, Facebook’s newly elected Chief Operating Officer, reminded us of the fact that there aren’t enough female leaders in top companies and government. Sandberg used proceeds from her book, Lean In, to start an organization called Lean In to provide encouragement to aspiring female leaders across the nation.

After the webcast, there was a panel discussion with PwC employees and Brooklyn College faculty, who helped reiterate and analyze the things said on the webcast. The floor was open for any questions from the students, allowing them to put what they heard into perspective.

The event encouraged everyone to embrace and spread that same spirit of motivation, ambition and drive that lingered in the room on that day. It helped students, both male and female, gain a sense of confidence as they prepared to enter the real world.

For more information on Lean In, email Eliza and Mitzi at bc.leanin@gmail.com.

Toastmasters at Brooklyn College

The Brooklyn College School of Business was able to grant students a great opportunity to refine their communication skills. With support from alumni and Ernst & Young, the School of Business offers students a free membership to Toastmasters, a nonprofit organization designed to help people across the world with their public speaking skills.

Students are encouraged to join to practice writing and speaking in front of an audience. To join, please contact Joyinn Paulin at the School of Business Advising Office at jpaulin@brooklyn.cuny.edu.
Join the Team!
Positions available for writers and graphic designers.

Email your résumé to Jenny or Melissa at joinbizenews@gmail.com

Feedback? Letter to the Editor? Send it to jeongy93@gmail.com

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