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STEPHEN M. ROSS SCHOOL OF BUSINESS AT THE UNIVERSITY OF MICHIGAN

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VISION FOR BUSINESS EDUCATION





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Shashi Mara, MBA '08,

can't remember a time during his youth when he didn't receive a watch for his birthday. "It was almost comical," he says. "Every year, my parents would get me a new watch. Either it was an unspoken tradition or they simply didn't know what else to get me." To say Shashi knew what he'd become from the moment he was born might be a stretch, but the signs were right in front of him. He received a watch at birth, commissioned by his grandfather to celebrate the occasion. Today, he owns Marawatch & Co. LLC, which focuses on limited edition, luxury Swiss timepieces for Michigan alumni.

Though watches have always been in the back of his mind — and on his wrist — meeting **Warren Buffett** during an Entrepreneur and Venture Club trip inspired him to turn his passion into a career. "When we asked what advice he'd give a soon-to-be MBA graduate, Mr. Buffett said, 'When I was younger, my ideas outran my capital. Now, my capital outruns my ideas. Chase your passion.'"

Shashi took the advice to heart. "That was during the 2006 [football] season," he says. "Michigan was undefeated, and there was insane energy all over campus. Then it dawned on me: Why not combine my love of watches with my love of Michigan?" He spent years becoming a watch expert, meeting master Swiss watchmakers and visiting high-end watch boutiques. After obtaining brand licensing from U-M, MaraWatch began production of the Wolverines Collection in fall 2012. "I am proud to say that we have found a way to infuse many aspects of Michigan, especially the Big House, into the design. These timepieces are built to last forever and to keep the Michigan story alive. Go Blue!" Visit www.wolverinescollection.com for more information.

- Holly Higgins

Abbey (Neisius) Ahearn, MBA '03, was promoted to partner at HawkPartners LLC, a marketing consulting firm based in Cambridge, Mass. Abbey joined HawkPartners in 2004 and has led a variety of consulting projects, specializing in the healthcare, financial services, and professional services industries.

Nicholas Juhle, BBA '03, has joined the research team at Greenleaf Trust, a Michigan-based wealth management firm. Prior to joining Greenleaf Trust, he was a senior equity research associate at Robert W. Baird & Co., and covered the healthcare, IT, and services sectors. Nicholas has earned the chartered financial analyst designation.

H. Todd Kephart, MBA '03, became a managing partner at Retirement Income Solutions Inc., an independent, fee-only investment advisory firm in Ann Arbor that counts hundreds of U-M faculty and staff as clients. In addition, Todd has been named chair of the Arbor Hospice Foundation Board of Directors.

Danny Silverman, AB '99/MBA '04, has joined integrated online sales and marketing consultancy Etailing Solutions as director of sales strategy and sup-

port. Previously, Danny was with Johnson and Johnson Family of Consumer Companies, most recently as senior manager of e-commerce development. Etailing Solutions, part of the Hyper Marketing Inc. network, is an integrated e-commerce consulting agency specializing in helping brands understand, navigate, and lead in e-commerce with retailers like Amazon and Walmart.com. In his most recent role at J & J, Danny led the Amazon team to triple-digit sales growth, expanded its global Amazon partnership, and established a sustainable business model for long-term, strategic growth. Prior to that, Danny developed best-in-class shopper loyalty, trade, and category

management solutions for several major retailers. He resides with his family in Sharon, Mass.

Jason Mironov, BBA '05, joined global growth private equity firm TA Associates as a VP in the services group. He is based in Menlo Park, N.J. Jason focuses on investments in business, financial, consumer, and other services companies. Previously, he was an associate with Spectrum Equity Investors. Prior to that, he was an analyst with J.P. Morgan Securities in the consumer, healthcare, and retail group, both in the U.S. and South Africa.



Ron Kim, BS '90/MBA '05,

has been promoted to VP and head of IT for Exelon Utilities, the second-largest group of utilities in the country. He has IT executive responsibility for the utilities powering Baltimore (Baltimore Gas and Electric), Chicago (ComEd), and Philadelphia (PECO), encompassing 6.6 million electric and 1.2 million gas customers. Ron's role also includes executive IT oversight of three of the nation's largest Smart Grid/Smart Meter programs. Prior to joining Exelon in 2008, Ron was with Accenture for 18 years, where he was a partner in the IT consulting practice.