



Thunderbird Newsletter

A bi-monthly publication by Thunderbird's Office of Branding and Communications.

September 2024 issue

Thunderbird news



Thunderbird unifies undergraduate and graduate

programs at Global Headquarters

Starting in fall 2025, Thunderbird School of Global Management at Arizona State University will unify its undergraduate and graduate programs under one roof at the F. Francis and Dionne Najafi Thunderbird Global Headquarters located on ASU's Downtown Phoenix campus.

“Incorporating our undergraduate students with the rest of our student body at our global headquarters is an exciting step forward. It truly reinforces Thunderbird's global education model in our dynamic learning community,” said Charla Griffy-Brown, director general and dean of Thunderbird. “Thunderbird remains dedicated to empowering all of our students and global leaders with the opportunity to benefit from our shared, diverse learning environment.”

[Read more](#)



Thunderbird at ASU ushers in fall semester with record-breaking cohort

A new chapter begins at Thunderbird this fall, as the school welcomes a record-breaking cohort of Master of Global Management (MGM) and Accelerated Master of Global Management (accelerated MGM) candidates.

With over 288 incoming students combined from both degree programs, the fall 2024 cohort is the largest in recent history.

[Read more](#)

More Thunderbird news: July, August, September

- [Innovative program at Thunderbird transforms students into case writing experts](#)
- [Transfer student forges new path and discovers passion for global business at Thunderbird](#)
- [ASU students explore role of AI in future of work and society in Japan](#)
- [Space-focused accelerator begins process for applicants](#)

Faculty in the news



The Chinese Base That Isn't There

In an article by **The New York Times**, **Sophal Ear** provides his insights on the implications of a permanent Chinese military presence in Cambodia.

"It could prompt strategic adjustments from the U.S. and heighten global



A 'President Harris' Trade Policy Likely Greener, Leaner, Not Meaner

Allen Morrison recently spoke to **Forbes** about Vice President Harris's stances on international trade, ahead of the upcoming election on November 5, and a possible emphasis on "trade deals that promote greener and cleaner products."

perceptions of Chinese militarization." he said.

[Read more](#)

[Read more](#)

More faculty mentions: July, August, September

- [The power of gender diversity in higher education](#)
 - Featuring: Lena Booth, Christine Pearson, Charla Griffy-Brown
- [Cambodia rulers pin reputation on contentious canal project](#)
 - Featuring: Sophal Ear
- [Starbucks poaches Chipotle CEO Brian Niccol as its stock surges 20 percent](#)
 - Featuring: Mansour Javidan
- [National Academy of Public Administration Fellow Spotlight](#)
 - Featuring: GiGi Harris

Alumni spotlight



Thunderbird alum becomes visionary behind successful email marketing platform

Mike Nelson, a T-bird alum, has made a significant impact on the email marketing industry.

From his time as an Executive MBA student (now the Executive Master of Global Management program), Nelson has risen to prominence with his creation, ReallyGoodEmails.com, a company that has not only redefined how marketers approach email campaigns but has also showcased the immense potential of turning a side project into a groundbreaking platform.

[Read more](#)



Thunderbird alum Halla Tómasdóttir inaugurated as president of Iceland

On August 1, Halla Tómasdóttir, an esteemed alumna of Thunderbird, was inaugurated as president of Iceland.

Tómasdóttir, who earned her master's degree in international management from Thunderbird in 1995, brings a wealth of experience and a legacy of leadership to her new role as her country's highest-ranking official. She was elected as the country's president in June, and is the seventh president of Iceland since the foundation of the Republic in 1944.

Photo credit: Halla Tómasdóttir.

[Read more](#)

Upcoming events

Middle East and North Africa Regional Night Celebration

Friday, October 4, 2024 | 6:30 to 10 p.m. MST

Thunderbird Global Headquarters

[Register today](#)



Regional Night Celebration: Middle East and North Africa

Friday, October 4 | Thunderbird Global Headquarters

Join us **Friday, October 4** for a special Regional Night celebration of the Middle East and North Africa (MENA) region at ASU's Downtown Phoenix campus! A long-cherished Thunderbird tradition honoring cultural diversity, these Regional Night celebrations feature incredible cuisine, culture, traditions, art, and performances of a particular part of the world.

Come celebrate the MENA region with regional food selections, live student performances, and festive art displays. We look forward to seeing you on October 4 for an unforgettable evening!

This event is presented by Thunderbird School of Global Management at Arizona State University and Thunderbird Student Government (TSG). Event partners include: USG-D (Undergraduate Student Government-Downtown), and DOS DPC (Dean of Students Office Downtown).

For questions contact [Olga L. Teran](#), assistant director of Student Engagement.

[RSVP here](#)



Thunderfest

October through November | Chapters and locations worldwide

This fall, Thunderbird School of Global Management is thrilled to continue **Thunderfest**, an exciting series of events that celebrates the Thunderbird Mystique, fosters global connections, and showcases T-bird pride points.

These events are open to everyone in the community! We hope to see you at a Thunderfest celebration near you to gather together and share in T-bird spirit.

Check out the Thunderfest group page below to view all the active events and sign up to attend the one near you!

[Learn more](#)



Premier Day

Friday, October 4 | Thunderbird Global Headquarters

Before Regional Night, Thunderbird's recruitment and admissions team will be hosting Premier Day, an immersive event designed specifically for current and prospective students, but open to all faculty, staff, and alumni.

Attendees will have the chance to live the life of a T-bird for a day, complete with opening remarks from Director General and Dean [Charla Griffy-Brown](#), a faculty spotlight session from [Euvin Naidoo](#), a tour of Thunderbird Global Headquarters, and meetings with the Thunderbird Student Success team, faculty, and alumni.

Interested in joining, or know a student who is? **Don't forget, [any alum, staff, or faculty referral](#) receives an application fee waiver!**

Learn more through the below registration link.

[RSVP here](#)

Have news to share?

Do you have something to share with our larger Thunderbird community,

whether it be a big news win, an upcoming event, or know someone who could be spotlighted? Let us know!

If your announcement is selected, we will reach out to profile your story in an incoming newsletter.

Share your news

Thunderbird School of Global Management
#1 in the world for international trade
ASU ahead of Harvard, Penn (Wharton) and IMD
— QS International Trade Rankings, 2024



#1 in the U.S. for innovation
ASU ahead of MIT and Stanford
— U.S. News & World Report, 8 years, 2016-24



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