

Highlights from Saunders College of Business Alumni

Why Saunders/RIT?

I always wanted to get my masters from a good school in the U.S. RIT was one of the better schools in terms of value for money and resources. There was also a high mixed population with students coming from different countries, which has been a great learning experience for me.

The Saunders experience:

The Saunders experience was a unique one. I got to meet people from more than 20 different countries. That in itself, helped shape my outlook towards the same problems that we all face. Exchanging experiences made me understand and widen my perspective about life. And socially, whether it one of the classy MBA classrooms, the mega-dinner buffets, or the fun activities on the Quarter Mile, being with friends and colleagues - these memories are irreplaceable.

The Saunders Network:

While searching for employment, I had been applying at many companies without much luck. The hiring manager at The Lacek Group was friends with an alumni from RIT. He asked this alumni to see if his school had any candidates with a background in coding as well as an understanding of Marketing. The Lacek Group then reached out to me. After several phone and personal interviews, I was selected and have been working here since August 2011.

Recommendation for future students:

You should come to RIT for the standard of education, for the benefits of being part of such a huge school, for getting to know people from all over the world, for learning skills and things you didn't even know existed, for the fun all year round.

Find This Student On LinkedIn: <https://www.linkedin.com/in/pallavmazumdar>

Masters in Business Administration Class of 2011

Employer: The Lacek Group
Title: Senior Marketing Analyst
Home City: Bhopal, India



Pallav Mazumdar

"The professors were all top notch and they brought in so many of their real life experiences in our classes that the studying part became more relatable and not just textual."



The Lacek Group, Minneapolis, with more than \$40 million in revenue, specializes in the design, development and management of loyalty marketing programs. It originally was part of Neodata Services Inc., an integrated direct marketing company, which EDS purchased in 1998.

DAY ONE | career ready

- Strong industry connections, offering real world experiences in and outside of the classroom
- Among the world's oldest and largest cooperative educational programs
- 94% placement rates

DAY ONE | enterprising mindset

- Pioneering Biz 1-2 program
- #1 student innovation center, Venture Creations Incubator, and over 200 clubs to join
- Ranked #21 nationally for entrepreneurship

DAY ONE | stand out

- Over 80 minors available at all 9 RIT colleges
- Nationally recognized programs in engineering, technology, arts, and design
- Students develop unique personal brands that employers seek

DAY ONE | connected

- Small class sizes, 100% taught by faculty
- Low student to faculty ratios, and highly accessible faculty
- Plugged into over 110,000 RIT alumni and large university resources