Events Launched to Celebrate the 10th Anniversary of CCA's MBA in Design Strategy Program

Major Milestone for the First Program of its Kind Created in the United States

San Francisco, CA–March 1, 2018–This year, California College of the Arts celebrates the 10th anniversary of its seminal MBA in Design Strategy program (DMBA) with a series of lectures, panel discussions, and events. Originally launched to place creativity at the heart of business best practices, the DMBA program was the first of its kind in the United States.

The program teaches students to apply the knowledge, skills, and craft of design to solve the challenges organizations face as they shift focus from running a business to competing on innovation. The series of celebratory DMBA events launched in February 2018 with a keynote presentation by PepsiCo Senior Vice President and Chief Design Officer Mauro Porcini, hosted by Airbnb. The next event, *Design Strategy X* on March 7, 2018, will feature presentations by leaders in the design strategy field, as well as a panel discussion on the potential influence of Chinese companies.

"When we launched the MBA in Design Strategy program 10 years ago, the field was just coming into fruition. Since then the demand for design strategy has skyrocketed," says DMBA Program Chair Andy Dong. "Across the globe, design thinking is revolutionizing the way companies compete, and specialized design and management programs are launching across the nation at places like CCA, the University of Southern California, and the Pratt Institute."

By melding design, management, technology, and generative leadership into a holistic curriculum, CCA's DMBA program equips the next generation of business leaders with a new, design-based language that elevates framing, prototyping, and generative sensing as essential principles for creating innovative, high-impact companies. Alumni of the program have gone on to work for major companies such as Facebook (Content Strategy Manager Jasmine Probst), for San Francisco's newly established Mayor's Office of Civil Innovation (Senior Innovation Strategist Ximena Sarango), for startups such as the no-debt, higher-education provider MissionU (Student Experience Designer

Amber Lester), for venture capital funds such as Arrowhead Innovation Fund (Managing Director Estela Hernandez), and for companies paving the way forward with artificial intelligence (Element AI Senior Design Strategist Rahim Bhimani).

"The success of our MBA in Design Strategy program is just one of many testaments to the value an arts and design education can have in business," says President Stephen Beal. "We are proud of the program, our outstanding faculty, and the incredible ways our students and alumni are using design to lead innovation across the globe."

Additional programs in celebration of the DMBA program's 10th anniversary will be announced throughout the year.

Event Details for *Design Strategy X:*
March 7, 2018, from 4pm–7pm
A series of discussions on the future of design strategy, by leading professionals in the field, CCA faculty, and alumni.

- *Where We Are and Where We Are Going*
  Presentations on the current state of the field of design strategy and on its future, by CCA Design MBA Chair Andy Dong; CCA faculty member and founding Chair Nathan Shedroff, founding faculty member Lisa Kay Solomon in conversation with Associate Chair Susan Worthman; CCA alumnae Shira Kates and Sachi DeCou; and Wefunder Director of Business Development Jonny Price.

- *Design Strategy from China*
  A panel discussion exploring China's impact on the field of design strategy, chaired by Professor Barry Katz and featuring Chris Hosmer (co-founder of the Xiaomi-invested wearables company Aetheris), Abigail Brody (founder of Abalone Software, Inc. and former chief designer UX and vice president at Huawei Technologies), Lina Li (CCA alumna and managing director at Seed Design Collaborative, a design studio in Shanghai and Los Angeles), and Paul Fu (senior director, user experience at Alibaba Group).

About California College of the Arts
Founded in 1907, California College of the Arts (CCA) educates students to shape culture and society through the practice and critical study of art, architecture, design, and writing. Benefitting from its San Francisco Bay Area location, the college prepares students for lifelong creative work by cultivating innovation, community engagement, and social and environmental responsibility.

CCA offers a rich curriculum of 22 undergraduate and 11 graduate programs in art, design, architecture, and writing taught by a faculty of expert practitioners, and attracts promising students from across the United States and from 55 countries around the

world. Graduates are highly sought-after by companies such as Pixar/Disney, Apple, Intel, Facebook, Gensler, Google, IDEO, Autodesk, Mattel, and Nike, and many have launched their own successful businesses.

CCA is creating a new, expanded college campus at its current site in San Francisco that will open during the 2021–2022 academic year. Spearheaded by Studio Gang architects, the new campus design will be a model of sustainable construction and practice, will unite the college's programs in art, crafts, design, architecture, and writing in one location to create new adjacencies and interactions, and will provide more student housing than ever before.

For more information, visit cca.edu