

**The Stephen Zuellig Graduate School of Development Management  
Asian Institute of Management**

**A Report for the Zuellig Family  
as of May 2020**

**The Asian Institute of Management, an Asian Pioneer in Management Education**



Founded in 1968 in Manila, Philippines through funding from the Ford Foundation and the leadership of Philippine business leaders and esteemed educational institutions, including Harvard University, the Asian Institute of Management (AIM) *aims to sustain the growth of Asian businesses and societies by developing professional, entrepreneurial, and socially-responsible leaders and managers.*

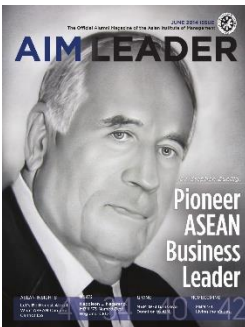
**AIM's Four Distinct but Synergistic Schools**

AIM accomplishes the above-stated mission via its innovative as well as well-established programs and courses. These are delivered by the Institute's four schools, namely, the Stephen Zuellig Graduate School of Development Management (ZSDM), the Washington SyCip Graduate School of Business (WSGSB), the Aboitiz School of Innovation, Technology, and Entrepreneurship (ASITE), and the School of Executive Education and Lifelong Learning (SEELL). Each of the schools are named after their respective benefactors.

The schools are largely independent; however, they also welcome every opportunity to collaborate. For instance, they joined forces to work with Yale University on a "collaborative hackathon" or Collabathon for climate change solutions last year, with AIM serving as the Manila "node" of the event. This year, students across all programs also put their heads together to form AIM's Situation Room, an initiative comparable to an emergency operations center that collects, curates, and communicates vital information on COVID-19 to various stakeholders.



**The Stephen Zuellig Graduate School of Development Management: A Partnership-Oriented School**



Named after Dr. Stephen Zuellig for his generous contributions to the Institute's then-Center for Development Management (CDM), the Stephen Zuellig Graduate School of Development Management (ZSDM) frequently takes the lead in projects, events, and other initiatives similar to the abovementioned cross-School collaborations. ZSDM prides itself in being a partnership-oriented and innovative school.

Such innovation is reflected in the reshaping of the **Master in Development Management (MDM)** program's narrative as it entered its 31<sup>st</sup> year. MDM is infusing more courses tackling social entrepreneurship and continues to recognize and adjust to the market's – and society's – needs. ZSDM's creativity and foresight is also evident in its creation of the **Executive Master in Disaster Risk and Crisis Management (EMDRCM)** program, the first of its kind in the world to focus on equipping disaster risk and crisis managers and practitioners



with leadership skills. The year 2020 definitely proved that disaster risk and crisis management and leadership are core skills required of any organization, whether government, non-government, or for-profit, as the world saw itself contending with various crises (not the least of which is the global coronavirus outbreak).

AIM and ZSDM are grateful for Dr. Zuellig's generous financial and moral support that have allowed the Institute and the School to provide more scholarships to deserving students and to ensure the continuity of development programs.

### MDM Facts and Figures

- Tagline: *Scaling the Sustainable Development Goals (SDGs) towards Social Impact*
- A 12-month intensive, innovative, and practitioner-oriented master's degree program that combines in-classroom and experiential learning
- Celebrated its 30<sup>th</sup> year in 2019 through a ZSDM Open Day, a well-attended alumni homecoming-cum-anniversary celebration
- Geared towards development managers, social entrepreneurs, impact investors, and government and corporate workers interested in creating social impact
- Notable alumni include Radha Paudel, advocate of dignified menstruation; Gina Lopez, Filipina environmentalist; and Maria Angela Flores-Abad, an Obama Foundation Leader (Asia-Pacific)
- The most recent cohort to graduate, MDM 2019, is composed of students from all over Asia and the Pacific: China, Bhutan, Myanmar, Nepal, India, Philippines, Indonesia, and Fiji

### EMDRCM Facts and Figures

- Tagline: *Building Core Leaders for Disaster Resilience*
- An 18-month part-time program that focuses on coordinated and integrated methods and management tools in disaster risk and crisis management
- Designed to align with the Sendai Framework for Disaster Risk Reduction 2015-2030, the Sustainable Development Goals 2015-2030, Agenda for Humanity, and 2015 UN Climate Change Conference Agreement
- Welcomed its first (and current) cohort in May 2019
- The cohort is composed of Disaster Risk Reduction and Management (DRRM) officers, international humanitarian workers, corporate safety officers, consultants, business resiliency firm owners, and others
- The first of its kind *in the world* to focus on equipping disaster management practitioners with leadership skills

### The Zuellig Fellowships in Development Management: Yet Another Zuellig-Led Initiative to Contribute to Societal Development

The Zuellig Fellowships in Development Management is a scholarship program open to Asian nationals from Myanmar, Northeast Thailand, Indonesia, and Philippines covering tuition and living expenses. Notable alumni of ZSDM's MDM program who also successfully fulfilled the requirements of the Zuellig Fellowship include Dr. Ryan Guinaran (MDM 2014 alumnus and member of the Doctors for Indigenous Training and Education Networking and Governance (DITENG)). Dr. Guinaran's many achievements include being



recognized as part of the 2016 Ten Outstanding Young Men (TOYM) in the Philippines for his advocacy of Indigenous Peoples (IP).

The Zuellig Fellowships is but one of the many avenues Dr. Zuellig and the Zuellig Family were able to make a difference in providing education access to deserving individuals. Apart from healthcare access-related initiatives, the Zuelligs' efforts related to education are worth highlighting and are appreciated by many apart from the scholarship recipients themselves.

### ZSDM Leadership Team

ZSDM is led by School Head Dr. Kenneth Hartigan-Go, supported by a leadership team that handles programs, projects, day-to-day administration, marketing, and recruitment-related functions.

- **Kenneth Hartigan-Go, MD, MD (UK)**
  - School Head and Associate Professor
  - EMDRCM Academic Program Director
  - Doctor of Medicine, Philippines and United Kingdom
  - Expertise: Medicine, Health Systems and Governance, Pharmacovigilance
- **Arnil Paras, PhD**
  - Assistant Professor
  - MDM Academic Program Director
  - PhD in Public Policy, Hong Kong and United Kingdom
  - Expertise: Social Entrepreneurship, Social Innovation, Philippine Political Economy
- **Paul Julian Tongson, MBA**
  - School Manager
  - Administration and Operations; Project, Programs, and Partnerships Management; Internal and External Communications
- **Carmel Tongol, MA**
  - Recruitment and Admissions Manager
  - Marketing and Promotional Campaigns; Leads Generation, Cultivation, and Conversion; Admissions



### ZSDM: Harnessing Partnerships to Create Impact

ZSDM is proud of its various initiatives to spearhead not just the Institute and the School's programs and interests, but also the welfare of students, alumni, and various social and environmental causes. In addition to harnessing innovation in the crafting and redesign of programs, the ZSDM team also applies creativity and agility in engaging donors and technical partners to join the School in creating further impact.

### ZSDM Impact Lab

Through this initiative, businesses and other entities co-create solutions with students and faculty, resulting in a feasible and sustainable model, prototype, or business plan for ZSDM's partner organization. The ZSDM partner may choose to engage either the MDM or the EMDRCM program, depending on the nature of (social or environmental) problem or crisis. In exchange, the partner will support the student's study at AIM (program fee, accommodations, living allowance, and travel expenses).

## Partnerships

The ZSDM team is composed of partnership-minded individuals on the constant lookout to work with both donors and technical partners in achieving common objectives, including organizations like the Oscar M. Lopez Center for Climate Change, the Asian Development Bank, the Rotary Club, GIZ, embassies, other schools, and many others. ZSDM is recently in talks with ABS-CBN Foundation to provide training for executives and the Department of Education to enroll employees of the said agency in ZSDM's EMDRCM program. The objective is always a win-win situation that also results in a third win: that of the project beneficiaries and of the society.

## Events

In 2019, ZSDM proudly organized or performed a lead role in the following events: International Disaster Conference 2019 (on the Two-Pronged Global Water Crisis: *Too Much Water, Too Little Water*), ADB-AIM Hackathon 2019 (*Digital Skills for Today's Workforce, Future-Proofing for the Water Crisis, and Digital Payments*), Universal Healthcare Summit with the Asian Network for Health Systems Strengthening (ANHSS), and forums that saw several ambassadors to the Philippines share their thoughts on key development issues.



## Capstone Projects

ZSDM invites interested organizations and funders to work with alumni who have written and designed potentially impactful social and environmental projects that address various thematic areas ranging from employment opportunities for the marginalized to solid waste management solutions in certain Philippine provinces.

## COVID-19 Initiatives

The onslaught of COVID-19 and the implementation of measures such as lockdowns or quarantines necessitated that AIM and ZSDM shift to online modalities for the delivery of programs and courses. Apart from this, ZSDM students, faculty, and management (together with other programs) put up AIM's first-ever Situation Room to help stakeholders curate information and make sound decisions amidst the "noise" of social media and unverified news and information sources. AIM and ZSDM faculty also continue to serve as Asian thought leaders via thought-provoking and actionable articles and reports and free webinar sessions on various facets of managing the pandemic.



## A Message to the Zuellig Family

The ZSDM team and the rest of AIM consider the Zuellig Family as an important member of their community. We would like to reiterate our gratitude for Dr. Stephen Zuellig's contributions to ZSDM and AIM and our sincere desire to continue working with the Zuellig Family on various initiatives for social development, environmental protection, and disaster resilience in the Philippines and the Asian region.

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