

## Star Professors Join the Sy Syms Faculty for 2023-2024

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### From the Dean's Desk

#### *Star Professors Join the Sy Syms Faculty for 2023-2024*

A timeless puzzle is: Why did G-d choose Avraham Avinu (Abraham) to be the father of the Jewish nation?

The Torah tells us in passing that it's because he would pass on his knowledge and values to his children (Bereishit/Genesis 18:19). Thus was sparked the **educational imperative** that has driven us across the generations and the millenia.

This early promise comes to fruition during the weekly Torah portions we are reading right now. Throughout the Book of Devarim (Deuteronomy), **Moshe serves as a master teacher**, educating the next generation of the Children of Israel about their upcoming challenges and opportunities, and reinforcing and extending the values they have learned during 40 years in the desert.

This month, we welcome the **next generation of star teachers** who will educate our next generation of Sy Syms students how to be Torah-grounded professional who excel in the workplace and in the community. They include two visiting professors in our Finance department, [Dr. Ljubica Georgievska](#) (PhD, UCLA) and [Dr. Assa Cohen](#) (PhD, University of Pennsylvania). They also include extremely experienced entrepreneurs, [Andrew Ackerman](#) and [Edward \("Coach"\) Weinhaus](#), who will be teaching in our Strategy & Entrepreneurship department, and [R' Yehuda Halpert](#), who – as a lawyer and a shul rabbi – brings together the real-world experience and rabbinic qualifications needed to teach our Practical Workplace Halacha course.

More generally, the last four years have brought us terrific new faculty.

For instance, on the tenure track, we have conducted seven tenure-track searches over the last four years, and have been **blessed to hire our #1 choices across all seven searches**. Those faculty received their doctorates from Columbia (two professors), Yale, Berkeley, NYU, and Rutgers (two professors).

Our faculty come from a wide range of disciplines, but have a common bedrock of values and belief in the educational imperative. They also come from a wide range of industries – from law to advertising to education – and will be teaching courses in our Jewish Values curriculum, Accounting, Marketing, Strategy & Entrepreneurship, and Business Communications areas.

**Eight of the new faculty are profiled below.** Please welcome them as they join our [existing all-star faculty members](#) who are [already powering Sy Syms to greater heights!](#)

A handwritten signature in black ink that reads 'Noam'.

Noam Wasserman  
Dean



**Robert Auslander**

### **Teaching: Accounting Capstone, Accounting Information Systems (AIS)**

Robert Auslander is a Vice President and Head of Internal Audit at Bausch & Lomb. Prior to that, he was Vice President for Policies & Technical Accounting at Bausch Health, and had Senior Director roles at Tyco International and Avis Budget Group. He has an MBA in Finance from Rutgers and a BS in Accounting with a minor in Economics from Ithaca College.



**Moishe Bane**

### **Teaching: Designing Your Jewish Life**

Moishe Bane served as president of the Orthodox Union (OU) from 2017-2022. From 2006-2022, he was also a senior partner at the international law firm of Ropes & Gray, where he chaired the Business Restructuring Department. However, much of his time has been dedicated to communal service on behalf of the North American Orthodox community. In addition to his OU presidency, his communal leadership roles included national chairman of NCSY and founding editor of *Klal Perspectives*, a journal addressing contemporary public policy issues within the American Orthodox community.



**Dr. Erica Brown**

## **Teaching: Values-Based Leadership in Life and at Work**

Dr. Erica Brown is the Vice Provost for Values and Leadership at Yeshiva University and the founding director of its Rabbi Lord Jonathan Sacks-Herenstein Center for Values and Leadership. She previously served as the director of the Mayberg Center for Jewish Education and Leadership and an associate professor of curriculum and pedagogy at The George Washington University. Erica is the author or co-author of 15 books on leadership, the Torah, and spirituality. A recent book, *Esther: Power, Fate and Fragility in Exile* (Maggid), was a finalist for the National Jewish Book Award. She is the mother and mother-in-law of YU graduates.



**Bipasha Ghosh**

## **Teaching: Reimagining Marketing with Emerging Technologies, Startup Marketing**

Since 2020, Bipasha Ghosh has been the Chief Marketing Officer of Dali Spaces, a company building a subscription-based global platform for women entrepreneurs. Her prior work experience includes Vice President for International Marketing & Digital for NBCUniversal Media (SYFY and USA Network), Global Director of Marketing for Reuters Media, and Head of Marketing (Asia Pacific) for each of BBC World and CNN International. In addition to an MBA and an MS, she has completed coursework at MIT Sloan in Artificial Intelligence, Digital Marketing Analytics, and Blockchain Technologies. For more details about her new course, please see [Professor Ghosh's Sy Syms page here](#).



**Dr. Patryk Perkowski**

## **Teaching: Strategy & Entrepreneurship**

Dr. Perkowski received his PhD in Management (Strategy) from Columbia Business School in February 2023, after which he was a Postdoctoral Fellow in Business, AI, and Democracy at Columbia. Prior to his graduate studies, he worked at Innovations for Poverty Action and the Federal Reserve Bank of San Francisco. Dr. Perkowski's research focuses on information technology, human resource management, and causal inference. How can firms use their human capital as a source of competitive advantage? How can workers thrive in the digital economy? His research has been published or is forthcoming in leading management and economics journals including *Strategic Management Journal* and *The Review of Economics and Statistics*, in addition to general interest outlets such as the *Harvard Business Review*.



**David Sable**

## **Teaching: Business Communications**

Prof. David Sable was the Global CEO and Chairman of Y&R, where he propelled Y&R to a top five global creative firm at Cannes. He launched healthcare and b2b practices and an in-house accelerator called The Spark Plug. He is now the Co-Founder/Partner of DoAble, a brand strategy and marketing collective. Among his prior experiences, he also co-founded an Israeli agency, Mimsar, that focused on the then-nascent hi-tech industry. In 2013, Fast Company named Prof. Sable one of the 10 Most Generous Marketing Geniuses. He currently serves on the Board of Directors of both UNICEF/USA and the International Special Olympics. Most importantly, he is a parent of two YU alumni.



**Joseph Shortell**

## **Teaching: Business Communications**

Joe Shortell spent 14 years at The College Board, where he was Executive Director of Talent Management and Development. In that role, he led multiple HR functions reaching all 1,600 staff. Before that, he worked at The Executive Technique where he delivered presentation skills training and coaching to mid- and senior-level professionals from a broad range of industries and sectors (Fortune 500 companies, government, not-for-profit). He began his career at the Mirrer Yeshiva/Taryag Academy in Brooklyn, and followed that by being a teacher and curriculum developer for the New York City Department of Education. He has an MA in English Language and Literature from Seton Hall University and a BS in Physics from Stony Brook University.



**Judge R' Matthew Solomson**

## **Teaching: Ethical and Legal Environment of Business**

R' Matthew Solomson has been a federal judge since early 2020. He earned a JD/MBA from the University of Maryland, then worked in a wide variety of legal and business leadership positions. He led the government contracts practice group within the in-house law department of Booz Allen Hamilton, served as Chief Legal & Compliance Officer for an \$11B federal contracting business unit of a Fortune 50 healthcare company, and served as a Trial Attorney with the Commercial Litigation Branch of the U.S. Department of Justice. He is the author of *Court of Federal Claims: Jurisdiction, Practice, and Procedure*, a legal treatise first published by Bloomberg BNA in 2016, and enjoys studying Talmud, playing tennis, and spending time at the beach with his family. His son, Noach, graduated from Sy Syms in 2023.



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