

College of Business welcomes new MBA Program Director

by Katelyn Zima - Tuesday, June 28, 2011

<http://www.uwosh.edu/today/13079/college-of-business-welcomes-new-mba-program-director/>

The University of Wisconsin Oshkosh's College of Business welcomes Kathleen Hagens '94 and '98 (MBA) as its new MBA Program Director.

Hagens said she is excited to begin working with area businesses, community leaders and the UW Oshkosh community. In her role, she said she would like to see more interaction with area business leaders to understand what they are looking for in their management candidates and what attributes will help their companies continue to grow. Additionally, she believes the MBA program must support the increasingly complex global business world.

"Graduates must be able to lead the way in innovation, know how to work with diverse cultures and have strong visionary and people management skills to effectively grow their business," Hagens said. "It will be critical to collaborate effectively with faculty, administrators, students, alumni and business leaders, and together, develop a strategic plan that enhances the growth, visibility and recognition of the MBA program."

Hagens' extensive corporate marketing experience will aid her in her new role. Hagens has worked for several large corporations as a marketing executive and manager throughout the Midwest including American Medical Security, Inc. (now UnitedHealth Group), Banta Corporation (now RR Donnelley), ICG Commerce and most recently, Analysts International Corporation.

Hagens not only brings several years of marketing experience to the position, but is also a dual UW Oshkosh business alumnus. She received both her undergraduate degree in marketing and her MBA from UW Oshkosh.

"I've walked in the shoes of our students. I understand the challenges of working full-time and taking MBA classes part-time," Hagens said.

She also understands the important role that networking and taking on real world experiences played in her education.

"I expect the combination of the knowledge I've learned as a UW Oshkosh alumni along with my business background will enable me to understand student, faculty, business and community needs more fully."

The search for a new MBA Program Director started this past February. According the Associate Dean William Wresch, the department was looking for a candidate who had great connections to area businesses and exceptional communication skills.

Hagens' first day on the job was June 27, 2011. She will work closely with Dean Bill Tallon and

Associate Dean Wresch and will be responsible for all operational aspects of the MBA program, including program development and improvement, program enrollment growth, program administration, program operations and sustainability, program marketing and outreach activities to the business community.

Hagens' husband is a mechanical engineer and they enjoy spending time with their three adult daughters Amber, Kayla and Heather. Additionally, Hagen is passionate about traveling. She finds all elements enjoyable including the planning, anticipation and the actual trip. Currently she and her husband are planning their third trip to Alaska and cannot wait for another chance to enjoy the beautiful views and diverse wildlife.

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