



Cass Business School  
CITY UNIVERSITY LONDON

# Building business relationships

Cass solutions for  
the corporate sector



**“It’s our status as thought leaders that sets us apart from other, industry-based service providers. There are no ‘off the shelf’ packages at Cass.”**

Richard Gillingwater  
Dean, Cass Business School

# Work with Cass to achieve your objectives...



## 05 Consultancy and research

You can conduct proprietary or co-produced sponsored research and through our Knowledge Transfer Partnerships you can engage a School Associate to work on a project of strategic importance to your business. Our thought leadership research will address any managerial or organisational concerns you may have and our academics can assist you with producing leading white papers. Commission research through our industry-specific research centres, and through CassKnowledge.com and you can instantly access the abundance of expertise and knowledge at Cass.



## 10 Corporate partnerships

Through our Corporate Partnership Scheme we work closely with our clients to identify their business needs and the challenges they are facing. We then use the extensive resources we have available at Cass to help solve these. Challenges may include attracting and retaining talent, sourcing high-calibre speakers for events, building a global network or us providing you with a platform to help you build your brand power. There are also other opportunities to collaborate with us through the School's prestigious campaigns or a high-profile, very worthwhile named scholarship.



## 13 Developing your people

Through our part-time Masters courses your employees can benefit from a blend of theory and practice that's tailored to the needs of your business. You can sponsor your leading talent on our Executive MBA programme or partner with Cass Executive Education to create custom-made programmes. If you're an entrepreneur and operating in the SME market you can access a range of expert advice, guidance and growth programmes through the Peter Cullum Centre for Entrepreneurship.



## 18 Recruit the best talent

Through Cass Careers you can access highly qualified, high-calibre candidates through a variety of face-to-face and online activities. Engage our students through company presentations, skills workshops and the MSc Careers Fair. Your business can also benefit from the latest thinking of our MBA students by commissioning a Business Research Project tailored to your needs. Register with Cass Careers Online to begin posting jobs, internships and research projects to some of the world's very best graduates.

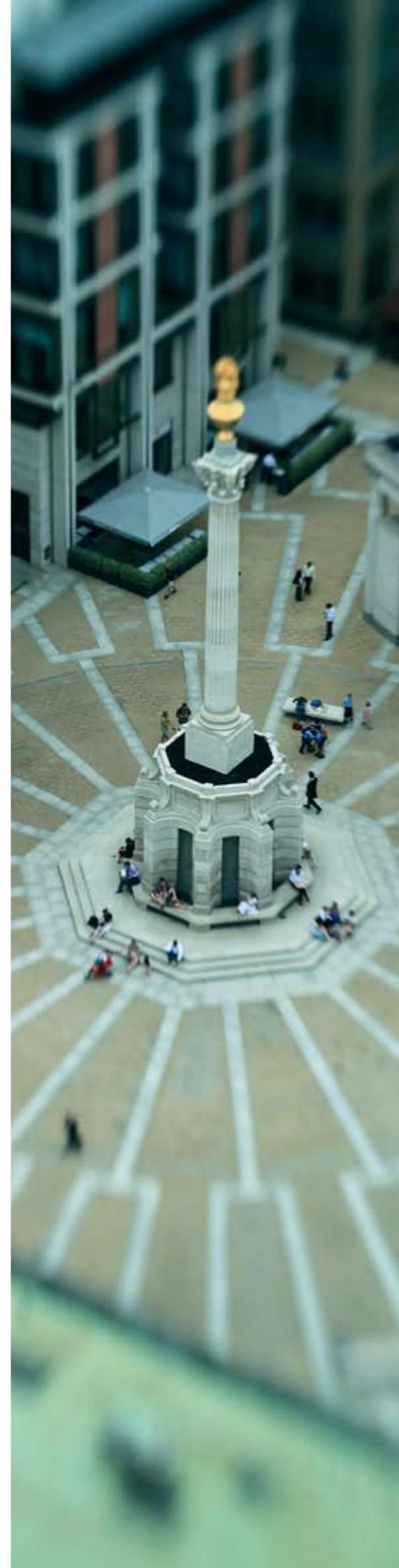


## 21 Networking events

Cass offers a host of networking opportunities, ranging from public and guest lectures to breakfast briefings and academic and business conferences. You can also attend any of our annual lecture series covering real-world topics in monetary policy, finance, regulation, industry and education and we provide many industry-specific events through our specialist research centres. You can also access our exclusive network of 33,000 high-calibre alumni through industry-specific groups created and led by alumni.

## 23 Contact us

To discuss your individual business needs and to learn more about how Cass Business School can benefit your organisation, please contact our expert representatives.



# Whatever your agenda, we can do business together

The Sir John Cass Business School is an intellectual resource for the corporate world and a place where business and academic minds come together to achieve commercial goals. By combining our leading academic thinking, international research and extensive business experience, we can provide tailored, tangible solutions that specifically address the needs of your business. This brochure provides an introduction to the range of services available to you as part of the business community:

- Business research and consultancy resources
- Corporate partnership and sponsorship opportunities, on-going support and access to our first-class facilities
- Education, professional development and training
- Careers services
- Professional networking opportunities.

Over the years we have been applauded by the business community for providing leading-edge, practical and relevant thinking. Our unrivalled position in the heart of the City of London means that many of our neighbours and partners are some of the leading names in business today. Our reputation for offering premium educational programmes, world-class research and consultancy and a host of services designed specifically for the business community, has placed us firmly in the top 50 business schools worldwide.

It's our status as independent thought leaders that sets us apart from other, industry-based service providers. There are no 'off the shelf' packages at Cass. Instead we take a tailored, personalised approach to working with every one of our corporate clients. By always taking the time to understand your business and its objectives we can ensure we transfer our knowledge and expertise to you in a usable, practical format. In return, our own research and knowledge is enriched through the relationships we build with you, our corporate and business partners.

It is my firm belief that no-one is better located or equipped to provide you with these vital resources and we look forward to having the opportunity of working with you in the future.



Richard Gillingwater  
Dean, Cass Business School



We are committed to developing long-lasting relationships with our clients and continue to provide support through value-added services long after completion of a project.



## Consultancy and research:

### Work with our academics to unlock your business growth

Cass Business School has an internationally recognised reputation for delivering leading-edge, relevant and independent research that delivers a powerful competitive advantage to businesses. According to the 2008 UK Research Assessment Exercise (RAE), we are in the top ten UK business schools for business and management research and our finance research, in particular, ranked third in Europe by the *European Financial Management Journal*.

The majority of our research output is ranked as 'world-leading' or 'internationally excellent' and our strong links to policy and practitioner communities, such as the Financial Services Authority (FSA), Bank of England and the International Monetary Fund (IMF), are deemed to be of world-leading standard and are an additional benefit to businesses that choose to partner with us.

Our expertise and exceptional ability to take theoretical, academic research and apply it to real-world contexts set our research services apart. As a research sponsor you will therefore access truly innovative, cutting-edge research that blends a vast body of academic knowledge with applications that are relevant and beneficial to your business.

#### A world-class faculty

Our faculty consists of over 100 research-active members with impressive academic credentials and strong industry backgrounds, such as:

**Steve Haberman**, Professor of Actuarial Science, Director and Deputy Dean, Cass Steve Haberman has given talks at numerous universities around the world, published over 150 academic papers and five co-authored books and has consulted to Swiss Reinsurance, Deutsche Bank and the FSA, amongst many others. He is a Fellow of the Institute of Actuaries, Royal Statistical Society and the Institute of Mathematics and its Applications; and has been a member of the Financial Reporting Council (FRC) Board for Actuarial Standards since its inception and Legal & General's Longevity Science Advisory Panel. He was also a member of the Council of the Institute of Actuaries for 11 years.

**Lucio Sarno**, Professor of Finance and Head of Faculty of Finance, Cass Lucio Sarno has been involved in policy advice, training, research and consulting projects for a number of institutions, including the IMF, the European Central Bank, the Bank of Canada, the Central Bank of Norway, the Italian Ministry of Economy and Finance, the World Bank, the European Commission and a number of other leading banks and asset management companies. He is the author of over 70 articles in refereed economics and finance journals. Since 2005, he has held an entry in the ISI Essential Science Indicators (selection of the top one per cent of the economics and finance profession on the basis of total citations on a ten-year rolling period).

#### Tailored solutions – Consultancy

**Consultancy**  
If you have a specific business issue you need to resolve, our academics will help identify the problem, research and recommend a solution, and implement that solution. Our recommendations will always be robust, independent and underpinned by a body of business knowledge and expertise.

**Case Study:** Professor Mohan Sodhi has had many decades of consultancy experience, both in his private and academic career; he's currently working on a series of consultancy projects examining supply chain in the pharmaceutical industry in emerging countries on behalf of Procter & Gamble.

**To commission our academic consultants and improve your business performance and credibility, contact:**

**Dr Christina Makris**  
**Business Development Manager**  
**T: +44 (0)20 7040 3273**  
**E: christina.makris.1@city.ac.uk**

[www.cass.city.ac.uk/consultancy](http://www.cass.city.ac.uk/consultancy)



Veronica Hope-Hailey,  
Professor of Strategic Human  
Resource Management  
and Associate Dean of MBA

#### Tailored solution – KTPs

**Knowledge Transfer Partnerships (KTPs)**  
Through a KTP, your financial contribution is matched by government organisations to engage a Cass Business School Associate, supervised by a Cass team of academics, to work on a project of strategic importance to your business in order to increase profitability.

**Case study:** Truestone Asset Management collaborated with Cass on a two-year KTP project to develop new impact investment services and products for the firm. By combining knowledge of both voluntary sector management and private equity research subject areas, the academic team was able to steer and advise the development of the Truestone Global Impact Fund.

To find out how KTPs can help your organisation increase its competitiveness and profitability, contact:

**Dr Christina Makris**  
Business Development Manager  
T: +44 (0)20 7040 3273  
E: christina.makris.1@city.ac.uk

[www.cass.city.ac.uk/consultancy](http://www.cass.city.ac.uk/consultancy)

#### Veronica Hope-Hailey, Professor of Strategic Human Resource Management and Associate Dean of MBA, Cass

Veronica Hope-Hailey was previously a Professor at the University of Bath and at Cranfield School of Management. She was also a Fellow at the Judge Institute of Management at the University of Cambridge and specialises in working with large, mature corporations in collaborative research partnerships. Veronica consults on an international basis and recent clients include Schroders, Morgan Stanley, the International Monetary Fund, World Bank, United Nations, Rolls Royce and South African Breweries.

Our commitment to developing a long lasting relationship with our clients means that we will continue to provide support through a range of value added services long after completion of a project. We will, for example, help with dissemination of research results and distribute your research to our 33,000 alumni and associates to gain maximum industry exposure. We will also, where appropriate, share results with key policy makers and work hard to ensure your research achieves the optimum level of media exposure.

We have co-produced knowledge with project partners including UBS, Lloyd's, American Express, Edelman, Moody's, Swiss Re and RSA. This research has been conducted for a range of required outcomes, including product testing, market trend analyses, data analysis and product launches.

Work with our experts to identify key trends and issues that will help you achieve your competitive goals.

#### Business research from Cass Business School

There are three main routes to conducting research with the School:

##### 1. Sponsored research

There are two forms of sponsored research available to our corporate clients:

##### Proprietary research

Commissioned research designed to give your business a competitive advantage by meeting a specific business objective.

##### Co-produced research

Offering you the option of outsourcing research, data or issues that you may already be working on internally to explore specific topics of interest.

**Case study:** Barclays Wealth recently commissioned Cass Business School to co-produce research that would help them to understand when retail investors choose to either increase or decrease their investment in equities and compared their behaviour to institutional investors. Using this information they were able to calculate the effect that this behaviour had on the realised returns of both retail and institutional investors. This analysis was then written into a full report by Cass's Professor Andrew Clare and Dr Nick Motson, enabling Barclays Wealth to improve the way in which they launch and present their products.

Access our academic expertise to help solve your business problem by commissioning research.

##### 2. Thought leadership

Thought leadership at Cass is designed to establish your organisation as a leader in the field in which you operate and can also be used to simultaneously promote a product or service. Our thought leadership research focuses on managerial and organisational concerns and is noted for its relevance to real-word business issues.

**Case study:** Our reputation as thought leaders across finance, management and business issues is built by world-class academics and practitioners such as Roy Batchelor, HSBC Professor of Banking and Finance. He consults for a variety of private and public sector organisations such as the Bank of England, UK Treasury, EU Commission on economic and financial market forecasting, the interpretation and use of consumer and business survey data, rationality and behavioural finance and risk management in financial markets.

He is an expert in translating academic concepts and analysis into a form that can be understood and used by practitioners and policy-makers.

Use our academic experts to help establish yourself as a thought leader in your field.

##### 3. White papers

When you need to keep your clients and the public informed on any issue that affects them, or to influence policy or get the attention of government, our academics can assist you with producing leading white papers.

**Case study:** Microsoft sponsored Cass's Centenary Professor Chris Hendry and Julie Logan, Professor of Entrepreneurship, to work on a white paper commissioned to investigate how UK society can become more involved in the innovation agenda. It estimated the potential economic value of the over 50s, UK Indian entrepreneurs and those with a disability ('hidden innovators') to the UK. It then gave recommendations for creating a more inclusive innovation and entrepreneurial culture in the UK for these and other groups to thrive. The study findings were published in 'Unlocking the Potential of the UK's Hidden Innovators', and have enjoyed wide media publicity.

Access our academic insights to help you examine current issues and trends in the market by commissioning a white paper.

#### Key benefits

**Commissioning consultancy and research with Cass gives you:**

- The opportunity to discuss and diagnose issues with our leading academics
- A dedicated account manager to assist you throughout the process on all scoping, contractual and project management aspects
- Opportunities to leverage additional funding from government and trusts for further collaboration
- Opportunities to promote the work to academic and scientific peers
- Full assistance with media, PR and dissemination of the research

**To find out more about how to use our academic experts, contact:**

**Dr Christina Makris**  
Business Development Manager  
T: +44 (0)20 7040 3273  
E: christina.makris.1@city.ac.uk

[www.cass.city.ac.uk/consultancy](http://www.cass.city.ac.uk/consultancy)

If you have a specific business issue you need to resolve, our academics will help identify the problem, research and recommend a solution, and implement that solution.



Scott Moeller,  
Professor in the Practice  
of Finance, Cass

## Cass research centres

Commissioning and accessing research through one of our progressive and practitioner-focused research centres is another way of taking advantage of the academic expertise available to you at Cass. These include:

### 1. Mergers and Acquisitions Research Centre (MARC)

As the first provider of leading-edge research into global mergers and acquisitions at a major business school, the MARC at Cass offers its corporate clients a unique resource. The Centre's Director, Scott Moeller, Professor in the Practice of Finance at Cass, is a former investment banker with Morgan Stanley and Deutsche Bank and consultant at Booz Allen & Hamilton (now Booz & Company). He is also co-author of the best-selling *Intelligent M&A: Navigating the Mergers and Acquisitions Minefield*. Under Scott's guidance, MARC brings together the academic excellence at Cass and the expertise of M&A bankers, lawyers, consultants, accountants and other key market participants to provide you with fresh insights into the world of deal-making. The Centre is sponsored by Credit Suisse, Ernst & Young, Mergermarket and data provider Bureau Van Dijk.

### 2. Pensions Institute (PI)

The Pensions Institute is the first and only UK academic research centre to focus entirely on pensions research. The Centre acts as a clearinghouse for information on pensions, with emphasis on the UK system and publicises PI research and activities. A powerful blend of empirical knowledge and real-word expertise come together to provide you with cutting-edge insight and valuable information on pensions. The Institute is directed by Professor David Blake, Professor of Pension Economics at Cass. In addition, he is Co-Founder with JP Morgan and Towers Watson of the LifeMetrics Indices; Senior Research Associate, Financial Markets Group, London School of Economics and Senior Consultant, UBS Pensions Research Centre.

### 3. Centre for Asset Management Research (CAMR)

The Centre is directed by Aneel Keswani, Reader in Finance, Stephen Thomas, Professor of Finance and Andrew Clare, Professor of Asset Management. The Centre's activities encourage the relationship between academic theory and the latest trends and developments in the Asset Management Industry. It achieves this by hosting conferences, workshops and breakfast meetings as forums for the Centre's academic members and industry participants. It also provides specialist consulting services and the development and delivery of industry-informed education programmes.

### Cass Knowledge: Research for business

CassKnowledge.com is our free online resource that showcases the School's research. You can gain instant access to the abundance of expertise and knowledge at Cass. Browse research and thought leadership from Cass's academic experts, view videos of presentations, and rate and comment on each article. We have taken over 600 academic papers and summarised them in a succinct way for quick reading and viewing. Browse by topic, industry and content type, or search for a specific subject or author.

Visit [www.cassknowledge.com](http://www.cassknowledge.com)

For further information on any of our research centres, contact:

**Dr Christina Makris**  
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[www.cass.city.ac.uk/consultancy](http://www.cass.city.ac.uk/consultancy)



Commissioning and accessing research through one of our progressive and practitioner-focused research centres is another way of taking advantage of the academic expertise available to you at Cass.



**David Aldrich,**  
Managing Director,  
BNY Mellon

# Corporate partnerships:

## Ask us about tailored support

"We are proud to have developed a strong partnership with Cass, a world-class business school. Cass is part of the Santander Universities network and this has brought a wealth of benefits to both institutions."

Luis Juste, Director,  
Santander Universities UK



### Corporate partnerships

The Corporate Partnerships Scheme at Cass exists to provide world-class organisations with access to all of the premier resources, state-of-the-art facilities and leading academic and business thinking that we have to offer. Our objective is to create a partnership that is designed entirely around your needs, that will directly benefit your business, including:

**Brand enhancement:** Whether you're looking to further the recognition of your brand, or position yourself as a thought leader, we offer a range of mediums for doing so, including:

- Advertisements and CEO interviews in our bi-annual corporate magazine, *InBusiness*, which has an international AB1 circulation of over 27,000
- Speaking opportunities at conferences and participation in panel discussions
- Recognition on our website, in Cass's main reception and in all appropriate publications.

**Recruiting talent:** Using our unique working knowledge of our students we will put you in touch with the highest calibre, market-ready candidates as well as more experienced hires from our alumni network around the world. We will also put on 'star' student events to enable you to identify and meet the top talent at the School.

*"Our association with Cass Business School gives us access to high-quality graduates, specialists and alumni along with an academic input that will help us develop the business and its people."*

*Nick Budd, HR Director,  
Czarnikow Group*

**Networking:** Increase your knowledge of current business issues and network with leading figures in business, Government and academia through a comprehensive range of opportunities throughout the year. These include our lecture series, breakfast briefings, conferences and invitations to exclusive post-dinner events, amongst others.

**Academic expertise:** Cass can offer access to an incredible pool of academic and thought leaders. You can benefit from consultancy sessions on a topic of your choice, utilise our academics as speakers at your client or in-house events and collaborate with the School to provide you with a platform to showcase your organisation.

**Learning and development:** Talent management and retention are key elements of any business's success. Through discounts on our Executive Education and MBA programmes you can demonstrate your investment in your employees' continuing professional development.

*"Our relationship with Cass has been of high value to the company and we have benefited greatly, enabling us to identify and reach out to some of the country's top emerging talent. We also have unparalleled access to resources, from top-class academic experience through to some of the world's leading professors, to high-profile events and networking opportunities."*

*David Aldrich, Managing Director,  
BNY Mellon*

*"Over the past three years we have built a strong and rewarding partnership with Cass. We are continuing to build our brand on campus while further developing our relationship with the School and its students. We look forward to working with them in the future."*

*RSA*

### The Haberman Campaign for Actuarial Science

This fundraising campaign aims to create a strong and competitive scholarship programme for undergraduate and postgraduate students from around the world. The Campaign will also enable us to strengthen our world-class research and sustain our knowledge and skills transfer to actuarial professionals around the world.

*"Cass is now a global centre of excellence for Actuarial Science and we want this to endure. So, we would like to continue to attract the best students and academics to the School and be providers of the highest quality and relevant research. With the recent dramatic expected increase in university fees for UK and European students, these much needed funds will help to ease the pain for so many who will wish to study here but will be limited by even greater financial constraints. By supporting this Campaign, you will help to mark in a special way my own long service to Cass and City University London, whilst enabling the campaign to achieve its important objectives."*

*Steve Haberman, Professor of Actuarial Science, Director and Deputy Dean, Cass*

### To find out more about the Campaign, contact:

**Ruth Velenski**  
Campaigns & Governance Manager  
T: +44 (0)20 7040 5251  
E: ruth.velenski.1@city.ac.uk

[www.cass.city.ac.uk/development](http://www.cass.city.ac.uk/development)

### Corporate sponsorship opportunities

We work with many leading businesses on more specific collaborations. These include:

#### 1. Research centre sponsorship

We partner with a large number of global organisations through our many practitioner-based research centres, such as the Mergers and Acquisitions Research Centre (MARC). MARC has drawn the attention of leading organisations and is currently sponsored by Senior Sponsors Credit Suisse and Ernst & Young and Sponsor, Mergermarket, whilst Bureau van Dijk is a data provider for the Centre. Sponsors can benefit from full access to the Centre's research output, a place on the high-level advisory board and co-branding on the Centre's white papers.

*"As a Founding Sponsor of MARC, Credit Suisse has enjoyed a close relationship with the School across a number of areas, including collaborating on work in areas of cutting-edge M&A research, getting exposure to high-quality students and participating in high-profile networking events."*

*Susan Kilsby, Chairman,  
M&A EMEA, Credit Suisse*

#### 2. Event sponsorship

By partnering with us on one of our existing highly acclaimed lectures, or working with us to create a standalone event, our corporate sponsors gain brand recognition and also benefit from extended exposure through all event-related communications and speaking opportunities. Hymans Robertson sponsored The Actuarial Network at Cass's (TANC) Leadership in Professional Service Firms event hosted by Professor Laura Empson.

*"Hymans Robertson was delighted to sponsor this highly successful seminar, which was both entertaining and thought provoking. Professor Empson's insight into the particular leadership challenges faced by professional services firms gave some useful pointers as to the most effective approaches to take."*

*David Freedman, Partner,  
Hymans Robertson LLP*

#### 3. Scholarships

By lending your support to a scholarship you can gain the satisfaction of helping talented students to reach their potential and forge working relationships with the employees of tomorrow. We can work with you to develop a scholarship that not only benefits a deserving student but also helps you fulfil a business need.

Santander has partnered with Cass since 2007 and currently sponsors UK and international students on scholarships under the auspices of the Santander Universities programme, across our undergraduate, MSc and MBA programmes. It also sponsors two scholarships and a prize on the New Venture Creation Programme, delivered by the Peter Cullum Centre for Entrepreneurship.

#### 4. Facilities and resources

There are numerous other ways to reap the rewards of a partnership with Cass. Thomson Reuters achieve sustained brand recognition amongst students and staff by hosting both a trading room and study zone at the School.

### Highlighted scholarships

Threadneedle is offering an Investment Award to help a talented student to study an MSc in Investment Management at Cass, with fully paid tuition fees and a highly sought after internship.

*"Our partnership with Cass brings together two organisations that are leaders in investment thinking. Along with the Threadneedle Investment Award, our partnership with Cass marks our commitment to Threadneedle's out-think, out-perform philosophy."*

*Campbell Fleming, Head of Distribution,  
Threadneedle*

The Small Business Consultancy CIC (TSBC) has selected two BSc Business Studies undergraduates for their scholarship, funding half their degrees for the next three years. The scholars get a company laptop, one-to-one mentoring and a seat on the TSBC strategic board.

*"I feel passionately that all individuals, no matter what their circumstances, should be offered an opportunity to develop themselves through academia and business, and of course, create a more entrepreneurial society."*

*Cass alumnus Amar Lodhia, FRSA,  
Founder and MD, TSBC*

**To find out how you can collaborate with Cass, contact:**

**Samantha Greenwood**  
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T: +44 (0)20 7040 5265  
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[www.cass.city.ac.uk/development](http://www.cass.city.ac.uk/development)



Aimed specifically at working professionals, our specialist Masters courses are perfect for employers who are looking to develop the expertise and practical know-how of their staff across a number of disciplines.



Graham Taylor,  
Cass MSc in Finance  
& Investment, Research  
and Statistics Analyst, IMA



## Developing your people:

### Realise staff potential with our education, professional development and training

Cass can offer you an extensive choice of tailored solutions to support the education, professional development and training of your people. From specialist or technical disciplines, to programmes designed to develop senior figures and the next generation of leaders within your organisation, we can support your staff development to ensure your future success.

#### Part-time Masters

Cass Business School is one of the leading providers of specialist Masters in Europe. Many of our faculty members have worked for, or consulted to, the top 500 corporations in the world, allowing our students to benefit from a powerful combination of practice and theory. Our unique position in the City of London gives our students a distinct competitive advantage via unrivalled links and exposure to major City institutions.

Critically, all of our courses have a strong practical approach and have been developed in direct response to the needs of employers.

Aimed specifically at working professionals, our specialist Masters courses are perfect for employers who are looking to develop the expertise and practical know-how of their staff across a number of disciplines. These include portfolio management, security analysis, risk management, trading, M&A and general financial practice. The courses are recognised by leading industry bodies such as the CFA Institute, Chartered Institute for Securities & Investment (CISI), the Institute and Faculty of Actuaries and the Chartered Insurance Institute (CII). Our part-time students come from

a range of companies, including, HSBC, JPMorgan Chase & Co., Deutsche Bank, Northern Trust, Bloomberg, Friends Provident, Gazprom, Citigroup, ConocoPhillips, City Investment Group, Morgan Stanley and KPMG. This array of backgrounds significantly enhances the learning experience.

Part-time Masters courses:

#### 1. MSc in Finance & Investment (CFA Program Partner Course)

Developed in consultation with leading financial organisations and in direct response to industry demand, this course incorporates key modules from our leading finance portfolio. This innovative curriculum allows students to tailor their choice of elective modules to ensure the education and career development they receive is directly relevant to their career needs and the objectives of their employers.

#### 2. MSc in Mathematical Trading & Finance \*

This course prepares students for the ever-changing derivatives market and the new investment opportunities, risks and instruments created by financial innovation and globalisation. It combines mathematical theory with practical applications, including how to control risks and understand the complex structure of derivative securities. Delivered by leading industry practitioners, it offers students a solid foundation in financial mathematical theory and practice that can be instantly applied in the workplace.

#### Key benefits

Whatever course you choose, your employees will receive:

- A blend of theory and practice taught by world-class academics and practitioners with relevant industry experience
- The ability to tailor and apply learning to the needs of your business environment through practical course modules
- The opportunity to complete a Business Research Project covering an issue of real practical benefit to your organisation under the supervision of one of our specialist academics
- State-of-the-art facilities and learning resources that make it easy to combine work and study
- Access to a dynamic and growing global business network with over 33,000 alumni worldwide.

Our part-time students come from a range of companies, including HSBC, JPMorgan Chase & Co., Deutsche Bank, Northern Trust, Bloomberg, Friends Provident, Gazprom, Citigroup, ConocoPhillips, City Investment Group, Morgan Stanley and KPMG.



**Caroline Wehrle,**  
Cass Executive MBA,  
Finance Director,  
Global Procurement,  
Diageo plc



### 3. MSc in Actuarial Science (Accredited by The Institute and Faculty of Actuaries)\*

Cass Business School was the first institution in the UK to have both undergraduate and postgraduate programmes fully accredited by the UK Actuarial Profession. Students have an excellent opportunity to gain exemptions from the Core Technical examinations of the UK Actuarial Profession and the part-time version of the course has been designed to fit in with study leave packages commonly offered by actuarial employers.

### 4. MSc in Actuarial Management (Accredited by The Institute and Faculty of Actuaries)\*

This course allows students to study the key areas of actuarial practice whilst also offering the opportunity to gain exemptions from the examinations of the UK Actuarial Profession. In particular, students are able to gain exemptions in Actuarial Risk Management, Communications and most of the Specialist Technical subjects.

### 5. MSc in Insurance & Risk Management \*

The MSc in Insurance & Risk Management is a well-established course that explores the multi-faceted world of risk management and reflects the growing interplay between insurance, risk management and financial services. Participants also receive exemptions from the Chartered Insurance Institute (CII) professional exams.

#### Testimonials

*"Cass is an ideal CFA Program Partner thanks to several of its specialist Masters courses in finance with which the collaboration is aligned. Each course provides students with CFA Program background, including complete coverage of the CFA Institute Standards of Practice that delineates ethics in the financial marketplace. In symmetry with the CFA Program, Cass's MSc courses integrate expert practical instruction and sound theory, thus giving its students a truly competitive, real-world edge in valuation as well as wealth and portfolio management."*

*CFA Institute*

*"The MSc in Insurance & Risk Management is a ground-breaking collaboration between the premier insurance educational bodies. The CII, with over 93,000 members, is the world's largest professional body dedicated to the insurance, savings and financial services sector. Cass houses Europe's largest Faculty in insurance, risk and actuarial science and is universally respected for the breadth and quality of its teaching."*

*CII*

**For more information on our Masters programme, contact:**

**Tim Anderson**  
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[www.cass.city.ac.uk/masters](http://www.cass.city.ac.uk/masters)

\* Also offered on a full-time basis.

### Executive MBA

Sponsoring the training and development of your best talent on the Cass Executive MBA brings valuable dividends to your organisation, namely:

- It significantly improves loyalty and allows you to retain your best staff
- It's more cost-effective than bringing in external talent through an expensive recruitment process
- Your company will gain expertise in increasingly crucial areas such as leadership, organisational entrepreneurship and change management.

Above all, the practical, hands-on nature of our programmes will deliver an immediate return on your investment. Your employees benefit from a carefully balanced programme of theoretical knowledge with practical application and can apply their newly-acquired skills to the workplace immediately.

Students are able to tailor their study programme via a choice of specialist electives to ensure your organisation's specific business needs are met. They will also undertake a business mastery project, a significant piece of work which can address and make recommendations on an issue facing your organisation. In addition, they will have the opportunity to network with the world's leading business experts, giving your company a continual supply of invaluable new ideas and skills.

What's more, the courses are designed to keep the impact on your daily resources to a minimum via flexible, modular evening, weekend and monthly study programmes.

#### Testimonials

*"The Executive MBA helped discover my leadership strengths and weaknesses. I'm in a finance role – but I'm not an accountant. I work in procurement – but I'm not a buyer. When I don't know something, I draw on someone who does. I hadn't been offered a Finance Director role before, so my promotion reflected the balance of ability and confidence other people had seen in me."*

*Caroline Wehrle, Finance Director, Global Procurement, Diageo plc*

*"The Executive MBA gives you an excellent grounding in business and really helps you to understand how organisations work by giving you a great set of methods, tools and techniques. It helps you understand financial markets, strategic drivers, the importance of cashflow, governance and decision making, formal and informal hierarchies, the power of influence and so much more."*

*Alyson Reeves, a member of PA's Management Group, PA Consulting Group Ltd*

**To discover how our Executive MBA programme will benefit your business, contact:**

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**T: +44 (0)20 7040 5276**  
**E: timothy.navin-jones.1@city.ac.uk**

[www.cassmba.com](http://www.cassmba.com)

**"We chose to work with Cass to develop and deliver our Talent for Leadership programme. Their understanding of our business, our culture and the vast experience of the contributors made this an easy decision. We have now worked with Cass for two years on this programme and it has been a tremendous success."**

Terry McIlkenny, formerly Head of Learning and Development, KBPB

**"We have formed a strong partnership with the Cass Entrepreneurship Fund team, which has been instrumental in ensuring that Alva received the right backing to launch the business. Thanks to Cass's ongoing support, Alva has been able to attract the right investors, an incredibly strong Board and top talent in the sector."**

Alberto Lopez-Valenzuela,  
Founder & CEO, Alva

**Foundation Trust Network** Guy's and St Thomas' NHS Kleinwort Benson Linklaters



## Executive Education

For almost 20 years we've been helping the best people in business get better. Cass Executive Education regularly works in partnership with clients to create programmes for a range of participants from a variety of functional and managerial backgrounds; always with the objective of achieving tangible change and growth. Our special skill lies in 'operationalising' the range and depth of knowledge and expertise we have access to through our world-class academic faculty and unrivalled network of business practitioners. We use this knowledge to bring powerful content and innovative delivery methods to our custom-made client solutions. You will work with a dedicated executive education expert who will develop your programme with you through all stages of development, including pilot, roll-out, debrief and review. Our Executive Education programmes have allowed us to develop successful and long-standing relationships with hundreds of organisations, including:

- **Kleinwort Benson**, who, in partnership with Cass Executive Education, created and ran T4L (Talent for Leadership), an innovative management development programme that was firmly grounded in KBPB's real business needs
- **Linklaters**, with whom we created a programme to build lawyers' commercial awareness
- **Hogan Lovells**, with whom we run the award-winning Cass Hogan Lovells Business Programme, for lawyers across their global organisation

• **Guy's and St Thomas' NHS Foundation Trust** – Cass Executive Education is working with the Trust to develop and deploy a leadership and development framework for all levels of leaders throughout the Trust. The focus of our work is the enhancement of the Trust's capabilities and performance in the context of the reformed NHS.

**Case study: Professional Development Programme for Non-Executive Directors (NEDs)**  
A one-day programme from Cass and PwC for aspiring and new NEDs. The contribution expected from NEDs increasingly applies pressure to deliver in an environment that is growing in complexity, accountability and uncertainty. This programme helps to unravel many of these complexities so that participants fully understand their aims and responsibilities as part of a successful board. Cass and PwC have recently developed a new suite of master classes for aspiring, new and experienced NEDs.

**Case study: Cass / UK Trade & Investment (UKTI) Unlocking International Trade Potential (UKTI client companies) \***  
We partnered with UKTI London International Trade Team to design an Executive Development programme to help client companies thrive in the international business environment. Delivered by Cass faculty and industry experts and comprising a series of executive learning sessions, the programme provides companies with the strategic skills necessary to enable them to grow their international business.

### The Cass NHS Board Development Suite

We have been building a reputation for excellence in the field of NHS Board Development and Leadership since our Strategic Financial Leadership Programme for NHS FT Finance Directors launched four years ago. This one programme has grown into a suite covering many more board positions, with the addition of a NEDs programme, a Trust Secretary programme and most recently a Commercial Directors programme. All our NHS suite programmes were variously commissioned, sponsored and endorsed by one or more of Monitor, the Department of Health, Foundation Trust Network and the NHS Institute for Innovation and Improvement. With a group of over 450 NHS alumni and ever-growing ties to leading organisations within the NHS, we continue to grow our NHS suite, most recently with the award of a Foundation Trust Chairs' Development programme and a Foundation Trust Executive Directors Development programme.

*"Overall, I found attending the course valuable, especially the more interactive sessions with fellow FDs. It was particularly useful to be lifted up from the day-to-day challenges and face some of the more strategic ones."*

*Richard Alexander, Director of Finance, University College London Hospitals, NHS Foundation Trust*

We work with you to support your training and development needs in the following ways:

#### 1. Tailor-made learning

Our bespoke solutions are designed in close partnership with you and can take many forms. They can vary widely in style, content, approach and duration; from two-hour breakfast briefings on topical issues at your premises, to a half day on a highly specialised topic such as Bayesian modelling in insurance, to career-complementary programmes that support individual and organisational development for several years. Some of these programmes are designed to build towards an accredited qualification from Cass Business School.

#### 2. Partnership programmes with industry groups

Cass offers a series of sector or discipline based open programmes, developed and run in partnership with market-leading organisations and industry groups and which are open to any participant in a given field. By partnering professional organisations/institutions and industry bodies we bring an original and practically focused angle to all of our open programmes. In turn, leading organisations can also establish or consolidate their reputation in their field as a thought leader.

**To discuss your specific training and development needs, contact:**

**Executive Education**  
T: +44 (0)20 7040 8710  
E: [casseexec@city.ac.uk](mailto:casseexec@city.ac.uk)

[www.cass.city.ac.uk/casseexec](http://www.cass.city.ac.uk/casseexec)

## Support for entrepreneurs

Cass recognises the importance of small businesses and the challenges faced by entrepreneurs. We have an unrivalled commitment to providing expert guidance and support to the entrepreneurial sector and offer a number of development programmes through the Peter Cullum Centre for Entrepreneurship. We also run a £10 million venture fund, investing in some of the most promising start-up and early stage businesses in the UK. The Peter Cullum Centre for Entrepreneurship was established in 2009 to help entrepreneurs who are developing new businesses. By participating in one of the many programmes, you will also become eligible to apply for the Cass Entrepreneurship Fund. The Fund is a commercially driven investment fund, aimed at start-up and early stage companies with significant growth potential and strong management teams.

#### New Venture Creation Programme

The New Venture Creation Programme equips the nascent entrepreneur with the skills necessary to start a scalable business. You will benefit from mentoring expertise, valuable networking opportunities and feedback from the investment community; all designed to help you develop a business model that generates strong revenue streams.

**If you are the owner of a small or start-up business and need advice, support and/or financing, contact:**

**Jane Reoch**  
Investment Fund Manager  
T: +44 (0)20 7040 5289  
E: [jane.reoch.1@city.ac.uk](mailto:jane.reoch.1@city.ac.uk)

[www.cass.city.ac.uk/pcce](http://www.cass.city.ac.uk/pcce)

#### Business growth programmes

The following two programmes are delivered by the Centre for Entrepreneurship in partnership with Your Business Your Future, the UK's leading specialist provider of development programmes for ambitious owner managers.

#### 1. The Better Business Programme

The Better Business Programme is Your Business Your Future's flagship programme and designed for owner managers of established businesses with turnovers of between £0.5 and £20 million. This highly distinctive and sophisticated programme will help you create the different and better future you want for your business and for you.

#### 2. Foundations for Growth

Foundations for Growth is designed to help owner managers of early stage businesses which have turnovers of between £0.1 and £0.5 million. The programme will help you put in place solid foundations for future growth and develop a 12 to 18-month action plan for your business.

**To find out more, or to register your interest in our business growth programmes, contact:**

**Gerard Burke**  
Director, Your Business Your Future  
T: +44 (0)8456 838 818  
E: [gerard@yourbusinessyourfuture.co.uk](mailto:gerard@yourbusinessyourfuture.co.uk)

[www.cass.city.ac.uk/pcce](http://www.cass.city.ac.uk/pcce)



Hem Metha,  
Cass Executive  
MBA 2009/2010,  
Consultant, Deloitte

"Cass graduates who have joined RBC are commercial and self-motivated. The Careers team are enthusiastic and professional, and Cass is constantly adapting to the changing environment and employer needs."

Emily Poole, Graduate Recruitment Manager,  
Royal Bank of Canada Capital Markets  
(RBCCM)

## Recruit the best talent: Access to high-calibre candidates

If you're looking to recruit the very best talent, Cass Careers, our dedicated careers service, will provide you with direct access to highly qualified, professional and fully equipped candidates.

What makes Cass Careers different is our unique and thorough working knowledge of each and every student and our ability to combine this with a deep understanding of your company and its specific needs.

We are not in the business of simply allocating candidates to employers. Our team are expert business practitioners with extensive experience in the corporate environment and we will work with you to understand your business culture and objectives before making any recommendations. This is a process we've consistently followed in the supply of specialist professionals across the finance, actuarial science, insurance, real-estate, energy, supply chain and shipping sectors, as well as for potential and existing senior business leaders.

As an employer you can be confident that you are gaining access to candidates who have undertaken a world-class course of study at Cass Business School and have exceptional academic and real-world credentials. At Cass Careers we place considerable emphasis on soft skills development for the corporate environment whilst focusing on the latest business trends, practice and policy. This results in high-calibre candidates who can make an immediate, positive contribution to your organisation.

*"We have a large number of Cass alumni working at BNP Paribas; they are intelligent, personable and hard workers. We are always impressed by the quality of students at Cass and will continue to target Cass for our future graduate hires."*

*Natalia Garland, Graduate Recruitment and Development, BNP Paribas*

You can access our student talent in many ways via a range of face-to-face, consultative approaches, including:

- **Recruitment presentations**

Hold your own exclusive recruitment presentation at various times throughout the year, to raise or consolidate your profile with our student body. A talk by senior representatives or graduate trainees from your company gives you the ideal opportunity to network with potential candidates.

- **Workshops and skills sessions**

By holding a practical workshop or skills session, covering anything from presentation skills to technical, industry-specific tips and advice, you can gain a practical working relationship with like-minded students at Cass.

- **Drop-in sessions**

A useful option for both larger companies and smaller-sized enterprises. Connect your business with potential future candidates by enabling them to ask questions of your company representatives in an informal setting. These short sessions are a good way to supplement larger scale recruitment activities.

### Cass Careers Online

You can also enjoy full use of Cass Careers Online, our complementary service that enables you to raise your profile within the School whilst you connect with some of the world's finest graduates:

- Advertise jobs, internships and research projects to current MBA and MSc students. Importantly, you can also access our growing network of alumni in this way. This can be especially beneficial to your business since our alumni often mentor and return to present to our students and, in many cases, are potential recruiters themselves

- Choose to receive all CV applications to your advertised position with a single email to your inbox

- Post news and recruitment updates to raise your company profile amongst students and alumni.

Register or login today at  
[www.cass.city.ac.uk/careersonline](http://www.cass.city.ac.uk/careersonline)

If you have any queries about using the system, contact:

**Cass Careers**  
T: +44 (0)20 7040 5255  
E: [casscareersonline@city.ac.uk](mailto:casscareersonline@city.ac.uk)

- **MSc Careers Fair**

Running in September every academic year, our Careers Fair offers a great opportunity for you to showcase your company and meet some of our 1,400 students from the widest range of specialist Masters courses in Europe. You'll be joining around 60 corporate companies exhibiting from a variety of industries including banking, insurance, real estate and consultancy, to raise your company profile and the opportunities you offer.

*"The Careers team were a great help with making the most out of our corporate partnership. The MSc Careers Fair was a great opportunity to spend some time on campus speaking to students about their studies and gaining insight into their future career plans. As a result of the fair, we have seen an increase in registered interest on our graduate careers site."*

*Abi Bernard, Resourcing Consultant, RSA Group*

- **MBA Business Research Projects**

If you have a specific business issue or challenge to address, you can access our MBA students through a Business Research Project and benefit from the latest thinking and a fresh perspective. Our MBAs join Cass with a wealth of work experience, averaging three to five years of real world experience across international sectors. After joining Cass they further develop professional skills such as critical thinking, communication and team management and are trained to investigate and devise strategies to improve business.

*"We interviewed several candidates for our project and, without question, they all showcased a great balance between commercial and academic acumen. The Business Research Project conducted by Cass has been invaluable in helping us start on our journey to create a social learning culture."*

*The report has provided us with a non-biased, factual account of the experiences of other organisations as well as recommendations of how this could fit for E.ON. It provided an extremely worthwhile and insightful view into an area which has heaps of potential."*

*Karen Dunn, Head of Retail Learning, E.ON UK*

### Key benefits

**There are many and varied benefits of choosing to use the Cass Careers team, including:**

• An in-depth, tried and tested working knowledge of our students and alumni gives you access to the perfect candidates for your business

• Our extensive experience and practical business know-how means we understand the recruitment needs of your business and the industry in which you operate

• You will have access to market-ready candidates with exceptional academic and real-world credentials

• Multiple opportunities to meet and interact with candidates to gain a greater understanding of what they have to offer.

**To discuss your specific recruitment needs, contact:**

**Cass Careers**  
T: +44 (0)20 7040 5255  
E: [recruitfromcass@city.ac.uk](mailto:recruitfromcass@city.ac.uk)

[www.cass.city.ac.uk/recruiters](http://www.cass.city.ac.uk/recruiters)



We are able to offer you a myriad of corporate and professional networking events designed to provide you with all the insight, support and thought leadership you'll need for the future success of your business.

Lord Adair Turner,  
Chairman of the Financial  
Services Authority (FSA)



## Networking events: Access thought leadership

There is no substitute for sharing experiences and expertise with some of the world's leading academic and business practitioners. From our prime location in the City's financial district, we are able to offer you a myriad of corporate and professional networking events. These vary from public and guest lectures to breakfast briefings and academic and business practitioner conferences. Whatever your specific objectives we will work with you to deliver the perfect networking solution.

There is also our specialist lecture series, covering real-world topics in monetary policy, finance, regulation, industry and education. We have provided the platform for state-of-economy speeches from The Rt Hon Dr Vince Cable MP, Secretary of State for Business, Innovation and Skills; and Lord Mandelson, when Secretary of State for Business, Innovation and Skills.

### Annual lectures

#### 1. The Mais Lecture

This lecture is in honour of Lord Mais, who, in 1973, during his time as Lord Mayor of London, supported an appeal to the City of London for funds to develop a Centre for Banking and International Finance. Inaugurated in 1975, the Centre joined the Business School and eventually became the Faculty of Finance. Taking monetary policy as its theme, the Mais Lecture is often given by either a policy-maker or practitioner and usually takes place in May or June.

Previous lecturers include: **George Osborne MP**, when Shadow Chancellor of the Exchequer; **Alistair Darling MP**, when Chancellor of the Exchequer; **Axel Weber**, when President of the Deutsche Bundesbank; **Gordon Brown MP**, when Chancellor of the Exchequer; **Mervyn King**,

Governor of the Bank of England; **Jean-Claude Trichet**, President of the European Central Bank and the late **Lord George of St Tudy**, when Governor of the Bank of England.

#### 2. The Dean's Lecture Series

Inaugurated in 2007 with the arrival of Dean, Richard Gillingwater. This lecture series seeks to platform key business and industry leaders for the benefit of our students and alumni. Speakers are drawn from a range of sectors that fit with our programmes, including insurance, banking, monetary policy, energy and regulation.

Previous speakers include: **Lord Adair Turner**, Chairman of the Financial Services Authority (FSA); **Angela Knight**, Chief Executive of the British Bankers' Association (BBA); **Andrew Haldane**, Executive Director, Financial Stability, Bank of England; **Roger Carr**, Chairman of Centrica and former Chairman of Cadbury; **Peter Cullum**, alumnus and Chairman of Towerrgate; **Adam Posen**, Member of the Monetary Policy Committee, Bank of England; **Tim Harford**, *Financial Times'* columnist and author of *The Undercover Economist* and **Antonio Horta-Osorio**, when CEO of Santander.

#### 3. The Currie Lecture

This lecture is held in honour of Lord Currie of Marylebone, former Dean of Cass Business School, with the inaugural lecture being given at Cass in 2008. The overarching topic for this lecture is regulation, and previous lecturers include: **Philip Collins**, Chairman of the Office of Fair Trading; **Alistair Buchanan**, Chief Executive Ofgem and **Sir Callum McCarthy**, former Chairman of the FSA.

### Industry-specific events

**The Centre for Professional Service Firms**  
Directed by Professor Laura Empson, the Centre provides research and insight into leadership and change in professional service firms and facilitates networking between practitioners and academics. The Centre provides professionals with space and stimulus to explore the management challenges they face through a series of invitation-only discussion forums and events that bring together industry leaders and academic experts. The centre uses models and ideas from its research to explore the question, and introduce and frame the discussions. In the past year speakers at these events have included senior leaders from global accounting firms, law firms and investment banks.

**The Costas Grammenos International Centre for Shipping, Trade and Finance**  
The Centre is a global hub and the first to engender interrelationships between leading international academics and practitioners in the shipping, trade and finance industries, through teaching, researching and networking. The Centre also frequently provides a forum for international dialogue through its conferences, seminars and debates, including the City of London Biennial Meetings.

Cass has an exclusive network of over 33,000 high-calibre alumni in over 154 countries. Our alumni offer an exceptional opportunity for you as a business practitioner to access a wealth of expertise and networking opportunities.

## Contact us:

### Whatever your agenda, we can do business together

#### 4. Sir John Cass's Foundation Lecture

This lecture was inaugurated in 2007, and is designed to reflect the work of the Foundation, to encourage the promotion of the Foundation and Cass, and to raise issues in the education sector.

Previous speakers include: **Anthony Seldon**, Master of Wellington College; **Michael Gove MP**, when Shadow Secretary of State for Children, Schools and Families; **Ed Balls MP**, when Secretary of State for Children, Schools and Families and **Lord Andrew Adonis**, when Parliamentary Undersecretary of State for Schools.

#### 5. The Henry Thornton Lecture

The Henry Thornton Lecture was inaugurated in 1979 in the belief that no student of money and banking should be unfamiliar with the name and work of this 19th century economist and banker. For the last 25 years the focus for this lecture has been monetary theory and monetary policy. The series retains both his name and, through its future contributors, continues the width of comprehension and analytical power so associated with Henry Thornton. Not surprisingly, this lecture is academic with its origins in monetary economics.

Previous speakers include: **Charles Calomiris**, Columbia University; **James Bullard**, President of the Federal Reserve Bank of St Louis; **Michael Bordo**, Rutgers University; **William Poole**, Federal Reserve Bank of St Louis; **Jacob Frenkel**, Chicago University and **Anna Schwartz**, NBER.

#### Alumni networking events

Cass has an exclusive network of over 33,000 high-calibre alumni in over 154 countries around the world, the vast majority of whom are in senior roles across multiple sectors. As such, our alumni offer an exceptional opportunity for you as a business practitioner to access a wealth of expertise and networking opportunities.

The Special Interest Groups (SIGs) at Cass are industry or topic-specific groups, created and led by alumni but open to current students and business contacts. Examples include:

#### The Actuarial Network at Cass (TANC)

Since its foundation in 2007, The Actuarial Network at Cass has been forging a dynamic community, fostering ongoing links with alumni and external contacts. A key secret of its success is the focus on distinctive experiences and insights, providing attendees with an opportunity to broaden their professional horizons.

#### Cass Entrepreneurs Network (CEN)

Cass Entrepreneurs Network hosts several themed events throughout the year. The network brings together a range of individuals from the entrepreneurial, investment and academic communities to discuss and develop new innovations in business. Over the past few years, CEN has supported current students, alumni and staff across Cass and City University London in launching and developing their business ideas. CEN develops and offers access to an inclusive network of entrepreneurial professionals, and organises networking events and workshops. CEN also helps to provide mentoring for budding entrepreneurs.

#### Networking through collaboration

##### Interact with the business community and raise your company profile in a variety of collaborative ways, including:

- Partnering with Cass on conferences and seminars, where the School acts as host, providing you with expert opinion and guidance
- Sponsorship opportunities such as creating a lecture series to advance understanding and knowledge in your business area
- Speaking opportunities that allow you to share your thought leadership and best practice with a City audience in a neutral venue
- Speaking at student clubs and society events.

#### To partner with us on an event, contact:

**Samantha Greenwood**  
**Corporate Development Executive**  
T: +44 (0)20 7040 5265  
E: [samantha.greenwood.1@city.ac.uk](mailto:samantha.greenwood.1@city.ac.uk)

#### To find out more about our events programme, contact:

**Debbie Durston**  
**Events Manager**  
T: +44 (0)20 7040 8741  
E: [d.e.durston@city.ac.uk](mailto:d.e.durston@city.ac.uk)

[www.cass.city.ac.uk/events](http://www.cass.city.ac.uk/events)

To discuss your individual business needs and to learn more about how Cass Business School can benefit your organisation, contact the appropriate representative.

#### Consultancy and research:

Work with our academics to unlock your business growth

- Access our academic expertise to help solve your business problem by commissioning research
- Talk to us about how Knowledge Transfer Partnerships (KTPs) can help your organisation increase its competitiveness and profitability
- Access our academic insights to help you examine current issues and trends in the market by commissioning a white paper
- Use our academic experts to help establish yourself as a thought leader in your field
- Get further information on any of our research centres.

**Dr Christina Makris**  
**Business Development Manager**  
T: +44 (0)20 7040 3273  
E: [christina.makris.1@city.ac.uk](mailto:christina.makris.1@city.ac.uk)  
[www.cass.city.ac.uk/consultancy](http://www.cass.city.ac.uk/consultancy)

#### Corporate partnerships: Ask us about tailored support

- Discover the many partnership and sponsorship opportunities available to you.
  - Get more information and advice on any aspect of your training needs.
- Samantha Greenwood**  
**Corporate Development Executive**  
T: +44 (0)20 7040 5265  
E: [samantha.greenwood.1@city.ac.uk](mailto:samantha.greenwood.1@city.ac.uk)  
[www.cass.city.ac.uk/cassexec](http://www.cass.city.ac.uk/cassexec)

- Find out more about our fundraising campaigns.

**Ruth Velenski**  
**Campaigns & Governance Manager**  
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E: [ruth.velenski.1@city.ac.uk](mailto:ruth.velenski.1@city.ac.uk)  
[www.cass.city.ac.uk/pcce](http://www.cass.city.ac.uk/pcce)

- Find out more or register your interest in our business growth programmes.

**Gerard Burke**  
**Director, Your Business Your Future**  
T: +44 (0)8456 838 818  
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[www.cass.city.ac.uk/pcce](http://www.cass.city.ac.uk/pcce)

#### Jane Reoch

**Investment Fund Manager**  
**Peter Cullum Centre for Entrepreneurship**  
T: +44 (0)20 7040 5289  
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[www.cass.city.ac.uk/pcce](http://www.cass.city.ac.uk/pcce)

- Find out more or register your interest in our business growth programmes.

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**Director, Your Business Your Future**  
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[www.cass.city.ac.uk/pcce](http://www.cass.city.ac.uk/pcce)

#### Recruit the best talent:

##### Access to high-calibre candidates

- Discuss your specific recruitment needs, how to access our world-class students or learn more about Cass Careers Online.

**Cass Careers**  
T: +44 (0)20 7040 5255  
E: [recruitfromcass@city.ac.uk](mailto:recruitfromcass@city.ac.uk)  
[www.cass.city.ac.uk/recruiters](http://www.cass.city.ac.uk/recruiters)

#### Networking events:

##### Access thought leadership

- Find out more about our events programme.

**Debbie Durston**  
**Events Manager**  
T: +44 (0)20 7040 8741  
E: [d.e.durston@city.ac.uk](mailto:d.e.durston@city.ac.uk)  
[www.cass.city.ac.uk/events](http://www.cass.city.ac.uk/events)

- Partner with us on an event.

**Samantha Greenwood**  
**Corporate Development Executive**  
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[www.cass.city.ac.uk](http://www.cass.city.ac.uk)



#### **Cass Business School**

In 2002, City University's Business School was renamed Sir John Cass Business School following a generous donation towards the development of its new building in Bunhill Row. The School's name is usually abbreviated to Cass Business School.

#### **Sir John Cass's Foundation**

Sir John Cass's Foundation has supported education in London since the 18th century and takes its name from its founder, Sir John Cass, who established a school in Aldgate in 1710. Born in the City of London in 1661, Sir John served as an MP for the City and was knighted in 1713.

