

School newsletter coordinates information around the School community. The newsletter is published on Portal at the beginning of each month during term.

From the Dean



The School revels in a successful week of events culminating in Congregation and Summer Ball; Development team sets new record in fundraising... and the financial year isn't over yet

Focus on



Global Leadership Summit: the 2006 Summit attracts more than 600 people to discuss 'Achieving Extraordinary Results'

Students



- Student awards winners
- New MBA blog
- Profile: Sloan Fellow Eric Moon talks about life and career lessons from his programme

Alumni



- Reunion weekend welcomes 350 alumni
- IAB review progress
- Queen's birthday honours

Research & Faculty



- It's not goodbye for TV advertising
- Annual barometer of social enterprise in the UK
- Awards and promotions

Staff



- Profile: Anri Linza, Distinguished Contribution Award winner for Staff, explains the life of a porter
- Grapevine

Events



- India: more than just an IT story
- Breaking boundaries – creating community
- Upcoming events

In the media



- Over 180 mentions in June
- 39% more mentions than Columbia Business School
- 6 separate mentions in the FT in one day

Notes & links



- Building works update
- School fact sheet
- School information

Feedback



- About School newsletter
- Date of next issue
- Feedback

Students



Our annual student award winners have been announced. Each winner has distinguished themselves over the year by their dedication and enthusiasm in contributing to vital aspects of the School community. Congratulations and thanks go to: Stephanie Dichiara (MBA2006), Zachary Dominitz (MBA2006), Sonny Peart (JEMBA2006), Vikramjeet Reen (MiFFT2006) and Martin Zalewski (MBA2006) [More...](#)

Just launched is the London Business School MBA Blog - Inside the London MBA. The blog has been designed to help prospective MBAs find and access up to the minute accounts of life on the London Business School MBA Programme. Go to [Inside the London MBA Blog](#)

Profile: Sloan Fellow Eric Moon (SLN2006) talks about life and career lessons from his programme... but he won't tell you about his second patent



For the past ten months, Eric Moon (SLN2006) has made a flat off Park Road in London his home, thousands of miles apart from his wife Yoonso, an interior designer in New York City, and his two-and-a-half-year-old daughter, Sophia. He has flown between the US, his in-law's home in Korea and London a dozen times, and says he now has a better appreciation for "how precious my family is".

Back in 2003, when he was Division Head of Electronic Distribution Services at start-up Locus Telecommunications in New Jersey, he realised that if he stayed much longer at the company he had helped to grow – and remains part-owner of – then he may just find it too hard to leave. After all, for about a decade he had watched the company grow from "virtually nothing" to realising revenues of US\$300 million in 2005.

"As an entrepreneur, there's always something going on," he says. "And at Locus, it went on and on for nine years. There was never a perfect time to leave." Plus, Eric says he felt the need to challenge the ingrained management styles, beliefs and biases he'd come to rely on.

Despite the emotional strain, the past ten months in the Sloan Fellowship programme have proved invaluable to Eric, giving the 36-year-old a chance to look in the mirror. One of the disadvantages of being in a start-up is that there is little opportunity for formal training, he says. "I finally got to take a good look at myself personally and professionally. I got to see how I measure up against 41 extremely talented and successful people in my class, and I bounced my ideas off of world-renowned faculty."

Indeed, this patent-holder and telecommunications junkie says he has deeper understanding about the industry now than he did when he was in the thick of it for 12 years. "The insights that I gained through

discussion with faculty and classmates from the telecom and media industry have been absolutely tremendous." And he remains just as committed to it. "Technology has finally caught up with consumer demand, with the capacity to deliver what consumers desire," he says.

His Sloan individual project focuses on mobile television (watching TV on your mobile phone), and he relishes the fact that his advisor, Professor Leonard Waverman (Economics), is one of the world's top experts in telecommunications economics. "I am interviewing and studying service providers, equipment manufacturers and regulators around the world," he says. "I am learning so much about media convergence and it gets more interesting everyday."

Eric is open minded about his direction after Congregation: "My wife calls it a 'lack of focus,'" he quips. But he's sure that he wants to do something big – "something on a larger scale, something that will improve the everyday experience of tens or hundreds of millions of people." That could be in the UK, the US or Asia; and he's not sure if he wants to join a large firm, or to do something in a start-up again.

If he opts for the latter, he shouldn't come across too many surprises. Having seen Locus grow from 7 to 200 employees, and with a track record of introducing popular telecom services, he's quietly confident that an opportunity will arise. What's more, he's got two additional patents pending approval. One was filed while he was still with Locus and assigned to the company. The other, dreamed up at London Business School, remains a secret. . .

Alumni



Biggest Alumni Relations event of the year: Reunion Weekend 2006 welcomes 350 alumni back on campus for their five yearly reunions [More...](#)

International Alumni Board meets on campus for a review of progress [More...](#)

Alumni are honoured in the traditional UK Queen's birthday list [More...](#)