




## A WORLD TRAVELER COMES HOME

**D**URING HIS INTERVIEW several years ago for the position of president of Adobe Japan, Garrett Ilg '83 made a frank admission: while he knew a lot about Japan, he didn't know much about Adobe.

That didn't matter to then Adobe CEO Bruce Chizen, who hired him on the spot. "I can see your passion," he told Ilg. "You'll figure the rest of it out." 

(SEE NEXT PAGE)

(FROM FRONT PAGE)

That passion has driven Ilg's life and career, taking him from an expat childhood in Japan to top posts at some of the world's leading technology and media companies. It's also one of the qualities he'll focus on as the Paul College Day keynote speaker during Homecoming in October. Ilg says he plans to tell the story of his journey from the former Whittemore School of Business and Economics, where he received a bachelor's degree in business administration, to his current job as head of enterprise sales and field operations for Adobe, a California-based digital-media and digital-marketing company that last year brought in revenues of more than \$4.4 billion. "I hope my experience shows that you don't have to have everything figured out from day one. You need to have determination and focus, but you also have to roll with the punches."

Ilg has certainly done plenty of that. He grew up in Nashua, but left New Hampshire for Japan at age 10 when his father, a Raytheon executive, was assigned to work for the company in Tokyo. He returned to New Hampshire in 1979 to attend UNH, already determined to follow his father into international business. "When I was in college, the Internet and adjacent technology as we now know it didn't exist. Learning how to learn has been an essential part of my career."

Graduating during the recession of the 1980s, he looked overseas for job opportunities. Soon he was back in Japan, at work on the product side of semiconductor technology in a Mitsubishi factory in Osaka. He has now moved back and forth between the United States and Asia four times and has traveled worldwide, flying 350,000 miles in the last year. "An international career is always challenging," he says. "There's no such thing as a comfort zone."

**"An international career is always challenging.**

**There's no such thing as a comfort zone."**

Yet the rewards have been great: "I've had a lot of fun as well as incredible opportunities to meet people and see what's going on around the planet."

Peter Lane, associate dean of faculty and administration at Paul College, says Ilg is a perfect fit as a keynote speaker. "He can talk about his life and the interesting things he's done in a very engaging way. He's a great storyteller, and he's not just telling tales. He offers important lessons and insights."

"He's one of the great examples of how far you can go with a UNH business degree."

DEAR FRIENDS,

SEPTEMBER MARKED THE START of our first full academic year as Paul College and we couldn't be prouder. And so it is with added eagerness that we will welcome you—our alumni and friends—back to campus for the 2013 Homecoming Weekend. We have lots planned for you and hope to see many of you here for networking, a fascinating speaking program, football, bonfires, and the chance to learn about exciting changes to your alma mater.

DANIEL E. INNIS, PH.D.  
DEAN

**The Paul College Post will soon be offered in both printed and digital formats. Tell us which you prefer at [paulcollege.unh.edu/e-delivery](http://paulcollege.unh.edu/e-delivery).**

## Paul College Homecoming at a glance

**Friday, October 11, 2013**  
**Paul College**

**12-1 p.m.**

**Alumni lunch with the Class of 2014**

**1-2 p.m.**

**Keynote with Garrett Ilg '83**

**2:30-3 p.m.**

**Business Panel Discussions**

- Real Estate Investing in a Recovering Economy
- Why Digital Marketing Matters for all Companies

**4-6 p.m.**

**Alumni Cocktail Party**

For details and registration, visit  
[paulcollege.unh.edu](http://paulcollege.unh.edu).

# Social marketing and real estate finance are Paul College Day panel topics

This year's Paul College Day panels on social marketing and real estate trends build on the college's efforts to expand its offerings in two critical areas.

"We think the topics are of timely interest to students and alumni and can grow momentum for initiatives we want to begin implementing this year," says Peter Lane, associate dean of faculty and administration at Paul College.

These initiatives include hiring new faculty and adding new courses in social and digital marketing, business analytics, and possibly real estate. "We're letting the internal market of the students as well as the job market create the demand for these programs," Lane says.

So far, the job market has shown there's plenty of demand for social marketing expertise, which involves more than posting updates on Facebook or other social-media sites. Companies use social-media tools to customize an individual's website experience and to engage customers around events unfolding in real time.

The college plans to hire a marketing department faculty member who specializes in digital marketing. In addition, the college is looking for a faculty member with expertise in business analytics to join the decision sciences department.

These fields are new and dynamic, which presents challenges, Lane says. "Learning materials are going out of date rapidly in these areas, so we need to make sure courses we're getting ready to start teaching in a year are up-to-date when they roll out."

The initial funding for both faculty positions will come from the Peter T. Paul Endowment. Although the college recently began offering a social marketing course, this initiative will enable the marketing and decision-sciences departments to extend their course portfolios much further. With enough student demand, the college could add options in social marketing and business analytics, as well as executive-development programs for mid-career managers who want to increase their knowledge of new technologies.

The panel on real estate finance trends, which will focus primarily on investment and finance, also complements planned improvements to the curriculum, Lane says. Next year, after hiring professors in social media and business analytics, the college may consider recruiting faculty to strengthen its real estate offerings if there's sufficient student interest.

## Strong alumni interest spurs change

The proposed curriculum enhancements in both social marketing and real estate grew out of feedback



from alumni. "We've been looking for opportunities to develop degree and non-degree programs that meet emerging needs in the marketplace," Lane says. "And we've been looking to our alumni to feed us the market intelligence we need to do that."

One example of this collaboration with alumni is the digital marketing initiative. On a visit to Adobe headquarters last fall an alumnus mentioned that he was having problems finding employees with social marketing skills. Lane, a former entrepreneur, saw an opportunity and began working to bring alumni, faculty, and funding together to develop new courses and begin to recruit a faculty member to take the lead in this area.

The possible real estate finance initiative also grew out of discussion with alumni. "They are eager to hire our graduates if we can strengthen their course work in real estate finance" said Lane. The Hospitality Program Advisory Board also has recommended more of an emphasis on real estate finance for their students.

Meanwhile, as the college moves forward with plans for programs in social marketing and real estate, students will get to hear from UNH alumni who have built successful careers in these fields.

Visit [paulcollege.unh.edu](http://paulcollege.unh.edu) for a complete list of Paul College Day speakers.

# PAUL COLLEGE

PETER T. PAUL COLLEGE OF  
BUSINESS AND ECONOMICS

10 Garrison Avenue  
Durham, NH 03824

[paulcollege.unh.edu](http://paulcollege.unh.edu)



## *What does hemp have to do with football?*

For Hayden Knudson '16, there is a link: in his introductory business course, students had to devise an inexpensive, sustainable product that could benefit residents of a developing country. After coming up with hemp paper, Knudson's group pitched the idea to their classmates in formal presentations. That public-speaking experience, Knudson says, has helped him become a more outgoing member of the UNH football team—someone who reaches out to younger players and gives encouragement to all his teammates.

"I was never good at presentations," he says, "but I did a number of them this past year, and I became more confident with my speech, which has led me to become more vocal both on and off the field."

That's just one example of how this business administration major has connected to football, and vice versa. "Football and business both require teamwork, time management, and leadership," Knudson says. "And in both, you have a particular role at the same time that you're part of a larger picture."

Knudson, who's considering a concentration in marketing, says he decided to major in business because of the career opportunities it offers. His dream job is to work in marketing for a major athletics company.

Meanwhile, his more immediate goals include helping the Wildcats win a national championship and making the all-conference team. The safety is already having an impact: last year, he was one of only two freshmen to play and saw action in all 12 games.

He first heard of UNH as a high school junior after a Wildcats coach saw him play at a football camp in Maryland. When Knudson visited UNH the following year from his hometown of Alexandria, Virginia, he immediately liked the friendly, laidback campus.

"At a lot of other schools football seemed more like a job. Here, it's like a family. You can go to your teammates for anything."

**"Football and business both require teamwork, time management, and leadership."**

Though football practices, meetings, and workouts take up 5-6 hours each day in the fall, during the off-season he finds time to play intramural basketball and participate in community service. As a Pease Greeter last year, he welcomed troops home from the Middle East. This year, he's looking forward to doing it again. Says Knudson, "They need to see that people are grateful for what they did."