



Sy Syms
Sy Syms School of Business

From the Dean's Desk

Welcome to Our New Faculty

The middle of this week's Torah reading focuses on generational transitions, first with the daughters of Tzelofchad and then with Yehoshua. Such transitions are key for a nation, and key for a university.

This is particularly true for a university's faculty, who are the ones who shape firsthand the next generation of students and attend to each individual's needs, as Rashi points out was Yehoshua's strength (Bamidbar 27:16, based on the Tanchuma).

This month, we welcome a stellar group of new faculty to Sy Syms. Our new faculty will have a deep impact on all five of our departments, especially when we include Dr. Yehuda Davis, a visiting professor last year who was profiled in a 2019 "From the Dean's Desk" and has now joined our Accounting department full-time.

These new faculty bring both deep research capabilities with doctoral degrees from Columbia University, University of California-Berkeley and Yale University and real-world experience at prominent companies and Jewish organizations.

We look forward to seeing their impact on each individual student, both now and in the years to come!

A handwritten signature in black ink, appearing to read "Noam".

Dr. Noam Wasserman
Dean



Dr. Travis Oh

(Department: Marketing)

Dr. Oh is joining Sy Syms this fall as an **Assistant Professor of Marketing**. He graduated with a **PhD in Marketing from Columbia University**. His research focuses on **the elements of fun in marketing and consumption**.

Prior to getting his PhD, Travis worked in the industry as a **market research analyst**, was involved in **multiple start-ups**, and held other positions in the **consumer services sector**. He will be teaching **Principles of Marketing**.



Debra Frohlinger

(Department: Marketing)

Prof. Frohlinger is a **senior brand strategy executive** experienced in **transforming world class brands**. She has extensive experience in developing strong **strategic marketing plans**, uncovering **fresh consumer insights, positioning brands** for success and **launching new products**. Her industry experience includes consumer packaged goods, financial services, food and pharmaceutical.

Prof. Frohlinger is **teaching Brand Management**, a Marketing elective, where she will share her knowledge and experience about **branding and marketing**. This course is for anyone interested in a career in brand management and in large corporate goods companies (like Coke, P&G, Unilever and so on). This course is taught at the Beren and Wilf campuses this fall.



Dr. Pablo Hernandez-Lagos

(Department: Strategy & Entrepreneurship)

Dr. Hernandez-Lagos received his **PhD from University of California, Berkeley** and comes to YU after being an **Assistant Professor of Economics at NYU Abu Dhabi**. At NYU Abu Dhabi, he taught a wide variety of courses, including **Corporate Finance, Mathematics for Social Scientists,** and **What Do Leaders Do?**

Using experimental methods and formal theory models, Dr. Hernandez-Lagos' research addresses two fundamental aspects of economic organization: **leadership and social welfare**. In particular, his current work explores **the role of leadership** on cooperation, competition and growth. Prior to his doctoral studies, he also participated in **the creation of Chile's National Innovation Strategy**.



Dr. Philip Kalikman

(Department: Finance)

Dr. Kalikmann is incoming Visiting **Assistant Professor of Finance** at Sy Syms. He received his **MA, MPhil, and PhD in Economics from Yale University** and his **BA in pure mathematics from the University of Chicago**. He will be **teaching in the Real Estate program** and in other Finance courses. His research focuses on **mortgage default, housing markets, financial crises,** and **computational models of consumer behavior and economics**.



Lucius Riccio

(Department: Information and Decision Sciences)

Prof. Lucius Riccio has served as a **Senior Lecturer in Discipline at Columbia Business School**, teaching business analytic, optimization and simulation and operations management. He also is **Executive Vice President and partner of Gedeon GRC Consulting**, a full-service engineering consulting firm, and a **partner in CleanTrans**, an environmental transportation company.

Prior to joining the faculty at Columbia University, Mr. Riccio **served in a variety of government, not-for-profit, and private sector positions**. Most notably, he was the **Commissioner of New York City's Department of Transportation** and served on the **Board of Directors of New York State's Metropolitan Transportation Authority**. He has **published extensively**, served on the **editorial board of the *Operations Research Journal***, received the ORSA (now INFORMS) **President's Award for Lifetime Achievement**, received the **Ike Grainger award** from the United States Golf Association for 25 years of service, the **March of Dimes Service to Humanity Award**, and the City (NYC) Club's **Earthling Award** for contributions to the environment.



Rabbi Shlomo Weissman

(Jewish Business Law course in the new Jewish Values curriculum)

Rabbi Weissman serves as the Menahel [Director] of the **Beth Din of America** and received rabbinical ordination from the Rabbi Isaac Elchanan Theological Seminary (RIETS) in 2001 and advanced rabbinical ordination [Yadin Yadin] in 2014. He is a **graduate of Columbia Law School**, where he was a **Harlan Fiske Stone Scholar**. Prior to his association with the Beth Din of America, Rabbi Weissmann worked as an attorney at several prominent law firms, including **Debevoise and Plimpton LLP**.



Ari Wasserman

(Practical Workplace Halacha course in the new Jewish Values curriculum)

Prof. Wasserman is a **Torah lecturer, author, attorney, and businessman**. A member of the bar in New York, California and Massachusetts, he received his **undergraduate degree at the University of Pennsylvania**, and **J.D. with honors from Harvard Law School**. He began his legal career at **Sullivan & Cromwell** and subsequently worked in mid-size and start-up companies in a variety of industries.

He is the author of ***Making It Work - A Practical Guide to Halacha in the Workplace*** and ***Making It All Work: Women Surviving and Thriving at Work*** (cowritten with Miryam Wasserman) about the challenges of being observant in the secular workplace, ***Welcome to Our Table*** (two volumes) on the weekly parashah, and several sefarim [books] in Hebrew.



Rabbi Yoni Levin

(Practical Workplace Halacha course in the new Jewish Values curriculum)

Rabbi Yoni Levin is currently the **assistant rabbi at Congregation Aish Kodesh** and a **rebbe at Yeshivas Lev Shlomo**, in Woodmere, NY, an affiliate of HALB. He graduated from **Yeshiva College with a B.S. in Mathematics** and a **minor in Business from the Sy Syms School of Business**. After college, he worked at **PricewaterhouseCoopers** in the actuarial department.

He received semicha [rabbinic ordination] from RIETS and was a fellow at the prestigious **Beren Kollel Elyon** there. He has written **scholarly Torah articles** in Yeshiva University's annual publications, ***Beis Yitzchak*** and ***Kol Tzvi***. Rabbi Levin has participated in numerous YU Community Kollelim, including the DRS High School kollel in Long Island and others in the New York area.



Joshua Meredith

(Ethical & Legal Environment of Business course)

From 2015-2019, Prof. Meredith served in various roles at **Georgetown University**, including **Assistant Dean for the Analytics, Technology and Security programs**. For his efforts at Georgetown, he was awarded the 2018 **President's Excellence Award** for service to the University.

In addition to teaching **Ethical & Legal Environmental Business**, he oversees a team of **advising professionals** to ensure YU students are provided with **career advising** in a thoughtful and professional manner. Prof. Meredith maintains **an interest in cloud computing, online education and data ethics**. He is the Senior Program Manager and Staff Chair of the **Hoya Hacks Hackathon**.