



THE HONORABLE MARK KENNEDY

On July 1, 2016, Mark Kennedy became the 12th President of the University of North Dakota, the state's flagship university and a national leader in unmanned innovation.

Kennedy's unmatched range of experiences as a senior executive at Macy's, U.S. Congressman, trade advisor for both Presidents George W. Bush and Barack Obama, leader of George Washington University's Graduate School of Political Management and President of the University of North Dakota has convinced him life is a game of addition – in business, education, economics, geopolitics and politics.

In his book *Shapeholders - Business Success in the Age of Activism* (Columbia Business School Press, 2017), Kennedy updates the rules for business engagement with society reflecting the rise of activism and expanded political involvement in commercial affairs. He reveals how understanding the views of others and attracting others to embrace your aims are the keys to success, whether you are collaborating or competing.

Kennedy introduced the concept of "Shapeholders" to the field of business strategy - the political, regulatory, media, and activist actors that shape a firm's opportunities and risks. Kennedy reveals how to effectively engage shapeholders both at home and abroad to profitably advance business strategies while benefiting society.

Kennedy is Chairman of the Economic Club of Minnesota and a member of the Council on Foreign Relations and the Chatham House in London.

Mark believes collaborating is essential to success. While a Republican Congressman, he partnered with twenty Democrats to introduce and lead legislation; more than half of the Democrats in the U.S. House co-sponsored one of his bills and nearly all voted in support of at least one of his initiatives.

Mark is a frequent commentator in media including BBC, Bloomberg, CNN, Financial Times, Foreign Policy, FOX, The Guardian, MSNBC, NPR, Politico, USA Today, Wall Street Journal, Washington Post.

Kennedy has lectured or led research projects at the University of Pennsylvania / Wharton, Johns Hopkins, Notre Dame, NYU, Maryland, Minnesota, London Business School, HEC-Paris (Paris, Doha), Mannheim (Germany), LUISS (Rome), Deusto (Spain), Vienna, University of International Business and Economics (Beijing) Globis (Tokyo), Meiji (Tokyo), Waseda (Tokyo), NUS-Singapore, Tecnológico de Monterrey (Mexico) and Fundação Getulio Vargas (São Paulo).

A graduate of St. John's University, Kennedy received a Master's in Business Administration (MBA) with distinction from The University of Michigan.