The Fitzgerald Executive-in-Residence Program

The 2014-2015 EIR Project:

“Life in a Changing World”
[How business, leadership or everyday life will be different 20-25 years from now]

The 2014-2015 Fitzgerald EIR:

Michael Milone
Executive Vice President (Retired)
Rest of World, Enterprise Risk Management & Global Infant/Nutrition
H.J. Heinz Company

Quote from EIR:

“I’m very excited to serve as the next Fitzgerald Executive-in-Residence, and what I expect will be interesting and exciting interaction with students on an intriguing, thought provoking subject.”

Background:

The world today is very different from the world we knew 20-25 years ago. Emerging markets are more important to the world economy. Global travel, once a luxury, is becoming common. New social concerns have emerged in importance, and technology has significantly changed communications and medical practices, to name a few. So how will the world look 20-25 years from now and how will it affect peoples’ lives?
The 2014-2015 Fitzgerald EIR’s Bio Information:

**Michael Milone** retired in 2012 from Heinz following 32 years of service. At the time of his retirement, he was responsible for Rest of World, Global Enterprise Risk Management, Environmental Health, Safety & Sustainability, Quality and Infant/Nutrition. As Heinz Chairman, President and CEO, William R. Johnson, said in a March 28, 2012, press release announcing Milone’s retirement, “Under his strong leadership, Rest of World and Global Infant/Nutrition have become key growth engines for Heinz. Mike has been an outstanding leader for Heinz for over three decades and was a key contributor to our recent acquisition of Quero, our first major business in Brazil. Mike has skillfully led the growth of our business in Latin America, Africa, and the Middle East.” Milone holds a B.A. degree from Colgate University and an M.B.A. from the University of Pennsylvania, Wharton Graduate Division.

**Project Description:**

During the 2014-2015 academic year, groups of 2-4 students will be asked to choose and explore 10 unrelated situations that could affect their future. Example may include: Growth of emerging markets; China becoming the world’s #1 economic power; extreme poverty in parts of the world; the rise of Islam; global climate change; increasing global demand for energy; social media’s impact on communication; increasing demand/scarcity of fresh, clean water; social issues; the media’s impact on shaping public opinion; global education gaps; corporate social responsibility; ethics/government, political and/or business corruption; widespread country fiscal deficits and austerity programs; among others.

For each of the ten they identify and select, the project participants in each group will articulate what the situation may be and how it is likely to change, why it is important, and why it could be meaningful in the future. This will be in the form of a written summary for each to be completed in the first half of the program (Fall 2014).

From amongst the ten, they will then choose 3 which they feel will have the greatest impact. They will discuss in writing for each why the impact will be important, what the impact might be, how business, leadership or everyday life could be affected, and how the three might interact with one another for a cumulative view of what the future might look like.
Project Outcome:

The “view of the future” will be placed in a Time Capsule and opened in 25 years (2040). In addition, the project participants will design and present a poster for each of the top three topics at the 2015 McDonough Leadership Conference in front of a national audience.

Project Plan:

The project should appeal to students of all majors and allow them to tie to and further investigate their areas of interest, if desired.

The project will use the following work flow:

Semester I (Fall 2014):  Month 1, Identification and discussion of possible topics  (EIR Visit #1 – project launch)

Months 2-4, Research and written summary of top 10  (EIR Visit #2 – review of top 10)

Semester II (Spring 2015):  Months 1-2, Deep dive and discussion of topics  (EIR Visit #3 – selection of top 3; poster designs)

Months 3-4, Written and oral preparation  (EIR Visit #4 – presentation of the posters at McDonough Leadership Conference; placement of the “view of the future” document in a Time Capsule and presented to the College’s president, to be opened in 2040)