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LISA Newsletter



LSE

THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

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LISA invites you to join us for a very special event – Farewell to ADMIS & Welcome to MISI. Details on Page 5.

### Getting Involved

Looking to get involved in LISA activities? Get in touch with us. Our contact details are on page 6.

# LISA hosts Second Annual Careers Event

*By Charles Wahab & Heemanshu Jain*

One of the main goals of LISA is to build relationships with employers and industries to foster employment opportunities for its graduates. However, the aim of LISA is not only to bring in the recruiters for a presentation, but run a discussion session with the students to give them something more than what they would get at conventional careers fair: a sneak preview into these respective companies and to life after ADMIS.

LISA and the ISI Group were delighted to host Ms Sedef Buyukataman, Senior recruitment manager at Cisco Systems, and Ms Anna Stasinou and Mr Stan Gocman, representing Factset Research Systems. LISA was particularly happy that Ms Buyukataman returned to the LSE, as she had previously presented, with Factset, a leading provider of financial software solutions worldwide, visiting the ISI Group for the first time.

The presentation began with a short presentation by LISA, represented by Charles Wahab and Heemanshu Jain from the LISA committee, giving a brief overview of LISA, the careers effort and news on upcoming events. Thanking Professors Leslie Willcocks and Steve Smithson for their support and attendance, they handed the floor to Cisco who went through a short slide show on the Cisco recruitment process, the number of applications received to the screening process. Although the “bread and butter” of Ms Buyukataman’s talk was not the presentation content rather than the discussion that followed: she made an interesting point that is of particular relevance to the students that the increasing demand for bandwidth, such as cloud computing and video based content, does not only mean more routers and switches sales for Cisco, but also a hunger for innovation, which stems from people with fresh ideas: graduates and new recruits.

Ms Buyukataman explained how their recruitment process works, and strongly stressed on the importance of a concise and well written resume. 20 seconds is all an applicant gets to grab the recruiters attention, and knowing about the company is fundamental, something students don’t always account for, and is often the first hurdle they stumble on. Ms Buyukataman was fielded many questions by the students, from the specifics of how would an LSE information systems graduate fit in the Cisco organisation, to the “dos and don’ts” of a graduate application.

Ms Stasinou, an LSE graduate herself, and Mr Stan Gocman then took the floor to talk about Factset Research Systems. Factset Research Systems is a leading provider of financial data and analytics, a billion dollar company competing with the likes of Bloomberg and Thomson Reuters. The Factset terminal is a well-known tool within the investment banking and investment management community, with its unique representation of data that allows users to build in complex financial models within their data spread sheets, pull market data and analytics from over 250 financial databases in milliseconds. The Factset Marquee terminal provides a variety of charts and news feeds that users can customize, and their flagship Portfolio Analytics product is a market leader. Charles Wahab worked at Factset as an ADMIS graduate and joined the conversation that went into the nuts and bolts of what Factset do, to give students a real life experience of how it would be to work at Factset. A software vendor, the Factset consultant role at the firm is an ideal position for students with a background in technology and information systems to break into financial services.

At the warrant of the students, the careers session was a success. It is also important to note that both firms welcome applications for students with a Post Study Work visa, making all students, regardless of nationality, eligible to apply. LISA thanked the presenters, and invited them to return next year, in hope of building a lasting relationship, that can only get stronger.

[Note: Slides of both presentations are available upon request for graduating students.](#)

## LISA hosts senior SAP Professional

*By Adnan Naseem*



LISA hosted Mr. Norman Marks, a high-ranking Vice President at SAP for a talk, on 18 February 2011, to give students a view from a practitioner into industry.

The lecture, entitled "The Future of Information: Challenges and Opportunities" began with Professor Steve Smithson giving a short introduction and thanking LISA's Adnan Naseem who had invited Mr. Marks, and Nasheeta Sarwar from the committee for taking time from their busy schedules to organize and attend this event.



Mr. Marks, an LSE graduate of 1972, currently leads the Governance, Risk and Compliance (GRC) effort at SAP in San Francisco and has held many other senior positions at a number of global companies. Taking the floor, Mr. Marks, gave a short presentation, before opening the floor for discussion with students, in which Dr. Natalie Mitev from the ISI Group coordinated, and acted as discussion leader.

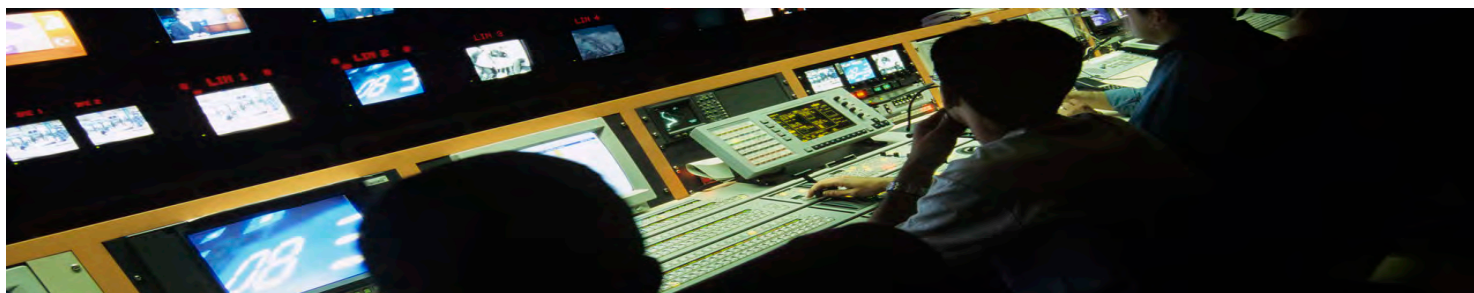
Over running the time scheduled for the talk, students were eager to discuss SAP's business model and other issues that are of relevance to their current program of study.

Mr. Naseem, chair of LISA, promised the attendees that the series of talks by industry professionals will continue with the alumni effort, and will be of significant value to next year's new Management Information Systems and Innovation (MISI) program, and thanked Dr. Mitev, Dr. Smithson and Mr. Marks for their time.

Would you like to share your expertise and experiences with current students at LSE?

Please get in touch with the  
LISA Communications team

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## J P Morgan Executive: "Networking is Vital"

*By Nasheeta Sarwar*

As part of an effort to bring professionals from industry closer to students at the ISIG Group, LISA hosted Ms. Christiane Macedo, Managing Director and Global Head of Operations for Futures & Options and FX Prime Brokerage at J.P. Morgan, a leading global investment bank.

The presentation, held as part of the IS490 classes and in collaboration with the Alumni group, took place at the LSE New Academic Building in which Ms. Macedo talked to students about the current financial landscape in the context of J.P. Morgan and her role. Herself an LSE graduate, she touched on the factors of success and making the most of one's career and how the LSE experience influenced her.

Steve Smithson, Professor of Information Systems at the LSE, introduced Ms. Macedo, on a gratifying note for taking the time to speak to the students, and for the LISA committee for organising the event. Taking the floor, Ms. Macedo discussed the various projects she has worked on in her career and how her roles have evolved with changes in the global economy, be it the Euro introduction, the Y2K preparation or the recent financial crisis. She stressed on the need to be open and flexible and to embrace changes gracefully for a successful career. Macedo mentioned the importance of constantly challenging ourselves to avoid becoming complacent and stuck within our comfort zones. She emphasized that it is crucial to be able to differentiate ourselves and to acquire skills that make us the expert in a particular subject matter, even if it is something as simple as learning to effectively present projects or summarise complex topics, in order to gain a competitive edge in the workplace. Macedo suggested that networking is of paramount importance, and success in a dynamic work environment is shaped by not only by "what you know, but also how you leverage your network", and initiatives such as Alumni relations do make a difference.

The talk was thought-provoking in its own right and also served as a launch pad for an interesting discussion between the students and Ms. Macedo, with her playing the role of a discussion leader for a variety of topics ranging from email etiquette, dress code and training/career development opportunities all the way to high frequency trading (HFT). With the strong background of skills in technology and business that the ISIG students garner, the talk was engaging at an intellectual and professional level. Macedo stressed that it is becoming increasingly important to take charge of your career, plan ahead and steer it in the direction you aspire to be in. "If no one notices your work, you have to make yourself noticed".

A strong believer in diversity, Macedo strongly encouraged the female students to “make their mark” and fully embrace the workforce, to make the most of what they are learning at the LSE both inside and outside the classrooms. Women make a bigger contribution today than ever before, and it is only getting stronger.

Ms. Macedo defined the word “talk” with the session being more focused on discussions than a presentation- which was capturing to the extent that students followed her outside the classroom for more. LISA promised the students more of the same, and hopes that Ms. Macedo would like to return to the department for another exciting discussion.

## Farewell to ADMIS - Save the Date!

Dear Alumni,

This is the last year of ADMIS, before it changes to the new MISI degree, and we are going to commemorate the occasion with a very special event on **Monday 12 September 2011**.

We will start with a seminar at 5.00 pm in the Hong Kong Theatre with **Frank Land, Bob Galliers** and **Ian Angell** as guest speakers. This will also feature a panel of alumni from across the years and across the continents - for ADMIS has always been global. In addition, there will be a special **'History of ADMIS'** presentation by **Steve Smithson**. The seminar will be followed by a reception and dinner in LSE's Senior Dining Room.

This is a great opportunity to mark the passing of a very special course and to meet old and new friends.

Further details and program are being finalized and will soon follow. Please save the date in your diary.

Looking forward to seeing you there.

LISA  
(LSE Information Systems Alumni)



Getting in touch with LISA is easy!

If you have any queries, comments or wish to get involved in our activities, please write to our representatives

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## News in brief

- Old Bank of England networking meetings continued on April 7th and June 9th 2011. Next meeting in August to be communicated via email and social media websites.
- LISA committee to assist the ISI Group in the organization of the ADMIS farewell event.
- Newsletter and other links and announcements can be reached through the ISIG homepage.

## About LSE Information Systems Alumni (LISA)

The London School of Economics - Information Systems and Innovation Group (ISIG), Department of Management are helping to organize alumni from MISI, ADMIS, ISOR, and PhD through LISA. If you took any of the IS department courses in the last 30 years, we look forward to your involvement in connecting with fellow IS Alumni.

We are actively seeking engagement with fellow alumni who might be interested in taking part in various activities with LISA. If you can get recruiters at the campus, wish to share your experiences in the industry or during PhD, mentor students or contribute your time and effort in any other way, we'd like to facilitate your activities. Please write to one of our committee members.

More information about LISA can be found by accessing the following web links or by emailing us

LISA Homepage on LSE website - [click here](#)

LISA Facebook Group – [click here](#)

LISA LinkedIn Group – [click here](#)

Email: [lisa@lse.ac.uk](mailto:lisa@lse.ac.uk)