

Dear Faculty, Staff and Students:

I am pleased to announce the appointment of Steve Reinemund as Wake Forest University's new Dean of Business with supervisory responsibility for both the Calloway School of Business and Accountancy and the Babcock Graduate School of Management. Steve is the former Chief Executive Officer and Chairman of PepsiCo. He retired in 2007 after a 23-year career with the company. He is widely praised as one of the nation's most innovative and respected business leaders. Barron's magazine named him to its "World's Most Respected CEO list" in 2005 and 2006 and BusinessWeek magazine twice included him in its list of "Top 25 Managers."

He will begin as dean on July 1. Steve will also be Professor of Leadership and Strategy. Steve was the unanimous choice of the Business Dean Search Committee. I share in their enthusiasm for our new dean. I am grateful to all who served on the committee.

This is a landmark appointment in the history of Wake Forest business education. Steve will be the first dean to head both of the University's business schools. The realignment of the two schools under one dean is aimed at capitalizing on the strengths of the schools, promoting collaboration, and creating opportunities to ensure that students receive the most comprehensive educational experience. Steve has an exceptional talent for strategic thinking that will further the University's goals for the business schools. In addition to his considerable business accomplishments at PepsiCo, Steve has been especially recognized for his success in bringing diversity to the company. He has received numerous awards, including The Man Who Did the Most for Women Award from the National Council on Research on Women, the National Equal Justice Award from the NAACP Legal Defense Fund, and the President's Award from the National Council of La Raza. Upon Steve's retirement, PepsiCo established the Reinemund Diversity and Inclusion Legacy Award to recognize individuals within the company who demonstrate consistent, significant contributions toward fostering diversity and inclusion at PepsiCo and in the community.

Additional information, including a press release, will be available at <http://www.wfu.edu/wowf>.

Steve will be moving to our community with his wife, Gail, and their two younger children. They also have two adult children. I look forward to Steve and his family joining our university community this summer. I am sure you join me in welcoming them to Wake Forest.

Sincerely,

Jill Tiefenthaler
Provost