



FOR IMMEDIATE RELEASE

Wall Street Journal honors Thunderbird Professor

(GLENDALE, Ariz.) Dec. 9, 2010 — Thunderbird School of Global Management Professor Andreas Schotter, Ph.D., has been selected as a “WSJ Distinguished Professor of the Year, 2010.”

Prof. Schotter is an award-winning and highly accomplished scholar whose thought-leadership and expertise has been tapped by top global companies. The award, which is given by The Wall Street Journal-In-Education, recognizes Prof. Schotter for the impactful use of discipline-specific articles and topical discussion questions from WSJ and WSJ.com, to keep lessons fresh and relevant for his students. *The Wall Street Journal* recognizes only 10 Professors nationwide with this prestigious award. Prof. Schotter is highly effective at helping students understand global strategy, emerging markets, and multinational corporations, according to Thomas Cook, WSJ Regional Education Representative. "Professor Schotter has a talent to maximize the power of digital media platforms directly into the classroom, and helps his students prepare for their careers by conducting high-level media research." Cook said.

About the award Schotter says: “In today’s fast paced global business environment with instant Internet everywhere it is a critical managerial skill to access the most reliably information quickly and comprehensively. Too often Google, Facebook, Twitter, or other social media platforms are being falsely regarded as sufficient for researching current events, trends, or other data. Successful leaders need to resist an overreliance on these, though somewhat interesting, but often not very deeply researched news flashes. In my opinion, the WSJ and WSJ.com represent an extremely comprehensive and trustworthy information platform essential for high impact decision-making. Based on my own long-term global leadership experience and my scholarly work, no other similar media outlet has the editorial and journalist horsepower that the Wall Street Journal represents. It is quite amazing, after only a few sessions one can actually see the positive results in the classroom.”

Prof. Schotter was recently appointed a visiting professor at the prestigious Nordic Network for Climate Adaptation, Mitigation, and Economic Policy (N-CMAEP), a think-tank that promotes new interdisciplinary climate strategy research.

Before embarking on an academic career, Prof. Schotter was a senior executive with several multinational corporations in the automotive, industrial equipment, and consumer goods industries. He was the Asia-Pacific Regional Managing Director of Bitzer International, a world leading commercial refrigeration equipment manufacturer from Germany, and he worked for the Lancaster Group, Linde AG, and Volkswagen AG. As an entrepreneur, he jointly owned and operated a manufacturing business in Australia together with a Chinese partner. He has consulted globally with for profit and not for profit organizations in the manufacturing, retail, healthcare, renewable energy, and service industries.

Prof. Schotter’s primary research interests are multinational corporate development and subsidiary evolution, corporate strategic change, global innovation and technology management and emerging markets. His thesis research examined headquarters-subsiary conflicts in multinational corporations. On the teaching side, he applies highly innovative and experiential pedagogical methods in Thunderbird’s MBA and executive development programs that enable participants both, to gain cutting-edge management knowledge and to develop strong critical thinking skills.

Dr. Schotter has a Masters in Economics and Business Management from the University of Kassel, Germany. He earned a MBA and Ph.D. from the Richard Ivey School, University of Western Ontario, Canada. He has taught at the University of Western Ontario and at McMaster University, before joining Thunderbird. At Thunderbird, Dr Schotter strives to develop boundary-spanning capabilities in future leaders that will enable these leaders to achieve sustainable prosperity worldwide.

About Wall Street Journal

The Wall Street Journal remains the number one newspaper in the U.S., according to the latest figures released today from the Audit Bureau of Circulation (ABC). *The Journal* leads all daily newspapers in total paid circulation, rising 1.8% to 2,061,142 (September 2010) from 2,024,269 (September 2009), as filed with ABC, subject to audit. *The Wall Street Journal* franchise continues to expand globally to serve readers with more content and new offerings. A suite of new digital products includes *The Wall Street Journal* app for iPad, with content from *The Wall Street Journal* in Europe and Asia now available; Japanese and Chinese-language iPhone apps; and new online video programs, including The Big Interview and Opinion Journal Live. *The Journal* also recently announced plans to increase the frequency of WSJ magazine beginning in March 2011.

About Thunderbird

Thunderbird is the world's No. 1-ranked school of international business with more than 60 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird is sought out by graduate students, working professionals and companies worldwide seeking to gain the leadership skills they need to succeed in today's global economy. For more about Thunderbird, please visit: www.thunderbird.edu.

Thunderbird's offerings

Thunderbird offers a wide range of global management [graduate degrees](#) and [certificate programs](#) for full-time students, working professionals, distance learners and companies, including Full-time, Executive, Evening and Distance-learning MBAs, a Master of Science, a Master of Arts and a comprehensive suite of executive education programs. The school is also home of the [Thunderbird Knowledge Network](#), the school's hub of research and cutting-edge global business knowledge that includes six centers of excellence focused on [cultures and languages](#), [global mindset](#), [ethics and corporate citizenship](#), [global financial services](#), [global private equity](#) and [global entrepreneurship](#).