



UNIVERSITY OF MIAMI
MIAMI HERBERT
BUSINESS SCHOOL

THE MOONSHOT IS IN MOTION

Year One Momentum

Learn about our bold efforts to elevate research, programs, and career outcomes and strengthen our reputation on our path to becoming a Top 20 global business school.





A message from the Dean

**Year one proved
one simple truth:
Our Moonshot goal
is within reach.**

Paul A. Pavlou

Dean, Miami Herbert Business School
Leonard M. Miller Professor



BUILDING MOMENTUM

Launched on the University's Centennial on April 8, 2025, our Moonshot Project is more than a roadmap. It is our declaration of our ambition, our distinction, and who we want to be when we turn 100.

This is "Miami Momentum," a defining moment for the University of Miami. Fueled by world-class faculty and strong industry partnerships, we are poised to thrive by aligning the business school to contribute to Miami's major industries.

We are launching cutting-edge new programs, expanding experiential learning, supporting career success, and building on our strongest fundraising year ever.

By our centennial in 2029, we aim to become a Top 20 business school, grounded in AI-powered learning and a personalized educational experience laser-focused on lifelong career success.

Miami's next century is not waiting to be inherited. It is ours to build.



A YEAR OF MOBILIZATION

Key first-year milestones

The University of Miami is rising across all major rankings while maintaining the coveted Triple Crown accreditation, a distinction held by less than 1% of business schools globally, rapidly ascending among the world's elite business schools.

#1

Undergraduate
business program
in Florida
(Poets&Quants)

#2

In faculty research
per capita in the world
(The Financial Times)

#2

in custom Executive
Education
(The Financial Times)



OUR BRANDING PILLARS

HYPER- PERSONALIZATION

Your Education, Your Way

Powered by AI and delivered
with a human touch

CAREER PROPULSION

Your Career, Accelerated

Your path to job placement
and lifelong career success

THE MIAMI ADVANTAGE

Your Classroom, Expanded

A booming business hub for finance,
tech, healthcare, real estate, and
entrepreneurship

OUR VISION

Our 2025-29 Strategic Plan outlines
a bold vision for our future:

To be a Top 20 business
school that ensures a
personalized transformative
experience aimed at lifelong
career success.

We aspire to be “THE WAY
BUSINESS SCHOOL SHOULD BE”
in an AI-powered world.





WHERE IDEAS BECOME IMPACT

Advancing research that shapes the future of AI in business.

Transformative research initiatives are designed to strengthen Miami Herbert's global influence by supporting faculty research and expanding doctoral education.

In Year 1 of the Moonshot Project, the school is poised to welcome 10 new faculty and has secured five new endowed faculty chairs, added 10 Ph.D. lines, and achieved a #2 ranking for faculty research productivity per capita in the world.

These efforts ensure that Miami Herbert remains a leader in generating new knowledge that informs business practice worldwide.

#1

in Information Systems Research (Association for Information Systems), the nation's top research productivity ranking

#1 **most productive scholar worldwide in information systems**

- KEVIN HONG

#1 **most productive female (#7 overall) scholar worldwide in information systems**

- NINA HUANG





PROGRAMS BUILT FOR WHAT'S NEXT

Expanding leading-edge offerings aligned with emerging industries.

The University of Miami continues to develop cutting-edge programs that prepare students for leadership in rapidly evolving industries.

A milestone in Year 1 of the Moonshot strategy was the launch of the Executive Doctorate in Business Administration, welcoming an inaugural cohort of 28 experienced executives.

The school is also expanding hybrid programs while incorporating emerging topics such as artificial intelligence, analytics, and digital transformation to guarantee placements at top companies and propel lifelong career success.

The school also enhanced our entrepreneurship ecosystem by widening course offerings and opportunities for students and expanding the business plan competition.

**#1 in the South for entrepreneurship
(The Princeton Review and
Entrepreneur Magazine)**

**Average of 20 years of experience
among the inaugural Executive
DBA cohort**

**3 Graduate Programs Launched:
MS in Marketing, Executive DBA,
and Flex MBA**

**New Undergrad Programs:
New Major in AI, new certificate
in applied business research,
and 16 new courses**





WHERE AMBITION MEETS OPPORTUNITY

Delivering exceptional career outcomes for students and alumni.

Career success initiatives focus on strengthening employer relationships and expanding opportunities for our students. We aim to go beyond just the first job by propelling lifelong career success.

We launched an integrated career services hub to expand employer engagement. We posted 213 new jobs through direct contact with employers, and launched the inaugural New York City Trek, bringing 25 MBA students to NYC to meet with major companies.

These efforts led to 125 new employer relationships that created new job opportunities for our students, and numerous new experiential projects with leading companies.

100%
MBA internship placement rate

99.8%
undergraduate job placement rate





PARTNERING WITH INDUSTRY ON LIFELONG LEARNING

Expanding executive education partnerships.

Executive Education continues to strengthen our partnerships with leading companies.

During the first year of the Moonshot Project, revenues increased from less than \$3 million to about \$4 million. New partnerships were developed with leading organizations, such as the U.S. Army, Bacardi, Lennar, and Ryder.

\$ 4^M

Executive Education Revenue



DEFINING THE FUTURE OF AI-ENABLED BUSINESS EDUCATION

Investing in teaching innovation and flexible learning models with AI.

Our AI initiatives are transforming how we teach and prepare students for lifelong career success. By developing an AI-enabled learning infrastructure, we are building a hyper-personalized educational experience.

In Year 1, we launched the ELITE Teaching Innovation Lab to help faculty design more engaging, effective, and AI-enhanced offerings.

We accelerated faculty training, embedded AI across the curriculum, expanded hands-on experiential learning, and prepared students to lead and thrive in an AI-driven economy.

**ELITE Teaching Innovation
Lab launched to power
AI-enabled teaching**

**New AI-enabled advising
and an AI-powered
platform for faculty,
curriculum, and students**



A SCHOOL ON THE RISE

Building momentum toward our Top 20 business school target.

Miami Herbert continues to rise in national and global rankings.

The MBA program surged to #39 in the U.S. News & World Report after climbing 36 spots in three years. The program also climbed 21 spots to #36 in the Financial Times MBA rankings, while the Executive MBA jumped 14 spots to the Top 50 in Poets&Quants. These rankings represent the largest increases among the Top 50 business schools.

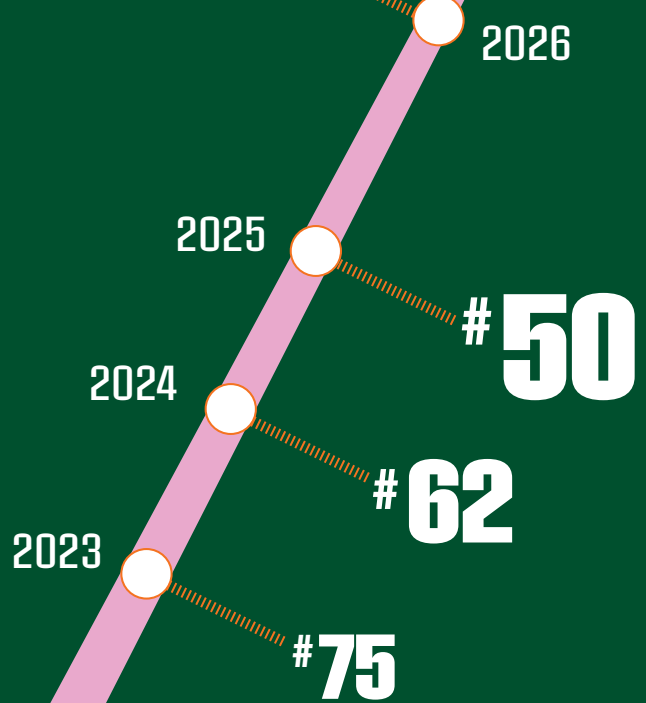
The undergraduate program ranked #1 in Florida and #22 in the nation by Poets&Quants. Many undergraduate programs achieved the highest ranking in history, including #10 in Accounting & Finance (Niche 2026), #11 in Real Estate (US News 2026), #16 in Entrepreneurship (The Princeton Review), and #27 in International Business (US News 2026). This is our momentum in action!

36 SPOTS IN THREE YEARS

THIS IS REAL MOMENTUM

MBA PROGRAM SURGES TO ALL TIME BEST US NEWS & WORLD REPORT

#39
36 spots since 2023



#1 Undergraduate business program in Florida (Poets&Quants)

THE PEOPLE BEHIND THE PROGRESS

Stories of Miami Herbert impact

Student Story



Robert Perez

Senior, Class of 2026

Close relationships with professors, class sizes, and vibrant community drew Robert Perez to Miami Herbert, now a senior about to graduate. In addition to pursuing a double major in Finance and Legal Studies, Robert also has a leadership role in TAMID, an on-campus finance club that provides real-world investment experience to students. Graduating in just three years and soon becoming an Investment Banking Analyst at Bank of America, his advice to students is:

“Don’t always be worried about the future. If you go to Miami Herbert, you’re going to have a great future anyways.”

Alumni Leadership



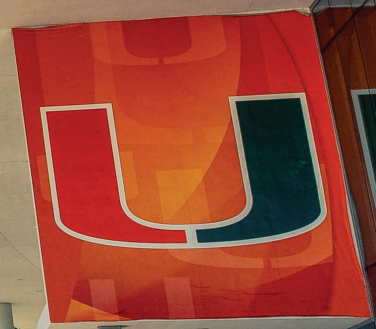
Mary Usategui

Master of Science in Accountancy, 2013

Last year, Mary Usategui made history by officially opening BankMiami, the first woman-founded bank in Miami. While earning her master’s degree from Miami Herbert in 2013, Mary steadily rose through the ranks from teller to financial analyst, to senior financial officer, and eventually to CFO of Professional Bank. She then was Chief Strategy Officer at Seacoast Bank, before becoming CEO of Vente Advisors, the company she leveraged to launch BankMiami. According to Mary, “As I moved along in my career towards the CFO path, I knew I had to become a Certified Public Accountant (CPA). It was a no-brainer to choose Miami Herbert because of its reputation and learning opportunities.”

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DONNA E. SHALALA
STUDENT
CENTER





The Way Business School Should Be



Miami Herbert Business School
@miamiherbert