



John Clarke

ITM *from the* INSIDE OUT

By John Gregory

GSM could not be leading the Information Technology for Management revolution without its own world class IT infrastructure. John Clarke and Tom Eppel are Mr. Inside and Mr. Outside, respectively, of GSM's highly-touted ITM program.

By day, the sandy-blond-haired Clarke manages the school's technology infrastructure, from its Support Center to its Catalyst, the award-winning intranet for students and faculty. By night, unless there is a tech problem that keeps him at the office, Clarke removes his assistant dean/chief information officer hat and relaxes at home by going, in his words, "right back to geeky things like high

definition TV, TiVo and wireless systems for the house. I also like dogs; I have two of them."

By day, the salt-and-pepper pony-tailed Eppel manages the integration of ITM into the school's curriculum. By night, the German-born assistant dean of curriculum development spends time in his garage in Temecula, Calif. No ordinary garage. Eppel converted it into a black-walled disco studio where he records music and watches movies on a monster screen. Once a year, Eppel opens his studio, complete with fog machines and lightshow, to GSM students who bid for a dance party during the school's Challenge for Charity auction.

The human sides of Clarke and Eppel help them place their customers—GSM students, faculty and staff—first.

"Notice that the 'T' is in the center of ITM, but it is not the focus of our program," Eppel told incoming MBA students during orientation meetings last month. "Instead, technology is the enabler that links information to management. ITM never has been a trendy dot-com program and we don't train software developers or technologists.

"GSM teaches business leaders the fundamentals of management with a twist; namely, how business functions are affected by and can be dramatically improved by the wealth of information that technology brings to the table. This makes our MBA program more competitive."



Thomas Eppel