

CINCINNATI BUSINESS COURIER

After P&G, Bays took over MBA program

He welcomed opportunity to help his alma mater, Miami

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By Lisa Daumeyer, Courier Contributor

In 2004, Brad Bays started a new chapter in his professional life. After nearly a quarter-century career with Procter & Gamble Co., he took an early retirement package and explored job possibilities in the world of higher education. His search landed him several offers from business schools, including two he was seriously considering – from Duke University and Ohio State University.

But when an opportunity came to Bays “out of the blue” to reinvent Miami University’s then-shuttered master’s of business administration program, he jumped at it. Not only had Bays spent years recruiting for P&G at Miami, he also was a graduate of Miami’s business school.

He took on the role of senior director of MBA programs at Miami’s Farmer School of Business and was charged with initiating improvements in the curriculum, faculty staffing and program operations. The goal was to make Miami’s MBA program as well-known and respected nationally as its undergraduate business program.

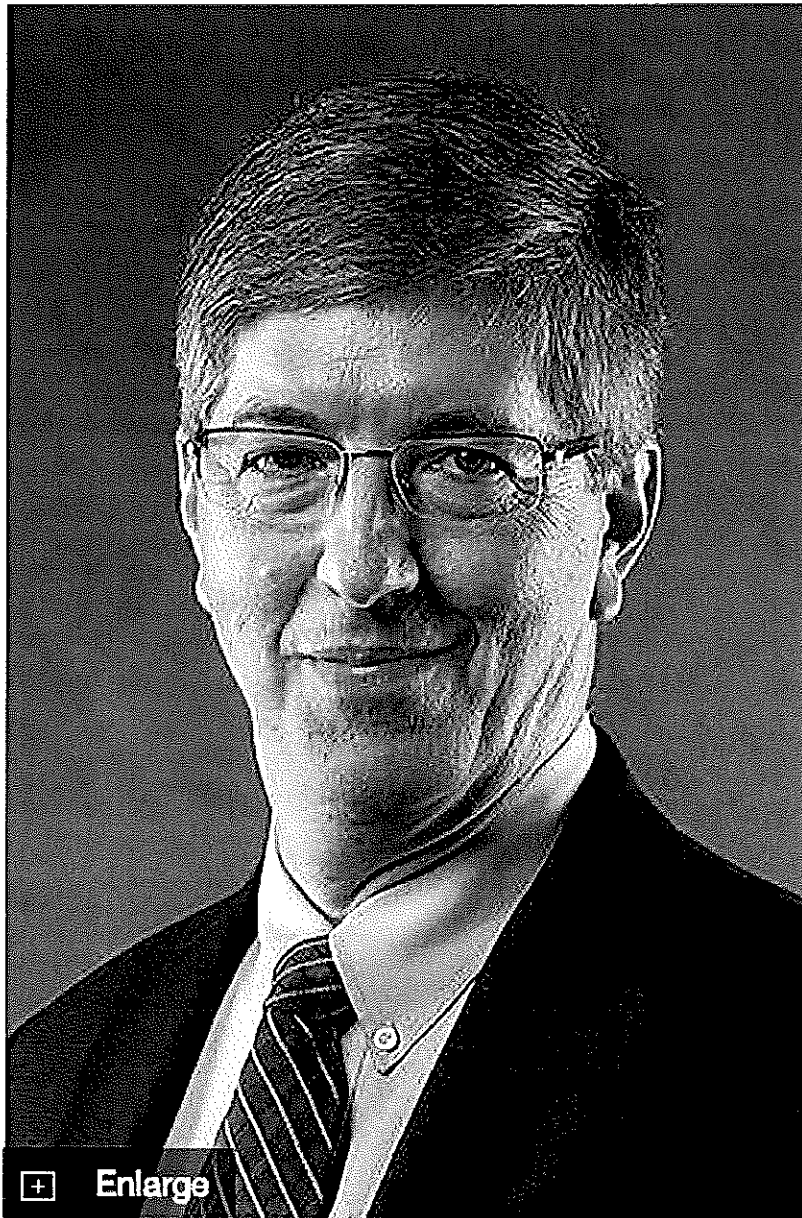
Ray Gorman, interim dean of Miami’s business school, was chair of the search committee that hired Bays and has worked closely with him over the 10 years since. “Brad was a natural fit for the role,” Gorman said. “He understands Miami University and what we stand for, and he bridges the gap between the corporate and the academic worlds.”

Fifty-seven-year-old Bays and his team have made significant strides in enhancing Miami’s MBA offering. They launched a program in 2009 to attract more working professionals, which became the top-ranked part-time MBA program in the region in 2012 and 2013. This year, the program also made the U.S. News and World Report top 50 ranking for part-time MBAs.

Bays enjoyed the many growth opportunities at P&G, where there was “no boredom or stagnation.” What fuels him in his current work is the satisfaction of

mentoring and guiding MBA students toward their own second or third careers.

"We're creating a platform to help students take on a career change," he said. "When you see on LinkedIn the careers our program's graduates now have and see where they have gone, it's incredibly fulfilling to feel like you've had a hand in that."



Brad Bays

Brad Bays is senior director of the MBA program at Miami University's Farmer School of Business.