



## *Jan Eric Frydman* A diverse career in global commerce

A lot of people go to business school with an international business career in mind—Jan Eric Frydman, *Oregon '79-Life*, is no exception. But even as a young student from Sweden studying in the United States, Frydman could never have imagined just how global and diverse his career would turn out, eventually leading

to a prestigious role in the executive body of the European Union.

Born in Stockholm, Frydman as a high school graduate won a scholarship covering a year of study at an American university. He picked the University of Oregon, and ended up staying long enough to earn his undergraduate degree there, with a double major in business administration (finance) and economics. “When I started studying, I was not sure exactly what I wanted to do as a career, but thought it would probably be in some form of international

business,” he recalls. “My Oregon years made such a strong impression on me that I wanted that to narrow it down to be ‘transatlantic business.’”

And so it was. Procter & Gamble recruited him on campus to return to Sweden and work in brand management. He followed that up by representing The First National

Soon after Sweden joined the European Union in 1995, Jan Frydman became legal advisor to the EU executive body’s director general for industry in Brussels. Today he’s the head of international affairs at the European Commission’s Directorate General for Enterprise and Industry.



Bank of Chicago in the Nordic countries of Sweden, Norway, Denmark and Finland, spending much of his time on the road. The bank brought him to Chicago for a yearlong management-training program and a stint in corporate finance, then he was sent back to Sweden to head the International



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— Jan Eric Frydman

Financial Institutions Team.

The bank eventually closed its Stockholm office, and Frydman’s career took flight back across the Atlantic to Indianapolis, where American Professionals Insurance Co. invited him to become deputy CEO. It was a particularly interesting assignment, he says. “The company had been in difficulties and we, as the management team, were tasked to turn it around. We had to cut cost, reorganize for efficiency, but also go on the offensive and develop a better business model and strategy and execute that.” It was a success, and the company was sold to a larger insurance group. For Frydman, it was back to Sweden.

When he returned to his homeland this time, Frydman went back to school, finishing up a law degree for which he had been studying off-and-on. That led to work in the country’s largest firm, specializing in international business deals and transactions. His American experience bought him a career ticket back to the U.S., to the firm’s New York office, then he was back in Sweden again working on large transatlantic mergers and acquisitions and becoming the firm’s first director for information and knowledge management.

Sweden joined the European Union in 1995, and the next year Frydman earned a spot as legal advisor to the EU executive body’s director general for industry in Brussels. He moved into international affairs working on transatlantic relations, became the division’s deputy head, and earlier this year took over as head of international affairs at the European Commission’s Directorate General for Enterprise and Industry. “As you can see, I ended up working in interna-

#### Ball State

**Christopher J. Clemens** ’03 was one of ten Ball State graduates to receive the alumni association’s 2011 Graduate of the Last Decade Award. The award honors alumni who have demonstrated personal and professional achievement, community involvement and commitment to BSU within the first ten years of graduation.

#### CSU-Los Angeles

**Franklin J. Ruedel** ’61-Life is a self-employed tax professional, and a past president and current director with the San Gabriel Valley Chapter of the California Society of Enrolled Agents. He and his wife Linda have been married for 37 years.

#### CSU-San Bernardino

**Barry D. Gumaer** ’93-Life married Mireya Gonzalez in March. They welcomed a daughter, Leanne Nicole, in May 2010. The family resides in Palm Springs, Calif.

#### Central Florida

**Dr. Jeff Daniels** ’95-Life is a chief systems architect in the aerospace and defense industry and has served as an adjunct professor at the University of Central Florida and Florida Southern College. He recently accepted an opportunity to join the faculty of the Cyber Security graduate program at the University of Maryland University College.

**Jeff Lehman** ’11-Honorary authored the book, *First Job ~ First Paycheck*, which was published this fall (Mentor Press). The book is intended to help students and recent graduates avoid common pitfalls in regards to money, jobs and life that often lead to living in the paycheck-to-paycheck trap.

#### Chapman

**David C. Piper** ’01-Life was married in August. He and his wife Amelia reside in Oakland, Calif. David is the chapter advisor for the Alpha Beta Chapter at the University of California - Berkeley.

#### Drake

**Laura A. Menedez** ’07 is an accountant with John Deere’s Financial Development Program. She resides in Urbandale, Iowa.

#### Gannon

**Patricia L. Eline** ’04 is a claims adjuster with Associated Administrators. She resides in York, Pa.

**Dr. Scott E. Miller** ’91-Life is an associate professor of accounting at Edinboro University of Pennsylvania. He also maintains a law practice in Erie.

#### George Washington

**Kristen Van Nest** ’08 was awarded a Fulbright scholarship to study communications in Luxembourg. The scholarship was awarded by the United States Department of State and the J. William Fulbright Foreign Scholarship Board. Kristen is one of more than 1,600 Americans who is studying abroad this year through the Fulbright U.S. Student Program.

#### Georgia State

**Ronald W. Allen** ’88-Honorary was elected chairman of the board of Guided Therapeutics. Ronald is the former chairman and CEO of Delta Airlines, and is currently a director of The Coca-Cola Company, Aaron Rents, Inc., Aircastle Limited and Forward Air Corporation. He is also a board member of the St. Joseph’s Translational Research Institute, which endeavors to turn new medical discoveries into tangible cures.

#### Georgia Tech

**Dean Reeves** ’71-Life, a newcomer to thoroughbred racing, enjoyed having his horse Mucho Macho Man compete in each leg of the Triple Crown this year. The horse’s best finish was third at the Kentucky Derby. He and his wife Patti reside in Suwanee, Ga.

#### Illinois-Chicago

**Saeb Ahsan** ’08 completed his Fulbright Fellowship where he studied entrepreneurship and social responsibility in Istanbul, Turkey. He resides in Markham, Ill.

#### Illinois Wesleyan

**Edward B. Rust** ’70-Life was elected vice chairman of the U.S. Chamber of Commerce’s board of directors, which represents more than three million businesses across the nation. Ed is the chairman of the board and CEO of State Farm Mutual and its principal affiliates, and was a recipient of Alpha Kappa Psi’s Alumnus of the Year Award in 1999.

#### Jacksonville

**David W. Simpkins** ’80-Life is the dean of student services at St. Augustine High School (Fla.). He resides in Jacksonville.

tional business all my life so far, but doing so from different angles, and in different industries.”

How does one prepare for such a diverse business-related career? For Frydman, it started with lots of natural curiosity, combined with wide-ranging and helpful business classes. “The core classes in finance, management, marketing, accounting, statistics, etc., gave me a structure to use to solve real issues and problems as they arose in daily work,” he says. “I actually could use what I learned, also to structure my thoughts when analyzing and solving problems.”

Frydman speaks highly of the American style of higher education. “A U.S. university education is much more of a ‘total’ experience compared to studies in other countries; you live on campus, participate in sports and numerous activities, get involved with organizations and circles,” he says. “All this allows you to mature and develop as a human being.”

And those organizations ... of course, Alpha Kappa Psi was one of them. He served as vice president and master of rituals at the Kappa Chapter. “AKPsi was really an important part of my campus life,” he says, with visits to local businesses, speeches by business leaders and the annual career fair. That and his work in the university’s International Services office were invaluable experiences, he says. “They offered a perspective outside of my studies, and gave first experiences of working life—how to set objectives and try to achieve them by organizing events, raising money and managing people, and not least, how to work in a team.”

Frydman is fond of seeing and experiencing new places, a good



Fraternity President Andrea Nemeth presents the 2011 Chapter Advisor of the Year Award to Kappa Upsilon’s (South Carolina State) Dr. Marion Robinson.

thing given his career filled with international travel. “I also like good food and wine and, as a hobby, operate my own site on the Internet with restaurant critiques,” he says. It can be found at [www.frydman.se](http://www.frydman.se) (but if English is your language, you’ll need an online Swedish-to-English translator). “There are now some 220 reviews in 12 world cities.”

His career did, indeed, become truly transatlantic, as he dreamed it would. Now, he hopes that American businesspeople remember just how important transatlantic relationships are to economies on both sides of the ocean. “Nowadays, it’s all about Asia and China, but we should not forget that the European Union and the United States are by far each other’s largest trading partners.”

## *Dr. Marion C. Robinson* Passion continues after three decades

It wasn’t until the very moment he heard his name called that Dr. Marion Robinson, *SC State ‘80-Life*, realized he was Alpha Kappa Psi’s chapter advisor of the year. Those who accompanied him to the fraternity’s Convention in Phoenix didn’t give any notion that he would be receiving the honor awarded by the oldest and largest business fraternity in the world.

“At the banquet, we were all sitting at the table and I said we were going to the Cheesecake Factory, but they said let’s wait because we want