

Ed O'Boyle, Global Practice Leader, Gallup - O'Boyle is Gallup's Global Practice Leader, and oversees strategic vision for the company's Workplace and Marketplace practices. He is responsible for turning ideas into innovation using Gallup's leading-edge science and discoveries as a guide. His expertise in branding, purchasing patterns, and behavioral economics enables a wide range of clients to optimize performance by better understanding and managing the intricacies of human nature. Ed was instrumental in developing the company's B2B framework, which empowers clients to achieve exponential increases in performance through customer engagement and impact. Ed brings more than 18 years of

marketing and branding experience to Gallup. He previously held management roles in brand management, strategic planning, and innovation at Diageo, Capital One, and Frito-Lay. Ed_O'boyle@gallup.com



Stephen C. Sieberson, Professor of Law, Creighton University School of Law - Sieberson specializes in international law, business law, and the intersection of the two. An lowa native, he holds a J.D. from the University of lowa and a Ph.D. in European Law from Erasmus University in the Netherlands. While practicing international business law in Seattle for 25 years, he served for 16 years as honorary consul for the Netherlands and was an active member of Seattle's international land business communities. He has lived in the Netherlands, Slovakia, and Spain, and has lectured in those countries as well as in Italy,

Portugal, Serbia, Norway, the Czech Republic, and Curaçao, Indonesia, and Japan. A member of the Creighton law faculty since 2005, Professor Sieberson teaches international business transaction, international trade regulation, European Union law, and international human rights. In 2i015, he co-authored an innovative textbook titled, "International business Contracting- Theory and Practice." StephenSieberson@creighton.edu



Ronald Volkmer, Professor of Law, Creighton University School of Law - Volkmer is currently serving as the Director of the Community Economic Development Clinic, a program of the Abrahams Legal Clinic assisting start-up microenterprise companies and nonprofit organizations seeking tax exempt status. In 1999 Professor Volkmer was selected as the D & L Straus Distinguished Visiting Professor at Pepperdine University School of Law. Professor Volkmer became CED Clinic Director in July 2013 after having served as a member of the teaching and research faculty for forty-four years. In that capacity Professor Volkmer's teaching assignment and research interests were concentrated in the fields of property and

trusts and estates. Professor Volkmer has been actively involved in the mediation community for twenty-five years, with an emphasis on promoting community mediation. He received his undergraduate and law degrees from Creighton University and his masters of law degree form the University of Illinois at Champaign-Urbana. Volkmer@creighton.edu



OPENING SPEAKER: Vasant Raval, Professor of Accounting, Heider College of Business - Prior to joining Creighton University inn 1981, Vasant was a faculty member at the University of Windsor, Ontario, Canada. He has worked as management accountant and auditor in industry and government. His multidisciplinary research encompasses a wide array of domains, including information technology, financial reporting fraud, control and security of information systems, planning and management control systems, and accounting information systems. He holds professional certification in information systems audit and control (from

USA) and in management accounting (from England and India). He has published in dozens of publications including, The Journal of Information Systems, Management Accountant (India), ISACA Journal, and Computer Law & Security Report. At Creighton, he regularly hosts workshops for professionals in information security and information assurance. He teaches financial and managerial accounting, corporate governance, accounting information systems, and digital security. Vacant Raval received his Doctor of Business Administration degree from Indiana University in 1976. VasantRaval@creighton.edu