

SCAD | The De Sole School of Business Innovation



SAVANNAH, GEORGIA — The Savannah College of Art and Design launches the De Sole School of Business Innovation at SCAD, which strategically incorporates a diverse array of top-ranked academic programs focused on preparing creative professionals to lead transformative change across key industries.

Bolstering SCAD's international reputation as the preeminent source of knowledge in the disciplines it teaches, the school offers 15 graduate and undergraduate degrees in advertising and branding, business of beauty and fragrance, creative business leadership, design management, luxury and brand management, service design, and social strategy and management.

For the launch of the school, SCAD received a major gift from Eleanore and Domenico De Sole. Industry trailblazer and close friend of the university, Domenico De Sole is currently the chairman of Tom Ford International, a role he has held since the company was founded in 2005. Prior to Tom Ford International, De Sole served as Gucci's president and played an instrumental role in building the Gucci Group, a luxury conglomerate that would eventually include: Yves Saint Laurent, Bottega Veneta, Boucheron, Sergio Rossi, Stella McCartney, Alexander McQueen and Balenciaga.

"I am honored to have devoted my career to nurturing talent and amplifying creative brilliance through the world of business. SCAD has revolutionized professional creative education. Every sector of the global economy — design, retail, finance, tech — wants and needs SCAD talent," said De Sole. "The university's graduates possess a remarkable gift for marrying inventive thinking with business savvy, and I look forward to sharing my lifetime of experience with future generations of business leaders at the De Sole School of Business Innovation."

SCAD receives major gift to establish The De Sole School of Business Innovation. The University for Creative Careers organizes business-focused programs under the new school to lead innovation in today's rapidly changing business environment.

The De Sole School of Business Innovation prepares the next generation of creative leaders to navigate the rapidly changing business landscape through in-depth industry knowledge, design thinking, research, and collaboration. With curriculum focused on the fundamentals of business design and economics, quantitative insights, global supply chain management, lifecycle marketing, brand acceleration, social analytics, and more, the school's premier degree programs empower students to become forward-thinking subject matter experts who will deliver transformative innovation to businesses.

For more information on the De Sole School of Business Innovation, visit scad.edu/innovation.

For more than 40 years, SCAD has continually reinvented itself in service of our mission to prepare students for creative professions, always and forever focused on the future," said SCAD President and Founder Paula Wallace. And now, to ensure the continued elite career preparation of tomorrow's leaders, I'm so pleased to announce the De Sole School of Business Innovation at SCAD. Eleanore and Domenico De Sole have supported the dreams and aspirations of SCAD students and graduates for decades, and this partnership between SCAD and the De Soles ensures the enduring ascent of SCAD Bees in every sector of the global economy.

PAULA WALLACE

SCAD President and Founder



Victor Ermoli

The De Sole School of Business Innovation is led by Dean Victor Ermoli. Also overseeing the School of Design, Dean Ermoli has been with SCAD for more than two decades and has led the curriculum design of several programs in both schools. Ermoli has been named one of the 25 “Most Admired Educators in America” by DesignIntelligence, holds undergraduate and graduate industrial design degrees, and leads the new school through the lens of design and entrepreneurship. In addition to patents in the U.S. and Canada, and more than 30 years of design experience, Dean Ermoli led studio classes where his students designed products for Coca-Cola, Fossil, Pentair, Dell Computers, and many more prestigious companies.



Alessandro Cannata

Alessandro Cannata worked for more than a decade in the luxury sector across three continents in executive-level positions and with a focus on business development and communication. Serving as director of sales for companies such as Boglioli, Isaia, and Sutor Mantellassi in Milan, Cannata is an expert in luxury branding and consumer behavior. He holds two terminal degrees from leading European business schools: ESSEC Business School in Paris and Singapore and Università Commerciale Luigi Bocconi in Milan.



Meloney Moore

The De Sole School of Business Innovation is also led by Associate Dean Meloney Moore, who held executive and management leadership roles in companies including Estée Lauder, Liz Claiborne, and Toys “R” Us. Moore, who also leads the SCAD business of beauty and fragrance program, holds undergraduate and graduate business administration degrees and brings brand-oriented, global business perspective to the school leadership.



Christopher Peeler

Peabody and Emmy Award winner Christopher Peeler joined SCAD in 2020 after serving as a senior producer and senior director of video news and programming at CNN and CNN Digital, where he grew the CNN Digital audience by more than 400% over a five-year period and expanded coverage from 17 hours to 24 hours per day. At CNN Digital, Peeler led digital content strategies for a portfolio of international digital products that drove more than \$6 billion in annual video views and \$90 million in revenue. Prior to CNN, Peeler was an executive producer at Sony Pictures Entertainment where he achieved the network’s highest show rating in 2005 with “Games Across America.”



Jon Denham

Jon Denham is a visionary in the business industry with extensive experience building brand identities and delivering billion-dollar growth for leading global companies such as Procter & Gamble and Kraft Foods. Most recently, Denham served as the strategy and account vice president for Lextant Corporation, where he worked with clients such as Pfizer, Clorox, and SC Johnson.



Oscar Betancur

Before joining SCAD in 2012, Oscar Betancur worked as VP and associate creative director at The Star Group and has won multiple advertising awards. Betancur’s client experience includes Warner Brothers Music, Philadelphia Museum of Art, Campbell’s, Johnson & Johnson, Mattel, and Tyco. As associate chair of social strategy and management at SCAD, Betancur brings a multidisciplinary approach with his background in advertising, graphic design, motion media design, and fashion marketing and management.

Advertising and branding

SCAD advertising and branding students research, create, and deploy brand messaging that boosts engagement, drives action, and wins prestigious accolades like National ADDY awards and more. Guided by SCAD faculty, students have contributed to major campaigns for companies like Comcast, Chase Bank, Kodak, and Nintendo, and upon graduation, work for the world's top agencies; the program features a 100% alumni employment rate. By mastering cutting-edge resources like game engines and augmented and virtual reality equipment to create their own branded experiences, students graduate as versatile, multiplatform storytellers prepared for career paths in emerging creative technology.

Business of beauty and fragrance

Beauty and fragrance power a \$530-billion industry. In the SCAD business of beauty and fragrance program, students graduate with a globally minded, business-centric degree that lands jobs at top brands. Led by faculty from powerhouses like Estée Lauder Companies and mentored by celebrated guests from international companies like L'Oréal as well as boutique lines, SCAD students gain an in-depth understanding of the beauty industry grounded in future-forward marketing techniques, product development, branding packaging, and entrepreneurship. The program culminates with the development of a unique beauty brand or product and launch strategy.

Creative business leadership

Facing constant transformation, the most established businesses seek creative leaders to reimagine their services, products, strategy, and operations. Enter SCAD creative business leadership. In this one-year M.A. program that complements all SCAD undergraduate degrees, SCAD students transform into entrepreneurs prepared to run successful businesses or intrapreneurs who promote corporate innovation within existing organizations thanks to SCADpro collaborations with Fortune 500 brands and mentorship by visionaries at Tiffany and Co., Samsung, Clayco, and more. Students use simulation software to mimic the multifactor, high stakes decision-making scenarios CEOs face, and to understand market fluctuations and the challenges of raising capital.



Design management

SCAD, the world's premier site for the study and practice of design thinking, is a living laboratory for the application of design management — a discipline that empowers companies to spark innovation and think and act like designers. Design management students gain experience that will mirror their pivotal careers in the professional world and are prepared to enter a market that values creative design thinking, business theory, consumer needs, prototype development, and product testing. The program bolsters students' knowledge and methods of business strategy, design theory, data visualization, communication techniques, social innovation, financial systems, and marketing.



Luxury and brand management

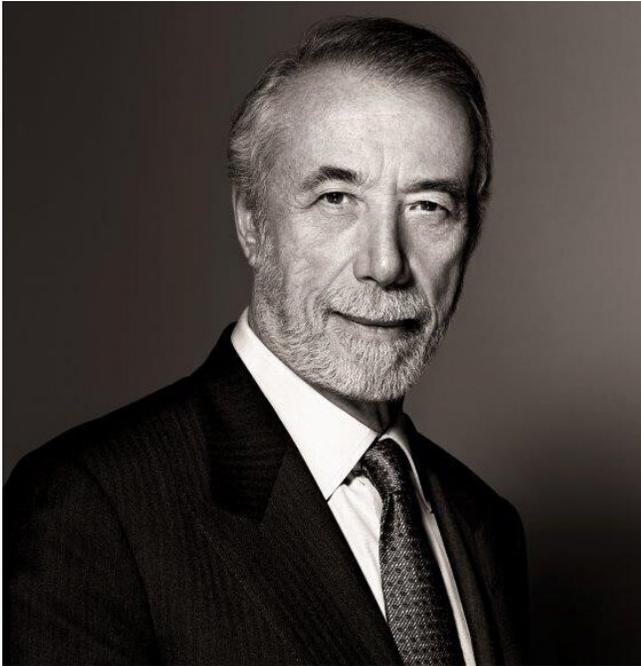
As future innovators in the luxury market, SCAD students enter this \$350 billion global industry through five avenues: tech, travel, hospitality, beauty and fragrance, and fashion. The world's first M.A. and M.F.A. degrees in luxury and brand management reflect the vigor of an expansive and evolving luxury market. The customized curriculum at SCAD, centered on global distribution and marketing strategies, financial analysis, supply chain management, and consumer engagement, explores the entire spectrum of the international luxury industry.

Service design

SCAD offers the first and only service design B.F.A., M.A., and M.F.A. in the U.S. Service designers create intuitive systems that organize three elements — people, processes, and physical components — to improve services across every realm of human activity. At SCAD, students learn how to research and analyze human behavior, societal needs, business models, and competitive environments to transform those insights into strategy. Equipped with a solid foundation in enterprise, innovation, and problem-solving, SCAD students are prepared to take leadership roles in the private and public sectors.

Social strategy and management

SCAD students are poised to launch brands to the top of the social media feed via a curriculum that merges advertising, branding, graphic design, marketing, photography, film, motion graphics, television, and writing. Students coordinate online brand advocacy and cross-promotion and become adept at creating compelling campaigns, from brand storytelling and strategy to analytics and audience engagement. Professionally, they become the creative directors, content creators, and community managers who orchestrate videos, photography, graphics, and copywriting across digital channels to launch authentic conversations and accelerate growth.



Domenico De Sole

Domenico De Sole is chairman of Tom Ford International, a role he has held since the company was founded in April 2005. De Sole and Ford met while at Gucci, where the pair's shared vision for the Gucci brand would become one of fashion's greatest success stories. De Sole, as Gucci's president, guided the brand from near-bankruptcy, and played an instrumental role in building the Gucci Group, a luxury conglomerate that would eventually include Yves Saint Laurent, Bottega Veneta, Boucheron, Sergio Rossi, Stella McCartney, Alexander McQueen and Balenciaga. De Sole's presidency would also see him successfully defend an alleged hostile take-over bid by Bernard Arnault's LVMH.

De Sole exited Gucci, with Ford, in April 2004. Although he had intentions to retire, he soon agreed to enter into business along with Ford once again in 2005, claiming he "wouldn't know what else to do if he didn't work." De Sole and Ford founded Tom Ford International through two licensing deals, one with Estée Lauder for beauty and a second to create eyewear with the Marcolin Group. The brand's steady expansion, which includes womenswear, menswear, and accessories is a testament to De Sole's thorough awareness of the challenges of today's market and the opportunities within it.

The seasoned executive has served on the boards of Gap, Procter & Gamble, Bausch & Lomb, Conde Nast, Newell Brands, Telecom Italia, and on the advisory board of Harvard Law School, his alma mater. He also served as Chairman of the Board of Sotheby's. Currently he is on the Boards of Pirelli S.p.A and Zegna as well as the Aspen Art Museum.

De Sole and his wife Eleanore are keen art collectors and have two daughters together.

SCAD: The University for Creative Careers

SCAD is a private, nonprofit, accredited university, offering more than 100 graduate and undergraduate degree programs across locations in Atlanta and Savannah, Georgia; Lacoste, France; and online via SCADnow. SCAD enrolls more than 15,700 undergraduate and graduate students from more than 120 countries. The future-minded SCAD curriculum engages professional-level technology and myriad advanced learning resources, affording students opportunities for internships, professional certifications, and real-world assignments with corporate partners through SCADpro, the university's renowned research lab and prototype generator. SCAD is No. 1 in the U.S., according to Art & Object's 2021 Best Art Schools ranking, with additional top rankings for degree programs in interior design, architecture, film, fashion, digital media, and more. Career success is woven into every fiber of the university, resulting in a superior alumni employment rate. For the past five years, 99% of SCAD graduates were employed, pursuing further education, or both within 10 months of graduation. SCAD provides students and alumni with ongoing career support through personal coaching, alumni programs, a professional presentation studio, and more. Visit scad.edu.

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