



The PhD Project Welcomes Three New Members to Board of Directors

MONTVALE, New Jersey (May 11, 2021) – [The PhD Project](#) is excited to announce three new board members: Crystal Cooke of the Association of International Certified Professional Accountants (AICPA); Dr. Kurt Heissenbuttel of Fidelity Investments; and Sabrina White of the Graduate Management Admission Council (GMAC). They join an 18 person board, which includes leaders in both business and academia, focused on helping advance the project’s mission to increase diversity in business.

“We are proud to welcome Crystal, Kurt and Sabrina to The PhD Project board,” said Neil Bosland, PhD Project board chair and executive vice president and chief operating and financial officer for AACSB International. “Throughout their careers, each has contributed so much to fostering diversity and inclusion in their industries. Their experience, expertise and passion for diversity and inclusion will be tremendous assets to The PhD Project as we grow.”

The PhD Project’s new board members bring a wide range of experience to the organization:

- **Crystal Cooke** is the director of diversity and inclusion for the Association of International Certified Professional Accountants (AICPA), representing the AICPA and Chartered Institute of Management Accountants (CIMA). In this role, she oversees the AICPA’s member-facing diversity and inclusion team, which focuses on increasing representation of underrepresented populations in the accounting profession. She serves as one of the leads of the AICPA’s National Commission on Diversity & Inclusion, which strives to make diversity and inclusion a priority in the areas of recruitment, certification, and advancement of ethnic minorities. Cooke previously held roles with The Center For Audit Quality and KPMG. She received a Bachelor of Business Administration degree in accounting from the University of Cincinnati.
- **Dr. Kurt Heissenbuttel** is the head of talent development and university and diversity recruitment at Fidelity Investments. In this role he leads core areas for Fidelity Investments, including development programs, talent acquisition programs, talent, university recruiting, and diversity recruiting. Prior to joining Fidelity Investments, Dr. Heissenbuttel spent his career in academia, most recently at Northeastern University in Boston where he held a variety of roles from

marketing and programming to domestic and international recruitment. He earned his Doctor of Law and Policy degree from Northeastern University and a Master of Education in higher education from Suffolk University.

- **Sabrina White** is the vice president of school and industry engagement for GMAC. In this role, she drives value to business school leaders through conferences and convening, partnerships and industry research. White has been at the forefront of GMAC's efforts to champion diversity in graduate management education, helping more women and underrepresented minorities pursue a graduate business degree. She has worked in the higher education field for more than 25 years and held leadership roles at the University of Maryland and Bowling Green State University. White earned a Master of Business Administration degree with a concentration in organizational development and training from Bowling Green.

"Crystal, Kurt and Sabrina have all contributed to The PhD Project in different ways over the years. We are so pleased to now include them as board members," said Blane Ruschak, president of The PhD Project and the KPMG U.S. Foundation. "We look forward to working with them in this elevated capacity to help us move our mission forward."

About The PhD Project

Founded in 1994, [The PhD Project](#) works to increase diversity in U.S. business schools, creating role models in the classroom and among administration and academic leadership that encourage minorities to study business and pursue business careers. Since its launch, the project has been responsible for quintupling the number of minority professors, administrators and academic leaders at an extensive list of academic programs, helping more than 1,500 former business professionals and undergraduate students receive their doctoral degree. The PhD Project currently includes close to 300 students enrolled in a PhD program across all business disciplines.

For more information on The PhD Project, webinars and sponsors visit www.phdproject.org and follow the program on [Twitter](#), [Facebook](#) and [LinkedIn](#).

###