IN PLAY

THE PLAYER: José de la Torre, Dean of the Alfah H. Chapman Graduate School of Business at Florida International University in Miami. LATEST PLAY: Left his position as professor of international business strategy at UCLA’s Anderson School of Management to head FIU’s graduate business school. BACKGROUND: Founding Director of UCLA’s Center for International Business Education and Research. Before that, long-time professor of international business and Chairman of the Strategy and Environment Area at Europe’s top business school—INSEAD—in Fontainebleau, France. A native of Havana, Cuba, de la Torre arrived in the US penniless at age 17, later earning degrees in aerospace engineering and business administration from Penn State and a doctorate from the Harvard Business School. AMBITION: “I want this to be the preferred graduate business program for people interested in the Americas, so that anyone who wants to do business in the area will think of us,” says de la Torre. “We want to be top of mind.” To get there, the new dean plans to enhance the quality of the student body; to encourage creative teaching and attract more top teachers; and to create strategic alliances with major business schools in the Americas.

José de la Torre

“[Business dean] Joyce Elam and [FIU president] Mitch Maidique told me I was the man to take it to the next level. I think that, in fact, my take on the world and on business — and on business education — can be grafted on here, and do something good for the students and community. It’s a convergence of things.”