



Leeds School of Business
UNIVERSITY OF COLORADO **BOULDER**

Business as a *force for good*

SPRING 2026



Strengthening Talent Pipelines

Building and sustaining a strong pipeline of students, faculty, and staff is vital to our academic excellence, institutional resilience and long-term success. Our high retention and graduation rates demonstrate our dedication to student achievement and our commitment to keeping education financially accessible. Select stories from the last six months include:

[New Integrated Business and Engineering Bachelor of Science Program Launches with College of Engineering and Applied Science](#)

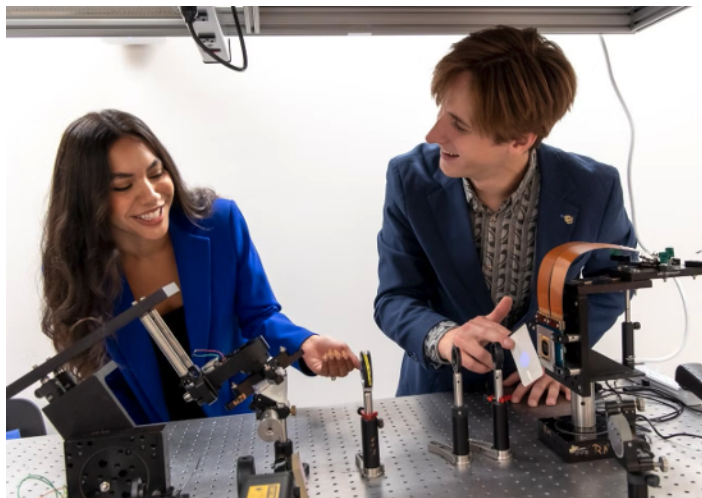
Blending engineering's analytical power with business' strategic insight, this new program will produce graduates equipped to lead, innovate and thrive in a rapidly changing, technology-driven world. This is the first new undergraduate program that Leeds has launched in 117 years.

[Leeds Launches MS in Sustainable Business Program](#)

In fall 2026, Leeds will welcome the first cohort of students to the MS in Sustainable Business program. The 10-month program equips students with the technical, analytical and leadership skills to drive sustainable change in business. It blends business acumen with policy, science and engineering—preparing graduates to lead sustainability initiatives across sectors.

[Expanded Undergraduate Areas of Emphasis Help Students Tailor Their Leeds Experience](#)

In fall 2025, undergraduate programs expanded their areas of emphasis from seven to 10 to better reflect the diverse industries that students pursue.



Advancing Business Acumen and Career Outcomes



Preparing students with real-world business knowledge and professional readiness is fundamental to their career success. Through experiential learning, career services and employer engagement, Leeds equips students to become effective leaders and professionals. Select stories from the last six months include:

[The Badami Office of Experiential Learning Now Open to Link Students and Industry](#)

Powered by a transformative gift from CU Boulder alumnus John Cumming and the Cumming Foundation, the Nicholas Dante Badami Office of Experiential Learning (BOEL) helps students connect classroom knowledge with real-world projects.

[Jeremiah Contreras Shares How AI Is Impacting Education at Leeds and Across Higher Education](#)

CU Boulder Today spoke with Jeremiah Contreras, associate teaching professor of accounting, about how AI is being integrated into courses, how students can use it responsibly and what skills will matter most in an AI-driven world.

[99.2% Undergraduate Career Outcomes for the Class of 2025](#)

The Leeds undergraduate class of 2025 has a 99.2% career placement rate six months after graduation. These reports are based on an 83.3% knowledge rate, in accordance with the National Association of College and Employers (NACE) standards. NACE defines positive career outcomes as graduates who are employed, enrolled in graduate programs, serving in volunteer roles, or serving in the military six months after graduation.

Fostering Community Well-Being

When we prioritize individual well-being, strong community connections and meaningful engagement, our community flourishes. We are investing in cultivating a vibrant environment that encourages learning and professional growth. Select stories from the last six months include:

[Wendy Lea Serves as Leeds' First Civic Leader-In-Residence](#)

Nationally renowned ecosystem builder Wendy Lea came to Leeds to share exclusive insights from her career in building businesses, forging strategic alliances and inspiring go-to-market innovation, including the future she sees for quantum technology in Colorado.

[KeyBank Gift Empowers Diverse Leeds Scholars](#)

KeyBank, a longtime Leeds supporter, closed 2025 on a high note with a gift of scholarships offered through Leeds' Opening Doors to Achievement Office (ODA). The new scholarships aim to reduce debt for juniors and seniors in the Diverse Scholars Program, easing financial burdens that can derail graduation.

[Rich Wobbekind named Franny Reich Lifetime Achievement Award Honoree](#)

The Boulder Chamber awarded Rich Wobbekind its highest distinction—the Franny Reich Award. It is presented to an individual whose long-term contributions have profoundly shaped Boulder's commercial landscape through visionary leadership, dedicated community service, and meaningful philanthropy. Throughout his career with the Business Research Division in Leeds, Rich has helped guide economic growth, foster collaboration, and create opportunities that have benefited countless individuals and organizations across Boulder and the state.



Elevating Leeds' Ecosystem

An engaged, interconnected community of alumni, faculty, staff, students and corporate partners fuels innovation, opportunity and career mobility for Leeds graduates. Select stories from the last six months include:

[Leeds Partners with Denver International Airport On New Travel Index](#)

Leeds' Business Research Division (BRD) is partnering with the Denver International Airport to launch a quarterly Denver International Airport Travel Index. The index tracks expectations for business, leisure and personal travel, providing an early signal of near-term travel demand to help inform airport planning, air service decisions and route development.

[Business Leaders in Residence](#)

Last October, 14 accomplished business leaders came to Leeds to share their expertise with sophomores, offering insights into accounting, consulting, business analytics, marketing and finance through candid conversations and lively, open exchanges.

[Leeds Students Offer Free Tax Help Through Revived VITA Program](#)

In February 2026, Leeds students began assisting the larger Boulder community by offering free, in-person tax preparation through the IRS Volunteer Income Tax Assistance (VITA) program. This student-led program is part of a nationwide IRS initiative to make tax filing more accessible.



Driving Research Excellence and Academic Distinction

Research excellence strengthens our academic reputation and draws top talent and strategic partners. High-impact work, interdisciplinary collaboration and industry relevance are central to Leeds' global reputation. Select stories from the last six months include:



🔗 Russell Cropanzano Named CU System Distinguished Professor

In November 2025, seven educators at the University of Colorado were added to the roster of Distinguished Professors, CU's highest honor for faculty across the four-campus system. Cropanzano is the second professor from Leeds named to the list since the title's establishment in 1977.

Leeds Faculty in the News

Leeds' faculty expertise and research is regularly cited in media outlets. Recent examples include:

- **Alix Barasch** shared her perspective on the push and pull of technology with the [New York Times](#) and appeared on [NPR's The Pulse podcast](#) to discuss how AI makes people feel.
- **Ying Zeng's** research on shoppers' reviews was featured in the [Wall Street Journal](#), while her insights on AI shopping were highlighted by [NewsNation](#). She also discussed the Labubu market with [MoneyWise](#).
- **Emily Gallagher** appeared on [NPR's All Things Considered](#) to discuss her research on paid plasma markets, which was also highlighted by [Time](#), [NBC News](#) and [Bloomberg](#). Her work on underinsurance, co-authored with Tony Cookson, was featured in [The Conversation](#), Denver Post, *Houston Chronicle* and Yahoo! Finance.
- **Tony Kong** sat down with [CU Boulder Today](#) to discuss his research, published in the *Journal of Management* in November 2025, which focused on the ways we show gratitude in the workplace.

🔗 U.S. News & World Report Rankings

Leeds School of Business climbed four spots in the 2025 U.S. News & World Report rankings, placing it among the top six percent of undergraduate business programs nationwide. The school was ranked #21 in public undergraduate business programs and #32 in overall undergraduate business programs nationwide.

Nationally Recognized Research

Faculty research across all business disciplines at Leeds earned impressive recognition in the latest University of Texas at Dallas (UTD) rankings.

2026 UTD Research Journal Rankings by Discipline (North America) as of 2/27/2026

Discipline (Journals)	2016-2020	2021-2025	
Accounting (TAR, JAE, JAR)	55	29	Northwestern #28 Yale #30
Finance (JF, JFE, RFS)	29	23	Cornell #20 Princeton #27
Marketing (JCR, JM, JMR, Marketing Science)	30	38	Stanford #31 Georgetown #45
Mgmt. Information Systems (ISR, JoC, MISQ)	57	24	Carnegie Mellon #23 USC #32
Management (AMJ, AMR, ASQ, OS, JIBS, SMJ)	25	41	MIT #35 Duke #42
Operations Management (MS, OR, JOM, MSOM, POM)	46	39	Berkeley #36 Notre Dame #44
OVERALL LEEDS RANKING		32	Yale #28, Berkeley #34