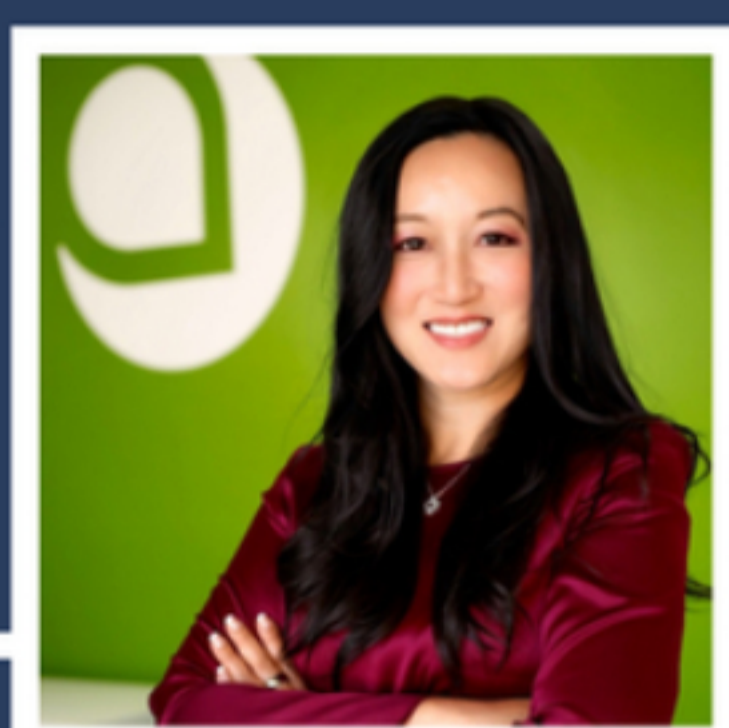


THOUGHT LEADERSHIP FROM THE EXCEPTIONAL WOMEN ALLIANCE



BY LARRAINE SEGIL

Featuring:
Jannies Burlingame
Advisor
Aptera Motors



Jannies Burlingame wears many hats. Not only an advisor for Aptera Motors and previously its Chief Financial Officer, she also runs a Consulting Corporation for IPO readiness and risk advisory. She added student to her list, as she began a dual-doctoral program in business administration and management.

Today, Jannies shares her perspective on the **benefits of earning a PhD**, even after reaching the highest finance executive position throughout her 20+ years tenure.

"By 2024, I will have two doctorates from a joint program between Durham Business School in the UK and Emlyon in Paris. My dissertation topic '*The Legitimacy of Empathy in Virtual Negotiations*' is the result of marrying two of my favorite topics—behavioral science (emotional intelligence) and negotiation (game theory in economics).

"This PhD process is critically relevant to my work as a Finance Executive. It has taught me the discipline of triangulating and validating financial information, which adds greater gravitas to data shared with the public. It is important to ensure there's empirical evidence, to the extent possible, supporting the inputs for my financial models.

"I've also found the advanced statistical analysis skills learned from the program to be useful. The insights gained from running a multi-variable regression analysis on marketing dollars spent enables more impactful usage of investment dollars.

"Another valuable aspect of my global PhD program is the opportunity to network with business and government leaders from a dozen different countries. During the pandemic, I directly consulted with WHO (World Health Organization) staff, as well as learned best practices and news from around the world. The ability to seek and learn different perspectives provides a higher level of truth.

"A lot of professors say getting a PhD is like birthing a child. Having experienced that twice, I will tell you the gestation period and intellectual engagement of securing a doctorate is much more challenging. But what comes out of it is more than just a 60,000 word (~250 pages) dissertation that can withstand a committee's in-depth scrutiny. It is the confidence of knowing how to solve a problem through critical thinking, developing advanced written and verbal communication skills, and becoming the foremost maestro in your thesis area.

"Knowledge is the greatest power, and no one can take it away from you."

Pursuing a postgraduate degree while holding a C-level job is certainly not an easy endeavor. But as Jannies explained, the rewards undoubtedly extend beyond the initials placed after your name.

Until next time,

Lorraine

Founder, Chair & CEO
Exceptional Women Alliance Foundation

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