



Viva O. Bartkus

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Dr. Viva Bartkus is an Associate Professor in the Mendoza College of Business at the University of Notre Dame. Dr. Bartkus joined the Mendoza College of Business faculty in 2004 and is an experienced instructor, facilitator, consultant, advisor and author. She serves as faculty for Executive Education's degree programs and teaches the Problem Solving elective. Viva's areas of expertise include strategy, economics, international economics and international relations. Her research focuses on market globalization, successful global product launches, deregulation and R&D pipeline assessment for commercial viability.

Prior to Notre Dame, Dr. Bartkus was a teaching fellow at Yale University in Microeconomics, Macroeconomics, International Economics and Econometrics. Since 1998, Viva has served as an advisor to President Valdas Adamkus, Republic of Lithuania. She has counseled on the domestic economic restructuring and political realignment required to improve Lithuania's application to the European Union and NATO. Viva currently teaches a course titled *Business on the Frontlines*, a course that provides students with both in-class and in-person opportunities to learn about real life in countries trying to rebuild their economies after a war or violent conflict. *Business on the Frontlines* recently was selected by Forbes.com as one of the Ten Most Innovative Business School Classes.

Viva was named a partner with McKinsey & Company where she worked for ten years. She worked with clients in the U.S. and Europe in pharmaceutical, medical device and biotech companies to address the challenges of deregulation and increased globalization of their markets. Her consulting practice included work for healthcare clients to achieve the operational and organizational changes needed to succeed in the new healthcare environment. Viva is also experienced in working with clients in high tech, telecommunications, retail, industrial and financial institutions.

Viva earned her Ph.D. in International Relations from Madgalen College, University of Oxford and her M.A. and B.A. in Economics from Yale University.