



**THUNDERBIRD**  
EMERGING MARKETS  
LABORATORY

## Thunderbird Emerging Markets Laboratory (TEM Lab)

2011 Partners & Clients

**ExxonMobil**



**changemakers**®   
ASHOKA

**ASU** college of  
technology & innovation  
ARIZONA STATE UNIVERSITY

**ddd**  
Digital Divide Data

**THUNDERBIRD**  
SCHOOL OF GLOBAL MANAGEMENT

*Emerging markets are projected to be the main growth engine of the global economy over the next decade... Thunderbird will develop new knowledge and insights about business in emerging economies that will prepare managers to navigate the growing complexities of a dynamic global economy.*

*-Strategic priority, Thunderbird Vision 2020*

The Thunderbird Emerging Markets Laboratory (TEM Lab) is a capstone international consulting program for superior Thunderbird MBA Candidates. Our client organizations receive teams of talented young professionals who add value to the client's mission while simultaneously gaining hands-on professional experience as part of their Thunderbird education. TEM Lab serves all sectors: public, private, social enterprise and nonprofit.

**The goal of every TEM Lab project is to:**

- Create real value for our client organizations
- Create a transformative learning experience for Thunderbird students in a real world, emerging market context

**The mission of the program, aligned with Thunderbird's Vision 2020, is to:**

- Serve the economic and social missions of global organizations concerned with emerging markets around the world
- Transfer knowledge and skills to organizations operating in emerging markets who will, in turn, use their new capacity to accelerate economic and social progress in their communities and countries
- Provide Thunderbird students with transformational intercultural experiences that will enhance their cultural literacy and professional skills in a manner that will ensure their ability to further sustainable prosperity worldwide



A TEM Lab consulting team meeting with their client, the Guatemalan Ministry of Economics and the Inter-American Development Bank.

Visit [www.thunderbird.edu/temlab](http://www.thunderbird.edu/temlab) for more information

## TEM Lab Client Feedback

*“Having a written report which was based on rigorous analysis, well-established business tools, and first hand interviews with clients and competitors, served to confirm beyond doubt both the achievements and the challenges facing long-term prospects of the organization. We were particularly impressed by: professional surveys, strong amount of data behind recommendations, new ways of thinking about operations, HR management suggestions, market research, analysis of strengths and weaknesses, and capacity utilization.”*

*—Aida Repishti, Executive Vice President,  
Abraham Lincoln Foundation of Albania*



TEM Lab consultant Josh Kraakevik in Ho Chi Minh City, Vietnam.

## Projects and Clients

2012 will be TEM Lab’s third year of programming and we are looking for clients and partners who can help us fulfill our mission. We are interested in both *Clients* and *Institutional Partners*. *Clients* generally bring one project to the program along with enough funding to cover the TEM Lab team’s expenses. *Institutional Partners* provide projects and funding serially on an ongoing basis. We work closely with our institutional partners to assure them access to our most talented young professional teams over multi-year periods.



A TEM Lab consulting team working with their clients in Albania.

TEM Lab projects are seven weeks in duration. The consulting team spends five of those weeks on the ground working with the client in an emerging market creating deliverables tailored to the client’s specific needs.

TEM Lab has completed 14 projects to date in 9 countries. Our client organization evaluations have been uniformly excellent. Clients and partners have ranged from in-country SMEs to Governments to Fortune 10 organizations to international NGOs. Subject areas range from international marketing strategies to complex supply chain analyses to developing business-training curricula for small to medium sized exporting enterprises. We are frequently able to field entire teams of language

fluent students when required. In fact, for projects conducted in South America, all work was conducted and all deliverables were produced in Spanish. Diversity, professionalism and international experience are just some of the resources that TEM Lab can bring to bear on a consulting project.

## Learn More

To learn more about becoming involved with the Thunderbird Emerging Markets Laboratory, and read about current and past projects, please see our website at [www.thunderbird.edu/temlab](http://www.thunderbird.edu/temlab) or contact TEM Lab program director Charles Reeves at [charles.reeves@thunderbird.edu](mailto:charles.reeves@thunderbird.edu) or +1 602-978-7497.

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