



Vanessa Serrano

B.S. in Industrial & Systems Engineering (2016)
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Describe your overall duties/responsibilities as a General Manager - Chicago:

As the Chicago General Manager for Shef, I'm responsible for the strategic planning, operations, team management/development, and expansion in the Chicago area while owning the market's P&L and growth.

Explain the skills/abilities that are required for being successful in your role:

Learning how to embrace change, challenge the status quo and not being afraid to fail have been the abilities that I feel have helped me the most thus far in my career. Leading through vulnerability by admitting mistakes while sharing my learnings to prevent my team from making those mistakes has helped me build trust/credibility with my peers and has helped me hold myself accountable to always be learning, not matter what level I am within an organization.

What advice would you give to students who are considering majoring in Industrial & Systems Engineering?

Industrial & Systems Engineers add value everywhere in any environment. The skillsets and confidence to lead/research given by the ISE department opens a lot of doors for your future - I encourage you to not shy away from career opportunities you may not have familiarity with because you may discover a passion that you never knew you had.

