

# BOSTON COLLEGE BUSINESS

NEWS FROM THE CARROLL SCHOOL OF MANAGEMENT

SPRING 2005



## DISTANCE LEARNING IN THE TRENCHES

PREPARING **KNOWLEDGE PROFESSIONALS**  
FOR A CHANGING WORLD

CELEBRATING 20 YEARS OF  
**CORPORATE RESPONSIBILITY** EDUCATION

## NEW YORK JEWELRY EXECUTIVE **DAZZLES** THE COMPETITION

**A**lexis Sarkissian MBA '91 is the CEO of Vivid Collection in New York. Under his leadership, Vivid has established a new high-end diamond brand to rival competitors such as Harry Winston and Graff. Plans are in place to open a flagship Vivid Collection boutique on Bond Street in London this year followed by stores in Beverly Hills, Palm Beach, and Manhattan.

In 1991, Mr. Sarkissian began his career at Piaget International, a member of the Richemont luxury group of companies. At the Swiss watch/jewelry company, he rose to become CEO of the Swiss market. Prior to joining Vivid Collection, Sarkissian was CEO of Piaget Japan.

Mr. Sarkissian credits the Carroll School for teaching him the ingredients needed to create successful teams and fondly remembers Professor Bill Torbert for making class “exciting, rewarding, and out of the norm.” In addition, “working as a full-time assistant in the finance department gave me a strong work ethic and a definite mastery of time management.”

“The BC MBA community spirit is the tops. The unique combination of professors, in addition to an international student body, provided me with a well-rounded experience. Different ideas, different approaches — everyone cooperating together with integrity — made my MBA experience a success.”

Together with his wife, Jennifer, the couple supports several children-related charities,



such as orphanages in Japan and the House of Light and Hope in Lebanon, whose goal is to give needy children the necessary tools to strive and be successful in today's society.

Mr. Sarkissian received a bachelor of science degree from Pennsylvania State University in 1989 before attending the Carroll School. ■



Vivid Collection's one-of-a-kind lotus flower brooch with fancy pink and white diamonds was donated to the Breast Cancer Research Fund's 2004 "Pink" Party. [www.vividcollection.com](http://www.vividcollection.com)