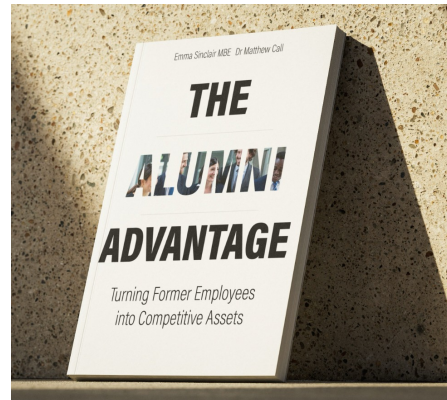


Emma Sinclair and Prof. Matthew Call Complete Major Study on Corporate Alumni

*EnterpriseAlumni CEO Emma Sinclair MBE and Texas A&M's Prof. Matthew Call have co-authored *The Alumni Advantage*, a strategic framework for treating former employees as a source of competitive advantage.*



29 May 2026 – EnterpriseAlumni CEO Emma Sinclair MBE and Prof. Matthew Call of Texas A&M University's Mays Business School have completed *The Alumni Advantage: Turning Former Employees into Competitive Assets*, a co-authored work that sets out a strategic case for the corporate alumni category.

Drawing on peer-reviewed research and evidence from more than 100 corporate alumni program deployments, *The Alumni Advantage* provides a framework for designing alumni networks as organizational systems rather than informal goodwill exercises. The central argument: most organizations lose substantial value every day, not from strategic missteps, but from the routine failure to maintain relationships with the people who leave them.

Emma brings nearly a decade of experience building the corporate alumni category; EnterpriseAlumni serves large enterprises across financial services, professional services, technology, healthcare, and retail. Matt's research has appeared in leading peer-reviewed management journals and *The Wall Street Journal*, and he has worked with senior leaders across industries through executive education at Mays.

The work is written for senior leaders who want to stop treating employee exit as an endpoint and start designing for the full arc of workforce relationships.

"Most organizations invest heavily in bringing talent in and managing it while it's there. Almost none invest in what happens when it leaves. That is a significant blind spot, and one most leadership teams have never had a framework to address."

Emma Sinclair MBE, CEO, EnterpriseAlumni

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About EnterpriseAlumni

EnterpriseAlumni is the market-leading corporate alumni platform, serving large enterprises across financial services, professional services, technology, healthcare, and retail. It helps organizations build new revenue streams, save on recruitment and enhance their employer brand, all through the power of alumni.

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