The impact of Farrell Hall will be felt in many ways. Students, faculty and staff are inspired by the interpersonal and interdisciplinary collaboration that defines the Wake Forest University experience. The building is designed to bridge the gap between the way faculty teach and the way students learn by offering technology, flexible meeting and study rooms, and dedicated space for social interaction.
Farrell Hall represents the shared vision of the Founding Investors, the Board of Trustees, the Board of Visitors, Wake Forest University and the School of Business alumni, faculty and staff.

At the School of Business, we seek to build a holistic community of learning that strives to weave together opportunities for personal and intellectual discovery, as well as character formation.

Our new home, Farrell Hall, is where we will develop passionate, ethical business leaders driven to achieve results with integrity through a dynamic combination of thought leadership, rigorous academic preparation and unrivaled connection to the market.

The opening of Farrell Hall sets the standard of excellence for all we do and marks the first chapter in the articulation of our undergraduate and graduate business programs under one roof with one vision.

We are proud to educate the future leaders of the noble profession of business. On behalf of those who made this building possible, we welcome you to the new School of Business in Farrell Hall.

Steve Reinemund
Dean of Business
Retired Chairman/CEO – PepsiCo

As the doors of Farrell Hall open to our business students, we celebrate a building that offers new potential — broad and deep — for business education at Wake Forest.

Farrell Hall is a sacred space that physically unifies the undergraduate and graduate business programs on our campus. But it offers far more than locating these esteemed programs under the same roof. It spurs the prospects of more productive collaboration, research, engagement and learning.

The opening of Farrell Hall is the result of the collaborative efforts of our alumni, parents, friends, and business faculty and staff. It is a welcoming place, inviting students and School of Business personnel to pursue creativity in their work and lives. This grand structure, designed and built by myriad talented workers, is more than a building; it is an environment that inspires leadership, character, excellence and service.

We are proud of this milestone for the Wake Forest School of Business, as we see that the quality of the environment projects the caliber of education that happens here. We are deeply grateful to all who brought this splendid vision to fruition.

Nathan O. Hatch
President, Wake Forest University

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Steve Reinemund
Dean of Business
Retired Chairman/CEO – PepsiCo
When the undergraduate and graduate business programs were united, Dean Steve Reinemund, faculty, staff and friends of the University shared a vision to make the next step a physical one – joining them under one roof and making the transition complete as the Wake Forest University School of Business.

In October 2010, Mike and Mary Farrell, parents of Michael Edward Farrell ('10), pledged $10 million, the largest cash commitment by individuals to the School of Business to date. That first gift paved the way for our new home for business education: a state-of-the-art facility designed to foster heightened faculty-student engagement, elegantly finished with a traditional Georgian exterior to match the beauty of the Wake Forest campus.

Calling Wake Forest “a unique American institution,” the Farrell family honored Mike Farrell’s father, Michael John Farrell, a maintenance engineer who worked for the New York City Transit Authority. Given Mike’s roots, several New York landmarks served as inspiration for the Farrells’ gift, which came during a deep recession in the United States.

At the time, Mike Farrell said, “The Empire State Building, the Rockefeller Center — these things were built during the Depression when people didn’t think they were achievable. When people are confused, scared and concerned about direction, you need to send a strong message that we can’t stop thinking about the future. We need to make sure we have the right leaders in place, and places like Wake Forest create those leaders.”

The Farrells’ gift, along with the generosity of other Founding Investors, came at a time when the School sought to transform business education at Wake Forest University. Because of these contributions, we are able to provide robust opportunities to a new generation eager to join the noble profession of business.

We gratefully acknowledge the Farrell Hall Founders for their leadership investment in business education at Wake Forest University.

FOUNDING INVESTORS
Mike (LLD ’13) and Mary Farrell (P ’10)
Anonymous Friends of Wake Forest in honor of Professor Bern Beatty (P ’88, P ’94)
David (MBA ’78) and Marijke Dupree
David Nelson (’77) and Lelia Brown (’77)
John (MBA ’83) and Megan Salzman (MA ’83)
Steve and Gail Reinemund
Dave (MBA ’82) and Sue Wahrhaftig
Eric (’77, MBA ’88) and Susan (’78) Wiseman (P ’07)

"GREAT THINGS ARE POSSIBLE WITH DETERMINATION AND A DREAM." 
Mike Farrell (P ’10, LLD ’13)
The “heart” of the School of Business is the Founders Living Room, a three-story, 8,500-square-foot area where students and faculty gather, study and socialize. The Founders Living Room is named to honor the significant investments from the original group of donors who made the vision of Farrell Hall a reality. This inclusive and inspiring space ties many of the functional areas of the building together, while having the flexibility to host events for both the business school and University, adding to the overall educational experience of the entire Wake Forest community.
CLASSROOMS & STUDY ROOMS
- 4 classrooms
- 2 dedicated study rooms
- 4 after-hours study rooms

BERN BEATTY COLLOQUIUM

FARR COMMONS

FACULTY & STAFF OFFICES
In the spring of 2011, Wake Forest University broke ground on Farrell Hall, made possible through a variety of generous donations led by the Founding Investors. In the summer of 2013, this magnificent building became home to all graduate and undergraduate business programs. In October 2013, the University Trustees voted to establish the name Wake Forest University School of Business, recognizing the full consolidation of the formerly separate schools.

The undergraduate business school at Wake Forest University was founded in 1949 as the Wake Forest School of Business Administration with Professor Gaines M. Rogers serving as the first dean. The original School employed eight full-time faculty and offered two degrees: B.S. and B.B.A. In 1970, the school was changed into a department within the college, and in doing so it surrendered its accreditation from the American Association of Collegiate Schools of Business, as accreditation requires a dean for the business program. In 1980, the department was reorganized into the School of Business and Accountancy with Thomas C. Taylor as dean, earning accreditation in 1985. In 1992, Dana Johnson became dean and in 1994, the school began to offer two new programs: a Master of Science in Accountancy, and a B.S. in Analytical Finance. In 1995, the school was named the Wayne Calloway School of Business and Accountancy, after Wake Forest graduate and then chairman and CEO of PepsiCo Wayne Calloway (’59, LLD ’88), who had been the chairman of the Board of Trustees for Wake Forest University and a long-standing friend of the University. Jack Wilkerson was named dean in 1997, and in 2003, the school expanded to F.M. Kirby Hall in the Wayne Calloway Center.

In September 2007, President Nathan Hatch announced plans to appoint a single dean to lead both the Babcock Graduate School of Management and the Calloway School of Business and Accountancy. On July 1, 2008, former PepsiCo chairman and CEO Steve Reinemund assumed responsibilities as dean of Business and Professor of Leadership and Strategy. Dean Reinemund then led an integration study involving the faculties, staff, and boards of both schools, which adopted a comprehensive plan for integrating the Calloway School of Business and Accountancy and the Babcock Graduate School of Management as the Wake Forest University Schools of Business.