



Lotta Collard

Delray Beach Entrepreneur and First Graduate of FAU's Executive Ph.D. Program

Lotta Collard, founder and CEO of Key Performance LLC in Delray Beach, achieved a milestone in summer 2022 in earning her doctorate degree in business administration. As a student in the very first cohort of FAU's Executive Ph.D. program and its first graduate, Lotta undertook a three-year course study designed with working professionals in mind.

"It is a highly rewarding program, both academically and personally," said Collard, an entrepreneur who lives in Delray Beach and Sweden, where she has a sister company, Key Performance Solutions. "I learned a lot, and it changed the way I think about and approach research in particular and life in general."

For her, the hybrid instruction—attending in person or live online with only two on-campus residencies per semester—accommodated her busy work and travel schedule during the first two years of classes.

During the third year, students select a field for research, and Collard chose economics. Her dissertation focused on "The Effects of Individual-level Knowledge on Firm Performance: An Evolutionary Perspective."

"It is easy to feel a relief to have completed the six straight semesters of course work, but in a sense, that is when the real work begins, and your abilities and your grasp of the concepts are put to the test," she said.

Congratulations, Dr. Collard!