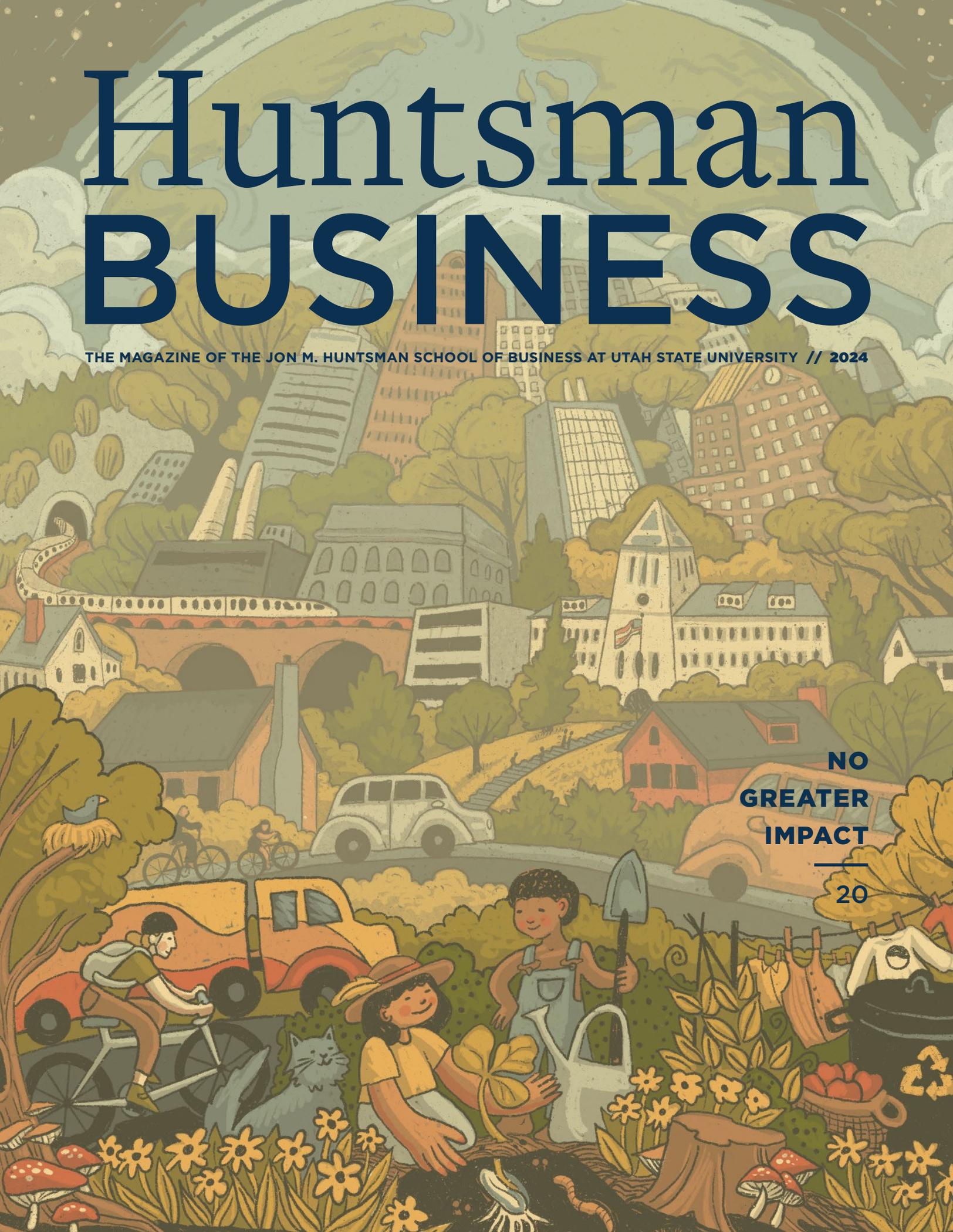


Huntsman BUSINESS

THE MAGAZINE OF THE JON M. HUNTSMAN SCHOOL OF BUSINESS AT UTAH STATE UNIVERSITY // 2024

**NO
GREATER
IMPACT**

20





Eccles Business Bldg

Gardner Learning & Leadership Bldg

Hunstman Hall

Hwy 89 (400 North)

Taking Shape

Bird's-Eye view of the Carolyn and Kem Gardner Learning & Leadership Building
Coming Fall 2025



This summer it was my privilege to experience the last two days of Dr. Mike Glaiser's epic, "Pedaling to End Poverty" bike ride across America. Mike and his wife, Mary, accompanied by a typical peloton of two-to-four cyclists rode nearly 4,000 miles in 47 days, traversing the TransAmerica Bicycle Trail. I did not ride. I joined Page Longhurst and Nicole Sperry as a "soigneur," or caretaker. To complete the coast-to-coast ride required our cyclists to spend 230 hours on a bike seat and climb approximately 150,000 vertical feet, including one torturous ride up "Vesuvius" to the Blue Ridge Parkway in Virginia.

This was Glaiser's second ride across America. The ride this year was devoted to raising awareness and scholarship funds for the Huntsman School's Small Enterprise Education and Development (SEED) program that Dr. Glaiser directs. (You can read more about SEED in this magazine's cover story, "No greater Impact.")

Why do it, you might ask? To answer the question more fully, it's best to let Mike speak for himself:

"Each year we select and train 100 students to spend a three-month internship in locations all over the world teaching people how to successfully build small businesses. Our students have taught more than 10,000 people in Peru, Mexico, the Dominican Republic, Ghana, the Philippines, and other countries. Most of the families our students teach are earning \$100 to \$150 per month. By helping them start a small business they can earn two or three times that amount, which lifts them out of extreme poverty. Their children can go to high school and even to college.

"In the Philippines we helped a woman build a successful lumber business and several other companies. She in turn has helped dozens of other women build successful small businesses... In Mexico, our students helped another woman start a bakery that is now earning hundreds of dollars a month. And in the Dominican Republic, our SEED interns helped a man build a successful air conditioning company.

"But the greatest impact is on the lives of our students. They come back realizing they hit the jackpot at birth, and they decide to be givers in life rather than takers."

I love that. It's "Learning by Doing"—and it is powerful. Nothing we do at the Huntsman School will have greater impact on society for good than the combined effect of the character and competence of the Aggie students we teach and mentor. To influence these young people is both a privilege and a sacred trust. If you would like to help, please go to www.pedalingtoendpoverty.org.

DEAN DOUGLAS D. ANDERSON

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Our Year in Numbers

2023-2024

COMPETITIONS



Women's Stock Pitch Competition
(Third Year in a Row)



DOMO Sales Competition



State CFA Research Challenge



DECA Competition



PNW Collegiate Sales Competition
(Social Media Competition)



State CFA Research Challenge



Oregon State PNW Collegiate Sales Competition



DECA Nationals: Financial Statement Analysis



DECA Nationals: Sales Challenge

CLUB AWARDS

HUNTSMAN PRO\$ALES

Huntsman ProSales named Top Sales Program, Sales Education Foundation



IMA has achieved the Gold Award of Excellence for 29 consecutive years



Beta Alpha Psi student chapter awarded the Gold Award. 46 consecutive years as Superior/Gold

UNDERGRADUATE ENROLLMENT GROWTH

↑ 57.5% INCREASE in First Generation Students Overall

123.5% INCREASE in First Generation Female Students



Learn more about ALESANDRO, a first generation student.



48.4% HUNTSMAN STUDENTS complete at least one internship



153 Huntsman students are USU Presidential Scholars



GLOBAL EDUCATOR AWARD
FRANK SHUMAN as the 2024 IMA R. Brummet Exemplary Educator Award winner



Students received \$4,686,033 in direct student support from the Huntsman School



STUDENTS VISITED 17 COUNTRIES

Italy
Australia
New Zealand
France
Peru
England

South Africa
India
Vietnam
Singapore
Spain
Ghana

Dominican Republic
Mexico
Philippines
Cambodia
Paraguay

Huntsman Teams Win 1st and 2nd Place in DOMO Analytics Competition

Students from Utah State University, University of Utah, BYU, Stanford, UC Davis, and Northwestern University Kellogg School of Management battled for top honors as they presented insights and action on nurse retention in a case competition. Huntsman students used python and SQL to dive deep into the data, but it was their storytelling and presentation skills using the DOMO application that placed them above the competition.

First Place Team (\$30K prize): Brigham Cook (Data Analytics), Rylie Draper (Data Analytics), Chris Harris (Data Analytics), and Oliver Heady (Data Analytics).

Second Place Team (\$15K Prize): Ryan Cheney (Data Analytics + Economics), Avery Child (Data Analytics), and Jordan McGrath (MHR graduate student)



Brigham Cook, Christopher Harris, Rylie Draper, Oliver Heady, Ryan Cheney, Avery Child, and Jordan McGrath

USU Teams Dominate CFA Competition with 1st and 2nd Place Wins, Continuing Legacy of Excellence

USU teams have now won the competition in 6 of the last 7 years and swept 1st and 2nd place in 4 of those years.



1st Place Team
Amber Felgleson (MBA), Greg Aslett (MFE), and James Sheets (Undergrad, Finance)



2nd Place Team
Ryan Gee

Aggies Compete at DECA Nationals

30 USU students competed at DECA Nationals among 2,000 students from across the world.

2nd in Financial Statement Analysis: Spencer Bretey and Savannah Sheen

3rd in Financial Accounting: Jackson Dent

2nd in the Sales Challenge: Tavo Estrada



Huntsman School Team Secures 4th Place in Debut at Southeastern Hedge Fund Competition

The Huntsman School team of Greg Aslett and Michael Worley appeared in the final round of the Southeastern Hedge Fund Competition at Georgia State University and placed 4th from 28 teams and 24 schools from the US, Canada, and Europe. This team's achievement is remarkable as it represents the Huntsman School's first appearance in the final round of this competition.



Greg Aslett and Michael Worley accept their prize as a finalist in the Southeastern Hedge Fund Competition at Georgia State

USU ProSales Team Triumphs at UTISC with Multiple Top Finishes

The University of Toledo Invitational Sales Competition (UTISC), is a sales role-play competition designed for underclassmen. Student coach Brayden Bowen, alongside staff/faculty coaches Carmella Johns-Andruk and Greg Andruk, led team Preston Willie, Nate Staker, Sarah Crowell, and Sterling Sutton to some big wins. Preston Willie placed 2nd overall in the Junior Gold Bracket. In the Freshman/Sophomore Silver Bracket, both USU freshmen competitors finished in the final four with Sarah Crowell placing 2nd and Sterling Sutton placing 4th. When combining the competitor role-play scores, the USU ProSales team tied for a 1st place team finish in the role-plays at this international competition.



Carmella Johns-Andruk, Nate Staker, Preston Willie, Brayden Bowen, Sarah Crowell, Sterling Sutton, Greg Andruk

Hack USU Event Inspires 400+ Students with Tech Innovation Talks and Workshops

Engaging over 400 students from various disciplines, the competition boasted support from 18 prominent sponsors, including L3 Harris, Lightning Kite, and Koch Industries, contributing a total of \$38K in sponsorships. With 25 recruiters and 27 judges from sponsor companies, the event featured 20 workshops, attracting 433 attendees, and showcased 92 student projects, culminating in 18 competition winners. Drawing participants from Utah State University, other universities, tech colleges, and even high schools across Utah and Idaho, the event celebrated innovation and collaboration in the academic community.



AIS Student Chapter Leadership Conference Unites 170 Students from 17 Universities at USU

The 2024 AIS Student Chapter Leadership Conference, held at Utah State University (USU) in Logan, Utah, gathered approximately 170 student participants from 17 universities across the United States. Hosted from March 21st to 23rd, the event showcased the talents in the fields of enterprise, data, technology, and security.

Respect is a Verb, Gratitude is an Action, and Humility is a Virtue

Under the direction of Professor Sterling Bone and Professor Ross Peterson, Huntsman ProSales organized a multi-school mentorship initiative to The Brotherhood Crusade in March 2024. The Brotherhood Crusade, led by former Aggie Charisse Bremond, is a 50-year-old, Los Angeles-based, grassroots organization with a vision of improving the quality of life and meeting the needs of low-income, underserved, underrepresented and disenfranchised individuals.

Huntsman ProSales students developed meaningful workshops and activities to provide coaching and mentoring to participating Brotherhood Crusade students. Students not only walked away with leadership and mentorship skills, but also a deeper appreciation of different cultures, backgrounds, and experiences.



ProSales and Brotherhood Crusade students participating in an interactive breakout session to develop a personal elevator pitch.

"I am unable to adequately describe the impact this experience of teaching at the Brotherhood Crusade has had on me. I can firmly say these students taught me more than I was ever able to teach them. In the short time of three days, they have changed my perspective on gratitude, respect, and humility. Each of these students showed me that respect is a verb, gratitude is an action, and humility is a virtue. The students' unwavering dedication to lifting others, willingness to listen and learn, and humility even in the face of challenges have left an undeniable mark on my heart." —Katelyn Dunham

she's DARING MIGHTY THINGS

WOMEN IN BUSINESS *at a Glance*

800+
WOMEN enrolled at the Huntsman School

500+
WOMEN participating in business clubs

75+
WOMEN from all departments competed in national competitions

↑
WOMEN in FINANCE: from **2** to **80** members

WOMEN in TECH: from **2** to **120** members

WOMEN in BUSINESS: almost **300** members



"My college experience was truly nothing short of extraordinary, thanks in large part to the invaluable opportunities and mentorship provided by the organizations I was privileged to be a part of: Huntsman Scholars, SEED, E-Center, USUSA, Business Council, WIBA, Business Ambassadors, ProSales, Presidents Cabinet. Thank you USU! Special mention to Dave Patel, Kristyn Allred, Lianne Wappett, Nate Q. Jensen for being exceptional humans, mentors and friends."

—Sadie Jensen

Four Huntsman Students Earn Spots in Prestigious Girls Who Invest Internship Program

Four Huntsman Students were accepted into the prestigious Girls Who Invest Internship Program. Girls Who Invest (GWI) is a non-profit organization dedicated to transforming the investment management industry by attracting and advancing women investors, change-makers, and leaders. Each year, they serve over 500 program graduates and place over 200 scholars in front-line investing internships. To date, over 70% of the scholars placed in internships remain in finance.



Grace Aspittle
Evercore, NY



Agustina Gualarte
William Blair, Chicago



Caroline Richards
Canaccord Genuity,
Boston



Kaiya Green
Barclays Investment
Banking, NY

huntsman.usu.edu

WIBA Inspires Next Generation of Women Leaders

The Huntsman Women in Business Association (WIBA) recently engaged with the Edith Bowen Laboratory School's Young Women's Club, a K-6 public charter school at Utah State University. Eight WIBA leaders attended a meeting with 28 sixth graders, conducting an interactive session to set goals for the Spring Semester, later reviewed by their principal and club advisor, Laura Reina.

"Our girls were amazed by the careers and power of the WIBA group. This partnership has been invaluable in showing our students their potential," Reina said.

WIBA members shared insights on academics, time management, and extracurricular activities, fostering confidence and resilience through their stories. This interaction benefits both groups: young girls gain inspiring role models, while WIBA members enhance their communication and leadership skills.

"It was a full-circle moment to tell the girls they have no limits," said Adriane Matthews, WIBA President. "Seeing their brains click as they learned about our careers was incredible."

These engagements highlight WIBA's commitment to advocacy and gender equality in business, inspiring both mentors and mentees to pursue ambitious goals and "Dare Mighty Things."

The Girls Leadership group at Edith Bowen Lab School meets weekly to learn about important women in history and present-day role models. Partnering with WIBA for the past two years has been instrumental in showing young students their potential and possibilities.

3X Defending Champs

Huntsman Students win the Women's Stock Pitch in Williamsburg, VA for the **THIRD** year in a row!

THE WOMEN'S STOCK PITCH & LEADERSHIP SUMMIT at William & Mary was launched in 2016. The purpose is to motivate women to consider careers in finance and provide opportunities for women to compete at the highest-level using skills they learn in the classroom. The Huntsman School sent representatives to the Women's Stock Pitch for several years before they started competing in 2021. HSB women have taken first place the past three years which is an unprecedented achievement.

In 2024, Emerald Spencer, Kaiya Green, Agustina Gularte, Grace Aspittle and sophomore representative Grace Engst defeated teams from Carnegie Mellon, NYU, University of Oxford (UK), Penn State, UConn, Notre Dame, UPenn, University of Sydney (Australia), Virginia Tech, William & Mary, and others. The event sponsors represent some of the biggest and most successful companies in financial services. Students network with professionals working in financial services who judge, mentor, and coach students throughout the summit.



2023 TEAM



2022 TEAM

Tell us how the Huntsman School prepared you for this event.

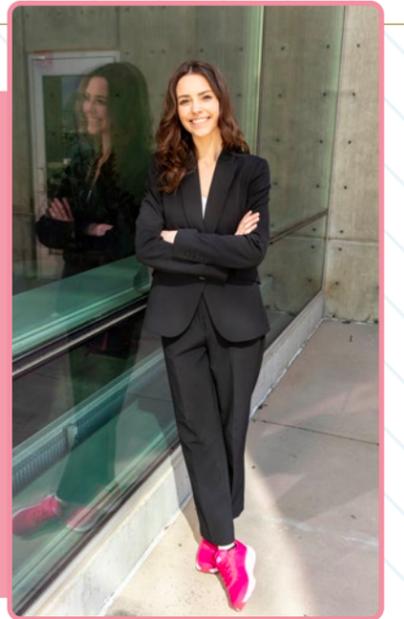
The motto of "daring mighty things" means to me that I will say yes to an opportunity even if it's intimidating. I've been lucky to be surrounded by awesome faculty, staff, and students that have confidence in me for moments I don't have it for myself. My biggest skill sharpened at the Huntsman has been presentation skills. I feel confident speaking in front of people thanks to all the practice opportunities provided both inside and outside the classroom. They've created a student driven school and widely celebrate student success which creates momentum for more to dare mighty. —Emerald Spencer

How did it feel to win?

Honestly we were all so shocked because it is one thing to walk in and be prepared and give your all, but another to not know who you are going up against. All I can say is the Aggies can dominate anywhere they go.

Tell us about the matching shoes and comradery/friendship you formed.

Our matching shoes were designed not only to make us stand out but also to uphold USU's reputation for spreading joy. Initially, we received curious stares for wearing bright pink shoes in a professional setting. However, we quickly became the talk of the event, with everyone eager to meet the girls in the Skechers who had just outperformed some of the top schools in the country. —Kaiya Green



Who helped you the most during this experience?

I owe a great deal of gratitude to our mentors, Paul Fjeldsted, Angela Luo, and Janette Goodridge, whose guidance was invaluable throughout this journey. Their insights and feedback were crucial in refining our pitch. They were with us every step of the way and we couldn't have done it without them. My teammates also played a pivotal role; their dedication and expertise made this experience both successful and enjoyable. —Agustina Gularte



How did this experience help you grow as a person?

Participating in the stock pitch competition pushed me out of my comfort zone and helped me develop important soft skills like public speaking and teamwork. The experience taught me the value of thorough research and the importance of articulating my ideas clearly and persuasively. It also taught me a lot about working in a team dynamic and being able to be adaptable to new situations. —Grace Aspittle

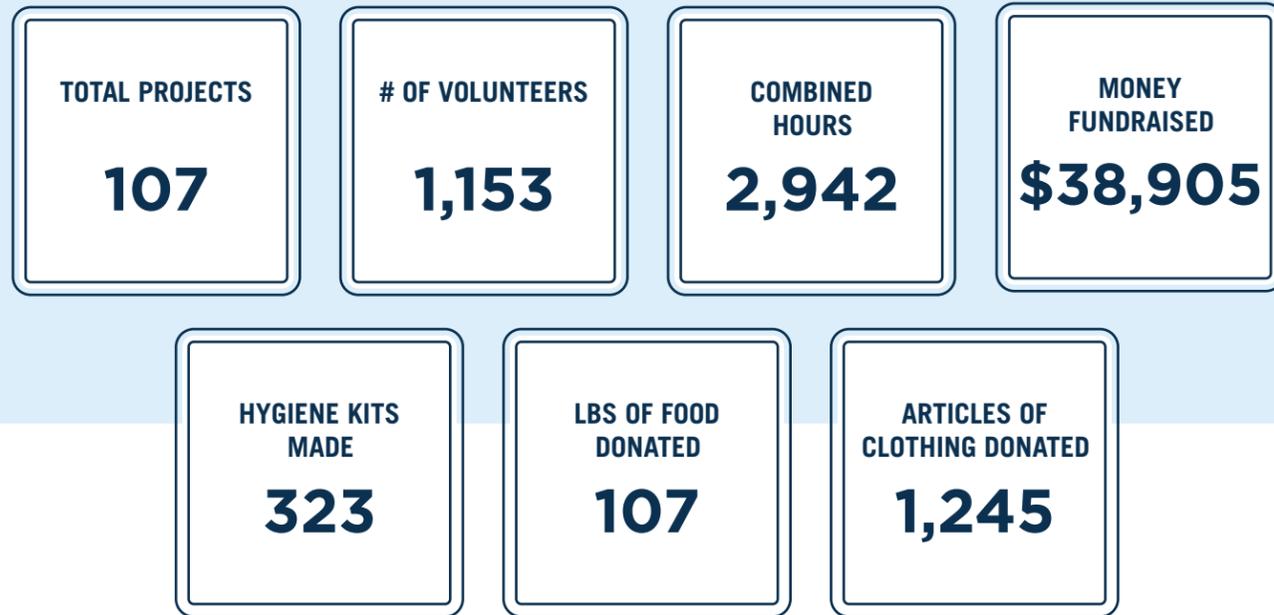
MSLE 3800

Leadership Service Projects, Fall 2023

MSLE 3800 was created based on the idea that leadership skills are not only built from reading and studying leadership theories and science, but perhaps more importantly, from actively engaging in activities that push students to apply principles of leadership to develop their own capabilities. In MSLE 3800 students engage in the real work of leadership outside the classroom through the Leadership Challenge. The Leadership Challenge is an opportunity for students to identify a need in the community or the world, recruit a team and execute a plan to achieve extraordinary results.



PROJECT SURVEY



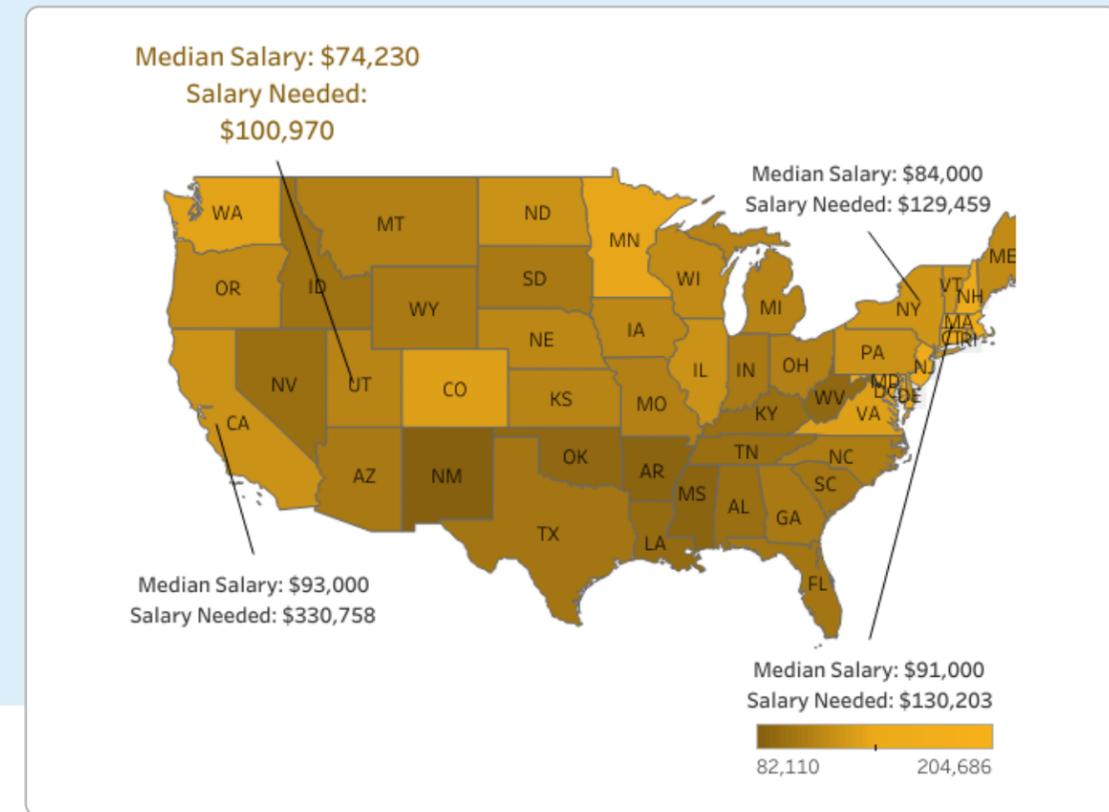
MSLE 3800 Leadership Service Projects Year Over Year (Since 2015)



DATA 5400

Envision Utah Data Project

NATIONAL HOUSING CRISIS Median Home Prices by State



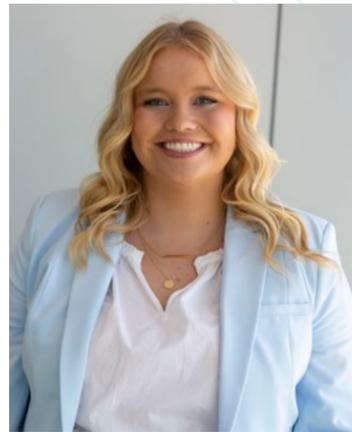
Source: World Population Review, Forbes Advisor, Rent Cafe, Bureau of Economic Analysis

ENVISION UTAH conducted a statewide survey to understand residents' needs in transportation, water, open spaces, and housing. Students in DATA 5400, organized into four teams, analyzed this data, turning it into actionable insights. Using Scrum methodology, they efficiently processed and visualized complex datasets, creating interactive dashboards that highlight current challenges and opportunities in Utah. This project provided valuable insights and helped students develop their analytical and entrepreneurial skills, demonstrating the power of data in promoting sustainable development and inclusive growth.

The Housing Team analyzed the disparity between the median salary and the salary needed to purchase an average home in each state. Based on this analysis, they recommended that Utah prioritize building townhomes priced under \$358,000 in its fastest-growing area, Utah County.



Valedictorian
Hunter Smith



Scholar of the Year
Kylee Zimmerman

2024

Huntsman School

STUDENT AWARDS



Legacy of Utah State
Vanessa Richards



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Undergraduate Student Researcher of the Year
Tyler Rich



Undergraduate Teaching Fellow of the Year
Gabriel Taylor



2024-2025 USUSA Student Body President
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2024

Utah State University

ROBINS AWARDS



The ROBINS AWARDS are the most coveted of all Utah State honors. Students and faculty are rewarded for their hard work and dedication to their individual goals, as well as the goals of USU.



Breanna Beck
Bill Robins Memorial Award



Vanessa Richards
Geraldine Robins Award



Organization of the Year
Huntsman Scholar Program



Abe Rodriguez
Nicolas Robins Award



Tyler Rich
Val R. Christensen Service Award

NO GREATER IMPACT

BY JAIME CALIENDO
AND MEGAN BOWEN

EDUCATION ACCELERATES HUMAN POTENTIAL

It promotes discovery of individual talents, aptitudes, and interests, awakens within us a sense of unique meaning and purpose, and provides each of us with the tools, vision, and determination to impact the world around us. It shapes who we become, what we do, and how we do it. Education helps make possible the impossible.

At the Huntsman School, that education is provided in the classroom and through real world experiences, through programs designed to challenge perspectives, and by faculty and staff who care deeply about their students.

SMALL TOWN TO BIG APPLE: HOW HANNAH ENGBERSON DARES MIGHTY THINGS



By some estimates, fewer than 2% of applicants will land a job at an investment bank. This makes Hannah Engberson, Finance, '24, extremely rare, especially considering that she grew up in rural Idaho with no expectation of pursuing a college education, and her limited exposure to economics and finance included only two high school courses and a Dave Ramsey book.

Growing up in a small town, Engberson learned the value of hard work from a young age. Her parents and community respected hard work, and opportunities to work were always available. She was raised with horses and competed in high school rodeo. Call-

ing herself “too competitive,” she qualified for the state competition all four years. This constant competitive environment taught her a lot, including how to make small changes to improve herself.

“Home will always be there,” she reasoned. “Why wouldn’t I take that chance at 20 and explore something else? I see the value of enjoying a small-town life, and I also respect that desire to really want to make a name for yourself and push yourself to leave what’s comfortable.

Hungry for adventure, Engberson taught English in Costa Rica post-high school and then nannied in New York City, where her social circle introduced her to recent college graduates working in various aspects of business. She was intrigued by their professional lives. During the Covid-19 pandemic she returned to Idaho, and then decided to study business at the Huntsman School.

Although Engberson loved the subject material and achieved top grades in her coursework, she struggled to feel like she belonged in business. Her first summer internship left her feeling frustrated and discouraged and doubting her decision to continue her business studies. In a finance class that fall, she met Paul Fjeldsted, retired managing director of Citigroup Global Markets Inc., and Senior Lecturer at the Huntsman

“I constantly remind myself I have done hard things before, and I can continue to do hard things. I think that’s what it means to dare mighty, when you push yourself and grow in the discomfort.”

Even if it was February and there’s three feet of snow, the horses still need to be ridden,” she said. “I’m grateful I grew up with those values and expectation of hard work.”

While she loved her community, in her teen years she started dreaming of bigger things. While she didn’t know exactly what that bigger

School. Recognizing Engberson’s aptitude for finance, he helped her focus her studies and build her resume in the profession. Under his guidance, she and a team of women students won the annual William & Mary Stock Pitch Competition, competing against leading schools worldwide. This competition is where Engberson said she felt the spark to enjoy the world of finance.

“It was the first time I did a project and found myself wanting to read more and wake up and look at what the stock was doing. I found myself having an opinion on what the stock should do and was genuinely interested in it,” she explained.

The next year, she served as president of the Investment Club where she mentored the next women’s team who also won the W&M Stock Pitch Competition.

“Whenever I doubted myself, [Paul] saw me as more than just a struggling student. He saw me as a real person. He reminded me of my potential and helped me believe that I was capable of greater things than I ever dreamed for myself,” says Engberson, who credits his commitment to her success with giving her the confidence to approach Evercore, an investment bank in New York City, and ask for a job interview. Of the hundreds of candidates interviewed, Engberson was one of only two who were hired.

At the time of this article, Engberson has been in the Big Apple for four weeks and says the phrase Dare Mighty Things is taking on a whole new meaning.

“I think I use that phrase more now than I ever did in school,” she said. “I constantly remind myself I have done hard things before, and I can continue to do hard things. I think that’s what it means to dare mighty, when you push yourself and grow in the discomfort.”

As in any new job, Engberson says it’s like drinking from a firehose and often feels like she’s in over her head. But she relies on her community of people she has found over the



years to support her and encourage her. She hopes that as she continues to grow in her career and success that she’ll be able to turn around and help the next wave of women realize their potential.

“When you get to where you’re going, turn around and lift other people so they can have their own stories and opportunities. We can all give back and help others in different ways. We can continually be great students and great employees and pave the way for others joining the work force,” she said. ■



TURNING TRASH INTO TREASURE: HOW THRIFTJAM IS REVOLUTIONIZING FASHION AND SUSTAINABILITY

From finishing last in a local school competition to becoming finalists in a global competition, Logan James, Finance, '24, and Ellie Cram, Marketing, '24, are on their way to changing the world of sustainability and fashion.

The Center for Entrepreneurship at the Jon M. Huntsman School of Business at Utah State University has helped launch over 300 student-run companies. The Center offers mentoring and additional resources to help student entrepreneurs take their business to the next level. At the end of the year, the Center hosts a Shark Tank competition,

“Finishing last in the Shark Tank pitch was really motivating for me. When I saw that they weren’t buying into my idea, I was even more determined to succeed,”

already have customers and revenue compete for cash prizes and the opportunity to receive ongoing mentorship from the judges.

James and Cram started selling vintage clothing in 2020 to help pay for college. Their business, ThriftJam, finished last in the Center’s Shark Tank competition, but the discussion with the panel of judges helped them revise their business model and transform ThriftJam into a viable company with significant revenue.



“The fashion industry generates enormous waste, with 85% of all textiles made each year ending up in the dump that same year. The solution is to reuse items,” says James. But only about 1% of donated textiles in the US are sold as used. The rest are shipped overseas, where they flood the economies of developing countries and create difficulty for local merchants trying to sell their own goods. Many of these textiles end up in overburdened landfills and rivers. ThriftJam purchases these discarded textiles, then cleans and repurposes them into unique unisex designs for sale in one of the three school buses they converted into vintage clothing stores on wheels.

“Finishing last in the Shark Tank pitch was really motivating for me. When I saw that they weren’t buying into my idea, I was even more determined to succeed,” says James. “The judges took a risk on us [in their mentoring efforts], and that gave us the confidence to take a risk on us, too.”



Russell Fisher, the associate director of the Center, was instrumental in helping them develop creative solutions to their problems. “Russell probably thought about ThriftJam every single day for the last three years,” laughs James. “He genuinely cares about his students. He’d often show up to class with ideas and suggestions for us. To have a professor spend his free time think-

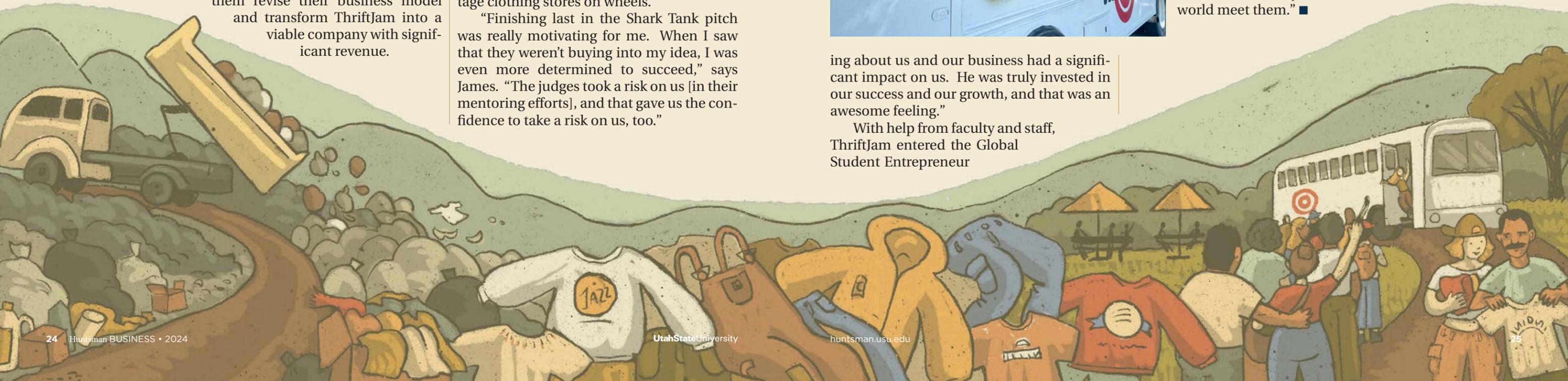


ing about us and our business had a significant impact on us. He was truly invested in our success and our growth, and that was an awesome feeling.”

With help from faculty and staff, ThriftJam entered the Global Student Entrepreneur

Awards (GSEA) Competition hosted by The Entrepreneurs Organization, a global network with nearly 20,000 members in 86 countries. Their second time competing in the GSEA, they won the state, regional, national, and North American competitions before heading to Cape Town, South Africa as one of six finalists. They felt honored to share an international stage with promising young entrepreneurs involved in environmental, medical, and technological advancements aimed at improving quality of life on a global scale. Although they did not win, the experience exposed them to other entrepreneurs from around the world and introduced them to a global network of investors.

“The accolades received by this and other organizations validate the ingenuity, commitment, boldness, and foresight of these two individuals,” Fisher said. “Sometimes our incredible programs and students are overlooked up in Logan, UT, so the truth is, I was much less surprised than they were that they and their business has been deemed among the best in the world. These two have always been world class students, mentors and collaborators. We just had to let the world meet them.” ■



GLOBAL IMPACT, LOCAL ROOTS: THE SEED PROGRAM'S REAL-WORLD BUSINESS EDUCATION

The Small Enterprise Education and Development (SEED) program, housed in The Center for Entrepreneurship at the Jon M. Huntsman School of Business at Utah State University, stands out among experiential learning opportunities for offering both a rigorous business education and a meaningful social impact experience. Described



as “our poverty ending, student scholarship program to take principles of entrepreneurship to small business owners throughout the developing world,” SEED program participants travel to developing countries for a semester at a time and partner with local

organizations to provide business training and microloans to small business owners. At present, the SEED program operates in 10 locations across the globe, with as many as 35 students participating each semester.

“The SEED program is designed to help students learn and teach principles of business and entrepreneurship,” says Dr. Mike Glauser, Executive Director of the Center. “They study these things in the classroom, but it provides a deeper learning when they try to teach these principles themselves in a real world setting and see the subtle nuances, see what does or doesn’t work, and how to tweak

intellectual learning for application in the real world. That experience dramatically increases students’ business and entrepreneurship skills, innovation, and creativity.”

“SEED is a unique recruiting tool,” says Andy Thunell, Program Coordinator for SEED. “Students tell me that they come to the Huntsman School specifically so they can have the SEED experience. They realize they can have a philanthropic impact now, and that they don’t have to wait until they’re older or established professionally elsewhere to be able to make a difference.”

Completing a SEED internship has also opened professional doors for many students. Glauser notes, “Students engage in real world learning where they develop an incredible skill set and have a life changing experience personally. They’re able to list International Business Consultant for Microenterprises on



their resume, and employers are drawn to that. These students are perceived to be service oriented, and more tolerant and appreciative of diversity.”

Glauser and his team believe in the power of the SEED Program so much that they undertook a coast-to-coast bike ride called Pedaling to End Poverty this Summer to raise awareness and funding



for the program. The ride followed the Trans-America Bike Trail, beginning in Oregon and ending in Virginia, and helped to raise nearly \$500,000 for the SEED Program.

Glauser’s message is simple yet profound: We have it in our grasp to dramatically improve the lives of people living in poverty around the globe. Taking a grassroots approach, one small business at a time, with the model repeated thousands of times over. It’s the same philosophy guiding Professor Glauser’s ride across America. “We truly are all in this together, one person reaching out to another.” Glauser remarked. (See more about Pedaling to End Poverty on Page 55.)

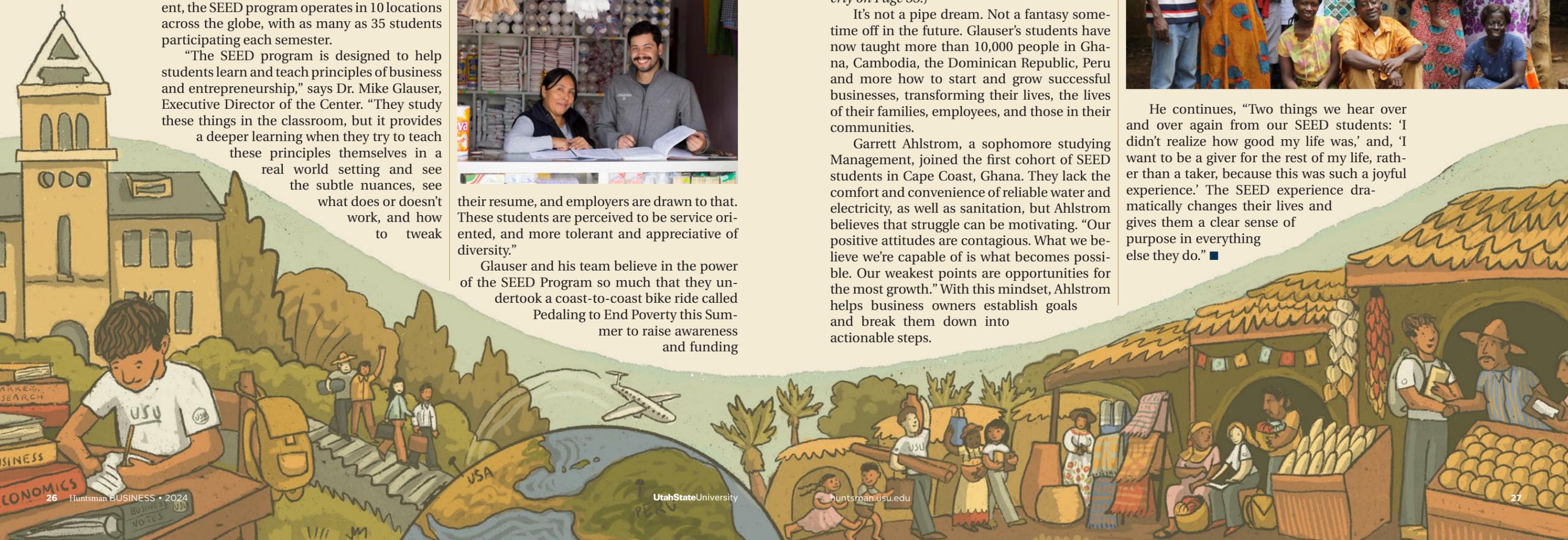
It’s not a pipe dream. Not a fantasy sometime off in the future. Glauser’s students have now taught more than 10,000 people in Ghana, Cambodia, the Dominican Republic, Peru and more how to start and grow successful businesses, transforming their lives, the lives of their families, employees, and those in their communities.

Garrett Ahlstrom, a sophomore studying Management, joined the first cohort of SEED students in Cape Coast, Ghana. They lack the comfort and convenience of reliable water and electricity, as well as sanitation, but Ahlstrom believes that struggle can be motivating. “Our positive attitudes are contagious. What we believe we’re capable of is what becomes possible. Our weakest points are opportunities for the most growth.” With this mindset, Ahlstrom helps business owners establish goals and break them down into actionable steps.

In addition to developing real-world business and leadership skills, SEED provides an opportunity to serve others with meaning and purpose. Glauser notes, “There’s an epidemic of despair among college students. Nearly one-third of them have suffered from anxiety or depression in the last year, according to the CDC. And one of the best antidotes for that is to get up in the morning and start getting involved in service. Our SEED students do that every single day for three full months, and they see the profound impact this has on their emotional well-being. One of the key principles for happiness is doing good deeds continually and helping people and looking for opportunities to contribute that value.”



He continues, “Two things we hear over and over again from our SEED students: ‘I didn’t realize how good my life was,’ and, ‘I want to be a giver for the rest of my life, rather than a taker, because this was such a joyful experience.’ The SEED experience dramatically changes their lives and gives them a clear sense of purpose in everything else they do.” ■



PIONEERING

SUSTAINABLE TRANSPORTATION THROUGH THE ASPIRE INITIATIVE

Dr. Antje Graul's journey from Germany to Utah State University embodies a narrative of passion, innovation, and dedication to sustainable change. As an Associate Professor of Marketing and the USU

"Working on BMW's car-sharing scheme in Munich and Berlin was a pivotal moment for me. Marketing a shared resource rather than an owned one required a fresh perspective and a deep understanding of consumer behavior."

Campus Director for the Advancing Sustainability through Powered Infrastructure for Roadway Electrification (ASPIRE) initiative, Dr. Graul's work is transforming the landscape of transportation.

The ASPIRE initiative is part of the National Science Foundation Gen-4 Engineering Research Center focused on the research and real-world deployment of widespread electrification across all vehicle classes. This initiative spans a global network of 14 universities and over 60 industry partners. It brings together over 400 faculty, staff, and students, all working towards the common goal of sustainable electrified transportation.



Dr. Graul's story is a testament to the power of combining academic rigor with practical experience. Born and raised in Germany, she earned her B.A. in Communication Studies and Literature from the University of Erfurt. Her early career was marked by internships with marketing giants like HOCHTIEF and Complian Media, where she honed her skills in strategic communications and marketing. These experiences laid the foundation for her future endeavors.

Her career took a significant turn when she joined BMW, where she focused on strategic communications and marketing campaigns. It was here, in 2012, that her interest in sustainable consumption was ignited. "Working on BMW's car-sharing scheme

in Munich and Berlin was a pivotal moment for me," she recalls. "Marketing a shared resource rather than an owned one required a fresh perspective and a deep understanding of consumer behavior."

This experience at BMW inspired Dr. Graul to delve deeper into sustainable consumption, leading her to pursue a Master's and Ph.D. in marketing at Leeds University. In 2017, she spent a semester as a visiting scholar at Utah State University, falling in love with the culture and spirit of the Jon M. Huntsman School of Business. She joined the Department of Marketing and Strategy in 2018, where she continues to drive change as a tenured associate professor.

Today, Dr. Graul's work at ASPIRE is more than just academic. It's about making a real-world impact. She emphasizes the importance of public-private partnerships and pilot deployments to bring transportation innovation to life. "Catalyzing sustainable electrification can improve health and quality of life for everyone, all over the world," she says.

Dr. Graul's dedication extends to her students as well. She equips them with the skills needed to tackle real-world problems, bridging the gap between academia and practice.



ASPIRE provides students with opportunities to attend cohort trips, visit national labs, and meet with policymakers and industry leaders, fostering professional connections and practical learning experiences.

The Utah legislature's recent grant of ongoing funding to ASPIRE underscores the importance of this mission, providing USU students and faculty with the resources to pioneer innovative technology. "At the Huntsman School, we say 'Dare Mighty Things,'" Dr. Graul notes. "Our students are daring mighty things by developing patents and understanding the societal impact of electrifying transportation." ■

The NSF-funded research center is developing a new shared infrastructure for seamless electric vehicle charging, which will make charging electric vehicles easier than ever.



Kelly Fadel
University Faculty Service Award



Grazia Xiong
Faculty Researcher of the Year



Sterling Bone
Undergraduate Faculty Mentor of the Year and 2024 Bradford-Osborne Research Award Winner



Antje Graul
Undergraduate Research Mentor of the Year



Zsolt Ugray
Outstanding Graduate Mentor of the Year



Bob Mills
Cazier Professor Lifetime Achievement Award



Georgia Crouch
Huntsman Impact Award



Elisa Hoffman
Huntsman Impact Award



Nate Jensen
Student Impact Award



Teri Rasmussen
Ethical Leadership Award



Julia Westover
Entrepreneurial Spirit Award

Pedram Jahangiry

Huntsman School of Business 2024 Teacher of the Year and the Eldon J. Gardner Utah State University Teacher of The Year

TODAY PEDRAM JAHANGIRY, CFA, PhD, is a professional practice assistant professor of data analytics and information systems (DAIS) in the Huntsman School of Business at Utah State University (USU). But that's not where Pedram planned to be. When he landed his dream job at BlackRock in Manhattan, he never thought he'd leave. But six years ago, Pedram traded Wall Street for the classroom and calls it "the best plot twist I never planned."

Since coming to USU, Pedram has greatly impacted Huntsman students and colleagues with his dedication to bridging the gap between academic training and industry requirements and inspiring students to excel. As an Analytics Solutions Center (ACS) mentor, his expert guidance arms students with the tools necessary for industry demands. For his outstanding work, Pedram was awarded USU's 2024 Eldon J. Gardner Teacher of the Year award.

Pedram recently shared about his personal and professional life with *Huntsman Business*.

Tell us about you!

"I'm originally from Iran but have been living and putting down roots in the United States for over a decade now. My wife and I moved to the US in 2012 to pursue our PhDs in Economics at Arizona State University (ASU). We have the sweetest 4.5-year-old boy named Dara, and we absolutely love spending time with him. In my free time, I enjoy playing the piano, traveling, and playing soccer when my body can keep up."

What inspired you to transition from industry to academia?

"When my wife was offered a tenure-track position at USU, I thought I'd visit for a year or two and then head down to Salt Lake to work for another big financial company. But instead, I fell in LOVE with teaching from day one. The students at USU were fantastic, and I simply couldn't think of a better job. When I started at BlackRock, I noticed a huge gap between what the job required and what my university training had prepared me for. I decided to fill this gap for my students by teaching them the latest concepts and technologies used in the industry and giving them opportunities to work on real-world projects through the Analytics Solutions Center at the DAIS department ... *Teaching here has become my calling, and it's been an incredible jour-*

ney of growth and self-discovery. I feel privileged to help students unlock their potential just like I found mine."

What is your guiding teaching philosophy as you make a meaningful impact for students?

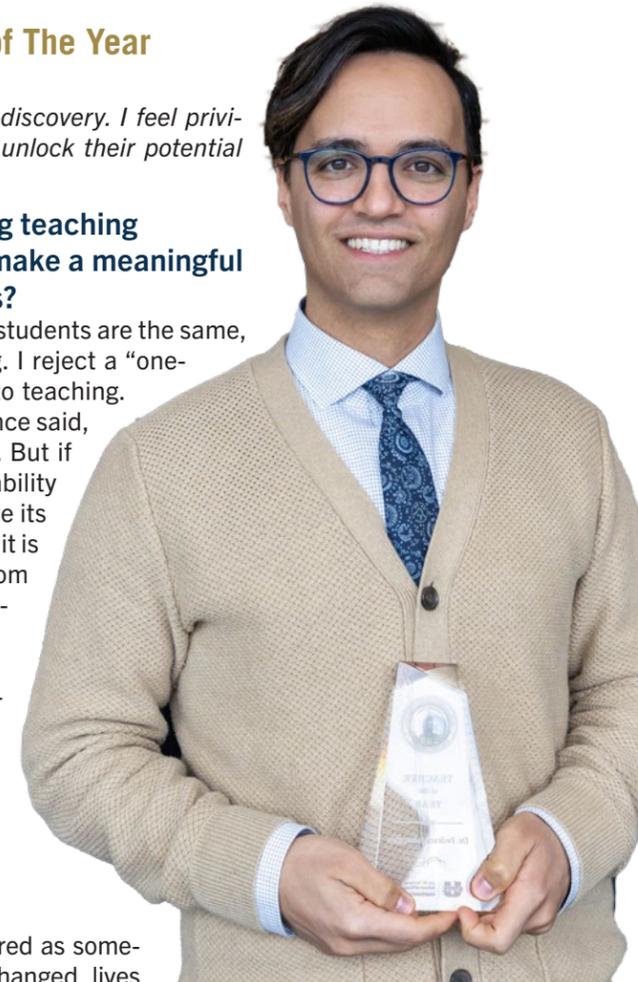
"I firmly believe no two students are the same, and that's a good thing. I reject a "one-size-fits-all" approach to teaching. As an anonymous wit once said, "Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid." Moving away from traditional metrics, I focus on each student's progress, encouraging them to take educational risks and learn without the fear of failure."

When your career is complete, what do you hope to be remembered for?

"I hope to be remembered as someone who profoundly changed lives through education. It's not about the money or accolades; it's about the lasting impact on my students' lives. I want to be remembered for inspiring students to believe in themselves, unlocking their potential, and helping them achieve their dreams. Seeing them grow, succeed, and make a difference in the world is the ultimate reward."

What do you see is the biggest obstacle for your students?

"The biggest obstacle for my students is often a lack of self-confidence. They need to understand that nobody knows everything, and it's okay to make progress even if it's just an inch a day. This generation is very fast-paced due to the technology they're surrounded by. They think if they don't understand something the first time, that's it—but that's not true! It's important to be patient and persistent." ■



"Teaching here has become my calling, and it's been an incredible journey of growth and self-discovery. I feel privileged to help students unlock their potential just like I found mine."



Dr. Jim Davis is stepping down from his role as the head of the Department of Marketing & Strategy. Davis has served in that role since 2011. Prior to arriving at Utah State University, Dr. Davis was a Professor at the University of Notre Dame, where he was the founding director of the nationally recognized Gigot Center for Entrepreneurial Studies.

At Huntsman, Davis was instrumental in building the marketing and strategy department, recruiting world-class faculty across multiple academic disciplines, and helping to create cross-disciplinary centers in entrepreneurship and leadership. His research interests and publications are in the areas of corporate governance, strategic decision-making, trust, stewardship, and social capital. Professor Davis has designed and taught executive development workshops to a

wide range of corporations and trade associations throughout the world, and he will now turn his attention to developing executive education programs at the Huntsman School. “Davis has completed 13 years as department head, and he is going out on a high! Jim is both a strategic thinker and a role model for his colleagues,” said Douglas D. Anderson, dean of the Jon M. Huntsman School of Business. “He researches and teaches about trust—and he builds it through his own principle-centered leadership style. As we clearly observed during our search for Jim’s replacement, he is universally loved within his department. He has been my trusted business partner throughout his service as department head. I look forward to his leadership in the next chapter as he leverages the now-deep talent of the college in the arena of executive education.” ■

Dr. Jeff Johnson, Associate Professor in the Data Analytics and Information Systems Department, retired after a 30-year career at Utah State University. Dr. Johnson taught nearly every class in the department curriculum, and served as the course coordinator for the Principles of MIS survey course. His research and publishing interests include practical application of information technology, information technology entrepreneurship, and innovative data security. His work in information security has resulted in four US patents and multiple publications. “Jeff has been a stalwart in the department over the past few

decades. I’ve been especially impressed by his focus on students. He has served as a key advisor for our main student club, the Association of Information Systems, during a period in which they have consistently been recognized as one of the world’s premier university chapters. Jeff has always been eager and willing to adapt as the department has evolved in the rapidly changing world of data and tech,” said Chris Corcoran, Department Head, Data Analytics and Information Systems. ■



Welcome

Two new full-time faculty members to the Huntsman School of Business



Morgan Diederich
Data Analytics and Information Systems



Marc Dotson
Data Analytics and Information Systems

New Department Heads



Dr. Chad Albrecht

Dr. Chad Albrecht, Professor of Strategy and director of the MBA Program, was selected as the head of the Marketing & Strategy Department. Albrecht, who joined the Huntsman School in 2008, has received accolades for his teaching and for his research and was critical in the development of an online MBA program at Huntsman. Albrecht’s research has focused on business fraud. He has produced more than fifty publications, including several books and many research articles, and his research has been used by the AICPA and the Institute of Fraud Prevention (ACFE) in training, research, and other educational initiatives. “Chad Albrecht is an exceptional leader. He is innovative, hard-working, collegial, and highly productive. He enjoys the confidence of his colleagues across the college and university,” said Douglas D. Anderson, dean of the Jon M. Huntsman School of Business. “He has put the MBA program on an upward and sustainable trajectory. I am grateful for his willingness to serve as department head of Marketing, Strategy, Leadership, and Entrepreneurship, and I look forward to great success in the years ahead.” ■

Konrad Lee, a professor of business law, was selected as the head of the Management Department. Lee joined the College of Business at Utah State University in 1998 as an adjunct professor and went on to serve as the director of the MBA Program. Lee earned his undergraduate degree from the University of Calgary, as well as an MBA and a JD from BYU. He is a sought after expert on employment law and employment discrimination. Professor Lee serves as a reviewer for many journals in the business law domain and was formerly the Editor-in-Chief of the Journal of Legal Studies in Business. “I am grateful that Konrad Lee has prepared himself to be the kind of leader we need at this juncture to serve as department head of Management,” said Douglas D. Anderson, dean of the Jon M. Huntsman School of Business. “He is a tested veteran of more than 25 years. I have the highest personal regard for Konrad. I have had the chance to serve with him during his tenure as director of our MBA program, and I know him to be an individual of unquestioned integrity and commitment to the mission, vision, and values of the Huntsman School of Business.” ■



Konrad Lee

Shaping Global Leaders

Dr. Vijay Kannan's 24 Years of Impact at the Huntsman School

BY JAIME CALIENDO



Guided by wisdom and a strong sense of ethics that have earned the trust and respect of those around him, Dr. Vijay Kannan's deep understanding of global business operations has profoundly impacted the student experience since he joined the Jon M. Huntsman School of Business in 2000.

Kannan has held key leadership roles in the School. As the Director of International Programs, he supervised the School's extensive global learning experiences. Vijay personally led 23 international student trips to locations in India, France, Thailand, Vietnam, China, Chile, Peru, South Korea, Russia, Armenia, Turkey, and Brazil. Each trip involved significant planning, execution, and personal commitment to ensure students a world-class experience. While Head of the Department of Management, Kannan efficiently and effectively led curriculum upgrades and enhanced degree offerings for students. As Academic Director of the Huntsman

Scholar Program, he worked diligently to provide exceptional out-of-class learning experiences to prepare students to lead with distinction in commerce and public affairs. During his time as Associate Dean for Academic Affairs, he supervised curriculum development, degree offerings, and academic policies and procedures, and helped the college successfully renew its AACSB accreditation.

Vijay was awarded the Vernon & MaRee Buehler Endowed Professorship in recognition of his significant scholastic achievements, including authorship of numerous articles on supply chain management, cellular manufacturing, and manufacturing strategy. Kannan studied Management Sciences at the London School of Economics & Political Science, received an MBA in Finance and Decision Science at Indiana University, and earned a PhD in Production & Operations Management at Michigan State University. Alongside his tremendous professional achievements, Kannan never lost focus on what matters most—his students. "Throughout my time in the Huntsman School, I have tried to help students appreciate that knowledge alone is not enough, but the ability to make sense of it, think critically, and make decisions accordingly is what will help them be effective leaders. In the classroom, on a global learning experience, or as a mentor, my commitment has been to help students see the possibilities, and develop the skills and capacities to become future professionals and citizens that have meaningful impact."

Student comments reflect Vijay's investment in their development and affirm his thoughtful approach to their learning:

"I really like the connections we made in class to how what we're learning applies to real-world content. I really like how we were pushed to analyze the learnings each week."



- This class helped me apply my knowledge rather than just cram the information into my head and try to remember it for an exam. Definitely one of the harder courses I have taken at USU, but I feel like I have grown as a student.
- I really enjoyed the case studies and lectures. There were many opportunities to learn and improve my understanding of making decisions about supply chains and global business, as well as its intricacies.
- Thank you for focusing on skills that will be relevant outside the class.

- I loved the class. Discussing the reasons why some companies' supply chains worked while others didn't was one of my favorite parts of the course. My other favorite was the simulated supply chain activities. I felt I learned as much from those as from several of the other discussions combined.

Douglas D. Anderson, dean of the Jon M. Huntsman School of Business, notes, "Vijay has filled many important roles in his 24 years at the Huntsman School. In each of these roles and in his teaching, research, and service to the university and the academic community, he has been a model of the engaged professor. We are deeply grateful for his profound contribution to our community." ■



- I really like the connections we made in class to how what we're learning applies to real-world content. I really like how we were pushed to analyze the learnings each week.



A Lifetime of Impact

Dr. Randy Simmons Retires After 44 Years at USU

BY JAIME CALIENDO

After 44 years at Utah State University, Dr. Randy Simmons has retired at the top of his game.

Simmons is a lifetime Aggie, first as an undergraduate student and then as a faculty member. After completing graduate school at the University of Oregon, he returned to Cache Valley in 1980 and made USU his permanent academic home. During his lengthy career at USU, Simmons served as a professor and head of the Department of Political Science before joining the Department of Economics and Finance at the Huntsman School in 2008.

“I have counted Randy Simmons and his wife Janet as close friends since we were classmates together as undergraduates at Utah State University. I admire his intellectual curiosity and enthusiasm. We were extremely fortunate to attract him to join our faculty,”



A prolific researcher and writer, Simmons has established an international reputation as a leading scholar in economics and political science. But his lasting legacy will be his outsized impact on the tens of thousands of students he’s taught through the years, many of whom he still remembers by name. Randy’s lectures deliver insightful commentary at the intersection of economics and public policy, and draw laughter from students who are eager to learn and who enjoy his charisma as much as they respect his knowledge of the subject. They praise his enthusiasm in the classroom and his ability to explain the subtleties and relevance of theoretical concepts. Students describe him as “the best teacher I ever had,”



says Douglas D. Anderson, dean of the Jon M. Huntsman School of Business. “He has been a vibrant and cheerful member of our community. He loves our students and has made their success his top priority.”



“one of my favorite professors,” and “10 out of 10.” With his friendly smile and larger-than-life personality, his presentations so fully capture their interest that many students seek out teaching and research opportunities with him, and enroll in additional courses he teaches.

A day in the life of Dr. Simmons involves meeting with student teams in his office, taking groups of students to lunch, and writing letters of recommendation for students who rely on his vast network of connections to help them find work after graduation. Students frequent his office for guidance and advice because they sense his genuine care for them as individuals and his commitment to their success.

Simmons has been recognized by his colleagues in the Huntsman School with multiple awards, including *Teacher of the Year* and *Mentor of the Year*. His friends like to say that “all roads lead through Randy,” which is a reflection of the breadth and depth of his mentorship. His students are professionally engaged across the country in public policy and private industry. They point to Randy as a key mentor who believed in them and helped them find their way in life.

Ryan Stowers, Executive Director of the Charles Koch Foundation, took many classes from Randy and also worked as his graduate teaching and research assistant. “He conveyed ideas in a way that enlightened, challenged, and broadened my perspectives on the world.



But he went beyond the classroom by teaching me skills like writing and communicating that I would need in the real world. He mentored me through the beginning of my career and helped me get my first job. He was critical to the launching of my career.”

Simmons says his love of students is what kept him focused and motivated for more than forty years. An anonymous student comment captures his lasting impact:

I hold you, Randy, in my personal Hall of Fame for Educators in my life. ■

Professor Randy Simmons and his students, accompanied by colleagues Douglas Anderson and William Shughart, surround the statue of Adam Smith in Edinburgh, Scotland, birthplace of Smith. Not satisfied with teaching in the classroom in Logan alone, Professor Simmons organized a fascinating seminar to study the intellectual roots of the Scottish Enlightenment—in Scotland!

Building Our Collective Future

BY JAIME CALIENDO

Dream, plan, prepare oneself, create value, take risks, give back.

This was the late Jon M. Huntsman's challenge to Huntsman School of Business leadership and students, scrawled on a notepad more than 15 years ago. Dave Patel keeps a copy of this note on his wall, and has lived by its directive every day in his efforts to transform the School into one of the premier business schools in the Intermountain West.

Patel joined the Huntsman School in 2010 and immediately identified the need to modernize outdated processes and reporting systems to better serve student interests. He introduced online scheduling and optimized technology to streamline additional student services and centralize reporting, improving operational efficiency and the overall student experience. Later, he led the creation of an alumni database to build and maintain relationships with HSB alumni. He organized efforts to involve successful alumni who generously share their time and talents to build the school and support recruitment by teaching, mentoring students, and creating internships and job opportunities.

As Associate Dean for Student & External Affairs, Patel was closely involved in the building of Huntsman Hall which opened in 2016. In 2017 he was named Executive Director of the Huntsman Scholar Program where he reengineered a holistic student experience centered around rigorous coursework, close mentorship by faculty, and student participation in business clubs and experiential learning opportunities to build professional skills.



"I had a great experience as a student at USU. I learned more from experiential opportunities, such as serving as student body vice president and as a student-athlete, than from any one class. I learned from amazing teachers and mentors like Carolyn Rhodes and Randy Simmons," says Patel. "My experience served as a guidepost to create a platform whereby all students could benefit from teachers and mentors and from experiential opportunities."

Patel quadrupled student participation in the Scholars program to 400 students and designed a 4-year co-curricular program that included ten core classes and four learning labs based on the School pillars of ethical leadership, analytical rigor, entrepreneurial spirit, and global vision.

Patel led the development of the Freshman Academy to expand a culture of excellence to the entire Huntsman School student body. From the first day in the School, incoming freshmen are challenged to develop an academic plan for career success immediately upon graduation. They are encouraged to take advantage of the investment of faculty time and School resources in their education by participating in leadership labs and student clubs that focus on professional development.



Preston Naegle, Sam Nelson and Charity Johnson served with Dave in the Huntsman Scholars program and recall the deep impact he had on their educational experience.

"Dave's profound dedication to students and his unwavering commitment to their success have significantly impacted both me and the Huntsman School of Business. He played a pivotal role in driving the school toward Jon M. Huntsman's vision of becoming the top undergraduate business school in the nation. Not only did he increase the value of my education through his work, but he took the time to personally guide and mentor me," recalls Naegle.

Says Nelson, "I had the privilege of learning from many incredible mentors at Utah State, and Dave Patel stands out among them. His sincerity and genuine desire for my success were always evident, and he left a lasting positive impact on my life. He made me believe in my potential to achieve great things."

"Dave was a great mentor and leader in the Huntsman School. He wasn't the type to sit in an office; he was out among the students almost every time I saw him. He also made an effort to know the students, including me, personally. He knew my name when we spoke, was interested in my life, and was always cheering me on. That kind of support is invaluable as a student," says Johnson.

"I think my entire journey through Huntsman has been about reengineering the student experience," says Patel. "From small, mechanical things like an automated process to make advising appointments, pioneered at Huntsman and then adopted across USU, to integrating classroom instruction and experiential learning to create a holistic platform of opportunities for all students. And thinking about how we involve and engage our alumni and friends in this process, so it's not just faculty and staff interacting with students, but an entire community of students, faculty, staff, alumni, and friends building our collective future."

His efforts to transform the student experience have led to increased enrollments and the School's ability to attract the best and brightest students. Greater student participation in professional clubs and growing success at competitions has attracted the recruiting efforts of large corporations nationwide, with students being recruited in higher numbers and to higher placements.



Douglas D. Anderson, dean of the Jon M. Huntsman School of Business, notes, "Dave Patel has been an excellent partner, friend, and colleague at the Huntsman School. His impact on this college and Utah State University has been profound."

"As I consider Dave's many contributions, I am amazed at what he can accomplish in a single year. Add those years together throughout his tenure, and it is simply astonishing."

"He is a deep, holistic, and strategic thinker. He is not satisfied with 'good enough.' He strives for excellence in everything he does. He takes initiative. He imagines a better way, a bolder ambition, a nobler ideal and then figures out how to make it happen. He truly exemplifies our motto, 'Dare Mighty Things.'"

After almost 14 years at the Jon M. Huntsman School of Business, Patel has accepted a call from the University of Utah to serve as managing director for strategic economic partnerships, working directly with President Taylor Randall.

"Our community of students, faculty and staff colleagues, alumni, and friends have all been the beneficiaries of his commitment to excellence. The University of Utah is indeed fortunate to have attracted Dave Patel to this new challenge. We wish him well in the next phase of his career," says Anderson.

In announcing his decision to accept this new challenge, Patel said, "I am excited for this new chapter in my professional journey because the State of Utah opened its arms to my family when we immigrated to Salt Lake City in 1978. This position affords me an opportunity to pay that forward in a way by facilitating economic development that leads to greater prosperity for all Utahns." ■

"Dave was a great mentor and leader in the Huntsman School. He wasn't the type to sit in an office; he was out among the students almost every time I saw him. He also made an effort to know the students, including me, personally. He knew my name when we spoke, was interested in my life, and was always cheering me on. That kind of support is invaluable as a student."
—Charity Johnson



Basudeb Biswas

JANUARY 1, 1935 — MAY 17, 2024

“Basudeb Biswas taught thousands of students across his 40-year career at USU. I am honored to be one of them. We are spread across the world and come from all walks of life. I am sure that I speak for everyone when I say that Professor Biswas was simply extraordinary!

For him, teaching economics was a way of life. He didn't need to work at it. He didn't need to be trained to think of the welfare of his students. He was a natural.

He never felt bound by traditional constraints. If ever his students fell behind, it bothered him deeply at a personal level. He was known to call his students at home if they skipped class and would invite them to one-on-one review sessions to help them catch up. He spent countless hours in one-on-one tutoring during the school year and throughout the summer. He regularly invited his students to his home for dinner. He thrived on interacting with students and was always kind and generous. He didn't count the time he spent with students, but he certainly counted their successes as his greatest professional achievements.

I am forever grateful that this giant of a man made his home in Cache Valley and devoted his career to the development of students. Thank you, Professor Biswas.” ■

Frank Caliendo
Senior Associate Dean
Jon M Huntsman School of Business



Dr. Ross E. Robson

AUGUST 27, 1942 – MAY 23, 2024

Dr. Ross E. Robson, an esteemed leader in operational excellence and a dedicated educator, passed away on May 23, 2024, at 81. His legacy of innovation, leadership, and commitment to excellence in business and education will forever endure.

Born on August 27, 1942, Dr. Robson embarked on a distinguished academic journey, earning his Ph.D. from the University of Maryland. Joining Utah State University in 1979, he profoundly influenced students until his retirement in 2008, leaving an indelible mark as an emeritus faculty member.

Dr. Robson's impact expanded beyond academia when he became the inaugural executive director of the Shingo Prize for Operational Excellence, now the Shingo Institute. Over nearly two decades, his visionary leadership propelled the Institute to global recognition, shaping the landscape of operational excellence.

In addition to his academic pursuits, Dr. Robson served as a regional director and executive committee member for the Association for Manufacturing Excellence Awards Programs. His commitment to excellence was further evident through his editorial roles and global consultancy projects.

Acknowledged as a Fellow of the World Academy of Productivity Science, Dr. Robson's expertise transcended borders, impacting organizations worldwide. His legacy persists through the Ross & DaNece Robson Scholarship in Lean Management and his consultancy firm, DnR Lean LLC.

Dr. Robson's passing signifies the end of an era, yet his legacy will continue to inspire future generations. Survived by his children, his family, friends, and colleagues, along with those he mentored, mourn his loss. ■

“ Life is not a game of Solitaire; people depend on one another. When one does well, others are lifted. When one stumbles, others are also impacted. There are no one-man teams—either by definition or natural law. Success is a cooperative effort; it's dependent upon those who stand beside you. ”

—Jon M. Huntsman Sr.



DARE MIGHTY THINGS



2024

Commencement





ALUMNI

ALUMNI NOTES

We want to celebrate life's moments, milestones, and achievements with you!
Send your alumni news update to huntsman.editor@usu.edu

70's



Gregory A. Andruk '74 is a Business Freedom Coach at Power & Performance Coaching

David Hemmerling '78 is a Managing Director at BDO

Morris J. Jackson '77 is the Director of Tax Planning at Dominion Energy

Eric M. Miyajima '76 is a Vice President at American Savings Bank

Curt Nading '78 is the President at Commercial Real Estate Alaska

Gordon E. Snow '70 is the Owner of Alva Snow Construction Company

David P. Stowell '76 is the CEO at Paradigm Partners

80's

Mandy Best '81 is the Chief Financial Officer at Hight Enterprises

David W. Baugh '88 is the Chief Financial Officer at Medical Review Institute of America

BRICE G. ADAMSON '88 is the President of Enterprise Fleet Management

Wade C. Bitter '88 is the CFO Consultant/Partner at Ampleo

Jonathon W. Bunker '82 is an International Advisor, United Kingdom for United Health Care

Daren J. Fackrell '89 is a Plant Controller at Texas Instruments, Inc.

David P. Holland '85 is a Principal at Bayshore Tax & Consulting

C. Lane Hoskins '89 is the Controller at Hess Pumice Products

Dr. Susan Middleton Jones '89 is the Privacy and Compliance Manager at Holland & Knight



Bryan W. Lloyd '84 a Managing Director-Branch Manager at Wells Fargo Advising

Kent Dale Loosle '89 is the CEO at Caribou Medical Center

Marina A. Pearson '83 is the VP, Benefits and Policy at Lumen



Steven Pino '82 is a Vice President at SAP America

SUMITA PRATHAP '87 is the Global Head of Diversity & Inclusion at The Goodyear Tire & Rubber Company

Craig W. Schiffman '88 is the VP of Government Programs at TCR Composites

David M. Simmons '89 is Chief Operations Officer at Intermountain Medical Center

JULIE HUBBARD SIMMONS '89 is the Chief Information Officer at Development Dimensions International

Robert C. Sorenson '84 is President at both CCEnergy Solutions and SideKick ics. He also established a non-profit, Skilled SOS, to support refugees.

Michael Valenza '84 is a Partner at Pretium Care

Diane Villa '83 is the Chief Financial Officer at Recruiter-Pro 360

Kelly G. Wadsworth '89 is the Director of Human Resources and Safety at Seneca Companies

90's



Robert Wayne Allen '91 is the President and Chief Executive Officer at Intermountain Healthcare

Brian W. Atkinson '91 is Associate Vice President at Wells Fargo

David G. Brown '91 is the Vice President of Credit Services at Western AgCredit

William J. Campbell '93 is a Financial Director at Spartronics, LLC.

Adam J. Chamberlain '99 is a Tax Partner at Moss Adams

Ryan A. Christopherson '96 is the Chief Executive Officer at Kimberbell

Andrew A. Croshaw '98 is the CEO of Families First Pediatrics



Bishi S. Das '95 is the Global Projects CFO at Honeywell Intelligated Systems

Terry Davis '97 is a Director at ChampionX

Dominic Dewitte '99 is a Managing Partner at Xyklus

Kevin Fox '96 is the President at Autoliv Americas



Daring Mighty Things

David Roskelley, a member of the Stephen R. Covey Leadership Center Founders Board, at the South Pole.



Lisa A. Gardner '98 is the Chief Information Officer & VP for IT at Management and Training Corporation

RoLynne W. Hendricks '94 is the Principal and Chief Strategy Officer at Spectrum Engineers

John E. Hortin '91 is the CFO of Wavetronix

JEFF F. HUNSAKER '90 is Vice President, Head of Global Sales at Visa

Jason Jeppesen '92 is a Senior Leader for Global Credit and Risk at Visa

Jason S. Knapp '98 is the President of Operations & Finance at SafeStreets USA

Michael A. Liberatore '98 is a Business Unit CFO and VP at Airbnb

Scott D. Maxfield '96 is the Vice President of Operations at Equifax

John W. Merrill '91 is the President at CMT Engineering Laboratories

Aaron J. Meyer '95 is the CFO at Win Brands

Blake Miskin '95 is a VP & CFO at Landis+Gyr

ERIC D. MORGAN '99 is the President at Thrive Life

Mark T. Morley '99 is the Chief Executive Officer at Education Fund of America

Kelly D. Nielsen '93 is the Director, IT at Vir Biotechnology

Jay D. Noyes '98 is the Chief Financial Officer at Castlevue Hospital

Samer Shawkat Odeh '91 is Director of IT at Harvard MedTech

Brent S. Olsen '99 is an HR Manager at Marathon Petroleum Corporation

Bruce J. Petersen '97 is SVP and Relationships Manager at Citi

Jason Rasmussen '92 is a Senior Advisor at Soltis Investment Advisors

Scott Shepherd '98 is the Senior Vice President at Constellation Insurance

Daniel R. Simmons '98 is the Principal at Simmons Energy and Environmental Strategies

Larry L. Smith '91 is the Chief Technology Officer at Suited Connector

Nathan Stuart '95 is an Area Sales Director at Amgen

Chris E. Summers '92 is the Chief Executive Officer at Burgex Mining Consultants

Matthew Tenney '96 is the President of Aztec Consultants

Angela S. Timothy '96 is a Vice President, Compliance Officer at Zions First National Bank

Rising Stars

Congratulations to Huntsman Alumni **Paul Rossiter**, '11, and **Zach Ames**, '08, were recognized by Utah Business magazine as their 40 under 40 honorees.



Paul Rossiter



Zach Ames

Curtis K. Turner '98 is the VP Finance & Corporate Contoller at i-80 Gold Corp

David Warnick '91 is a Partner & Chief People Officer at ChasmBridge

Benjamin R. Wehner '99 is the Director of Sales at Oh Snap! Pickling

Elisha Werner '97 is the Vice President of Compliance at Castle Credit Co



Kendall Youngblood '94 is a Regional Director at Cardinal Health

00's

Chad Merrill Ahlmer '07 is a Managing Director at Pacific Corp

Jeffrey B. Allen '03 is the Chief Financial Officer at Encore Electric

Bradley Joseph Anderson '09 is the Chief Financial Officer at Cypress Five Star

David J. Anderson '01 is Vice President of Sales at Blackstone Products

DR. MICHAEL C. BAILEY '07 is Founder of the Social Capital Lab at Meta Platforms

Cody B. Bateman '02 is the CEO at State Bank WY

Nathan R. Bennett '06 is the Chief Accounting Officer at Energy Fuels

Edward T. Bills '02 is the Chief Operating Officer at PDCflow

Brad C. Bingham '05 is a VP of Product Management at Cytiva



Cami C. Boehme '00 is the CMO at Powur, PBC

Malik G. Cin '07 is a Business Systems Lead at Google

Alma R. Cole '05 is the Senior Deputy Chief Information Security Officer at Caterpillar Inc.

Melanie G. Comadena '06 is Controller at Steal Network

Benjamin L. Covington '02 is the CFO at Edge Homes

ALDO G. CRUZ '08 is an Information Risk Management Officer at The World Bank

Ryan M. Ellis '02 is VP of Retail Marketing & Business Development at Idahoan Foods

John Fazzio '08 is Vice President & Chief Operating Officer at Pilot Precision Products

Jonathan D. Ford '08 is the Senior Director of Product Management at RealPage
Travis B. Gerritsen '02 is a Program and Engineering Manager at BAE Systems

LINDA C. GILLMOR '01 is the Director, Marketing and Economic Development for the Utah Department for Agriculture and Food

Mike S. Haslam '08 is Founder and CEO of MedicaidSoft

Daren Haws '03 is the Director of Finance & Accounting at Profire Energy

Barry C. Holcomb '07 is a Senior Manager at Health Care Economics

Adam E. Huggins '08 is the VP of Accounting & Finance at JR Miller Enterprises

Dr. Will J. Israelsen '08 is the Associate Director, Pharmacology at Mythic Therapeutics

Jason B. Jorgensen '05 is VP, Quantitative Modeling Lead at JPMorgan Chase & Co

Matthew A. Lenio '08 is the VP of Global Partnership Sales & Strategy at Las Vegas Golden Knights

Branden B. Lish '02 is the Chief Executive Officer at South Denver Gastroenterology



Oscar Marquina '06 is the Angel Investor at Angeles Investors



Stacey Y. McCliff '05 is the President at Snow College

Benjamin J. Miller '03 is the Chief Technology Officer at iDrive Logistics

Advanced Degrees



Christian Hobbs, '18, will begin an MBA at the Wharton School this Fall. Since graduating from the Huntsman School, Christian has been working for General Mills in the Phoenix, AZ, and Philadelphia, PA offices.

Parker Lyman, '22, was selected for the prestigious Schwarzman Scholar Program, a unique leadership program funded by Blackstone CEO Stephen Schwarzman. Parker will earn a master's in Global Affairs at Tsinghua University in Beijing. Parker is a former Huntsman Scholar, and has been an investment analyst with Elevation Capital since graduating from the Huntsman School.



Josh Lyman, '21 and '23, will begin a PhD program in Strategy, Innovation, and Entrepreneurship at Stanford University. Josh, no relation to Parker, earned a bachelor's in economics and a master's in financial economics from the Huntsman School, and was also a Huntsman Scholar. Since graduating from

the Huntsman School, he has been with Intuitive, a healthcare technology firm based in Silicon Valley.

2024 USU ATHLETICS *Whitesides Awards Winners*



Abby Jensen



Cooper Legas



Zeynep Ozturk

Nathan A. Miller '01 is a VP of Learning, Culture and Development at NRG Energy

Matt Mulholland '08 is a Senior Director of M&A at Reworld Waste

M. STEVE MULLINS '03 is the Senior Vice President of Corporate Partnerships, Media & Events at Arizona Diamondbacks

Natalie M. Munk '05 is the SVP, Chief Accounting Officer at Myriad Genetics



Andrew Van Nelson '08 is the Chief Supply Chain Officer at Bucked Up

Jacob J. Parson '06 is President, Northeast Division at CRH Americas

TRENTON S. PORTER '04 is the Chief Financial Officer at Breeze Airways

Douglas B. Repasi '02 is Executive Counsel at Baker Hughes

Cory R. Rhoades '00 is the Senior VP and Chief Financial Officer at Cook Children's Health Care System

John R. Smart '06 is Director, Global Planning at Repligen Corporation

Paul S. Smart '04 is the President at Campbell Scientific
Michael J. Sparks '06 is Chief Financial Officer and Executive Vice President at SSR Mining

Thomas R. Sunderland '04 is the Senior Manager, CMMC at Coalfire Federal

John R. Tanner '02 is the Deputy Staff Director for Land at U.S. Senate

Perry P. Taylor '01 is the Logistics Consultant at Mt. Pennell Logistics



Derek J. Theurer '05 is a Senior Policy Advisor, Office of the Speaker in the U.S. House of Representatives

James D. Thomas '05 is the Chief Financial Officer at Nu Skin International
Fei Wang '03 is the Chief Technology Officer at Saks OFF 5TH

David Williams '08 is the Chief Product Officer at inCTRL Solutions DexCare.

10's

Patrick Adams '16 is a Water Policy Analyst Office of Governor Katie Hobbs of Arizona

Jesse Baker '19 is a Senior Investment Analyst at GATX

Kyle C. Beus '12 is Senior Vice President at The TCW Group



Mark Boothe '14 is the CMO at Domo

Jeremy Bowe '16 is a Principal at 130 Visions

Kenny Bullard '12 is the Director of Finance at Energy Solutions

Douglas W. Cherry '14 is the CFO at Volunteers of America

Gary Christensen '17 is a Defense Analyst at Booz Allen Hamilton

Chase Cragun '19 is a Senior Compensation Associate at Ford Motor Company



USU Huntsman School and basketball alum **Rich Haws '76** was inducted into the USU Athletics Hall of Fame.

Riley S. Crosbie '15 is the President of Adams Wealth Advisors

Steve J. Douglas '10 is the Chief Revenue Officer at Mellanni

Jacob Dutson '10 is the VP of Finance and Corporate Controller at Blackstone Products

Ryan Ellis '12 is a Sr Cloud Data Architect at Snowflake

Emily Esplin '18 is the Director of Strategic Initiatives at United Way of Northern Utah



Shelby Fitzpatrick-Daines '15 is the Director of Commercial Sales at Strider

Dillon Guzzle '18 is a Trader at The Andersons

Austin Hawes '17 is the Vice President for Operations at Filevine

Landon M. Hemsley '11 is a Senior Software Engineer at Pathpoint

RYAN JACKSON '16 is the President at Awardco

Chris Jepsen '12 is the Chief Financial Officer at Perry Homes

Meghan Johnson '10 is a Senior Human Resources Business Partner at Sonder
Robert Kent '17 is an Economist at the Bureau of Labor Statistics

Mikayel H. Khachatryan '10 is Co-Founder & CEO at Wirestock

Jeremy Lambertsen '13 is the Vice President of Finance at Commvault

Andrew Loaiza '15 is a Director at Connor Group

Tyson J. Lucherini '12 is the Chief Financial Officer at Core Energy Group

Terra M. Miller '16 is the President & Co-Owner of Encore Land Services

BRYNN MURDOCK '19 is the Executive Director of the Ogden School Foundation

Reed J. Page '13 is the Director of Gas Marketing Operations at Summit Energy

Karly Price '19 is an Associate Brand Manager at PepsiCo, Inc.

Alex Putnam '10 is the Chief Operating Officer at Denik

Landon J. Putnam '10 is an Area Sales Manager at Enterprise Holdings

Victoria Rasmussen '16 is a Marketing Director at BW Events Tech

Allyn Roberts '16 is the Cyber Threat Hunter at Intermountain Healthcare

Jonathan B. Rogers '14 is the Vice President Wealth Advisor at Zions First National Bank



Travis W. Seefeldt '15 is a Senior Manager at Waste Management

Kyle Shurtz '15 is the VP of Performance Marketing at Avalaunch Media

LOGAN J. SMITH '12 is the Director of Public Policy and Human Rights at Yahoo!



Bobby Wagner '11 was recognized as the Seattle Seahawks' Walter Payton NFL Man of the Year Nominee for the second time in 2023, in recognition of his many contributions to the community.



JACKIE SULLIVAN '18 is a Senior Associate at Mercato Partners

Dallin H. Swainston '15 is the President at Pinnacle Energy Marketing

Emily Turner Tatton '18 is a Policy Professional at National Nuclear Security Administration

Matt Vance '14 is the Co-Founder & CEO at Mo-brium

Tyler J. Weese '17 is the Chief Executive Officer at Skale Strategy

Carissa Welsh '19 is a Communication Specialist at Blue Heron Consulting

Sylvia Simmons Wilkins '14 is a Business Development Analyst at Strata Networks

Samantha Wright '15 is the Chief Operating Officer at Bearing Tree

20's

Lincoln Archibald '20 is a Partner and Chief Investment Officer at Fund Launch
Chetan Birthare '21 is the Software Engineer at Visa

Millika Grant '21 is the Co-founder & CEO at Consolve

Evan Koch '21 is Assistant Treasurer at BMW Bank of North America



Scott Walter Koch '22 is the Credit Analyst at Koch Minerals & Trading



Koller Lange '20 is a Corporate Development Manager at BradyPLUS

Ryker Low '21 is the Financial Analyst at the Department of Justice



Huntsman alumna **Kat Kennedy '08** was recognized by Utah Business Magazine as one of their Leaders of the Year.

Koleton Miller '23 is an Investor with Alpine Investors

Ernest Schipman '23 is the AVP of IT operations at Vi

Jordan Vander Does '20 is a Learning Data Analyst at Baker Hughes



Huntsman alum **Quincy Rich '10**, CEO at Rent Dynamics, was recognized by Utah Business Magazine as one of their CEO of the Year honorees.



Brothers Mitch, Wyatt, Austin, and Boone Bowles studied economics at the Huntsman School of Business and went on to careers in medicine, agriculture, and higher ed.

FAMILY TIES: ECONOMICS ACROSS GENERATIONS

Tyler Bowles began his journey at the Huntsman School of Business studying economics in the early 1980s. Little did he know at that time that his family would become a living testament to the versatility of a Huntsman economics degree. Tyler, a professor of economics at USU for the last thirty years, has not only influenced countless students but has also seen his passion for economics ripple through his own family in remarkable ways.

Tyler and his wife, Marni, both Huntsman alumni, have nurtured a legacy of academic excellence and professional diversity among their four children, all sons. Each son, equipped with a BS in economics from Huntsman, has forged a unique professional path, demonstrating the broad applicability of their economics degree.

The bookends of the Bowles boys, Austin and Wyatt, are medical trailblazers, having leveraged their Huntsman training to gain entrance into top-ten medical schools. Both credit their economics degrees with providing a distinct edge in their medical training and careers – Austin is a pediatrician with the Budge Clinic in Logan and Wyatt is a resident at the University of North Carolina - Chapel Hill Medical Center. “Economics is not only fascinating, but more importantly, the rigor and abstract thinking required by economics is invaluable preparation for medical training and practice,” Austin explains.

Mitch, the third Bowles son, brings another dimension to the family's diverse portfolio of careers. Mitch stayed true to the Bowles family's long running connection to agriculture. After an undergraduate Huntsman economics degree, Mitch earned a master's in education, teaches vocational agriculture at a local high school and operates a modest-sized dairy farm in Cache Valley. “Economics was interest-

ing, but the economics curriculum also let me study other subjects that I enjoyed, like animal science and diesel mechanics.”

Tyler and Marni's second son, Boone, followed a more traditional path after earning an economics degree from Huntsman. After applying his economics and business training as a banker in Logan, Boone attended the University of North Carolina – Chapel Hill where he earned a PhD in finance. He is now a finance professor at Texas A&M University where he conducts pathbreaking research in stock market anomalies as well as teaches in A&M's MBA program. Boone notes that, “The training and faculty connections at the Huntsman school have been instrumental in my academic and professional success.”

The Bowles family story is a vivid illustration of the versatility of an economics degree from the Huntsman School. Whether navigating the complexities of healthcare, pioneering finance research, or teaching the next generation of agricultural professionals and operating an agribusiness, the skills and knowledge imparted by a Huntsman economics degree opens doors to myriad possibilities. This is a degree that does not confine but rather expands horizons, offering a robust toolkit for success in diverse fields.

In essence, the Bowles family's experiences encapsulate the spirit of Huntsman: a commitment to excellence, a foundation of rigorous academic training, and a versatility that empowers graduates to pursue their passions and make significant contributions to their chosen fields. But their legacy is more than a testament to one family's achievements. It is a beacon of inspiration for current and future Huntsman students, showcasing the boundless potential of a well-rounded economics education. ■

BROTHERS IN BUSINESS: NATIONAL SECURITY INNOVATORS WITH GLOBAL IMPACT

technology investment team at Oman Investment Authority, tasked with executing the investment strategy of Oman's 'Vision 2040' economic plan.

Years later their career paths would converge back together to start Strider. Each with their unique experiences, perspectives, and skillsets.

"Greg and I would always talk to each other about interesting geopolitical issues," said Eric Levesque. "While living abroad, I saw firsthand how state-sponsored actors were stealing IP and technology—issues Greg was working on in DC. We realized there was an opportunity to leverage public data to help organizations protect against IP theft and that is how Strider was started."

Greg and Eric remain committed to Utah State University and the Utah business community. In 2021 they moved Strider's HQ to Utah from Virginia. They work to provide career opportunities to future USU graduates, partnering closely with USU's Center for Anticipatory Intelligence.

In April 2024, the Huntsman School presented Greg and Eric with the 2024 Jon M. Huntsman School of Business Professional Achievement Award in celebration of their entrepreneurial spirit, commitment to safeguarding intellectual property and innovation, and loyalty and service to Utah State University.

"As you know, our motto is 'Dare Mighty Things,' taken from the great comment from President Theodore Roosevelt," said Douglas D. Anderson, dean of the Jon M. Huntsman School of Business, at the presentation of the award. "You guys are really exemplifying that for all of us. Your life story is really the story that Jon Huntsman had in mind when he endowed this school. I wish he were here today, bestowing this award on you. He would do it with his full heart and soul and with great pride for all that you are doing." ■

Greg and Eric Levesque are proud Aggies and co-founders of Strider Technologies, a leading strategic intelligence startup.

Strider was founded in 2019 on an idea that through leveraging publicly available data and cutting-edge AI technology, actionable insights could be provided to companies and governments to help secure technology and protect intellectual property from nation-state threat actors.

Five years later, the company has over 150 team members, operates in over 10 countries, works with some of the largest global companies—8 of the Fortune 10—and is now valued at over \$400M. Accomplishing all of this in under five years puts Strider in the top five percent of all SaaS based start-ups.

Greg and Eric credit the foundation they received at Utah State University and the Huntsman School of Business as instrumental in the success that they've had throughout their careers, and critical in starting and expanding Strider.

"Utah State University gave me such a valuable set of fundamentals," said Greg Levesque. "I learned how to think critically, how to dig into new topics, and how to apply what I was learning to the real world."

"While at the Huntsman School, I traveled on a business study abroad and did an international internship in Belgium," said Eric Levesque. "This provided me invaluable experience and a global perspective."

After graduating from Utah State, Greg and Eric took different career paths. Greg had a successful career working in Washington D.C. on issues of national security for companies and governments, developing the subject-matter expertise that would later be the building blocks for Strider. Eric started his career on Wall Street working in finance. He later moved to the Middle East where he led the

20
24
PROFESSIONAL
Achievement
AWARD

GREG & ERIC
LEVESQUE

SOCIETAL IMPACT THROUGH EXCELLENCE AND ETHICAL LEADERSHIP

This year the Huntsman School's highest award for excellence and ethical leadership, the Distinguished Executive Alumnus Award, was presented to **Mark Erickson, '95**. Erickson was raised in a simple home with hard-working parents who pushed for educational success. Erickson was always a good student and originally planned to attend Utah State University to pursue an education to become a doctor; however, after taking a few science courses that weren't particularly interesting to him, he switched to business, which "just clicked." Erickson recalls how much he enjoyed learning from past adjunct professors who were passionate in their fields of accountancy and made classwork interesting by providing real-world perspectives.

Armed with a Master of Accounting degree, Erickson embarked on his professional journey at Tanner & Company, a Salt Lake City-based public accounting firm. This experience not only honed his skills but also laid the foundation for his future success. After four years, he seized an opportunity at the United States Securities and Exchange Commission (SEC) in Washington, D.C. His learning and development at the SEC would prove invaluable upon his return to Tanner, where he played a pivotal role in driving the firm's growth.

Erickson's rise in the business world was nothing short of remarkable. At 32, he became the youngest partner in Tanner's history and is now the CEO of the firm. Erickson has been instrumental in the firm's growth from a team of 25 to a robust workforce of over 260 today. His leadership and strategic vision have been key factors in the firm's success.

During his time at USU, Erickson's passion for education was evident. He chose to take numerous history classes for his electives, finding them beneficial in teaching him how to learn in a different way than accounting – reading non-numerical material that was not business-related, such as essays, books, and articles; gathering relevant information, and being able to focus

MARK ERICKSON

20
24
Distinguished
EXECUTIVE
ALUMNUS

BY KATE PETERSEN

in on the critical material for analysis. This skill, which he still utilizes today, was honed during his time as a student. Erickson served as an adjunct professor at USU, where he imparted his wisdom to his students, emphasizing that education is not just about grades, but about the process of learning itself. He has also been a long-time member and is the former chair of the Huntsman School National Advisory Board.

When asked about the importance of ethical leadership, Erickson finds it as important as ever, if not more so today. "Our business world is so dynamic and fast-changing; we desperately need leaders with a strong moral compass. People who have the character to do the right thing, even if it will cause pain or difficulty. I see so many decisions that seem to be made for the immediate need without consideration of the long-term consequences." A few fundamental principles that Erickson continually practices are: 1. Always be grateful. Every job, every interaction with another person, advice received, and opportunities given all help us learn and develop. into the person we are today. 2. Practice kindness in everything you do. In business, Erickson believes that treating others kindly and with respect generates stronger relationships and mutual trust. He is a strong advocate of providing timely and honest feedback and believes that if we genuinely care about someone, we'll give them the feedback to help them improve. 3. Work hard. Early in his career, Erickson set out to be a "go-to guy" – someone that others knew they could count on. Organizations seek candidates who are driven and self-motivated.

Erickson and his wife, Jennifer Needham Erickson (B.A., English, '94), have always loved USU and how the college experience

helps students learn how to interact and communicate with all types of people. When they were first married over 30 years ago, they both agreed that providing scholarships to those in need was one of the things they would like to do to give back one day. They both saw what education could do and can see it even better now: 'Education is the answer to many of life's challenges and difficulties. It can literally lift generations out of poverty.' Mark and Jennifer's commitment to education and beliefs in its transformative power are deeply rooted in their personal experiences and values.

Mark and Jennifer were named USU Young Alumni of the Year in 2011. They have six children, four of whom have attended Utah State (three graduated from USU, and one is currently attending). They established the Mark and Jennifer Erickson Endowment for the School of Accountancy, a significant contribution that provides scholarships each year for students who are not recipients of other scholarships. This endowment is a testament to their belief in the power of education and their commitment to supporting the next generation.

In recognizing him as the Distinguished Executive Alumnus of the year, Douglas D. Anderson, dean of the Jon M. Huntsman School of Business commented, "Our entire Aggie community and indeed, the state of Utah and the nation, are better because of the impact of Mark Erickson. He continues to contribute to the growth of the Huntsman School by giving generously of his resources, time, and expertise and by his exemplary personal life. He is a model of what we mean when we say we seek to develop leaders of distinction in commerce and public affairs." ■

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A Journey of Generosity and Impact

From June 3rd to July 20th, a dedicated team rode their bicycles across America to raise awareness and scholarship funds for the SEED (Small Enterprise Education and Development) Program. This incredible initiative, known as Pedaling to End Poverty, aimed to ensure more students could participate in the life-changing poverty alleviation programs.

Your contributions fueled the journey and helped raise crucial funds to empower aspiring entrepreneurs in developing countries. The SEED Program provides these individuals with the tools and knowledge they need to build sustainable businesses and uplift their communities.



LEARN MORE ABOUT THEIR JOURNEY

\$450,822.82 was raised as of July 30th, 2024



The Mission Continues

While the bike ride across America has concluded, the work at the Huntsman School of Business is far from over. Glauser dares to dream big. What could be achieved with more students going to more countries? How long before 20,000 global small businesses are launched? 50,000? An end to poverty? Spend a few minutes with Glauser and he will convince you it's very much within our reach.

Your contributions have already made a significant impact, and with your continued support, we can achieve even more. Together, we can nurture the next generation of business leaders and innovators.

One hundred percent of money donated to Pedaling to End Poverty goes to scholarships for students. ■



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We apologize for any
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General Mills has been a dedicated partner to the Huntsman School, participating in numerous events and providing financial support for initiatives like the GMI Case Competition.

This partnership has led to significant hiring opportunities for students, with high conversion rates from internships to full-time positions, and has contributed to a strong alumni network actively involved in mentoring and recruiting efforts.



“Working with the Huntsman School of Business Corporate Relations has been nothing short of

phenomenal! As an Aggie Alum and GMI Recruiter, it has been an honor to be able to come back to my home base each year and partner with such high caliber individuals in giving back opportunities that I was so fortunate to be given as a student.”

—Marci White, '19 with a BA in Marketing.



International Paper has been a committed partner to the Huntsman School of Business since 2020, actively participating in numerous engagement events and hiring several students into full-time and internship positions this past year.



“As the Utah State HR Lead Recruiter for IP, I’ve had the privilege of closely collaborating with esteemed faculty members and witnessing the remarkable contributions of our college interns. Their dedication, fresh perspectives, and business acumen truly highlight the talent we are able to source from the Huntsman School of Business. Looking forward to continuing our partnership with USU for years to come!”

—Conner Chambers, HR Supervisor, USU '20, BS Business Management

Partners Group has forged a dynamic partnership with the Huntsman School of Business, engaging students through interactive events and alumni-led sessions that open doors to high-level finance careers. This collaboration has led to the recruitment of several students into full-time roles and analyst programs, providing them with the necessary tools for career success and demonstrating the strong fit between Huntsman students and Partners Group.



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Liesl Cannon is a professional illustrator, a naturalist, a gardener, and a mother. Her art can be seen in her local Travel Posters, Postcards, Children’s Books, and even a mural in Logan, Utah. She studied Art at USU, where she met her husband, Ryan Cannon, who was also an art major. Together, they have three kids and enjoy making and selling their art, working on old houses, and being outdoors in Cache Valley.

Liesl illustrated the Front Cover and Cover Story Spread (pg 20–29) in this issue of Huntsman Business Magazine.

Scan to see more of Liesl’s work:



Liesl Cannon in front of her nearly 60-foot wide and 7-foot tall mural located at 39 West 100 North in Downtown Logan