

KAY AND YVONNE WHITMORE GLOBAL BUSINESS CENTER / CIBER

GLOBAL CONNECTIONS

2022 - 2023



WHITMORE GLOBAL
BUSINESS CENTER
BYU MARRIOTT

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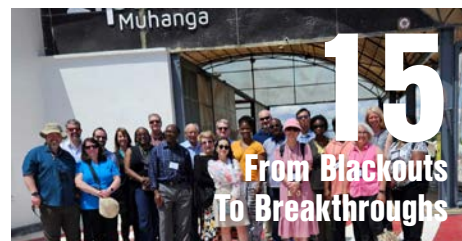
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From Singapore
to Stuttgart



LETTER FROM OUR DIRECTORS

Dear Friends, Colleagues, Partners, and Fellow Globalists,

As we conclude another fruitful academic year, we are pleased to share with you the progress and achievements that have characterized the Global Business Center and its programs at the BYU Marriott School. It has been a year of growth, innovation, and meaningful impact, thanks to the collective efforts of our students, faculty, staff, and partners. Highlights include:

1 Expansion of Business Fundamentals Program: We are delighted to report that the second year of our Business Fundamentals study abroad program has seen continued growth with an increase in the number of students participating and the companies that have partnered to share global business encounters with our students. This program serves as a flagship experience for our students' early academic journey, providing them with a vision and trajectory for thriving in the dynamic global business landscape.

2 Launch of New Project-Based Study Abroad in Europe - Italy Business Semester Abroad: This year marked the inception of an exciting new project-based study abroad program in Europe, pairing a comparison of business in several countries with an extended stay in Milan where students engaged in a consulting project for Airbnb. This immersive experience offered students the opportunity to engage in hands-on learning, collaborate with local businesses, and gain invaluable insights into European markets and cultures.

3 Increase in Scholarships for International Experiences: Recognizing the importance of international experiences juxtaposed with the rising costs of travel, we have significantly increased the number of scholarships.

4 Rise in Participation in International Internships: We are thrilled to witness a surge in the number of students participating in international internships. These real-world experiences provide students with invaluable professional development opportunities, allowing them to apply classroom knowledge in global business settings and gain a competitive edge in the job market.

5 Expansion of High School Business Language Competition: In response to growing demand, we have expanded our business analysis competition in foreign languages to include German, bringing the total number of languages to five: German, Spanish, Arabic, Chinese, and French. This initiative aims to foster linguistic proficiency and cultural understanding among future business leaders, setting their feet on global paths prior to taking their first college course.

6 Partnership with CU Denver and RMCIBER Network: In collaboration with the University of Colorado Denver and the Rocky Mountain CIBER network, we have awarded \$20,000 in special grants to aid professors in the Intermountain West to develop new courses, conduct research, create international experiences, and further global business education, reinforcing our commitment to fostering excellence in international business education across the region.



Bruce Money
Executive Director



Jonathon Wood
Managing Director

We reaffirm our mantra of "Learn, Go, Become Global," emphasizing the importance of continuous learning, experiential opportunities, and global citizenship in shaping the future of business leaders. Thank you for your unwavering support and dedication to our shared vision of excellence in global business education.

Warm Regards,

Bruce Money
Executive Director

Jonathon Wood
Managing Director

B. Money

Jonathon Wood

STUDENT SPOTLIGHTS

A native of Midway, Utah, Garrett Watts grew up close to BYU campus, but his study of strategic management has taken him around the globe.

Watts has trekked through Brazil, Argentina, Uruguay, and Paraguay, visiting companies and learning about commerce and inflation. A study abroad took him to the UK and India, where he helped a family-run sari recycling business expand into the e-commerce space.

In October 2023, he traveled to Ukraine as part of his internship with 47G, a trade association that represents the aerospace, defense, and cyber industries in Utah. The trip helped Utah-based companies support the Ukrainian military with minesweeping, radio communications, and armor for trucks and soldiers.

Before his internship with 47G, Watts worked in Washington, DC, for a semester, which piqued his interest in careers that blend private and public sector work. Travel experiences abroad remind Watts why he loves his program: "Strategy is all about finding multifaceted solutions and understanding the big picture so you can make the right decision," he says.

Mason Dalton a first generation college student was selected for a scholarship to participate in the Business Fundamentals study abroad program. This scholarship helped him add a global experience to his early college career. Mason describes the impact in his own words:

"Before starting the study abroad, I thought about what a blessing it is to receive a scholarship for such an amazing opportunity. A recurring feeling was, 'Is this really going to happen?' My parents have taught me that hard work is how we get things in life. I never expect help or overwhelming support for myself. I never would've been able to experience an intellectually enlarging activity without the support of the scholarship."

The Business Fundamentals study abroad was more than I could ask for. Meeting students in similar disciplines, building connections with professors, and learning in historic part of Europe helped create an experience of a lifetime. Being around students from different backgrounds expanded my confidence as we learned to accept and work with one another.

The professors' guidance and kind-

ness impressed me on the path I want to take and the type of person I want to be. Visiting Europe grew my appreciation for culture and helped me connect business concepts we were learning in class to differences in each country.

Mason's international trajectory continues as he is now participating in another business related Study abroad in the Spring of 2024.



Garrett Watts



Mason Dalton



Hungary

PHOTO JOURNAL



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- 1). Florence is a popular location for study abroad programs.
- 2). Students on Italy Business Semester visit United Nations in Europe.
- 3). Religious sites are always an important cultural experience.
- 4). BYU student Klara Lawrence and her brother Grant, of UVU, share a moment in Cardiff, Wales.
- 5). Business Fundamental students pose with an Airbus in Paris.
- 6). Students enjoy the culture and food in London.
- 7). MBA students journey to Latin America.
- 8). Airforce ROTC students enjoy a free day in Rome while studying military history.
- 9). Many programs visit Normandy as an important historical stop.
- 10). MBA students take in the culture of Cambodia.
- 11). Army ROTC students visit Trevi fountain while in Europe
- 12). MPA Students visit the food bank in Lisbon, Portugal studying non-profit operations
- 13). International Accounting study abroad students visit Intuit in Paris.

FROM SINGAPORE TO STUTTGART

In an increasingly connected world, learning how to interact with different groups of people can open doors of opportunity and learning. That's why Bryson Schellenberg, a senior studying global supply chain at the BYU Marriott School of Business, looked to the Whitmore Global Business Center (GBC). With the center's assistance, he spent a year in Germany, where he connected with people from all over the world.

Schellenberg was first introduced to life outside the United States soon after graduating high school. On a mission for The Church of Jesus Christ of Latter-day Saints in Singapore, he developed a new appreciation for countries beyond the US. "I realized the importance of being connected to people and cultures outside of my own," he says.

And on his church mission he learned more than just about other cultures. "I saw a lot of shipping containers and boats moving in and out of the city and it was interesting," he says. After returning home from his mission,

Schellenberg began school at Brigham Young University, where he took a business career survey class and realized what he saw in Singapore was the supply chain industry in action.

"I saw the topics that global supply chain addressed, and I enjoyed learning about those things," Schellenberg says. From that moment, Schellenberg decided that he wanted to study global supply chain.

While walking to class in the Tanner Building, Schellenberg spotted a flyer advertising a Europe exchange program through the GBC. "I knew if I really wanted to understand the business of global supply chain, I needed to spend time in Germany because of their huge economy and big supply chain," Schellenberg says.

Schellenberg's plan to study and work in Germany came with fears of being in an unfamiliar area, but his wife supported his decision. "She helped me during the whole process and was excited to try something new with me," he says.

For one semester, Schellenberg took business classes at Pforzheim University near Stuttgart, Germany, with other English-speaking exchange students from all over the world. "Everyone was so welcoming and kind to us," Schellenberg says. "We all had a great time together inside and outside of the classroom."

His exchange program in Germany provided the opportunity to connect with students from diverse backgrounds. "I quickly learned that the world is more connected than I thought, and each person comes from a different perspective."

Schellenberg and his wife often invited his classmates over for dinner to play games and socialize. "This helped us all feel like we had a social circle while we were far from home," Schellenberg says.

These moments helped Schellenberg realize the benefits of building relationships with people from diverse backgrounds. "Because our new friends had all lived abroad before,

they knew how to transition to living in a new country. They helped us ease into the new experience," Schellenberg says. "I really came to appreciate their service."

As his exchange program neared its end, Schellenberg wanted to gain work experience in the supply chain industry in Germany, so he sought out internships. However, visa processing issues prevented him from moving forward.

Understanding his challenges, Schellenberg's professor encouraged him to contact her spouse, who worked at Bosch, an international engineering and technology company headquartered in Germany. "I sent him my résumé," Schellenberg says, "and they hired me on."

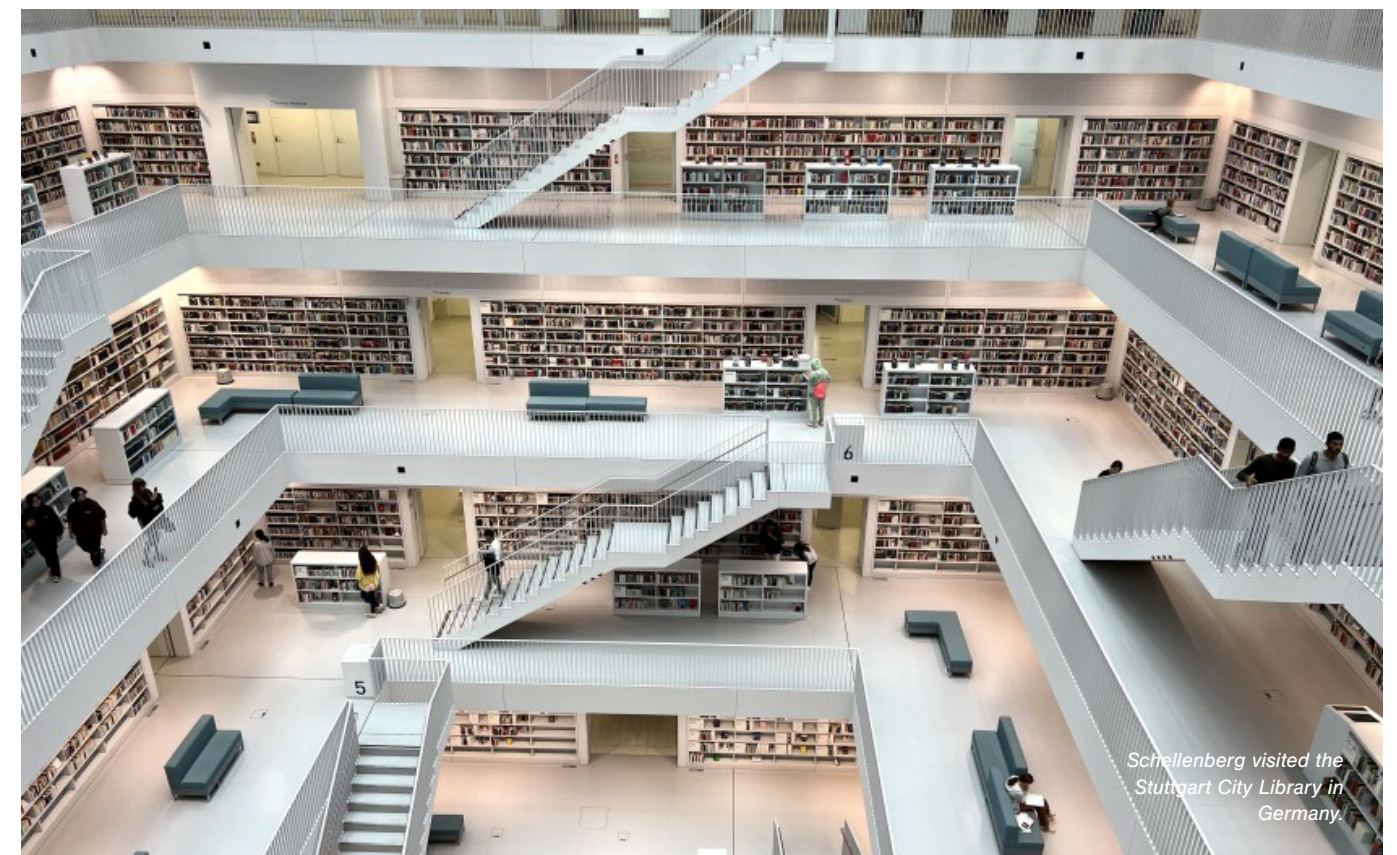
Because Bosch employs over 400,000 people across 60 countries, the company manages its supply chain through internal and outsourced warehouse management companies that support their global services department. Bosch also outsources some of their warehouse operations to third party logistics providers.

Interning in data analytics, Schellenberg gained real-life business experiences during his internship at Bosch. "This internship helped me expand my understanding of the supply chain industry and how to work closely with people who had backgrounds I wasn't accustomed to," Schellenberg says.

After spending a year in Germany, Schellenberg returned to the US with a new perspective of how the world works. "You will never regret having an international experience where you can connect with new people," he says. "I learned that the world is more connected than it ever has been."



Bryson Schellenberg is a senior studying global supply chain.



Schellenberg visited the Stuttgart City Library in Germany.

UNVEILING NEW FRONTIERS: THE SUCCESS OF THE EUROPE BUSINESS AND LAW STUDY ABROAD PROGRAM IN MILAN

The 2022-2023 school year began with ushering in a new concept in study abroad for BYU Marriott School students. The Europe Business and Law Study Abroad Program, an innovative initiative by the BYU Marriott School that unfolded amidst the enchanting backdrop of Europe with an extended sojourn in Milan, Italy where students engaged in a hands-on project. Led by a team of professors and administrators, Shad Morris, Gladriel Shobe, Jarrod Shobe, and Jonathon Wood, this transformative semester-long experience has left an indelible mark on the students who participated, offering them a unique opportunity to deepen their understanding of global business dynamics, legal frameworks, and cultural intricacies.

Tailored for adventurous spirits with a passion for exploration and a thirst for knowledge, the program served as a gateway to a world of business possibilities. From the picturesque canals of Venice to the ancient ruins of Pompeii, from the iconic landmarks of Paris to the serene shores of Lake Geneva,

students embarked on a journey that transcended geographical boundaries and broadened intellectual horizons. At its heart lay Milan, a bustling metropolis renowned for its rich history, artistic heritage, and vibrant business scene. Here, amidst the splendor of Leonardo da Vinci's masterpiece, "The Last Supper," and the architectural marvel of the Duomo, students immersed themselves in a dynamic tapestry of culture, creativity, and innovation. As Italy's epicenter for business, fashion, design, and art, Milan provided the perfect backdrop for academic exploration and cultural immersion.

Central to the program's success was a hands-on experiential learning project in collaboration with Airbnb Europe. Tasked with identifying new markets and market trends, students worked in several teams to delve into the intricacies of the global hospitality industry. Their findings were presented to top leadership of the Airbnb Europe team, providing students with a unique opportunity to showcase their skills and insights to industry professionals.



Students visited A2A Energy while in Milan.



The whole team celebrating the completion of the project near the Duomo in Milan.

But the adventure didn't stop there. With a meticulously curated itinerary spanning Italy, France, Switzerland, Germany, San Marino, the Czech Republic, and Greece, students delved deep into the heart of European culture and commerce. From corporate visits to industry titans like Microsoft, Amazon, and Ferrari to cultural excursions to renowned landmarks such as the Louvre, the Eiffel Tower, and the Acropolis, each moment was a source of inspiration and enlightenment.

Such experiential learning initiatives not only enriched students' resumes but also paved the way for potential career advancements. By immersing themselves in real-world projects and engaging directly with industry leaders, students gained invaluable practical experience that significantly impacted their career trajectories. In conclusion, the Europe Business and Law Study Abroad Program in Milan was a resounding success, re-defining the boundaries of traditional education and inspiring a new generation of global leaders. As students reflect on their life-changing journey, they do so with the understanding that they have embarked on an odyssey that has shaped their futures and unlocked endless possibilities.

The Europe Business and Law Study Abroad Program in Milan stands as a testament to the power of experiential learning and global collaboration. As students reflect on their life-changing journey, they do so with the understanding that they have embarked on an odyssey that has shaped their futures and inspired a new generation of global leaders. Looking ahead, we are thrilled the program will continue, with variations on themes of business, but always keeping the learning outcomes focused on hands-on global business education. As we embrace the future with enthusiasm and determination, we remain committed to empowering the next generation of global leaders and fostering a deeper understanding of the interconnected world of business.

Gutenberg castle in Liechtenstein



BYU MARRIOTT HOSTS 2023 HIGH SCHOOL BUSINESS LANGUAGE COMPETITION

In March the Whitmore Global Business Center at the BYU Marriott School of Business hosted the 2023 High School Business Language Competition (HSBLC). The competition invites high school students from across the state to apply their language skills outside the classroom in a business environment. A total of 32 teams—made up of 114 students from 11 schools—participated in the competition, with students creating and presenting marketing plans in Spanish, Chinese, Arabic, or French.

“A lot of times when people think of languages, they think of it through the humanities side of languages. We focus on the business side of languages,” explains Jonathon Wood, managing director of the Whitmore Center. The center receives funding through the Centers for International Business Education and Research (CIBER) to provide resources to businesses and schools. “We reach out into the community to pair our expertise and



Students and their high school language teachers participate in the competition held at BYU Marriott.



Timpview High School's French team is an annual competitor.

amplify international business education in the whole community so that the nation as a whole becomes more competitive,” says Wood.

The HSBLC is one such resource—providing high school students the opportunity to enhance language learning through international business experiences. “Learning a language on a mission or in a classroom doesn’t mean you’re ready to go into a boardroom and make a presentation about return on investment or marketing strategy,” Wood says. The HSBLC helps students understand the importance of language learning and even apply it to future career opportunities.

Student teams were evaluated based on their language ability, their written and oral presentation skills, and the content of their marketing plans. “We had so much fun learning about business marketing, expanding our skills and vocabulary set, and conversing with people who are native French speakers,” says a participating senior from Alta High School, whose team took first place for French.

“This is such a real-world opportunity for them—to participate in an authentic situation for what they see for their future. It was probably the highlight of their year,” says Rachel DeFriez, a French teacher from Alta High School. “They loved the preparation and the chance to compete and show what

they have learned. We get so few opportunities to demonstrate what we’ve learned in a language, and the students crushed it this year.”

For French, Grantsville High School placed second, while Timpview High School and West High School tied for third. Elodie Petelo, a French teacher at Timpview High School, adds, “It’s great for students to take their language skills in a business setting. I always look for opportunities for them to experience it outside of their typical classroom day. I also like that this is very much driven by the students—they have to come up with the plan and they have to organize themselves as a team.”

West High School won first in Arabic. In the Spanish competition, Timpanogos High School won first, Cypress High School took second, and Timpview High School placed third. For Chinese, Taylorsville High School won first and third, and Timpview High School placed second.

A Mandarin-speaking participating senior from Timpview High School says, “I think it’s a great opportunity to be put into a high-stress situation. But it also brings out the years of work we’ve put in, and it gives us an opportunity to really put it to use and see what the potential outcomes of our studies could be in the future.”

“They loved the preparation and the chance to compete and show what they have learned.”

FROM BLACKOUTS TO BREAKTHROUGHS

For many faculty at the BYU Marriott School of Business, studying abroad means teaching and guiding students. But for Tom Meservy and Kristin DeTienne, their separate visits to the African continent introduced a new kind of study abroad. Through the Faculty Development in International Business program, professors learned how other countries practiced business and returned with lessons they hope to pass along to their students.

The two BYU Marriott professors' trips were sponsored by the Whitmore Global Business Center (GBC), with assistance from the US Department of Education (DoE) through the center's designation as a Center for International Business Education and Research (CIBER). This program assists faculty members interested in the international side of business and bringing global knowledge into the classroom.



Meservy, professor of information systems at BYU Marriott, visited Eswatini and multiple cities in South Africa. He learned about how those countries practiced business despite an unstable power grid, and he took note of how technology use influenced the business landscape. "Learning about business owner's experiences reshaped how I view the impact of technology, the need for technology," Meservy says.

For example, "The unemployment numbers in South Africa are astounding," Meservy explains. However, "technology is enabling remote work and access to international opportunities that previously weren't available."

Meservy also recognized that technology allows more people access to improve their education. "Technology, through the use of tablets, is providing access to education to very poor segments of the population," he says.

In South Africa, Meservy learned that much of the country's challenges result from scarce access to basic resources like electricity. "Accessing electricity is critical for technological infrastructure in a country. Dependable electricity is required for economic

stability," he says. Power-related blackouts commonly sweep across the country because of degrading infrastructure. Many businesses have separate power generators to keep their business operating during the frequent power outages. "They have to be prepared to handle an inconsistent power supply."

For DeTienne, professor of organizational behavior and human resources, she set out on her trip a few weeks before Meservy in the summer of 2023. She also traveled through South Africa and observed how the blackouts directly affect local merchants. One afternoon she visited a booth selling skirts but learned that the business owner only had one skirt for sale. "The skirt had a rip in the fabric, so I asked her if she had more available," Detienne says. "She told me that she struggled to find a time to use her sewing machine when they had power." Detienne purchased the skirt and walked away with a greater understanding of the challenges of earning money in South Africa.

DeTienne witnessed how companies also find ways to thrive. During her visit to Rwanda, DeTienne toured Fly-Zipline, a drone delivery company

based out of San Francisco, who established their first real-world operations hub in Rwanda. The company delivers medicine, food, and other products to homes, businesses, and hospitals access to essential supplies."in the surrounding areas. "They have high-tech drones fly to and from an operations center," she says. "That company helps thousands of people in the area who otherwise wouldn't have access to essential supplies."

She enjoyed learning about how South Africans fought for social change amidst Apartheid, and she takes the lessons she learned and interlaces them into her classroom lectures. "I teach my students about some of the issues I saw regarding how to negotiate to change a system and fight for fairness," she says.

Meservy experienced a similar outcome from his experiences. "They move forward with faith despite their challenging circumstances," Meservy says. "Their strength shapes my discussions on overcoming complex things in society. They helped me see life through a different lens, which gives me the tools to help students better understand the world around them."

WHITMORE CENTER NAMES 2023 ECCLES SCHOLARS

The Whitmore Global Business Center (GBC) at the BYU Marriott School of Business named 13 first-year BYU Marriott MBA students as 2023 Eccles Scholars. The Eccles Scholars Award offers financial support to MBA students who are interested in and committed to international business.

Students undergo a rigorous application process and are selected based on academic performance, international experience or interest, and second language fluency. Each award recipient receives up to \$9,000 of financial aid to go toward tuition, international study experiences, and global career exploration.

The 2023 Eccles Scholars are Benjamin Dowdy, Christina Zhang, Coralee Choules, Laura Kerey, Fabian Serradell, Preston Neilson, Zach Andersen, Tanner Mask, Jared Dyer, Ben Nzojibwami, Kirsi Jarvis, Kelsee Gates, and Gretel Tam.

Because of the generous support of the George S. and Dolores Doré Eccles Foundation, “The award enables MBA students to expand on the global

trajectory of their future careers,” GBC business manager Lisbeth Hopper says. “These students are already fluent in a second language and have demonstrated their global and international interests in their coursework and in other leadership positions.”

2023 ECCLES SCHOLARS RECIPIENTS

BENJAMIN DOWDY served a church mission in Japan, where he experienced the 2011 earthquake and tsunami that devastated northern Japan. In the aftermath of the natural disaster, Dowdy used his Japanese and English proficiency to help coordinate relief efforts. “I learned the critical role of people with knowledge of cultures and languages in facilitating solutions for complex problems,” Dowdy says. From Madison, Wisconsin, he returned to Japan twice to complete undergraduate internships, and he graduated with honors from BYU with a bachelor’s degree in Japanese. After completing his studies, Dowdy spent several years with Epic, a company that develops health records software. He consulted organizations throughout the world, including Canada, Singapore, Australia, and the United Kingdom. He hopes

to transition to brand management through his MBA experience, eventually looking to consult Japanese companies trying to expand into Western markets.

CHRISTINA ZHANG grew up in China, where she published her first novel at the age of 14. She came to the United States to attend the College of Saint Benedict, earning a bachelor’s degree in communications in 2013 while also working as an intern with 21 Century News. Zhang built on her experience by earning a master’s degree in journalism and mass communications from the University of Minnesota. Zhang then made a career shift in 2018, transitioning to hedge fund management and eventually private equity. After earning an MBA from BYU Marriott, she plans to use her expertise in journalism and finance to promote a healthy market and media landscape. “I am committed to promoting international business in China and Southeast Asia,” Zhang says.

CORALEE CHOULES developed an interest in global affairs as a young child when her family lived in Taiwan and the Philippines. Choules attended in-

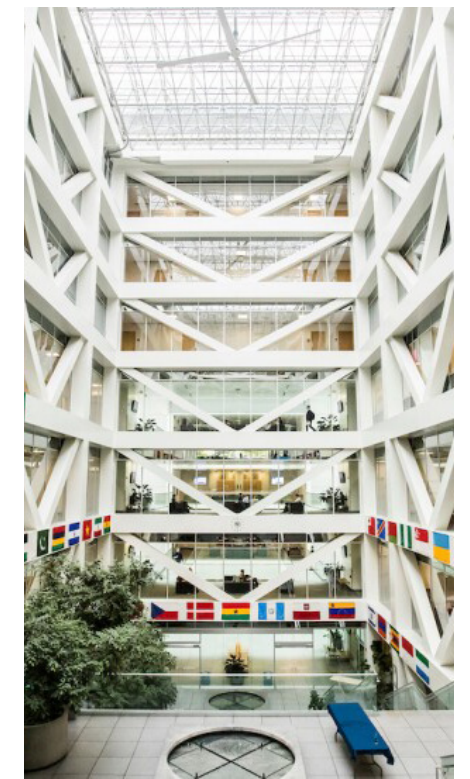
ternational schools around the world, interacting with diverse cultures, countries, and people. She earned a bachelor’s degree in communication disorders from BYU in 2008 and a doctor of audiology from the University of Washington in 2012. Choules then worked as a clinical audiologist for more than a decade in various positions throughout California, Arizona, and Utah. In one position, which she held for five years, she relied greatly on her language skills. “I was able to work with patients and colleagues from around the world and seldom spoke my primary language on the job,” Choules says. She now plans to use her experience in Asia to pivot to international business.

LAURA KEREY was born and raised in a small town in western Mongolia, and she aspired to one day attend school in the United States. Kerey earned a bachelor’s degree and master’s degree in economics from Financial University under the Government of the Russian Federation in Moscow, Russia, where she won several outstanding student and case study awards. After graduation, Kerey worked as a product development and planning specialist at a major Mongolian telecommunications company before

transitioning to work in accounting and auditing with PwC offices throughout central Asia. Kerey is also fluent in five languages: Mongolian, Kazakh, Russian, Turkish, and English. Upon completion of the MBA program at BYU Marriott, she plans to use her international experience and language skills to advance consulting practices in Kazakhstan and central Asia. She will complete an internship with JP-Morgan Chase & Co. this summer.

FABIAN SERRADELL grew up in Chile, where his parents encouraged him to learn English to open future opportunities. That advice paid off as Serradell has utilized his English skills working and traveling internationally. He earned a bachelor’s degree in electrical engineering from the Universidad de Chile in 2013 and then worked for several years with major South American energy companies. As a bilingual engineer, Serradell was given opportunities to manage partnerships and projects around the globe. “Being fluent in a second language has opened the door to do business with teams in Europe and South America,” Serradell says. “It has allowed me to travel to amazing places, creating lasting connections with people from completely different cultures and backgrounds.”

PRESTON NEILSON gained international experience first through a church mission to Mexico and later through a study abroad in Spain. Originally from Houston, Neilson graduated from BYU Marriott in 2019 with a bachelor’s degree in finance and a minor in Spanish. Following graduation, Neilson worked as a credit analyst with GPS Capital Markets, a multinational foreign exchange brokerage



The 2023 Eccles Scholars From left, Preston Neilson, Benjamin Dowdy, Christina Zhang, Tanner Mask, Gretel Tam, Kirsi Jarvis, Coralee Choules, Jared Dyer, Kelsee Gates, Ben Nzojibwami, Laura Kerey, and Fabian Serradell. Not pictured: Zach Andersen.

firm. “I hope to leverage my training to eventually become a treasury manager,” Neilson says. After completing his MBA, Neilson plans to pursue a career in international business, and he’ll work as a finance intern for multinational conglomerate 3M this summer.

ZACH ANDERSEN has coordinated international manufacturing projects from Asia to Latin America, using his Spanish language skills to create personal connections in the process. From Apple Valley, California, Andersen earned a bachelor’s degree in marketing from BYU Marriott in 2018 before going on to work with Techtronic Industries as a marketing specialist and later as a product manager. “Whether traveling around the world or simply doing video calls, conducting global business drives greater understanding and connection among us as humans,” Andersen says. Following completion of the BYU Marriott MBA program, he plans to seek work in a foreign country or with a multinational business.

TANNER MASK served a church mission in Lima, Peru, where he learned Spanish and fell in love with a new culture. Originally from Gilbert, Arizona, Mask returned from his mission with a determination to work with people in South America, and he earned a bachelor’s degree in finance from BYU Marriott in 2020. Mask then worked as an investor with Alta Global Ventures, a global venture capital fund that invests in companies in North America and South America. He later cofounded an investment firm that focuses on startups and real estate. Mask chose to earn an MBA to learn about international investing, and he hopes to use that knowledge to invest across borders.

JARED DYER lived in Europe and Asia for a total of 12 years growing up, learning Japanese, Serbian, and German in the process. “The experience gained in those years abroad strengthened my ability to thrive in ambiguous environments,” Dyer says. “I saw firsthand the value in connecting with

people of different backgrounds and cultures.” Dyer, originally from Cheney, Washington, earned bachelor’s degrees in economics and political science from BYU before accepting a position as an analyst with mattress retailer Purple. He hopes to work for a multinational corporation where he can capitalize on his international experience, language skills, and business expertise.

BEN NZOJIBWAMI was born in the east African country of Burundi. Due to social change and civil unrest, he and his family fled to Belgium, where they tried to start a new life but were met with severe discrimination. Ultimately, Nzojibwami’s family immigrated to Canada, finding a new sense of security in the process. “These experiences, along with others, have shaped one of my core values: the need for safety,” Nzojibwami says. “The Eccles award is an opportunity for me to create safety and social connection throughout the world.” Nzojibwami completed an exchange program with Beijing Normal University in China in 2015. He earned a bachelor’s degree in kinesiology from the University of Calgary in 2016 and a bachelor’s degree in education from the University of Alberta in 2019. He speaks French, Mandarin, and English, and he worked previously as a French teacher and an instructional designer.

KIRSI JARVIS felt terrified when she stepped into her first Chinese class at 12 years old. That fear left when she realized language learning was about more than grammar. “I soon learned pursuing Chinese was not a means to merely speaking a language,” Jarvis says. “It was a means to connect with a people.” Originally from Kaysville, Utah, Jarvis further developed her love of Chinese people and culture as she served a church mission in Taiwan and completed a study abroad in Nanjing, China. She earned a bachelor’s degree in Asian Studies from BYU in 2015 and a master’s degree in public administration from BYU Marriott in 2019. Jarvis worked with several immigrant and refugee

support organizations in both Washington, DC, and Utah, most recently as a career manager with One Refugee. She plans to use her experience and educational background to earn a PhD in management and research, seeking to eventually teach in China.

KELSEY GATES took a Russian class on a whim in college, and she soon fell in love with the language. From Erda, Utah, she later taught English in on a whim in college, and she soon fell in love with the language. From Erda, Utah, she later taught English in western Russia and served a church mission in eastern Europe. “I know the power of connecting companies and cultures in business,” Gates says. “I want to increase my understanding of international business to be a powerful force for good in the world.” Gates earned a bachelor’s degree in communication from BYU-Idaho and began work at Deseret Digital Media. She later worked for advertising agency Boncom and digital media company Radiant in various capacities. “I am eager to take my next steps in my education,” Gates says.

GRETEL TAM had attended six different schools, learned a third language, and lived in two countries by the time she was seven years old. Gretel spent time in Hong Kong and mainland China as a child and is fluent in English, Mandarin, and Cantonese. “I became interested in exploring international career paths after settling in the United States,” Tam says. “A global mindset and international exposure are essential for success in today’s rapidly evolving business landscape.” Tam participated in study abroad programs to the middle East and Europe while earning a bachelor’s degree in dietetics from BYU in 2020. After graduation, Tam worked for Latter-day Saint Charities, where she collaborated on clean water and nutrition projects in the Philippines, Sierra Leone, and Liberia. She will soon join multinational food corporation Danone as a brand management intern.

Provo, Utah



OPEN POSSIBILITY.

FAR FROM HOME

Originally from the lush islands of Tonga, Malissa Fifita believes there are multiple pathways to personal success. A student in the master of public administration program at the BYU Marriott School of Business, Fifita navigates life's everchanging course by drawing strength from her family, her culture, and her determination to serve others.

Fifita graduated from BYU-Hawaii with a degree in political science. "My only goal was finishing undergrad and going to law school," she says. But a mentor who held degrees in both law and public administration nudged Fifita in a different direction.

"Being around people—it's my strength. It's my comfortable area," Fifita says. She realized that an MPA would allow her tap into her people skills and her problem-solving skills. "It's not good to say a problem is fun," Fifita says, "but solving the problem is fun."

Even though the COVID-19 pandemic meant the classes would probably be virtual, Fifita applied and was accepted to BYU Marriott's MPA program.



Fifita with her biggest supporters—her husband and daughter.



Kingdom of Tonga

But plans changed when Fifita became pregnant and her extended family moved to California. Newly graduated from BYU-Hawaii, Fifita and her husband decided to move to California and defer the MPA program. Finding a job was extremely difficult for Fifita, but she kept an open mind and landed an essential worker position at ChanceLight Education—a school for students ages 5 to 21 with autism disorders, special needs, and behavior challenges.

"I do not have any background in dealing with autism or working with special needs kids. Honestly, I just went in with the mindset—you need money." But within two weeks, she realized, "I was in love with my job. I was excited every morning to go to work." Over the next year and half, Fifita says, "I learned more from the students than they did from me."

Fifita closed out her chapter at ChanceLight, trading the sea for snow-capped peaks and BYU Marriott. Now immersed in the MPA program, she finds that her positivity and her love for people make her feel right at home. "The positiveness of the program really drew me in," she says. "What I

love about the program is the support that we have from our professors, the relationships we have with our cohort, and the people I'm around."

As she adjusts to school, stress, and snow, Fifita keeps the Tongan heritage in her heart by tucking a flower behind her ear each day. "This is like our sun," Fifita says of her flower. "We wear it in our hair. It's something I identify with. It's in our culture."

Fifita misses her family in Tonga and California, but her husband and daughter motivate her to work hard. "I go home and open the door, and the first thing I see is my daughter, and she's jumping and calling 'Mommy,'" Fifita says. "I'm reenergized."

Although Fifita feels overwhelmed and exhausted at times, her husband cheers her on. "We didn't leave California to come this far just for you to give up," he reminds her. "You can do this." Fifita agrees and adds to his sentiment: "We can do it. We are made for greater things."

And she hasn't given up on continuing on to law school after her MPA. "It's still a dream," she says. "It's still a goal."



MPA student Malissa Fifita wears a flower in her hair to remind her of home.

FASHIONING A SUPPLY CHAIN CAREER



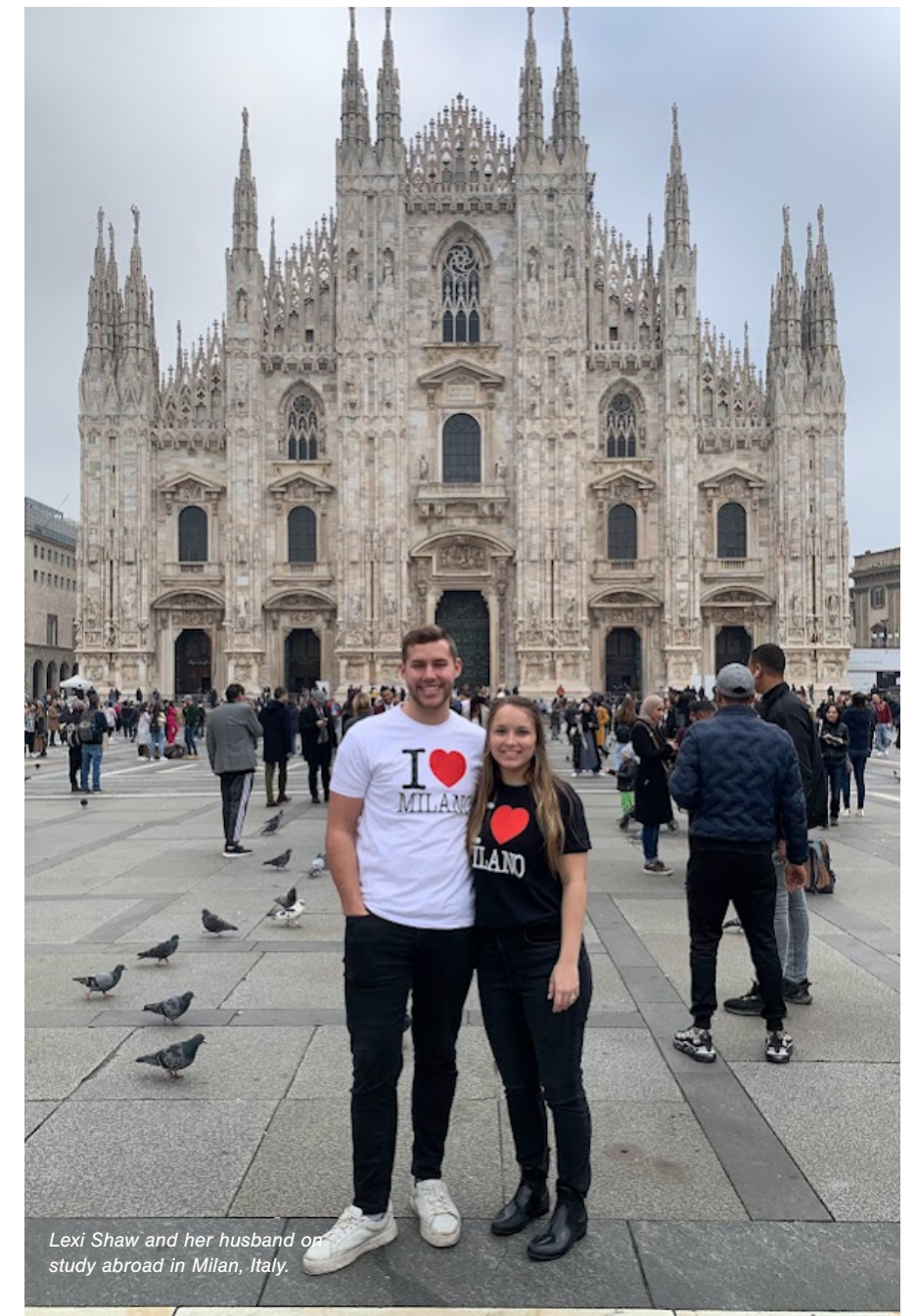
“One of the best parts of GSCM is that the program feels like a family.”

Searching for a career where she could pursue her passions and use her skills, Lexi Shaw turned to the BYU Marriott School of Business and discovered an unlikely candidate: global supply chain management (GSCM). This program helped Shaw, now a senior, find her niche in the field and lace up her shoes for a fashion internship in New York City.

“People don’t really know what global supply chain is,” Shaw says. “All they’ve heard about is the current supply chain crisis in the country.”

However, Shaw’s first real taste of GSCM came during her sophomore year at an informational meeting she attended on the program. The meeting was hosted by Women in Supply Chain (WISC), one of the school’s student groups for GSCM students. “The more I learned about supply chain, the more I knew the program was a good fit for me,” says Shaw. She enjoys data analysis and problem solving, core components of the program. “I like working with numbers,” she says. “The supply chain world offers endless opportunities.”

However, a divergent interest—fashion—is what initially drew Shaw to global supply chain management.



Lexi Shaw and her husband on study abroad in Milan, Italy.

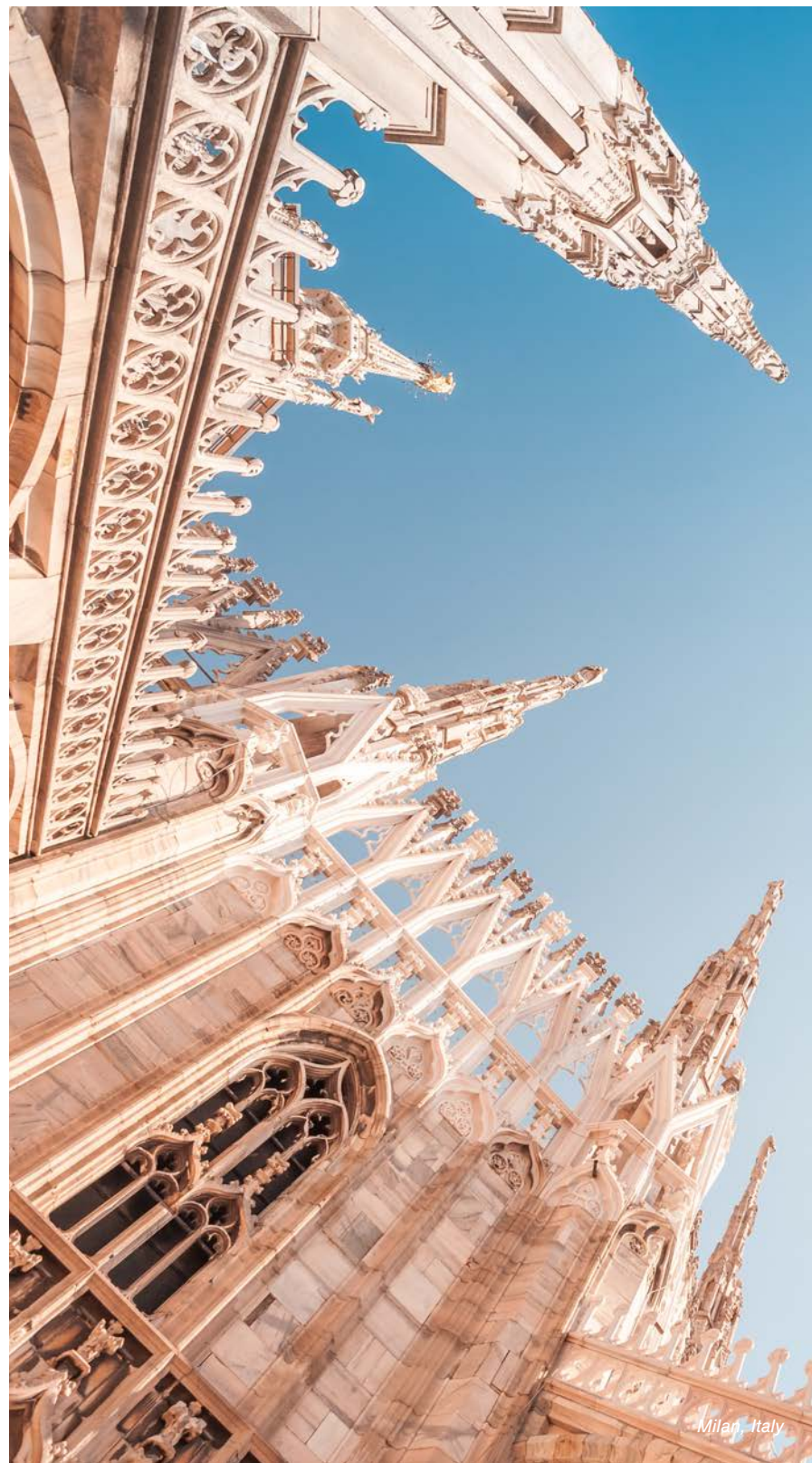
Instead of giving a broad introduction to the program, the WISC presentation that Shaw attended focused on apparel merchandising, a specific area of supply chain.

“I am genuinely interested in fashion,” says Shaw. “Apparel merchandising allows me to involve this in my work.” Essentially, this supply chain niche involves helping stores choose their assortment of clothing items, designing the online and in-store displays, and building relationships with suppliers.

During the summer of 2022, Shaw, a Portland native, completed an apparel merchandising internship with

Walmart in New York City. “I was particularly excited to use my classroom skills in the real world,” she says. Walmart assigns interns a specific project to work on during their stay; Shaw’s assignment was to create a strategy for Walmart, which the company will execute later, to promote market share growth in the athletic footwear sector.

One part of Shaw’s strategy was identifying the best shoe brands to introduce into Walmart’s assortment. Shaw explains that seeing the products in person helped her with this task. “Holding the shoes in my hands was incredibly cool,” she says, explaining that this helped her strategy come to



plishments is getting out of my comfort zone,” she says. “My time in the GSCM program has taught me how to do tasks I haven’t totally loved or felt comfortable with in the past.”

These interpersonal skills have helped Shaw thrive in another essential area of business: networking. One way Shaw built her network was by taking a job as the GSCM office secretary. She did this to meet and build relationships with the professors at BYU Marriott. “Knowing the professors personally is a significant advantage,” she says. “This gave me the opportunity to learn more about the major and get an inside look at the program’s culture.” Shaw saw that the GSCM program was all about helping others, which further solidified her decision to pursue the major.

Staying in line with this focus of the school’s supply chain culture, Shaw dreams of using her professional skills to help people in underdeveloped countries. After establishing her career, she plans to do humanitarian work in a supply-chain related field.

Shaw and her husband recently returned from BYU’s business and law study abroad in Milan. Living and studying in one of the fashion capitals of the world gave Shaw valuable insights about apparel merchandising.

Whether she enters the fashion industry or the humanitarian sector, Shaw believes her experiences at BYU Marriott will help her make a positive impact. “One of the best parts of GSCM is that the program feels like a family,” she says. “We bond together to help people.”

life. Another component was suggesting website improvements that would better promote athletic shoes. Shaw explains that these responsibilities provided an excellent opportunity to put her supply chain knowledge into practice.

Since pitching ideas and working with suppliers are key aspects of the field,

handling confrontation well is a necessary skill. “Sometimes difficult conversations need to happen,” she says. Thanks to both BYU Marriott and her work opportunities, Shaw explains that she overcame challenges in order to have effective interactions with people.

“One of my proudest career accom-

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FEBRUARY 16, 2023 2 PM - 3 PM 484 BYU TANNER BUILDING

Parking available in Visitor Parking next to the BYU Museum of Art.

BYU CIBER proudly partners with the World Trade Association of Utah and local companies to sponsor events crucial to fostering global business awareness and growth in the region.

It is estimated that 40% of US GDP flows through the state of Utah as it makes its way from coast to coast and within US borders. Utah is quickly becoming a “Crossroads of the World,” which will be facilitated by a new inland port project proposed near Salt Lake City. As Utah’s global trajectory continues its upward trend, the BYU CIBER and partners like the World Trade Association of Utah bring events such as this panel on the inland port initiative to facilitate understanding and opportunities for local businesses and students.

BUSINESS CLASSES TO EUROPE

The 60 students who enroll in BYU Marriott's Business Fundamentals in Europe study abroad don't just get a taste of life in Paris, Rome, and London. Instead, they get to feast on these destinations as they spend three weeks in each city touring companies, visiting cultural sites, and completing required courses for all BYU Marriott majors and several minors. The unique design of this nine-week experience, held during spring term, offers an up-close look at international business and helps students identify what piques their interest within the business school.

"Most of our business school study abroad programs are a 'moving buffet,' with students staying just a short time in each city, then moving on," explains executive director of the Whitmore Global Business Center (GBC) Bruce Money. He pioneered the program's structure—rotating cohorts of roughly 20 students through each city on a three-week cycle—to give students a "more immersive experience."

Wyatt Parkinson, a 2022 participant from Lehi, Utah, found this pace ideal.

"You can take a recovery day without missing out," he says, "and you don't lose the magic of each country." Brooklyn Lowe, a student from Kuna, Idaho, who participated in 2023, also loved taking a deeper dive into each city. "By the last week, you know all your favorites, like the pastry place we always went to during our class breaks," she says. "Plus, you have enough time to enjoy the classes."

While many study abroad courses are designed for students further along in their majors, the classes in this program—taught by BYU Marriott professors—prepare students for their majors. "This program really has impact because the vast majority of students are early in their college careers," explains Jonathon Wood, the GBC's managing director.

Parkinson experienced this benefit firsthand. He wasn't sure which BYU Marriott program he wanted to apply to—until he arrived in Rome, started his first supply chain class, and fell in love with it. From that point on, "no matter what city or what country I was in, I could see the common factor: how supply chain can influence for good,"

Parkinson says. "That solidified it for me. This is what I want to do."

Lowe was similarly inspired by a business visit to Burnley Football Club. "I saw how the team and the business were using data, analytics, and other marketing tools to improve the community," says Lowe, who applied to and was accepted into the marketing program while in Europe. "It all connected for me."

By the end of their time abroad, students head home not only with a handful of passport stamps but also with fresh ideas for their future and a focused plan for how the business school can lead them there. "Seasoned BYU Marriott faculty teaching core classes overseas—it can put students on a pathway that leads to their future career," Wood says. "It can change their whole trajectory."







OVERCOMING THE ODDS

As a graduate of the MBA program at the BYU Marriott School of Business, Christian Da Silva knows that education opens the door of opportunity. With the help of loving friends and family and a Cardon International Sponsorship from the Whitmore Global Business Center, Da Silva discovered ways to continue his education and shape a better future.

Born and raised in Paraguay, Da Silva grew up surrounded by supportive mentors who taught him the importance of earning a good education. He studied hard and made academics a priority. He dreamed of attending college in the US, but it always felt just out of reach. “Earning a degree was a necessity for me, but studying in the US wasn’t always on the table,” he says.

Da Silva didn’t know if he spoke English well enough to thrive in an English-speaking environment. “I learned some English growing up, but I wasn’t sure where my skills needed to be at,” he says.

After high school, Da Silva served a mission for The Church of Jesus Christ of Latter-day Saints in the California San Bernardino Mission—speaking English. He looked forward to refining

his English-language fluency while teaching the gospel in California.

“I could have gotten away with just speaking Spanish on my mission, but I worked hard to learn English and to sound like the best English-speaker I could,” Da Silva says. The discipline and payoff of learning English grew Da Silva’s confidence, and he began to reconsider his dream of pursuing a college education in the US. “My mission helped a lot. It boosted my English skills and gave me the confidence I needed to tackle language barriers.” It was also on his mission where he became interested in studying at Brigham Young University.

Despite concerns about spending more time away from his family in Paraguay to pursue college in the US, Da Silva applied to BYU, trusting in the positive impact of earning a degree from BYU.

Once at BYU, Da Silva studied manufacturing engineering and met his wife, Gabriela, who is from São Paulo, Brazil. Communicating with his wife motivated him to improve his Portuguese, making it his third fluent-speaking language. They had their first child before Da Silva graduated. To alleviate the growing expenses, Da Silva worked part time while taking classes



Da Silva in front of Neuschwanstein Castle in Germany.

and during the summer semesters.

After graduating in 2013, Da Silva and his family moved home to Paraguay where he worked at a concrete mixing company as the general manager. Though his job taught him valuable skills, he wanted more. “I wanted to be more than a guy working in a production line,” he says. Da Silva set a goal to gain more education in business to help him grow. “My main objective was to deepen my understanding of the administrative facets of business,” he says.

He felt concerned about his ability to pay for graduate education in the US, especially while supporting a growing family. “Living in South America and paying for a US education is tough,” Da Silva explains.

Around this time, Da Silva learned about a sponsorship for members of The Church of Jesus Christ of Latter-day Saints who live outside the United States or Canada and are interested in obtaining a graduate degree from the BYU Marriott School of Business. The Cardon International Sponsorship (CIS) supports students who plan to return to their home country upon graduation to be leaders in their professions and communities. “One of the biggest reasons I needed



the sponsorship was so that I could support my wife and my kids for two years,” Da Silva says. He applied, was accepted, and received the sponsorship.

Da Silva brought his wife and children to Utah, and he was soon immersed in the MBA program. The program not only introduced Da Silva to theories in finance, marketing, strategy, and other business areas but also gave him practice applying those theories. “Each class emphasized applying our knowledge to the real world,” Da Silva explains. “In the process of learning business theories, I gained a holistic perspective of the impact of theory.”

Da Silva focused his studies on global supply chain and operations, which helped him apply his manufacturing engineering experience to business. “The MBA program provided me with tools to bridge the gap between my work experience and decision-making skills,” he says.

For Da Silva, the relationships he built during the program impacted him as much as the coursework. “I love the people in the program. It’s something that you can only understand through experiencing it,” he says. “Professors are experts in their fields and approachable mentors who paused their commitments to help me with whatever I needed. I have never experienced a similar collaborative environment as that one before.”

Near the end of his first year in the MBA program, Da Silva applied for internships at several companies, and many opportunities fell through. Eventually he received an offer from doTERRA Brazil to work as an operations intern. This internship led to a full-time job offer as the doTERRA Brazil operations manager after Da Silva finished his MBA in 2023.

Now in Brazil with his family, Da Silva leans on his education to impact his community. He says, “I hope to help shape a better future for everyone I interact with.”

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ENTREPRENEURSHIP AND HUMANITIES STUDY ABROAD PROGRAM IN ITALY AND FRANCE

BYU Marriott and Humanities students the last few spring in Europe learning how to create and grow new businesses.

The program launched in Rome and Florence in 2022, in the cradle of the Italian Renaissance, which amplified the objective of combining creativity and innovation with new business formation, just as the confluence of a broad range of new ideas fueled the new age of Italian creativity. Students learned through their experiences in

these Renaissance cities that strong entrepreneurs have a general curiosity about the world that leads them to make unexpected connections, which form the kernel of new startup ventures.

In 2023, the program moved venues to France, which actually has the one of the highest start-ups per capita rates of any country in Europe. As in Italy, students were exposed to a new business ecosystem in Paris that combined "innovation with style," which culture leads to crea-

tive thinking inherent in new business ideas. France and Italy are some of the best places where an impressive blending of art, technology, and creativity, side-by-side-by-side, can be studied intensely in an integrated fashion. Cultural sites of art, history, and architecture gave students a sense of the creative and inspired their own innovativeness.

The purpose of this interdisciplinary program was to give students the sense that a broad education and awareness in innovation, culture, and ideas has an enabling effect on the work of the entrepreneur. The engagement of Humanities with creativity, under the framework of Entrepreneurship, was so powerful. These students returned from this interdisciplinary program in Italy filled with a drive to continue making unexpected connections in the creation process for new business ideas.



UNPACKING YOUR SUITCASE

Brigham Young University's Global Business Center offers an event called "Unpacking Your Suitcase," tailored to students who have embarked on study abroad experiences. This initiative delves into the profound ways in which students can harness their international experiences to enrich their resumes and stand out to potential employers.

At the heart of "Unpacking Your Suitcase" lies the recognition that studying abroad is not merely about exploring new landscapes but also about cultivating invaluable skills and perspectives. Through this event, students are encouraged to reflect on their time abroad and extract the wealth of experiences they've gathered. Some of the things learned internationally include cross-cultural awareness, adaptability, local markets and business practices, global economic interconnectivity, government legal politics, and Socio-economic and sociopolitical knowledge.

In essence, "Unpacking Your Suitcase" at BYU's Global Business Center underscores the transformative power of study abroad experiences beyond the realm of personal growth. By equipping students with the tools to leverage their international adventures, this event empowers them to chart a path to professional success enriched by their global perspectives and intercultural competencies.

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