

# BYU MARRIOTT SCHOOL OF BUSINESS

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2021 Annual Report



**Inside and outside the walls** of the Tanner Building  
our outstanding students, faculty, and alumni lead, serve, and  
make a difference. In 2021 we introduced our updated vision,  
mission, values, and guiding principle to better articulate the  
very essence of what we do. This report provides a glimpse  
into the lives of a few of our BYU Marriott family members—  
as well as into some of our programs—and illustrates how  
we develop leaders of faith, intellect, and character.

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Our Updated  
BYU Marriott

# ***VISION, MISSION, & VALUES***

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*By Brigitte C. Madrian  
Photography by BYU Photo*

**T**he end of June 2021 marked the halfway point of my five-year term as dean, an occasion that prompted much personal introspection. One thing that I love about being at BYU is the strong commitment to the mission of this institution. The collective sense of purpose of the employees here is both motivating and unifying. We believe in and want to contribute to fulfilling the mission of BYU.

While I found myself easily talking about the university's mission, it was more difficult to articulate our mission at BYU Marriott. What is it that sets us apart from other business schools? What is it that makes us unique?

We began having conversations on this topic in the Deans Office. What started as a simple discussion quickly evolved into a yearlong journey to refine our BYU Marriott mission, craft a larger vision, and frame a set of values and a guiding principle that would explain what we are about in a way that is both descriptive and aspirational—descriptive in that the result would get at the heart of what we do and who we are, and aspirational in that it would appropriately challenge us to improve.

# BYU MARRIOTT SCHOOL *of* BUSINESS

## VISION

*We aspire to transform the world  
through Christlike leadership.*

## MISSION

*We develop leaders of faith,  
intellect, and character.*

## VALUES

*Faith in Christ  
Integrity in Action  
Respect for All  
Excellence*

## GUIDING PRINCIPLE

*Centered on Students*

*Photos showing  
students without  
masks were taken  
before the COVID-19  
pandemic began.*

We started the process by evaluating the mission statements of other business schools, including other faith-based institutions. We then conducted brainstorming exercises with college leadership (deans, chairs, and center and program directors) to identify the ideas that resonated most with them. Using those themes as building blocks, we formulated a few alternatives and requested feedback from college leadership.

We revised and sent a draft, along with a survey soliciting feedback, to all college employees. We reached out to a marketing and communications consulting firm for an external reaction. We revised some more.

Finally, we spent five hours over two days wordsmithing every single syllable and punctuation mark. We presented the final product to the university's President's Council, to college leadership, and to our BYU Marriott National Advisory Council

Executive Committee in August. We then officially unveiled our updated vision, mission, values, and guiding principle to the BYU Marriott community at our annual fall kickoff meeting, right before the fall 2021 semester started.

*Our Vision* is bold and unabashed: **We aspire to transform the world through Christlike leadership.**

The ministry of Jesus Christ was one of transformation. He transformed water into wine, multiplied five loaves and two fishes into food enough for 5,000 people, healed the sick, and raised Lazarus from the dead. More importantly, He transformed fishermen into apostles and an uneducated 14-year-old boy named Joseph Smith into a prophet. His invitation to us all is to offer up a broken heart and a contrite spirit and be



transformed through the grace of His Atonement. His invitation is to become like Him.

The world does not need more CEOs who know how to manage IPOs. It needs Christlike leaders who can envision a better future and the path forward to make that future happen. It needs leaders who focus on things of eternal consequence. It needs leaders who recognize the divine potential in each of God's children. It needs leaders who set high standards for themselves and for others. It needs leaders who exhibit Christlike charity in all that they do.

*Our Mission.* **We develop leaders of faith, intellect, and character**, leaders that the world so desperately needs, leaders who will go out and transform the world.

And if we develop such Christlike leaders and equip them with the skills to succeed in business, some of them will inevitably end up as CEOs, and a few of them will have spectacular IPOs, but it will be for reasons that are completely different from the reasons that animate our counterparts at other business schools.

I believe that this vision and mission for BYU Marriott are inspired. They also align with the sentiments of our new Church commissioner of education, Elder Clark Gilbert, who in a recent interview said, "[All the Church schools have the] unifying

purpose and mission to develop disciples of Christ who can be leaders in the Church, in their homes, and in their workplaces."

Along with our updated vision and mission, we have four values that we aspire to adhere to as we carry out our work.

*Faith in Christ.* **We value deep and abiding faith in Jesus Christ. Our faith gives us the capacity to envision a better future, the confidence to make that future happen, and the courage to act in the face of challenges.**

This value of faith was exemplified by the two copresidents of our Pre-Business Student Association (PBSA) last year. **David Aguiar** and **Annica Woolley** reached out to me and associate dean **John Bingham** in April 2020, shortly after the COVID-19 pandemic started, to discuss their roles. We talked about the anxieties that our pre-business students were facing as well as the challenges many BYU Marriott students were having in finding meaningful work and professional development experiences over the summer. Although the PBSA was not typically very active during the spring and summer terms, this year presented a unique opportunity, and we encouraged them to think of things that would meet the needs of the PBSA members at this uncertain point in time.

Within weeks, Annica and David designed from scratch a Build Your Own Internship (BYOI) case competition. Students







“The world does not need more CEOs who know how to manage IPOs. It needs

# CHRISTLIKE LEADERS

who can envision a better future and the path forward to make that future happen.”

were challenged to design for themselves a personalized summer learning and professional development experience, and they were given the chance to present their proposals to a panel of business professionals on Zoom.

Several dozen students participated, and the top presenters were awarded prizes from generous corporate sponsors; some even received remote internship offers from the judges.

The real story isn't about the students who participated in the competition—it is about David and Annica, the student leaders who organized it. Of this experience, David says, “Developing the Build Your Own Internship initiative taught me that good leadership includes being adaptable in your approaches to meet your goals. I learned to be more proactive and flexible as we changed our approach to the summer. These are principles I’m continually learning and exploring at BYU Marriott.”

Annica adds, “Because our focus was in the right place, it felt like the idea for BYOI came so easily to us and details fell into place. Don’t get me wrong, it still took a ton of work, but the focus wasn’t on the work, it was on the people, so it didn’t seem arduous. Through this experience, I learned that my focus needs to be on people.”

Annica and David learned that faith is a principle of action. Their faith allowed them to envision a better future for our



PBSA students, instilled in them confidence that they could design and implement a new program in two short months, and gave them the courage and confidence to act. They also learned that the most important principle in being a disciple-leader is to love the people whom you lead and serve.

*Integrity in Action.* **We value integrity and hold ourselves to the highest moral and ethical standards. Acting with integrity builds trust, strengthens character, and focuses our ambitions on things of eternal consequence.**

One of our ethics professors recently shared with me the experience of a student in his class who demonstrated this value. This student served a mission in Africa, a part of the world where many face significant economic hardships. The student and a former mission companion from Ghana decided to start a small taxi company there. The student lined up an investor to help them buy two taxis. The business did well, and they soon had the funds to purchase a third taxi.

They were preparing to purchase a fourth taxi when the partner in Ghana, who was managing the day-to-day operations, stopped replying to messages about the business. It eventually came to light that the partner had diverted cash from the business to pay for his father's medical care, ultimately causing their venture to fail.

The student was fearful of approaching the investor with the news of what had happened. But he decided to act with integrity. He admitted to his investor friend that he should have managed the business better, explained what he had learned from the experience, and promised to make things right. At the end of the conversation, the investor told the student that he was one of only a few people that he would trust with an investment in the future. Rather than losing the trust and confidence of his investor, this student learned that acting with integrity both builds trust and strengthens character.

*Respect for All.* **We value respect for all individuals as children of God and recognize the inherent worth, divine potential, and agency of each person. A climate of respect and belonging enhances our learning, facilitates collaboration, and encourages personal growth.**

I have appealed to this value frequently in communicating with our BYU Marriott community on how to act in the face of divided opinions on wearing face masks and getting vaccinated against COVID-19. In an email sent out to students before the beginning of fall semester 2021, I wrote:

*One tenet of the BYU Honor Code is respect for others. Respect means that we value all individuals as children of God and recognize their inherent worth, divine potential, and agency. . . . Please treat everyone with respect, even if they are making choices with which you disagree.*

I received many responses, but a particularly poignant one came from a student who admitted he had struggled to find peace because he had been upset with people who hadn't received the COVID vaccine. But after my email, this student realized that holding on to frustration and pressuring others to conform didn't accomplish anything. "The most profound lesson I have learned during COVID is that agency is a precious gift," he concluded.

Having a well-articulated value on respect for all at the ready made it easy for me to speak to the BYU Marriott community in a way that helped change at least some hearts and minds.

*Excellence.* **We value excellence in learning, teaching, research, management, and leadership. An expectation of excellence magnifies our influence and motivates us to continually improve.**

Although we are not rankings driven, our accounting and MBA programs have consistently appeared in top business school rankings for decades. In addition, several of our programs, including entrepreneurship, information systems, and public management and leadership have been highly ranked in a variety of different polls.

While rankings aren't our priority, some rankings are valuable indicators of how successful we are at what we *are* driven by: serving our students. In 2018, *Bloomberg Businessweek* did a deeper dive into MBA rankings, surveying thousands of recruiters and students about their experiences. The results of that survey reflect our commitment to excellence in learning and teaching.

For instance, when recruiters were asked which full-time MBA program produced the best-trained graduates, BYU Marriott came out on top. In addition, students ranked BYU Marriott's MBA program number one when asked if their education inspired them to pursue an ethical career and number two when asked if their instructors were inspiring and supportive.

Finally, in addition to our updated vision, mission, and values, we have adopted a guiding principle.

*Centered on Students.* **We evaluate our decisions and actions by the impact they will have on the academic experience, professional preparation, character development, emotional well-being, and spiritual growth of our students.**

In our college-level strategy retreat in mid-July, we invoked this principle several times in making decisions about how to allocate both our financial and our human capital resources. We cannot do everything, and our first priority is to focus on the things that will most benefit our students.

As a college, we are excited about our updated vision, mission, values, and guiding principle. We are working to embed them into our culture and our curriculum so that they can serve as scaffolding for all that we do at BYU Marriott for many years to come.



# A Talent Pool Unlike Any Other:

## Student Report

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When it comes to academic achievement, BYU Marriott students are exceptional—and they also bring something that can't be measured by test scores or GPAs. Living their faith teaches them to prioritize and persevere, and they know firsthand that successful collaboration starts with valuing differences. This uncommon maturity makes them leaders both on and off campus.

After struggling through her high school Spanish class, **Erin Gilbert**, a senior in BYU Marriott's School of Accountancy, vowed never to speak Spanish again. When she received a call to serve a Spanish-speaking mission for The Church of Jesus Christ of Latter-day Saints in Lima, Peru, she dreaded learning the language. However, this experience was one of many that led her to the strong belief that learning is not only about gaining knowledge but also about enjoying the process and experiencing growth.

A native of Cary, North Carolina, Gilbert is passionate about providing opportunities for education to underrepresented students. Her position as copresident of Aspiring Leaders Pursuing Higher Achievement (ALPHA), a nonprofit organization that offers a variety of educational resources, helps her realize that passion.

"At ALPHA, we teach free ACT prep courses at two high schools in Utah County," she says. "The ACT is a huge obstacle for students who don't have the funds to take other prep courses. After the ACT prep course we taught in October 2020, the average ACT score of our students increased by five points. What we're doing at ALPHA can change the trajectory of the colleges that our students can apply to in the future."

ALPHA also helps students at BYU. The organization has mentorship programs for first-generation college students, and the group recently raised more than \$25,000 to help students who were impacted financially by COVID-19. "Our organization works to break the poverty cycle, which we hope will have an effect on people's lives and the lives of their children down the road," says Gilbert. "Watching these students grow in their education is incredibly rewarding."

Gilbert's contributions to help other students in their educational pursuits don't stop with ALPHA; she is also a teaching assistant for Accounting 200 at BYU Marriott. "Often I help a student who doesn't understand a certain topic, and then they leave our meeting saying, 'Oh, wow, that makes so much sense,'" she says. "Watching a student learn how to figure out the problem and then seeing their love of accounting blossom feels awesome."



# Student Life

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## CREATING TRANSPARENCY IN HEALTHCARE

When preparing to make major purchases, consumers can typically find plenty of pricing information, which helps them to make the best financial decisions. But that wasn't the case with healthcare, as recent MISM graduate **Autumn Clark** from Cardston, Canada, found out. Concerned by the

industry's lack of pricing transparency, she tackled the problem through a capstone project in which she and her team created an online platform, OkWellThen. The platform puts medical jargon into simpler terms and organizes pricing data from seven Utah hospitals, making healthcare information more accessible to patients.

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## LEADING AND SERVING

Inspired by his father's military service, **Kray Jubeck** joined the BYU Air Force ROTC to prepare for a similar career path. Jubeck, a senior from Gulf Breeze, Florida, majoring in political science and minoring in aerospace studies, is a leader to his peers and an example of service. He has held positions as Arnold Air Society

Region 8 vice commander, Detachment 855 general military course wing adjutant, and squadron commander for the Field Training Preparation Squadron. He has also served as a team lead for the special warfare team.

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## WORKING TOWARD GOALS

Goals are part of life for recent finance grad **Alex Kim**. An avid soccer player since he was a child in Yeosu, South Korea, Kim was captain of a Korean student soccer team that played other Korean teams throughout northern Utah. At BYU Marriott, he pursued his goal of becoming a chartered financial analyst—a career

path that caught his attention when he worked as a financial specialist during two years of required military service in his home country. As former president of the BYU Korean Business Student Association, Kim enjoyed helping others accomplish their career goals.

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## UNDERSTANDING NEEDS

When **Alexis Rankin**, a senior from Columbia, Missouri, was exploring career options, she attended a meeting of the BYU chapter of the Society for Human Resource Management (SHRM). Chapter leaders described HR as being all about helping people succeed, which perfectly aligned with Rankin's goals. Now a vice president for SHRM, Rankin loves helping her peers. "Thinking about the needs of other students and how we as officers can help our members have a competitive advantage in the future gives me experience that will translate into the workforce," she says.

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## BUILDING A COMMUNITY

When ExDM senior **Brooke Taylor** was diagnosed with OCD in 2020, she realized she was not alone and that other students also lived with the disorder. In addition to receiving medical treatment, the Smithfield, Utah, native knew that having a supportive community would be beneficial, so she and three friends started the Real OCD

Club at BYU. "I have been able to meet so many people like me, and these club members are some of the most amazing people," Taylor says. "Empathizing with each other and building that sense of community has been awesome."

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## USING BUSINESS FOR SOCIAL GOOD

Strategy senior **Jaysen Valdes** from Melbourne, Australia, has proven he can make an impact even before he finishes his degree. In his work with the Ballard Center's Social Venture Academy, Valdes consulted with a Ugandan maternal healthcare company on its business model, assisted

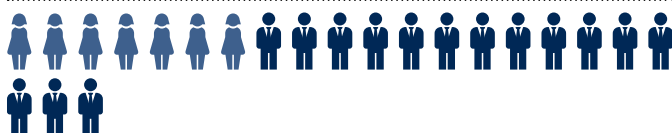
a COVID-19 ventilator startup with its global expansion strategy, and participated in the center's Impact Investing program. Now managing director of ViewShift International, a student-led consulting firm founded by a fellow BYU Marriott student, Valdes manages a team of 40 students that supports startups, social ventures, and NGOs globally.

## BYU Marriott Enrollment: 7,130

### BYU MARRIOTT MAJORS: 3,678



### PRE-BUSINESS MAJORS: 2,160

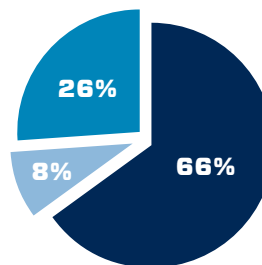


### MINORS: 1,292



One  or  represents 100 students.

## Enrollment by Major



### UNDERGRAD (66%)

- 15% Finance
- 11% Accounting
- 9% Information Systems
- 7% Experience Design and Management
- 7% Marketing
- 5% Global Supply Chain Management
- 4% Strategy
- 3% Entrepreneurship
- 3% Human Resource Management
- 2% Management

### GRADUATE (26%)

- 10% MAcc
- 8% MBA
- 5% MISM
- 3% MPA

### EXECUTIVE (8%)

- 5% EMBA
- 3% EMPA

## Student Report

STUDENT DEMOGRAPHICS	MBA*	MPA*	MISM	MAcc	UNDERGRAD	TOTALS OR WEIGHTED AVG.
Number of 2021 Applications	275	119	168	262	2,512	3,336
Students Entering Fall 2021	141	55	102	169	1,272	1,739
Female	26%	56%	27%	24%	35%	33%
International	21%	38%	7%	8%	5%	8%
Minority	12%	20%	7%	7%	7%	8%
Married	67%	50%	47%	49%	29%	36%
Returned missionaries	79%	72%	84%	89%	84%	84%
Bilingual	66%	76%	50%	56%	69%	67%
States represented	23	9	17	24	46	48
Countries represented	21	16	6	12	25	41
Undergraduate universities	29	14	3	5	n/a	39
Average age	29	29	23	23	22	23
Average entering GPA	3.51	3.54	3.81	3.80	3.71	3.70
CLASS OF 2021 PLACEMENT	MBA*	MPA*	MISM	MAcc	UNDERGRAD	WEIGHTED AVG.
Average Starting Base Salary	\$109,787	\$55,152	\$78,186	\$60,263	\$60,227	\$65,577
Placed at Graduation	79%	60%	89%	96%	82%	84%
Placed by 3 Months after Graduation	96%	85%	99%	99%	96%	96%

\* Does not include Executive MBA and Executive MPA entrants.

# Collaborating for Impact:

## Education Report

At BYU Marriott, we understand that teams are the fundamental unit of every organization. With that in mind, we give our students opportunities to work with others at every level, whether they're involved in classroom projects, field studies, or internships. Through these invaluable experiences, students learn how to leverage the strengths of each team member and gain an understanding of how each role contributes to an organization's growth and success.

When the death of George Floyd sparked national outrage and protests against racism in 2020, **Christabel Agbonkonkon** knew she had to do something. A BYU Marriott MPA grad, Agbonkonkon had been a stay-at-home parent since she graduated in 2005 and didn't know where to start.

"I knew the situation was horrible," says Agbonkonkon. "I had no idea what to do, but I had a strong feeling—a prompting even—that I needed to help provide jobs for the Black community."

Agbonkonkon decided to create a tech company that would provide support for companies looking to hire Black employees. She turned to BYU Marriott for help and was led to IS professors **Greg Anderson** and **Mark Keith** and the MISM capstone project class. In 2021 some 160 students researched her idea and presented their findings and solutions to a panel of judges. At the conclusion of the class, eight students were chosen to continue working on the budding project, and those students have built out the user experience (UX), user interface (UI), and operating system components of Agbonkonkon's new company: BlackUp.

"We're almost ready to launch, and BYU Marriott and those students provided the way," Agbonkonkon says. "They have been a pencil in the hand of God."

Agbonkonkon says she hears from businesses almost daily that are looking for exactly what BlackUp offers. "BlackUp will bring inclusivity and credibility back to hiring," she says. "We are creating a place where Blacks can upload their résumés, and companies that want to hire Blacks can list jobs, match with the right applicants, and take advantage of other available services."

A lot of companies want to increase their inclusivity, Agbonkonkon observes. They make initial efforts, but studies show that within a short period of time those companies typically revert to previous practices. BlackUp will collect data and provide regular reports so that companies can track their efforts and create consistency.

"This is a way for companies that are truly ready to do it differently and Blacks who are looking for those types of companies to find each other," Agbonkonkon says. "And none of it would be possible without BYU Marriott."







# Experiential Learning Roundup

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BYU Marriott is committed to providing students with real-world, career-oriented experiences to assist them in defining professional goals as well as in enhancing classroom learning. Each experiential learning project is designed to create relevant work proficiency for students as they collaborate to create polished products for companies. In addition, these unique opportunities become impressive résumé items and are key in creating strong networks between students and recruiting companies and organizations. Here are a few of the experiential learning opportunities offered through BYU Marriott.

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## NEW VENTURE LAUNCHPAD

Students in the New Venture Launchpad class learn from a practical curriculum centered on mentoring, coaching, and the support of a network of contacts inside and outside the classroom. Students receive guidance and mentoring in ideation, validation, prototype development and testing, product or service launch, and other business fundamentals. Students who are interested in starting a company as well as those who are already running a business benefit from expanding their networks, pivoting where needed, and receiving additional useful feedback. “This class represents a pivotal experience for students who want to test starting and running their own companies,” says **Thomas Peterson**, an associate teaching professor of entrepreneurship. “Students completing the class have had an immersive experience in launching a company from the ground up, and they’ve had the chance to learn from experienced professionals who offer insights only gained through a combination of applicable curriculum and lessons straight from the real world.”

## MARKETING AND BRAND INSIGHTS CONSULTING

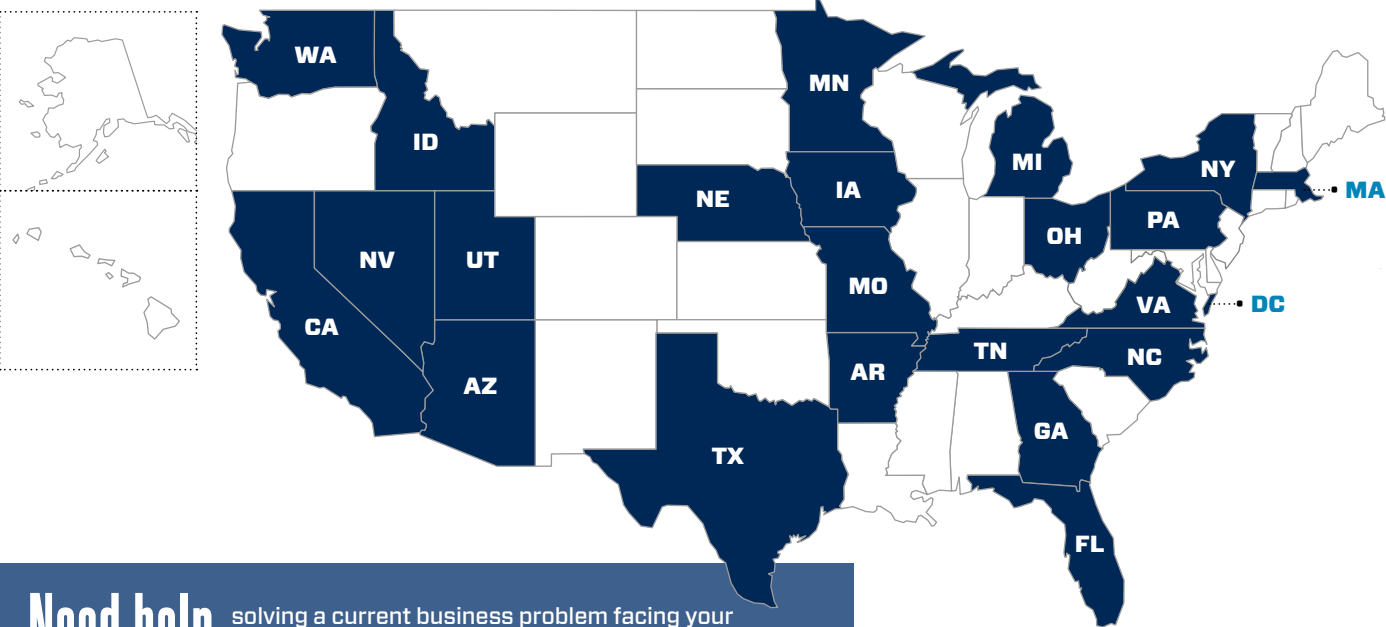
In this class, students participate as marketing consultants while working with real clients to identify the client organization’s needs, define a project’s scope, and then walk through the process of providing solutions. Clients come from a variety of industries and geographies. Projects cover brand strategy, messaging, consumer segmentation, or new-product development. Students enjoy real-world experience and have direct control over the projects and client interaction, while at the same time benefiting from the mentorship of experienced faculty, including former insights and analytics agency executives. Students taking this course learn about marketing consulting best practices from business development and project execution to effective report delivery. “This hands-on course provides invaluable marketing and consulting experience that students who are taking the course wouldn’t be able to find in any other way,” says **Matt Madden**, associate teaching professor and director of the BYU Marketing Lab.

## SANDBOX

Piloted in 2020, BYU Marriott’s Sandbox program enjoyed immediate success. As a result, in fall 2021, the 17-credit, two-semester program was opened to students from seven different majors: computer science, applied and computational math emphasis, graphic design, design, entrepreneurship, information systems, and strategy. Sandbox is designed to help students launch their own tech companies and prepare for jobs in product management, software engineering, and UX. Sandbox is based on an experiential learning model with no textbooks but plenty of hands-on experience. In the program, students choose teams, develop an idea, and launch a tech company that they pitch to investors at Demo Day. “Students who participate in Sandbox have an unparalleled opportunity to do a deep dive into what it takes to conceive and start a company,” says Rollins Center director **Chris Crittenden**. “By the time their Sandbox experience is over, they will have researched promising startup ideas, launched a company, and pitched to investors.”

# Undergraduate On-Campus Internships

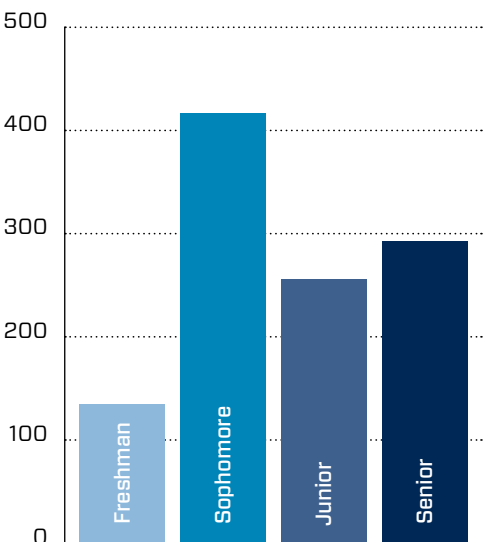
## Sponsoring Company Locations by State



### Need help

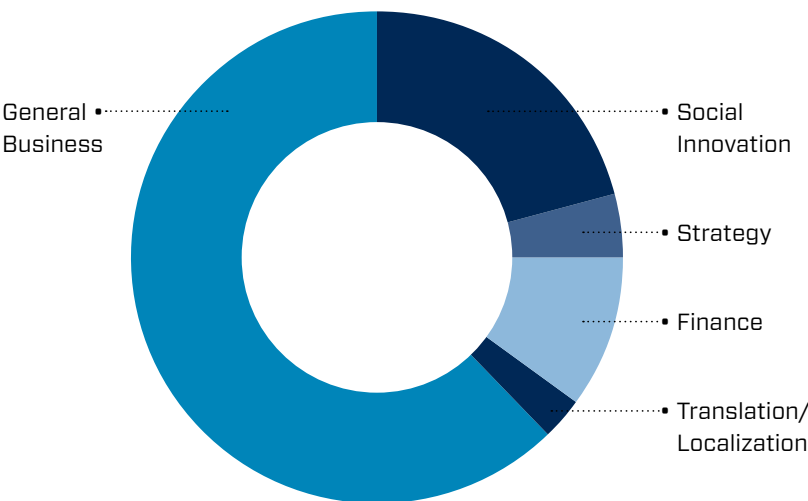
solving a current business problem facing your company? Consider sponsoring a BYU Marriott project. Visit [ocis.byu.edu](http://ocis.byu.edu) or email [dhollan@byu.edu](mailto:dhollan@byu.edu) for additional information.

Number of Participating Students: **1,098**



Number of Company-Sponsored Projects: **256**

### PROJECT EMPHASIS





# Great Teachers, Exceptional Scholars:

## Faculty Report

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BYU Marriott faculty members are distinguished scholars who contribute to top journals and academic conferences and consult with leading organizations. Just as important, faculty members are dedicated teachers who draw on their faith and values to mentor students. When they talk about maintaining integrity, building character, getting priorities straight, and accepting others, it comes from the heart.

Since the beginning of time, humanity has looked up to the stars for guidance and inspiration. **Peter Madsen**, a professor of organizational behavior and human resources at BYU Marriott, helps people reach for those stars both literally and figuratively. As a researcher he's worked with NASA to prevent accidents in space exploration, and as a professor he prepares students to find the job of their dreams.

Madsen's research projects with NASA look at the safety consequences of small errors, and he was recently awarded a \$2 million grant from the National Science Foundation to support



his work. “Small deviations from expectations are called ‘near misses,’” Madsen says, “and these near misses could lead to larger issues. I’ve worked with NASA on continuing to refine its process of learning from near misses so that employees can prevent serious accidents from happening.”

Madsen’s interest in employee safety began with his undergraduate study of chemical engineering at BYU. While working as an engineer, he dealt with dangerous substances, which led him to research what makes some workplaces safer than others. As a result, he returned to school to earn a PhD in order

to better determine how managers could keep their employees safe.

After completing his doctoral degree in organizational behavior and industrial relations at the University of California, Berkeley, Madsen came to BYU Marriott as a professor in 2006. In the classroom, he teaches students strategies to help organizations reach their lofty goals. One of his classes focuses on helping organizations adapt so they can keep up with ever-evolving business environments, consumer demands, and new technologies.

“I design my change management classes around a big project where

students work with clients and focus on something that needs to change in that company,” he says. “The ability for students to be able to apply their classwork to a real scenario is a meaningful experience for them.”

While Madsen helps students launch their careers, he is grateful to work at BYU Marriott, a place where the stars have aligned to create an ideal environment for learning. “All of my colleagues bring amazing credentials and experience to the school, and each of us chose to be at BYU Marriott to further the mission of the university,” he says. “Everyone has a unified vision.”



# Faculty News

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David Wood



Steve Smith



Greg Burton

## AWARD-WINNING SOA

From the School of Accountancy, **David Wood**, Glenn D. Ardis Professor, has earned the American Accounting Association Strategic and Emerging Technologies Section's Outstanding Researcher Award. The award recognizes a researcher for their outstanding published research in the field of strategic and emerging technologies, the relevance of the research to the larger accounting community, and the innovation of the research. **Steve Smith**, an associate professor and Warnick/Deloitte Fellow, received the Institute of Management Accountants (IMA) Faculty Leadership Award. The IMA is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. **Greg Burton**, the school's KPMG Professor, won the American Accounting Association International Accounting Section's Ian Hague Award for Outstanding Service. The association honors members who contribute to its rich and reputable history. Association members work to shape the future of accounting through teaching, research, and a powerful network, ensuring their position as thought leaders in accounting.

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## MPA LEADERS

A professor in the Romney Institute of Public Service and Ethics, **Rob Christensen** has been elected vice president for the Public Management Research Association (PMRA), a non-profit academic membership association that furthers research on public organizations, which over the years has substantially increased in size, influence, and recognition. The PMRA improves public governance with its focus on advancing research on public organizations, strengthening links among interdisciplinary scholars, and furthering professional and academic opportunities in public management.



Rob Christensen



Eva Witesman

**Eva Witesman**, an associate professor at the institute, has been elected division program chair for the Public and Nonprofit Division of the Academy of Management. The division brings together scholars, managers, and students who study the public and nonprofit sectors and the relationships among public, nonprofit, and private sector organizations.



# Faculty Awards

## PROFESSORSHIP

## 2021-22 RECIPIENT

*Albrecht, W. Steve*  
*Andersen Foundation*  
*Ardis, Glenn D.*  
*Ardis, Glenn D.*  
*Beesley, Horace Pratt*  
*Call/Deloitte*  
*Cherrington, J. Owen*  
*Christensen,*  
*Don M. & Arda Jean*  
*Covey, Stephen Mack*  
*Deloitte*  
*Edwards, William F.*  
*EY*  
*EY*  
*Ford/Cook*  
*Garrett, J. Earl & Elaine*  
*Hardy, John W. & Nancy S.*  
*Hill, Ned C.*  
*Jones, Alice Belle*  
*KPMG*  
*LeRay McAllister/Deloitte*  
*Low, William & Roceil*  
*Marriott*  
*Mary & Ellis*  
*Meyer, Fred G.*  
*National Advisory Council*  
*Norm & Cindy Nemrow*  
*Excellence in Teaching*  
*Passey, James M.*  
*Peery, H. Taylor*  
*Peterson, Joel C.*  
*PwC*  
*Romney, George W.*  
*Romney, IB & Eleanor*  
*Second Mile*  
*Skousen, K. Fred*  
*Smith, Robert J.*  
*Sorensen, David E. & Verla A.*  
*Staheli, Donald L.*  
*Staheli, Donald L.*  
*Stone, D. Leslie & Dorothy C.*  
*Thorsell, Hazel Speirs*  
*White, Georgia*

James D. Stice  
 Scott L. Summers  
 Gregory S. Anderson  
 David A. Wood  
 Jeffrey H. Dyer  
 Brian C. Spilker  
 Stephen W. Liddle  
  
 Michael J. Swenson  
 W. Chad Carlos  
 Monte R. Swain  
 Grant R. McQueen  
 L. Scott Hobson  
 T. Jeffrey Wilks  
 Keith P. Vorkink  
 Neil R. Lundberg  
 Jacob R. Thornock  
 Todd V. Mitton  
 Kristen B. DeTienne  
 F. Greg Burton  
 Douglas F. Prawitt  
 Paul C. Godfrey  
 Brigitte C. Madrian  
 Mark F. Zimbelman  
 R. Bruce Money  
 Kim B. Clark  
  
 Cassy J. Budd  
 Barrett A. Slade  
 Taylor D. Nadauld  
 James C. Brau  
 Earl K. Stice  
 Bradley R. Agle  
 Bonnie B. Anderson  
 Craig B. Merrill  
 Michael S. Drake  
 William B. Tayler  
 Karl B. Diether  
 John B. Bingham  
 S. Thomas Foster  
 W. Gibb Dyer  
 Scott E. Sampson  
 Tyler G. Shumway

## FELLOWSHIP

## 2021-22 RECIPIENT

*Albrecht, LeAnn*  
*Alumni*  
*Alumni*  
*Andersen Foundation*  
*Beesley, Horace Pratt*  
*Boyer, Selvoy J.*  
*Brown, Denny L. & Jerri*  
*Christensen,*  
*Don M. & Arda Jean*  
*David & Knight*  
*Deloitte*  
*Deloitte*  
*Driggs, Douglas & Effie*  
*Edwards, William F.*  
*Farr, Lorin*  
*Ford/Cook*  
*Ford/Cook*  
*Garrett, J. Earl & Elaine*  
*Garrett, J. Earl & Elaine*  
*Goldman Sachs*  
*Grant & David*  
*Grow, Stewart L.*  
*Grow, Stewart L.*  
*Grow, Stewart L.*  
*Grow, Stewart L.*  
*Jones, Warren F. & Alice B.*  
*Jones, Warren F. & Alice B.*  
*Martin, Rachel*  
*National Advisory Council*  
*National Advisory Council*  
*National Advisory Council*  
*Peery, H. Taylor*  
*Perry, Lee Tom*  
*PwC*  
*Romney, George W.*  
*Romney, George W.*  
*Sorensen, David E. & Verla A.*  
*Sorensen, David E. & Verla A.*  
*Thorsell, Hazel Speirs*  
*Vest, Kristine V. & Randy J.*  
*Warnick/Deloitte*  
*White, Georgia*  
*White, Georgia*  
*White, Steven V.*  
*Leadership*  
*Whitman, Robert A. & Wendy*

Abigail M. Allen  
 Mathew D. Duerden  
 Ryan S. Elder  
 Timothy A. Seidel  
 Ben W. Lewis  
 Thomas O. Meservy  
 Colbrin A. Wright  
  
 Jeffrey P. Dotson  
 Mark J. Keith  
 Melissa P. Larson  
 Joshua A. Lee  
 Nathan W. Twyman  
 Shad S. Morris  
 Brian P. Reschke  
 Benjamin C. Iverson  
 James B. Oldroyd  
 Glenn L. Christensen  
 Peter M. Madsen  
 Ryan D. Pratt  
 James E. Gaskin  
 David S. T. Matkin  
 Bradley P. Owens  
 Chris E. Silvia  
 Eva M. Witesman  
 Darron M. Billeter  
 Curtis D. LeBaron  
 Melissa F. Lewis-Western  
 Patti A. Freeman  
 David G. Kryscynski  
 Troy R. Nielson  
 Brian H. Boyer  
 Daniel C. Snow  
 Travis A. Dyer  
 Robert K. Christensen  
 Jeffery A. Thompson  
 John W. Gardner  
 Lori L. Wadsworth  
 Cynthia J. Blair  
 Jeffrey L. Jenkins  
 Steven D. Smith  
 Jeffrey S. Bednar  
 Mark A. Widmer  
  
 Eric C. Teel  
 Benjamin M. Galvin



## Signature Leadership Style:

### Alumni Report

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Our graduates distinguish themselves from their peers. Their BYU Marriott experience has fueled in them a lifelong desire to learn and serve, and they have a distinctive leadership focus. These extraordinary men and women recognize the value of—and need for—hard work and are committed to helping their organizations succeed.

As a child in Mexico, **Carlos Valles** watched his father start and manage a business and was inspired by his father's dedication and fortitude in the face of challenges. Valles recalls, "I thought often about my future career—studying management, working with other people, and running a successful business, like my father did."

When he considered his options for schooling, Valles felt drawn to BYU Marriott. As a member of The Church of Jesus Christ of Latter-day Saints, he knew the school offered a quality





education and a positive spiritual environment. As Valles took introductory business classes at the school, he decided to study marketing—an area that he felt was the perfect intersection of numbers and people, allowing him to use both his analytical and creative sides.

Valles became a first-generation college graduate in 2011. Following graduation, he took a job at Walgreens and later at Kraft Foods, primarily in retail sales. In those positions he gained a new interest in consumer packaged goods (CPG), so he returned to BYU Marriott to earn

the MBA degree required for many CPG marketing positions. The positive experiences he had had with students and faculty as an undergrad at BYU Marriott made the choice to return for his MBA easy, and he was not disappointed.

As a first-year MBA student, Valles learned how to work more effectively in teams with his classmates. “I couldn’t do everything myself,” he says. “I needed to trust others, help my teammates, and rely on others’ strengths. This type of teamwork definitely has helped me in my career.”

Valles completed an internship at Campbell Soup Company, where he gained invaluable experience in brand management. After graduating with his MBA in 2016, he accepted a full-time job offer from the Hershey Company in Hershey, Pennsylvania, where he works today. In his daily work, Valles continually applies lessons he learned at BYU Marriott. “BYU Marriott offered a special environment,” he says. “I learned business fundamentals and had wonderful experiences with professors and classes that truly inspired me.”



# Alumni Updates

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## 2003

MPA alumna **Lina Abdallah** credits her time at the Romney Institute for helping her find new ways to see the world and the people who live in it. “It was a life changer for me,” she says. “My experience opened my eyes to community service.” After graduating from BYU Marriott, Abdallah

worked for the World Bank in their West Bank and Gaza office. Now a senior urban specialist for the World Bank in Jordan, she coordinates the country’s urban development, resilience, and municipal services program and works with local municipalities that are hosting a total of 1.3 million Syrian refugees.

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## 2011

“I’ve always been drawn to building things and learning more about all areas of business,” says entrepreneurship alumnus **Jordan Cushman**. Currently, Cushman is building out the Latin American sales team for Pinterest, drawing on Portuguese language skills he acquired on his mission and previous sales experience in the tech industry. Though he’s working for a company that’s already well established, Cushman is using his entrepreneurial skills to help build something new: in early 2021, he and his team launched Pinterest’s online ad sales in Latin America.

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## 2015

Since graduating with a BS in marketing, **Luisa Chil** has used her career to pursue her main passion of giving back to the community. Working with her employers, she has helped plan events and workshops for non-profits in her area, including donation drives to help those

impacted by COVID-19. Currently, in conjunction with her position at Chicago digital marketing firm Kepler, she is establishing an initiative to help students from underrepresented communities learn hard skills that will prepare them for jobs in the digital marketing industry.

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## 2016

**McKenzi Gebhard**, a global supply chain grad, says BYU Marriott and its values have helped her become the professional she is today. The school’s emphasis on hard work, honesty, and kindness helped her both educationally and spiritually, leaving her with a desire to be a good example as

she entered professional life. One lesson Gebhard took with her is the importance of teamwork—a skill she uses frequently in collaborative situations. Since graduating, Gebhard has worked for Sunrise Technologies in Gainesville, Florida, first in supply chain consulting and now in project management.

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## 2016

When he founded Recyclops, a tech-driven recycling enterprise, **Ryan Smith** wanted to do the right thing for the environment by expanding access to affordable recycling. He started the company as a BYU Marriott student, and he attributes his success to entrepreneurship principles he

learned through the Rollins Center and his classes in the strategy program. Now that Recyclops is in 40 states and has attracted millions of dollars in investments, Smith has turned his attention back to his alma mater. He is a frequent guest lecturer and hires BYU Marriott interns every semester.

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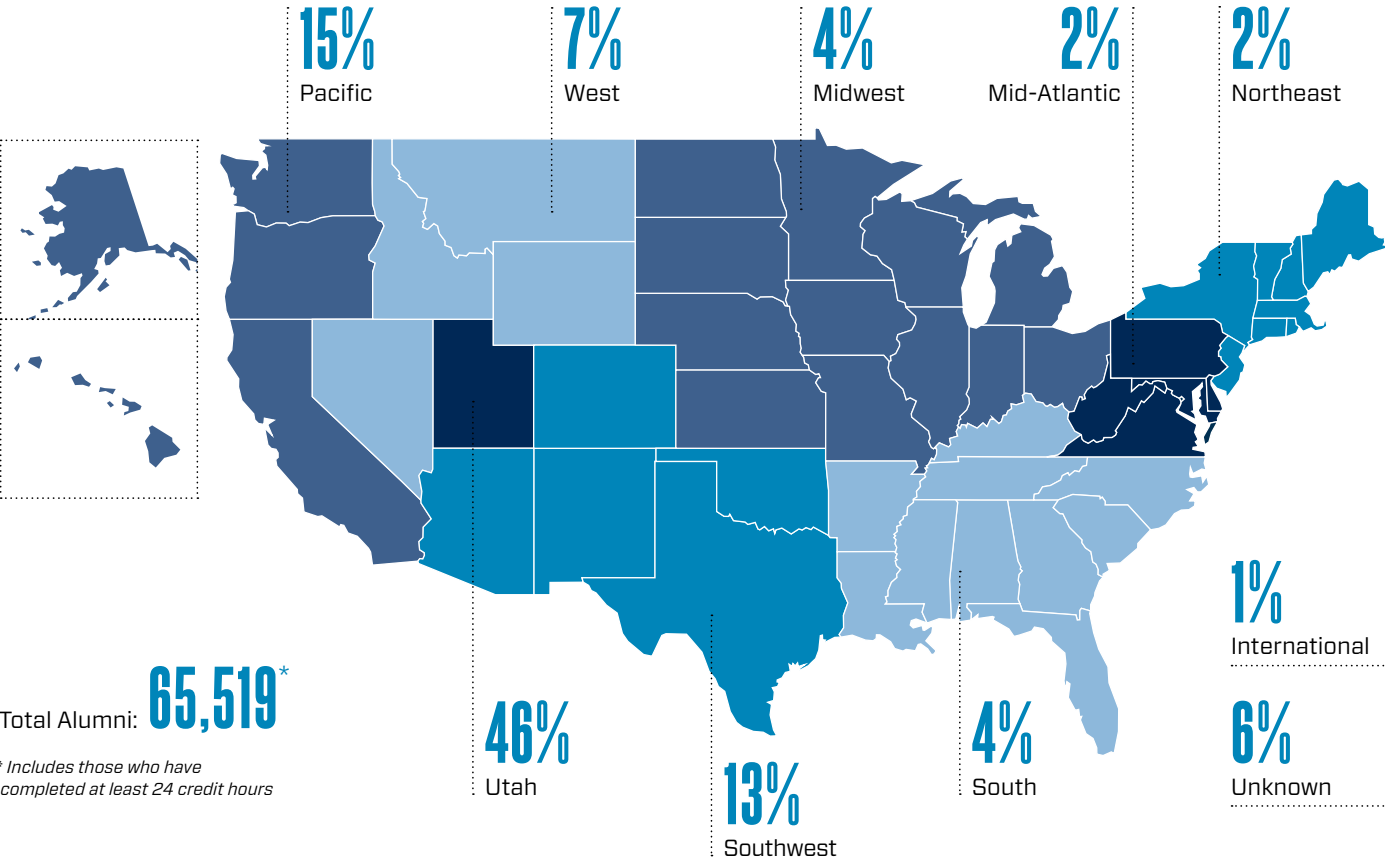


## 2019

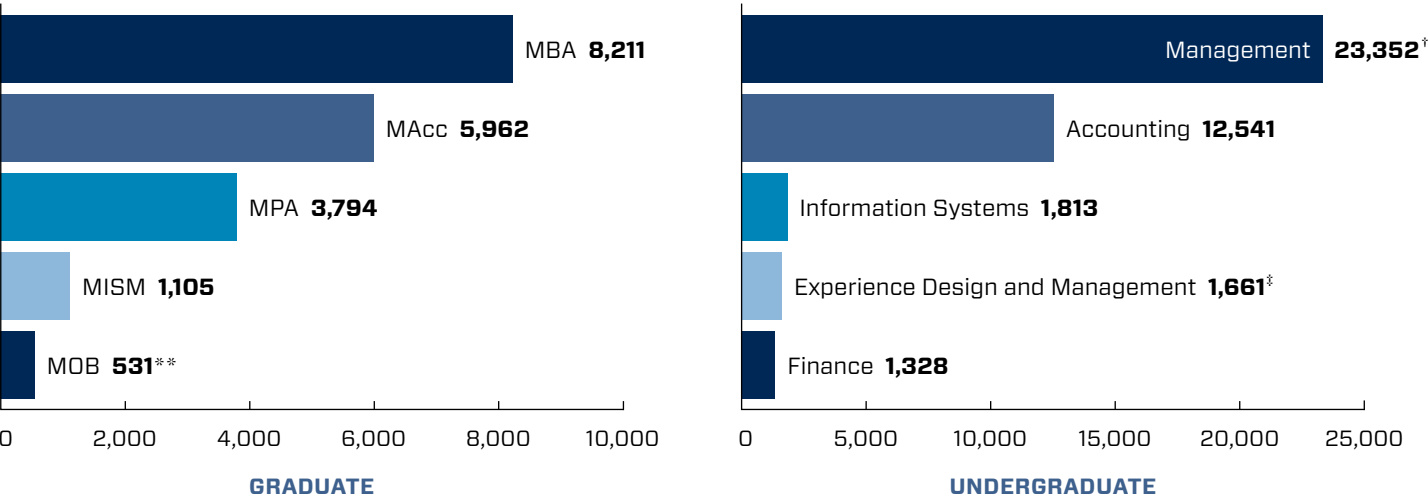
As a young boy, MBA alumnus **Uros Stampe** was fascinated by his father’s work in manufacturing. That fascination led him to earn a bachelor’s degree in industrial engineering from a university in his native Slovenia and later to work as a project manager for an injection molding company. When

Stampe felt he should further his education, he came to BYU Marriott with the help of a Cardon International Sponsorship. Stampe now works as an operations manager for doTERRA in Germany, a position that allows him to continually broaden his knowledge of the many facets of operations and manufacturing.

# Where BYU Marriott Alumni Reside



# Degrees Granted from 1922 to 2020



**NOTE:** These charts are not a comprehensive list of all degrees that have been offered by BYU's business school.

**\*\*** The MOB degree is no longer offered. The BYU Marriott MBA program now offers an OBHR major.

**†** Includes new majors: entrepreneurial management, global supply chain management, human resource management, marketing, and strategic management.

**‡** Includes recreation management and therapeutic recreation and management. Does not include degrees awarded before the program joined BYU Marriott in 2009.

# A Sacred Stewardship:

## Donor Report

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At BYU Marriott, “we aspire to transform the world through Christlike leadership” and “develop leaders of faith, intellect, and character.” Thank you to our alumni and friends who unite with us to accomplish these goals by generously contributing sacred gifts of time, talents, and other resources. We depend upon you for our continuing success.

It's always wonderful to have people in your corner who are cheering you on and want the best for you. The mentors and leaders at the Rollins Center were so encouraging; I could tell that they genuinely wanted to help me succeed. Starting a business is hard, but they boosted my confidence, talked through problems, and gave invaluable advice that helped me press forward. I still connect with those mentors for advice and perspective because I know they're on my side. Being a part of Founders Launchpad and being involved with the Rollins Center increased my drive to be an entrepreneur, work hard, and make a difference in the world through business.

### **Hailey Krey**

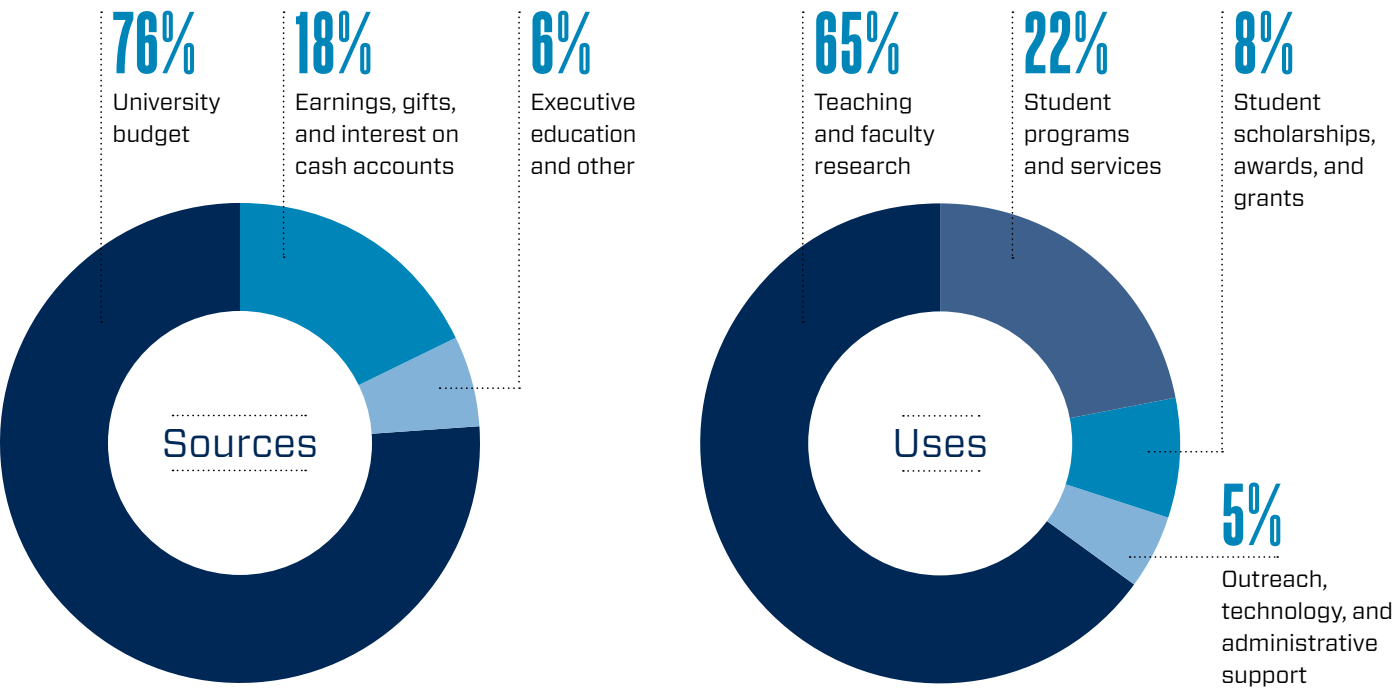
*BS Entrepreneurial Management 2020*

*Rollins Center Founders Launchpad Participant*

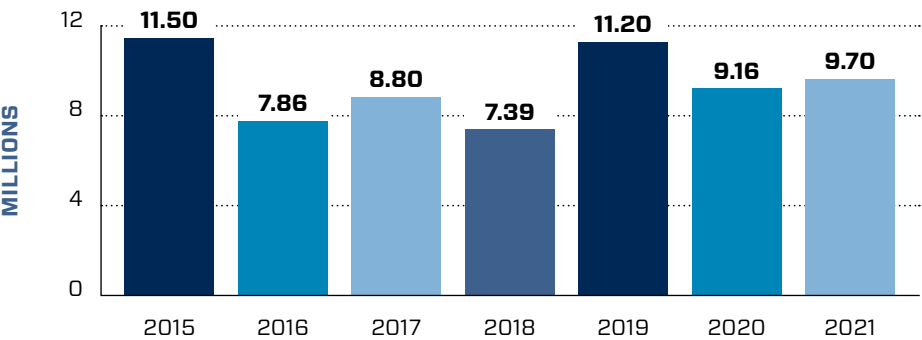




# Cash Flows for Operations



# Contributions from Alumni and Friends

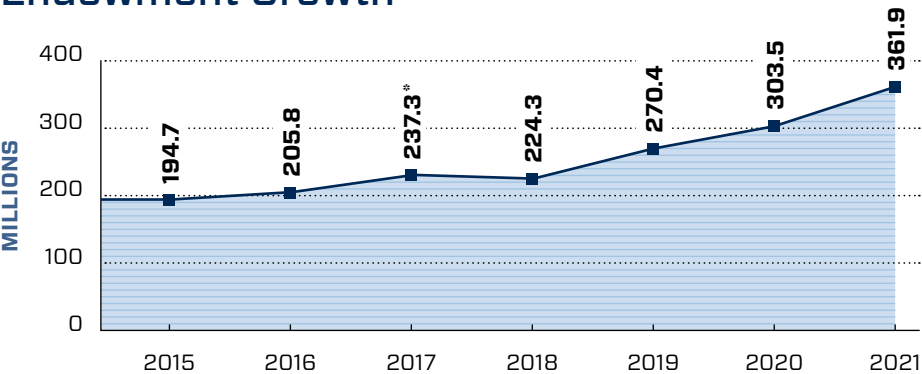


# Current Fundraising Priorities

**Annual Fund**  
Unrestricted support for college strategic needs

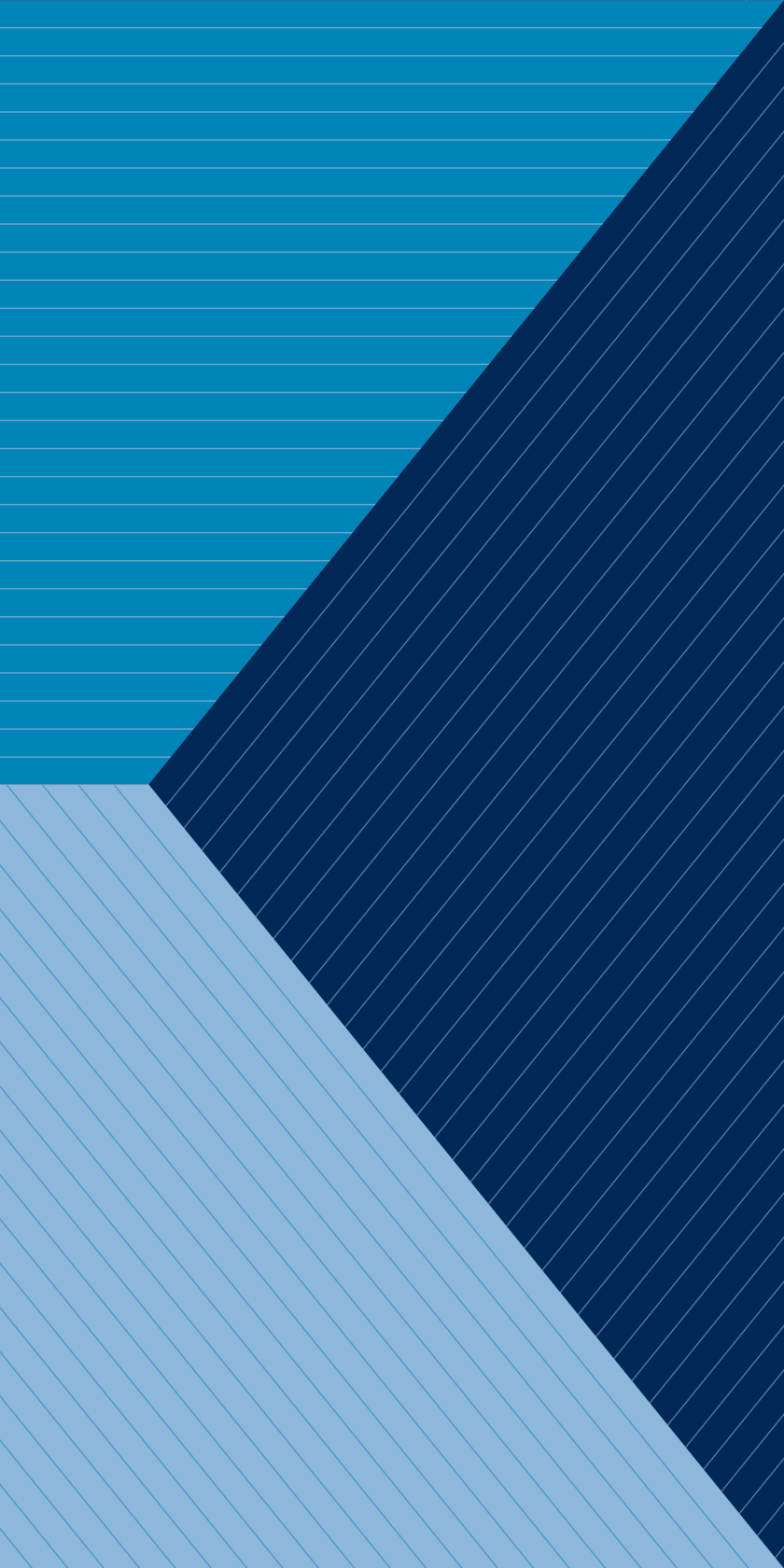
**Dean's Student Priority Fund**  
Direct student financial support

# Endowment Growth



\* Adjustment from previous amount

For more information on giving opportunities or to donate online, please visit [marriott.byu.edu/giving](https://marriott.byu.edu/giving).



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SCHOOL OF BUSINESS

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