



# **BYU MARRIOTT SCHOOL OF BUSINESS**

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**2022 Annual Report**



■ VISION ■

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





▪ MISSION ▪

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







**BYU Marriott students** enjoy a unique opportunity—the chance to earn an exceptional education in an environment that is anchored in the gospel of Jesus Christ. We are intensely focused on our students and committed to providing them with experiences that strengthen their testimonies, develop their leadership skills, and prepare them to lead faithful, service-filled lives. This report provides a glimpse of who we are and what we do at BYU Marriott.

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# The Pathway to PhDs ▶▶▶

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**BYU LEADS THE NATION** *in the number of students who go on to earn PhDs, and BYU Marriott's dedicated mentoring and pre-PhD prep tracks are some of the reasons why.*

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By Todd Hollingshead

Long before **Rebekah (Bekki) Brau** joined the faculty of the BYU Marriott School of Business, she was a student at the same school. And she wasn't just a student, says ethics professor **Brad Agle**. She was a star student with brilliant potential. PhD potential.

So, as professors do every fall with some 40 or 50 undergraduate and master's degree students across BYU Marriott, Agle encouraged Brau to enroll in a pre-PhD course. And he wasn't the only one to do so. BYU Marriott professors **Kristen DeTienne, Sheli Sillito Walker, Nile Hatch, Cindy Blair, Scott Webb**, and **Jim Brau** (Bekki's father) all joined the pre-PhD chorus. Fast forward about 10 years and a University of Arkansas doctorate degree later, and Bekki is back at BYU—not only teaching and researching but mentoring the next generation of future PhD students from BYU Marriott.

"Everyone at BYU Marriott is amazing; everyone wants to give time and help students who are interested in PhDs," says Bekki, now an assistant professor in the Department of Marketing and Global Supply Chain. "Now that I am on the other side, I want to be the mentor that our students need me to be."

Bekki is one of thousands of former BYU undergrads who have gone on to earn PhDs across the country. From 2009 to 2018, 3,040 former BYU students completed a PhD, according to the federally sponsored Survey of Earned Doctorates—that's an average of about 300 students per year. These figures put the university in the top 10 in the nation for future PhD earners, but if you really want to see where the magic happens, look closer at BYU Marriott.

Over the most recent 10-year period, 241 former BYU students completed PhD degrees in business management and administration, enough to claim the No. 1 spot in the nation by a long shot. The school that ranked second-highest for future business doctorates was the University of Pennsylvania—home to the famous Wharton business school—which produced 95 PhDs in that same period. BYU produced 250 percent more.

The data definitively backs up what many at BYU Marriott have pieced together anecdotally for years: BYU is not just one of the best universities at preparing business PhD students, it *is* the best.

"Once you build it, they will come," says **Doug Prawitt**, director of the School of Accountancy at BYU Marriott. "Word of what was happening got out. The pre-PhD program just became kind of self-sustaining."

Make no mistake, BYU Marriott's top ranking in PhD preparation is not a happy accident. It is the result of a concentrated effort from the top down, with heavy investments of time and resources from the Deans Office, individual departments, and dozens of faculty members across the school.

## ● Mentoring and Shepherding

In the early 1990s, Prawitt was a new assistant professor at BYU Marriott, fresh out of a PhD program at the University of Arizona and eager to establish his footing and build relationships with students. As he did so, he started to field more and more questions about PhD programs.

“I was naive and unprepared for my PhD program, and I didn’t want any of my students to be like I was,” Prawitt recalls. “If our students wanted to do this, we needed to plan now and get them in certain classes that would help them prepare. I knew that if someone wanted to pursue a PhD and they proactively prepared for it, there would be a real demand for that person.”

So Prawitt went about mentoring and shepherding a couple of students each year toward PhD programs. One of his earliest mentees, **Darren Roulstone**, was accepted to all seven schools to which he applied, choosing to enroll at the University of Michigan Ross School of Business. (Roulstone is now a professor of accounting at The Ohio State University Fisher College of Business.)

Prawitt felt like there was potential for more PhD success stories, so he enlisted his colleagues in establishing something more permanent. One day in the late ’90s, Prawitt approached the SOA junior-core coordinator and asked if he could take five minutes at an upcoming career day to present a pre-PhD track for accounting students.

“That visual of a professor sitting at the table up front with the professionals who were there created the vivid impression that this was a viable career path,” Prawitt says. “Numbers started to increase. In 2000 a group of eight students entered the pre-PhD track, and all eight eventually went into PhD programs. All eight are now faculty around the country; some came back to BYU, including SOA professor **Bill Tayler**.”

Now officially 22 years old, the SOA pre-PhD track—a program with PhD-style seminars that cover research and academic work combined with coursework in math, econometrics, and statistics—boasts more than 300 alums across the world, roughly 220 of whom are now professors. According to BYU Marriott associate dean **Bonnie Anderson**, each year nearly 10 percent of all new accounting faculty nationwide have a BYU connection.

As the SOA’s pre-PhD program was blossoming, former information systems professors **Paul Lowry** and **Anthony Vance** created a similar pre-PhD track within BYU Marriott’s master of information systems management (MISM) program. The MISM pre-PhD track placed 11 students in top programs in its first three years and, like the SOA’s program, still boasts nearly 100 percent PhD program placement. According to **James Gaskin**, the current information systems pre-PhD coordinator, an estimated 45 students have entered PhD programs since the track was established, with 30 of them becoming professors.

“Top PhD programs from around the country come on their own dime to recruit our students,” Anderson says. “Our students have a record coming out of their programs that looks like that of most PhD students when they graduate. The pre-PhD program sets our students up for future success.”



*“Over the most recent 10-year period, 241 former BYU students completed PhD degrees in business management and administration, enough to claim the No. 1 spot in the nation by a long shot.”*

#### ● A Schoolwide Vision

Of course, for BYU Marriott to rule the national rankings so authoritatively, it follows that the SOA and MISM programs wouldn’t have the monopoly on future business PhDs. The vision is schoolwide now, with discipline-specific pre-PhD tracks established in every program to go along with the general pre-PhD course offered to all students.

The general pre-PhD course now taught regularly by Agle is rooted in his career experience both at BYU and the University of Pittsburgh. Before coming to BYU in 2009, Agle spent 17 years at Pitt working with doctoral students and serving on committees that admitted doctoral candidates. That experience helped Agle identify what committee members care about most when considering prospective PhD students.

The introductory course pulls no punches when it dives into what students’ career tracks may look like, but more important, it places BYU Marriott faculty members front and center. Each fall, for the first month of the course, a host of professors give short presentations on their research and careers. Students gain a sense for faculty members’ research areas, methods, and perspectives. In addition—and in alignment with BYU’s mission, which integrates the gospel with secular learning—they get to hear how professors were guided spiritually on their career paths.

By the end of September, each student chooses a professor to be their mentor and then proceeds to do research with that professor throughout the rest of the semester. At the conclusion of the course, which also includes regular interaction with current PhD students from BYU, those in the class have a clear



idea of what a doctoral program looks like and whether they want to forge ahead with a career in academia.

“If you choose to take this pre-PhD course, your opportunity cost is three credit hours,” Anderson says. “Compare that to quitting your job, moving your family across the country, and doing everything else that comes with starting a PhD program on the fly. It’s a far more efficient way to know if you’ll like this path or not.”

It also saves oodles of money for schools when new PhD students come prepared to stick it out and avoid the dreaded title of ABD (“all but dissertation”). According to an investigative article in the *Chronicle of Higher Education* on doctoral completions, the PhD attrition rate is nearly 50 percent.

“When a university makes a decision on a student, that is an expensive decision,” Agle observes. “It’s hundreds of thousands of dollars per student. The university pays tuition, insurance, stipends, and more. Universities want those investments to be good investments.”

This is the ninth year Agle has taught the general pre-PhD course, and he estimates that on average about 20 students enroll annually, coming from programs across the school and even from outside BYU Marriott. According to the school’s tracking, about one-half of the students who take the general pre-PhD course end up pursuing PhDs each year.

Add that to those who take the specific pre-PhD tracks from the different programs, and you get about 20 to 25 new BYU-produced PhD students a year, almost all of whom will complete their PhDs and begin teaching within the next five to seven years.

#### ● Paying It Forward

One such PhD student is BYU alum **Hilary Hendricks**. In an interview with BYU’s University Communications office last year, she recalled how her BYU mentors helped her overcome

feelings of inadequacy for her doctoral program at the University of Michigan’s Ross School of Business.

“I’d be walking across campus in Ann Arbor thinking, ‘There’s just no way I can do this,’” says Hendricks, a PhD candidate in management and organizations. “But then I’d think, ‘**John Bingham** thinks you can do this. Kristen DeTienne thinks you can do this. Brad Agle and **Jeff Thompson** think you can do this.’ I would recite to myself all of the professors at BYU who helped me to get where I was.”

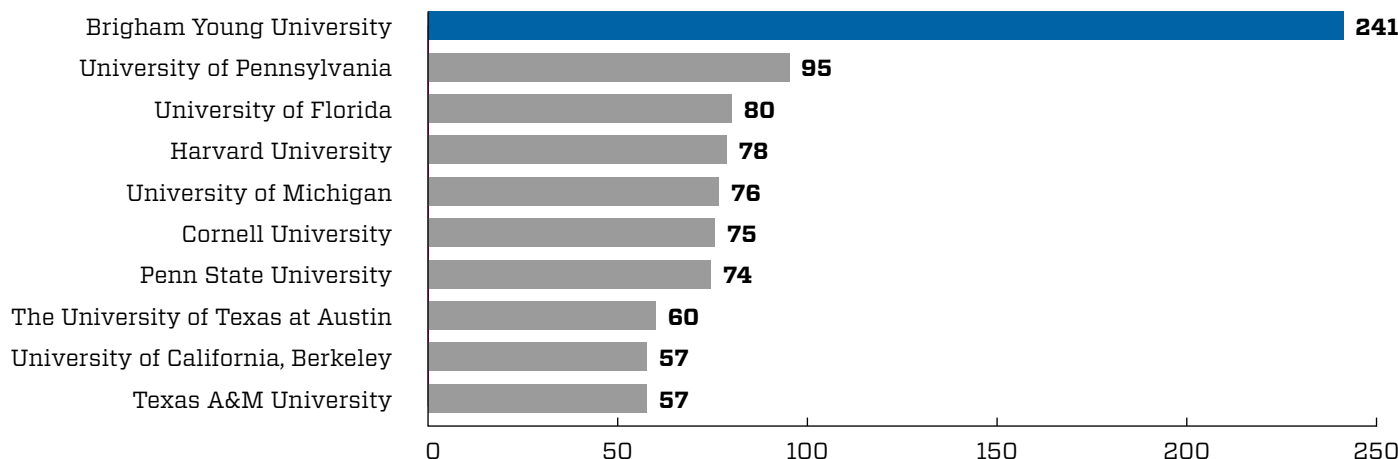
While Hendricks’s final destination is still unknown as she completes her program, the BYU alums ahead of her are finding their professorships nationwide, including several at BYU. This is, of course, a big part of the plan. According to Anderson, BYU Marriott hired 11 new faculty in the summer of 2021, and seven of those professors were products of the BYU pre-PhD program. Professors such as Bekki.

It’s no coincidence that Bekki sounds exactly like Hendricks when she talks about her PhD journey. The mentors who guided her along the way were her strength and inspiration too.

“The personal interest that faculty take in students and the level of faculty that we have—those two working in tandem make the difference,” Bekki says. “We have outstanding, incredible, world-renowned faculty members here who are the top of their class, top of their league, but are here because they chose to be here. They know this is a student-focused university and that they must have a focus on and commitment to our students.

“We have top-trained researchers who are then training students,” she continues, “and those students come into PhD programs already knowing how to read research articles and write literature reviews—things that can be really overwhelming for those who come from industry—and they are prepared to succeed from day one.”

## UNDERGRADUATE INSTITUTIONS OF BUSINESS DOCTORATE RECIPIENTS (2009-18) ▶ ▶ ▶



# A Talent Pool Unlike Any Other: Student

## Report

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Students at BYU Marriott stand out from the competition. They have developed an uncommon maturity through rich life experiences, a commitment to academic success, and a desire to work with and serve others. Supported by BYU Marriott's guiding principle of being centered on students, these aspiring leaders take full advantage of the school's many opportunities to develop life-changing skills.

When Detroit native **Eric Louis** visited BYU as a senior in high school, he experienced an undeniable feeling of peace that indicated the school was for him. What he didn't know, however, was what he wanted to study. His cousin, a student in the MAcc program, told him about the information systems (IS) program, noting that it was a blend of business and computers that allows students to explore IS space and find their own niche.

Louis was amazed—he'd never heard of anything like that. But Louis's love for both computers and people made the program an ideal fit for him. "I took IS 201,





one of the introductory IS classes, and everything just clicked,” he recalls.

Louis, who graduated with an MIS in 2022, enjoys IS, but that doesn’t mean the material has always come easily to him. “I wasn’t always the best, but IS became something that I’d voluntarily stay up until 2 a.m. doing,” he says.

During his time in the IS program, Louis developed a particular interest in cybersecurity, so for his capstone project he wanted to help young students gain experience in and develop the same kind of appreciation for cybersecurity that he has found. With the help of his advisor, BYU Marriott IS associate

professor **Justin Giboney**, Louis developed a camp where middle school and high school students can learn about and experiment in the field. “Cybersecurity is such a broad field. It can be a daunting thing to jump into, even for tech-savvy people, because you have to know a little bit about everything,” says Louis. “I thought, ‘Okay, why don’t I make this fun? Why not make this engaging?’”

The camp, held every summer for the past three years, attracts enthusiastic high school participants and includes many interactive activities designed to make cybersecurity entertaining and interesting. For example, Louis says,

“Professor Giboney and I had the idea of playing a capture-the-flag type of game where you have to fulfill a variety of challenges on the computer and earn points based on the difficulty of the task.”

Louis is passionate about increasing young students’ exposure to cybersecurity because he wishes that such opportunities would have been available to him at that age. “This capstone project is something personal for me because I didn’t have an opportunity until college to learn about cybersecurity,” he explains. “With these camps, we’re able to help kids understand why cybersecurity is important.”



# Student Life



## BUILDING COMMUNITY

After exploring three other majors at BYU, **Joshua Beacham** found what he was looking for in the experience design and management program. The recent graduate, who hails from Tomball, Texas, plans on pursuing a career in the sports and entertainment industry because it attracts people from all walks of life. Beacham recently

completed internships with the Utah Jazz as a premium experience intern and with the BYU Marriott Deans Office as an events and diversity, equity, and inclusion intern. He looks forward to making a difference in his career through inclusivity and community outreach.



## APPLYING EXPERIENCE

Though she'd worried about belonging at BYU as a convert to The Church of Jesus Christ of Latter-day Saints, Provo native **Allie Jensen** says she found her place during her first year in the marketing program. The recent graduate felt on top of the world—until the COVID-19 pandemic hit. Jensen and her husband lost their jobs and

their apartment; they lived out of their car without income until Jensen started her own home-cleaning business with her marketing expertise. "I thought that I would never graduate college," Jensen says. "Now here I am, degree in hand, proof that there's a place for everyone at BYU."



## UNLOCKING POTENTIAL

A two-year Church mission to Brazil and experience reading Stephen R. Covey's *The 7 Habits of Highly Effective People* led 2022 strategy graduate **David Rawson** to BYU Marriott. The American Fork, Utah, native says the strategy program taught him to be the best he can be and to help others do the same. He joined the Cougar

Strategy program, where his team created a marketing strategy for a company expanding into a new market. Rawson continues to broaden his skill set as project manager for BambooHR and looks forward to specializing in human capital.



## IMPROVING EDUCATION ACCESS

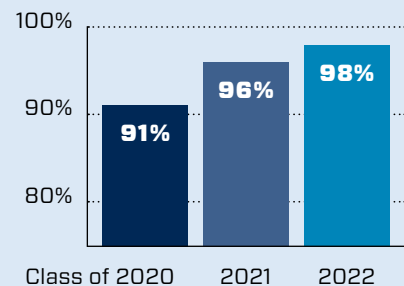
The first in his family to graduate high school, BYU Marriott 2022 alum **Courage Tamakloe** sees obstacles as opportunities. After immigrating to the US from Ghana and while working in warehouses to support his brother's education, Tamakloe discovered his passion for supply-chain processes.

The experience led him to study global supply chain management at BYU Marriott and join the Global Supply Chain Association, where he served as vice president of diversity. "My ultimate goal is to help anyone who wants an education, especially those who are Black, so that they can create their own lifelong success," says Tamakloe.

## Record Results for BYU Marriott

A key objective at BYU Marriott is to help every graduating student who is seeking placement to find a good job with a good company. BYU Marriott's Business Career Center has a small but effective team of skilled business professionals and student employees who are dedicated to placing our outstanding students. Thanks to well-prepared students, supportive faculty, generous assistance from alumni, and a robust job market, BYU Marriott achieved a record overall placement rate of 98 percent in 2021–22. That placement was strong across all majors and programs, with some reaching 100% placement by three months after graduation—a first for BYU Marriott.

### FULL-TIME PLACEMENT\*



\* Placement is measured as an accepted job offer within 90 days following graduation, as prescribed by relevant standard-setting bodies.



## BYU Marriott Enrollment: 7,428

### BYU MARRIOTT MAJORS: 3,743



### PRE-BUSINESS MAJORS: 2,333

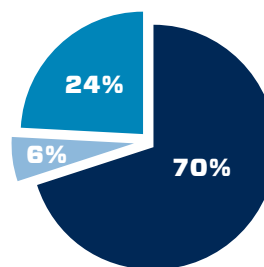


### MINORS: 1,352



One  or  represents 100 students.

## Enrollment by Major



### GRADUATE (24%)

9% MAcc

7% MBA

5% MISM

3% MPA

### EXECUTIVE (6%)

3% EMBA

3% EMPA

### UNDERGRAD (70%)

15% Finance

12% Accounting

9% Information Systems

8% Experience Design and Management

7% Marketing

6% Global Supply Chain Management

4% Strategy

3% Entrepreneurship

3% Human Resource Management

3% Management

## Student Report

STUDENT DEMOGRAPHICS	MBA*	MPA*	MISM	MAcc	UNDERGRAD	TOTALS OR WEIGHTED AVG.
Number of 2022 Applications	259	113	156	240	2,426	3,194
Students Entering Fall 2022	99	42	104	167	1,313	1,725
Female	29%	71%	29%	26%	33%	33%
International	16%	26%	7%	9%	5%	7%
Minority	14%	5%	2%	7%	9%	9%
Married	66%	36%	37%	41%	27%	31%
Returned missionaries	65%	52%	88%	90%	84%	83%
Bilingual	68%	69%	57%	55%	67%	65%
States represented	19	15	18	28	46	48
Countries represented	13	10	5	12	29	41
Undergraduate universities	27	12	2	5	n/a	35
Average age	30	26	23	23	22	23
Average entering GPA	3.55	3.7	3.83	3.83	3.7	3.71
CLASS OF 2022 PLACEMENT	MBA*	MPA*	MISM	MAcc	UNDERGRAD	WEIGHTED AVG.
Average Starting Base Salary	\$119,281	\$57,839	\$91,915	\$71,245	\$68,881	\$78,158
Placed at Graduation	85%	74%	92%	99%	86%	88%
Placed by 3 Months after Graduation	99%	88%	99%	100%	98%	98%

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









# Collaborating for Impact:

## Education Report

Teamwork is at the heart of most organizations, and the ability to work well alongside others is a skill that is fostered early and often at BYU Marriott. Students have opportunities in the classroom, through case competitions, and during internships to gain invaluable experience in recognizing one another's strengths and understanding how each person contributes to the greater organizational good.

This year marks a decade of the BYU Crocker Innovation Fellowship program, hosted by BYU Marriott. Teamwork is at the heart of the program, which is designed to be a transformative innovation experience for students from any major across campus.

"Our goal is to create an army of lifelong innovators who change the world," says **Nile Hatch**, an associate professor of entrepreneurship at BYU Marriott, who has been involved with the program from its inception. "The one-year program is set up as two courses taught by professors from different colleges across campus, along with an internship that is related to the student's specific major as well as to innovation."

The two-semester fellowship begins during winter semester with an introduction to interdisciplinary innovation and entrepreneurship; the following fall semester, students have the opportunity to work in teams to execute and commercialize their innovation. "The commercialization step is essential," Hatch explains. "For an innovation to impact people's lives, which is our focus, it has to reach those people."

The teams generally include one student from each of several key majors, including coding, management, strategy, and entrepreneurship as well as mechanical, electrical, or industrial design engineering. Interested students from other majors also participate. Students meet once a week in the classroom; in addition, faculty members meet with two teams every week for individual design reviews.

"That approach allows for specific, personal mentoring and affords an opportunity to give advice, ask questions, and provide the specific support each team needs," says Hatch. The program has produced a host of ideas, many of which have evolved into full-blown companies, including Owlet, Novi, and Portal. This year, teams have created devices that water plants, feed dogs and cats, and monitor how many pickleball players are on a court at any one time, just to name a few.

"I've learned so much from this program, but one of the biggest lessons has been the importance of teamwork," says **Sydney Olson**, who graduated in December 2022 with a bachelor's degree in entrepreneurial management. "I've learned how to work with people who don't always think the same as I do. I just accepted a job as a product analyst, and it was 100 percent because of the Crocker program that I was offered the job. This program was hands down the best thing I've done at BYU."

# Experiential Learning Roundup

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## A Hub of Teamwork

A perfect example of BYU Marriott's commitment to collaboration is the School of Accountancy's Hub websites: RevenueHub.org, IPOHub.org, and ESG-ReportingHub.org. "The Hub sites are designed to be a network of resources on specific business topics that are relevant to people and organizations worldwide," says **Jeff Wilks**, EY professor and faculty advisor for the projects. But even more important, the websites give BYU students an opportunity to gain invaluable experience working together to research, write, edit, and produce relevant content.

"The Hub projects consist of three websites filled with vetted student-written articles that address real-world accounting and other relevant business topics," explains Wilks, who founded the Hub projects almost a decade ago. Students team up with Connor Group, a professional services firm that specializes in IPO readiness, which provides financial backing and professional resources. Much of the work done on the Hub websites happens

in the accounting research class that Wilks teaches, Accounting 515: Accounting Research Seminar.

"The research team determines what new articles need to be written and which existing articles need to be updated, and the students in the research seminar class write the articles," Wilks explains. The students' articles then go through a peer review before going to a faculty member or Connor Group professional for technical review. Once the reviews are completed, the articles are sent to alumni and other experts practicing in fields relevant to the topics to make sure that the information is current and accurate. Finally, articles go through a grammar-usage review before they are published to the Hub websites.

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### REVENUEHUB.ORG

The project that started it all, RevenueHub, publishes plain-English articles and example-based case studies that explain the major aspects of the Financial Accounting Standards Board (FASB) ASC Topic 606, *Revenue from Contracts with Customers*. The site also compiles resources from the Securities and Exchange Commission (SEC), the FASB, and major accounting firms, providing a place for accounting professionals to find relevant revenue guidance and to improve their understanding of the revenue standard. The site even encourages visitors to submit particularly thorny revenue questions as potential topics for future articles.



### IPOHUB.ORG

IPOHub provides plain-English articles outlining technical insights and other valuable information for businesses approaching an IPO. The website features several different sections, including an introduction to IPOs; relevant information for companies in the startup, growth, and pre-IPO phases; key material for businesses preparing for an IPO; guidelines for companies in the process of filing to go public; and materials for companies actually going public. The Hub also provides information about things a company will experience once it is public, including key points on the beginning stages and basic ESG disclosure requirements.



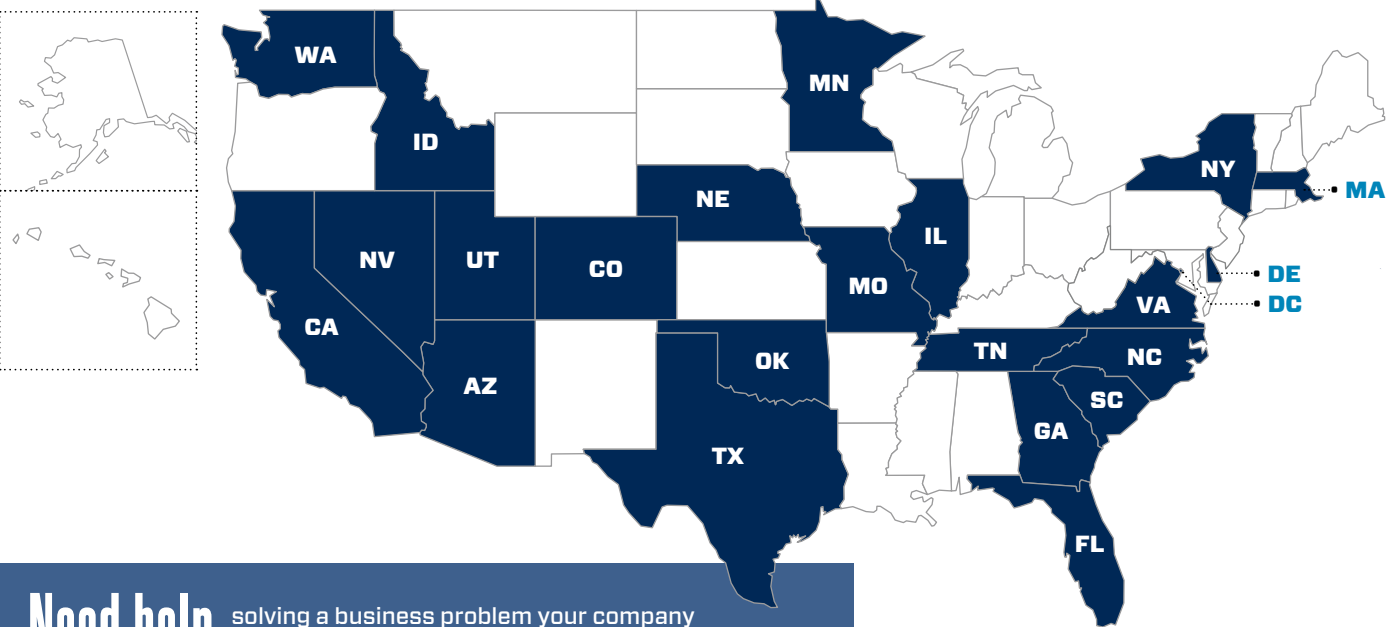
### ESG-REPORTINGHUB.ORG

ESG-ReportingHub, which went live in February and is the newest of the Hub websites, addresses topics surrounding environmental, social, and governance (ESG), a term used to represent an organization's corporate financial interests that focus mainly on sustainable and ethical impacts. In a world where there is growing interest in and commitment to doing good and sustaining the environment, the SEC is requiring companies to report their ESG performance at some level. This site is committed to being a credible resource for companies that wish to comply with reporting requirements and meet ESG expectations.



# Undergraduate On-Campus Internships

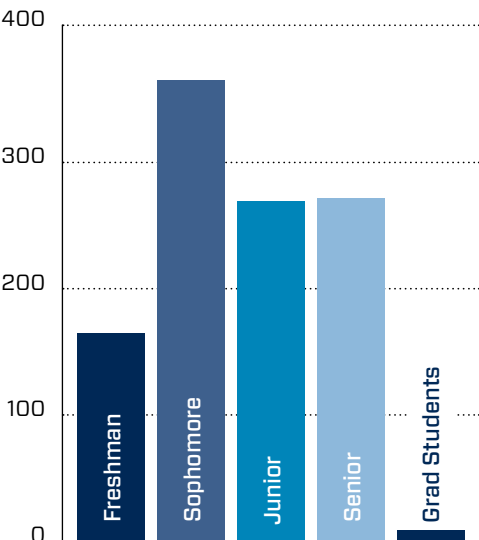
## Sponsoring Company Locations by State



### Need help

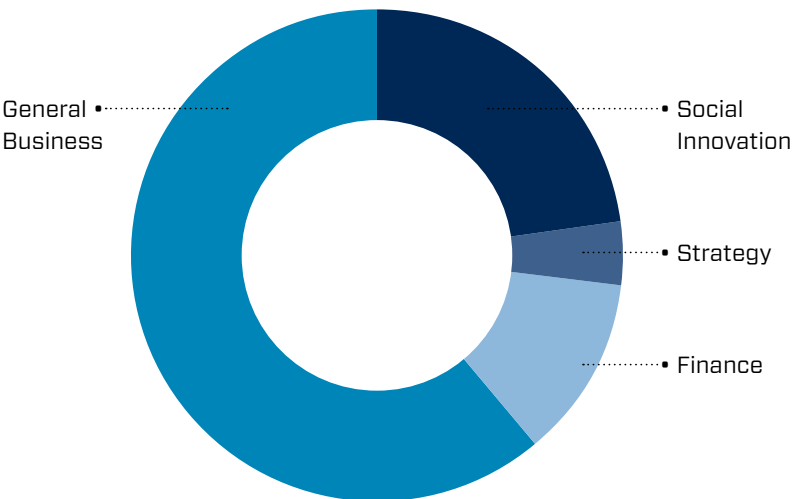
solving a business problem your company is facing? Consider sponsoring a BYU Marriott project. Visit [ocis.byu.edu](http://ocis.byu.edu) or email [dhollan@byu.edu](mailto:dhollan@byu.edu) for additional information.

Number of Participating Students: **1,072**



Number of Company-Sponsored Projects: **266**

### PROJECT EMPHASIS



# Great Teachers, Exceptional Scholars:

## Faculty Report

Whether they're presenting at conferences or writing top scholarly articles, our faculty members are deeply dedicated to academic rigor and scholarly learning. But their hard work doesn't stop there. They also feel an intense commitment to teaching and mentoring students, both in and out of the classroom. This dual focus on research and teaching makes BYU Marriott faculty truly exceptional and distinctive.

For experience design and management assistant professor **Sarah Agate**, the phrase “a family that plays together, stays together” couldn't be more true. Throughout her career and in her personal life, Agate has been committed to teaching people about the importance of creating inclusive experiences in order to strengthen family relationships—and for that matter, relationships of all kinds.

After graduating from BYU with her bachelor's degree in family sciences in 2001, Agate tackled a master's degree in youth and family recreation at BYU while spending her summers working at the Boy Scouts' High Adventure Sea Base in the Florida Keys. It was while organizing and planning Scouting activities that Agate fell in love with the idea of creating experiences. After receiving her master's degree in 2005, Agate went on to earn her PhD in parks, recreation, and tourism management at Clemson University in 2010. Following graduation, she worked as a professor in Illinois and New York before coming to BYU Marriott in 2019.

While Agate's early research focused on family relationships and experiences, her current research has broadened to include transformative experiences generally. She arrived in this space by examining the roles of mothers in creating positive family environments and experiences, which led to analyzing women's empowerment and how organizations are helping to facilitate empowerment through experiences.

Another type of transformative experience Agate is exploring is transformative conversations, specifically through a type of focus group called deliberative dialogues. “During these discussions, group members discuss controversial issues in a very specific way,” she explains. “Topics might include substance abuse, vaccines, or obesity. The conversations are designed to enable hard conversations that lead to changes among those involved in the discussion—we are exploring if changes such as increased empathy, open-mindedness, and group cohesion occur when people engage in dialogues.”

The goal, says Agate, is to take what they learn from the deliberative dialogue process and identify skills that can be used in any setting—home, work, community, etc. She and her research team are creating a framework for transformative conversations that can be used in a variety of settings to help people discuss difficult topics in a way that helps them strengthen their relationships. “These skills are ones we all need, useful skills that can create transformative experiences and that can transform relationships,” she observes.







# Faculty News

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## REPRESENTING MILITARY VALUES

Finance professor **Jim Brau** was named this year's Army and Air Force ROTC Leadership Excellence Award recipient. The award was presented at the Presidential Review held during Veterans Day events. The award has been presented for the past 34 years by the Army and Air Force ROTC programs to individuals who represent the values of duty, honor, country, God, and family. Past recipients have included political and religious leaders, including Senator Orrin G. Hatch, Elder Dieter F. Uchtdorf, and Major General Keith L. Thurgood. Although currently teaching finance at BYU Marriott, Brau has been associated with the military for decades. For his undergraduate degree, Brau attended the US Military Academy at West Point; after graduating, he served in the army for nearly a decade and went on to teach finance at BYU Marriott for 23 years. In May 2022, Brau rejoined the army as a captain in the Utah National Guard. This commitment provides enough flexibility for Brau to continue teaching at BYU Marriott.

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## RECOGNIZING WIDESPREAD IMPACT

Information systems associate professor **Jeff Jenkins** received this year's AIS Impact Award, along with University of Arizona Eller College of Management professor Joseph Valacich. The two men founded NeuroID, a startup that works to commercialize technology developed at Eller College. Presented by the Association for Information Systems, the award recognizes information systems research that has had widespread impact on practice in business and society; key criteria for the award are breadth of use in practice and relevance to information systems research.

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## DEMONSTRATING ATTRIBUTES

EY Professor **Jeff Wilks** was recognized this year with the American Accounting Association's J. Michael and Mary Anne Cook/Deloitte Foundation Prize. The award is the foremost recognition of an individual who consistently demonstrates the attributes of a superior teacher in the discipline of accounting. The prize, which includes a \$27,500 cash award, recognizes, inspires, and motivates association members to achieve the status of a superior teacher.

## OPENING DOORS



Brian Hill



Peter Madsen



Kurt Sandholtz



Staci Smith

Four BYU Marriott professors have been selected as Fulbright Scholars: experience design and management professor **Brian Hill**, who will be in Austria; organizational behavior and human resources professor **Peter Madsen**, who will work in Portugal; associate teaching professor in the Romney Institute of Public Service and Ethics **Kurt Sandholtz**, who will be in Spain; and adjunct professor of management communication **Staci Smith**, who will be based in Slovenia. A flagship program offering international educational and exchange opportunities, the Fulbright Scholar awards provide lecturing and research opportunities that open doors to collaboration and foster long-lasting connections. Fulbright opportunities are designed to advance scholars' careers while benefitting their home and host institutions and countries.

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## WRITING BEST PAPERS

SOA faculty members **Greg Burton**, **Scott Summers**, **Jeff Wilks**, and **David Wood** have been awarded the 2022 *Issues in Accounting Education* Best Paper Award for their paper "Do We Matter? Attention the General Public, Policymakers, and Academics Give to Accounting Research." The paper was published in the February 2021 issue. Organizational behavior and human resources associate professors **Jeff Bednar** and **Benjamin Galvin** were recipients of the AOM Proceedings Best Paper Award. Their paper, "How Will I Lead in This Organization? How Individuals Situate Preexisting Leader Identity Content," was published online in July 2022. Deloitte & Touche Professor **Monte Swain** received a *Management Accounting Quarterly* Certificate of Merit from the Institute of Management Accountants for his paper titled "A Brief History of Management Accounting." Global supply chain associate teaching professor **Simon Greathead** received the Case Centre's Best Global Supply Chain Paper award; Greathead's paper was titled "Traeger Pellet Grills: Cooking Up the Competition." **Bekki Brau**, a new marketing and global supply chain assistant professor, was honored with the University of Arkansas Graduate School Distinguished Dissertation Award and the Council of Supply Chain Management Professionals Doctoral Dissertation Award.

# Faculty Awards

PROFESSORSHIP	2022-23 RECIPIENT	FELLOWSHIP	2022-23 RECIPIENT
<i>Andersen Foundation</i>	Scott L. Summers	<i>Albrecht, LeAnn</i>	Abigail M. Allen
<i>Ardis, Glenn D.</i>	Gregory S. Anderson	<i>Alumni</i>	Mathew D. Duerden
<i>Ardis, Glenn D.</i>	David A. Wood	<i>Alumni</i>	Ryan S. Elder
<i>Beesley, Horace Pratt</i>	Jeffrey H. Dyer	<i>Andersen Foundation</i>	Timothy A. Seidel
<i>Call/Deloitte Tax</i>	Brian C. Spilker	<i>Beesley, Horace Pratt</i>	Ben W. Lewis
<i>Cherrington, J. Owen</i>	Stephen W. Liddle	<i>Boyer, Selvoy J.</i>	Thomas O. Meservy
<i>Christensen, Don M. &amp; Arda Jean</i>	Michael J. Swenson	<i>Brown, Denny L. &amp; Jerri</i>	Colbrin A. Wright
<i>Deloitte</i>	Monte R. Swain	<i>Covey, Stephen Mack</i>	W. Chad Carlos
<i>Edwards, William F.</i>	Jeffrey P. Dotson	<i>David &amp; Knight</i>	Mark J. Keith
<i>EY</i>	T. Jeffrey Wilks	<i>Deloitte</i>	Melissa P. Larson
<i>Ford/Cook</i>	Keith P. Vorkink	<i>Deloitte</i>	Joshua A. Lee
<i>Garrett, J. Earl &amp; Elaine</i>	Neil R. Lundberg	<i>Driggs, Douglas &amp; Effie</i>	Nathan W. Twyman
<i>Hardy, John W. &amp; Nancy S.</i>	Jacob R. Thornock	<i>Edwards, William F.</i>	Shad S. Morris
<i>Hill, Ned C.</i>	Todd V. Mitton	<i>Farr, Lorin</i>	Brian P. Reschke
<i>Jones, Alice Belle</i>	Kristen B. DeTienne	<i>Ford/Cook</i>	Benjamin C. Iverson
<i>KPMG</i>	F. Greg Burton	<i>Ford/Cook</i>	James B. Oldroyd
<i>LeRay McAllister/Deloitte</i>	Douglas F. Prawitt	<i>Garrett, J. Earl &amp; Elaine</i>	Glenn L. Christensen
<i>Low, William &amp; Roceil</i>	Paul C. Godfrey	<i>Garrett, J. Earl &amp; Elaine</i>	Peter M. Madsen
<i>Marriott</i>	Brigitte C. Madrian	<i>Goldman Sachs</i>	Ryan D. Pratt
<i>Mary &amp; Ellis</i>	Mark F. Zimbelman	<i>Grant &amp; David</i>	James E. Gaskin
<i>Meyer, Fred G.</i>	R. Bruce Money	<i>Grow, Stewart L.</i>	David S. T. Matkin
<i>National Advisory Council</i>	Kim B. Clark	<i>Grow, Stewart L.</i>	Bradley P. Owens
<i>Norm &amp; Cindy Nemrow Excellence in Teaching</i>	Cassy J. Budd	<i>Grow, Stewart L.</i>	Chris E. Silvia
<i>Passey, James M.</i>	Barrett A. Slade	<i>Jones, Warren F. &amp; Alice B.</i>	Eva M. Witesman
<i>Peery, H. Taylor</i>	Taylor D. Nadauld	<i>Jones, Warren F. &amp; Alice B.</i>	Darron M. Billeter
<i>Peterson, Joel C.</i>	James C. Brau	<i>Martin, Rachel</i>	Curtis D. LeBaron
<i>Romney, George W.</i>	Bradley R. Agle	<i>National Advisory Council</i>	Melissa F. Lewis-Western
<i>Romney, IB &amp; Eleanor</i>	Bonnie B. Anderson	<i>National Advisory Council</i>	Patti A. Freeman
<i>Second Mile</i>	Craig B. Merrill	<i>Peery, H. Taylor</i>	Troy R. Nielson
<i>Skousen, K. Fred</i>	Michael S. Drake	<i>Perry, Lee Tom</i>	Brian H. Boyer
<i>Smith, Robert J.</i>	William B. Tayler	<i>PwC</i>	Daniel C. Snow
<i>Sorensen, David E. &amp; Verla A.</i>	Karl B. Diether	<i>Romney, George W.</i>	Travis A. Dyer
<i>Sorensen, David E. &amp; Verla A.</i>	Jeffery A. Thompson	<i>Smith Robert J.</i>	Robert K. Christensen
<i>Staheli, Donald L.</i>	John B. Bingham	<i>Sorensen, David E. &amp; Verla A.</i>	Troy Lewis
<i>Staheli, Donald L.</i>	S. Thomas Foster	<i>Thorsell, Hazel Speirs</i>	John W. Gardner
<i>Stone, O. Leslie &amp; Dorothy C.</i>	W. Gibb Dyer	<i>Vest, Kristine V. &amp; Randy J.</i>	Cynthia J. Blair
<i>Thorsell, Hazel Speirs</i>	Scott E. Sampson	<i>Warnick/Deloitte</i>	Jeffrey L. Jenkins
<i>White, Georgia</i>	Tyler G. Shumway	<i>White, Georgia</i>	Steven D. Smith
		<i>White, Georgia</i>	Jeffrey S. Bednar
		<i>Whitman, Robert A. &amp; Wendy</i>	Mark A. Widmer
			Benjamin M. Galvin



## Signature Leadership Style:

### Alumni Report

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BYU Marriott's mission to develop leaders of faith, intellect, and character is manifest in its alumni. Scattered across the world, these leaders distinguish themselves through their dedication to the success of both the businesses they work for and the people they work with as they transform the world through Christlike leadership.

The journey to becoming the first chief operating officer and chief safety officer for the Natural History Museum of Utah was not one that **Abby Curran** expected. Curran says she owes her success to the MBA program at BYU Marriott and life experiences that have taught her to never stop improving.

After Curran graduated from BYU in 2009 with degrees in Russian and sociocultural anthropology, she moved to New York in search of her dream job at a museum. But her immediate need to pay rent on her New York apartment





necessitated that she take a job working in retail for Apple instead.

“My time at Apple started as the job to pay the rent, and it turned into a rewarding career,” she explains. But after a few years of working with Apple, Curran wanted to advance in her career.

After looking at possible options, she realized that to progress from her current position, she had two options: she would need to spend a lot of time climbing the corporate ladder—or change course and go to business school to earn an MBA.

After finishing her MBA at BYU Marriott in 2015, Curran took a job with Dell EMC. Just two years later, when the opportunity to enter the C-suite at the Natural History Museum of Utah presented itself, Curran had almost forgotten she wanted to work in museums. She eagerly applied for and accepted her new position, where she appreciates the chance to merge her interests in business and museum curation.

“Certainly, the Natural History Museum isn’t on the list of Fortune 500 companies,” she says. However, she

believes the organization is the perfect place for her to apply and continue growing her skill set.

Curran’s experiences have helped her recognize that what she considers her proudest accomplishment is her continual progress. While her journey may have been different from what she had planned, she says she wouldn’t change a thing. “My BYU Marriott MBA was an unexpected critical milestone for me as a former humanities and anthropology major, but it has been an invaluable one,” she says.

# Alumni Updates

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## 2004

MPA alumna **Shari Grossarth** was studying conservation biology as an undergraduate at BYU when a research project on ants introduced her to the connection between environmental management and public administration. After completing her MPA, Grossarth accepted a position with the Environmental

Protection Agency (EPA) in Washington, DC, consulting on new policy guidelines. Although a career at the EPA wasn't initially on her radar, she is grateful for the role she can play in conservation. "The work I do can truly make a difference, and I feel a sense of purpose," she says.

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## 2010

**Joe Hardie**, a human resource management (HRM) grad, says his BYU Marriott network helped him discover and succeed in his career. "The HRM faculty members were awesome," he says. "My professors took time to help me think about my career and goals." After serving as president of the school's chapter of

the Society for Human Resource Management, Hardie was recruited by a fellow BYU Marriott alum to work at Citibank. Hardie later attended Cornell University and graduated with a master's degree in industrial and labor relations. He now serves as an HR leader at Walmart in Bentonville, Arkansas.

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## 2011

After serving in the US Army as a medic at age 18, **Scott Lovejoy** served a Church mission in São Paulo, joined the Army ROTC program at BYU Marriott, and graduated in business management. For the past six years, Lovejoy has served as a battalion chaplain; he currently oversees more than 700

paratroopers at Fort Bragg, North Carolina. He enjoys advising service members, protecting their religious freedoms, and incorporating his faith into his work. "We believe everyone can sit at the theological table," he says. "There is capacity and space for all God's children."

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## 2013

**Nalu Medeiros** was drawn to the recreation management program because of his desire to improve the lives of others. After graduating in 2013, Medeiros joined a startup software company called foreUP; six years later, he took a position as partner program manager at Pluralsight, a technology skills plat-

form, where he supports Pluralsight's partnership with Google to provide services to people in African countries. Medeiros, who lives in Lehi, Utah, is a board member for Utah Polynesian Professionals, a network for mentoring, volunteering, and connecting with professionals in the community.

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## 2015

During her time at BYU Marriott, **Saira Aslam** became an expert at conquering challenges. Born and raised in Pakistan, Aslam received her first bachelor's degree in journalism from the University of the Punjab before moving across the world to Utah. She earned her second bachelor's degree in

finance from BYU Marriott and completed internships with the Whitmore Global Business Center as an equity research analyst and with the Beneficial Financial group as a corporate bond analyst. She now lives in Lehi, Utah, where she is vice president of asset management for Arena Investors.

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## 2016

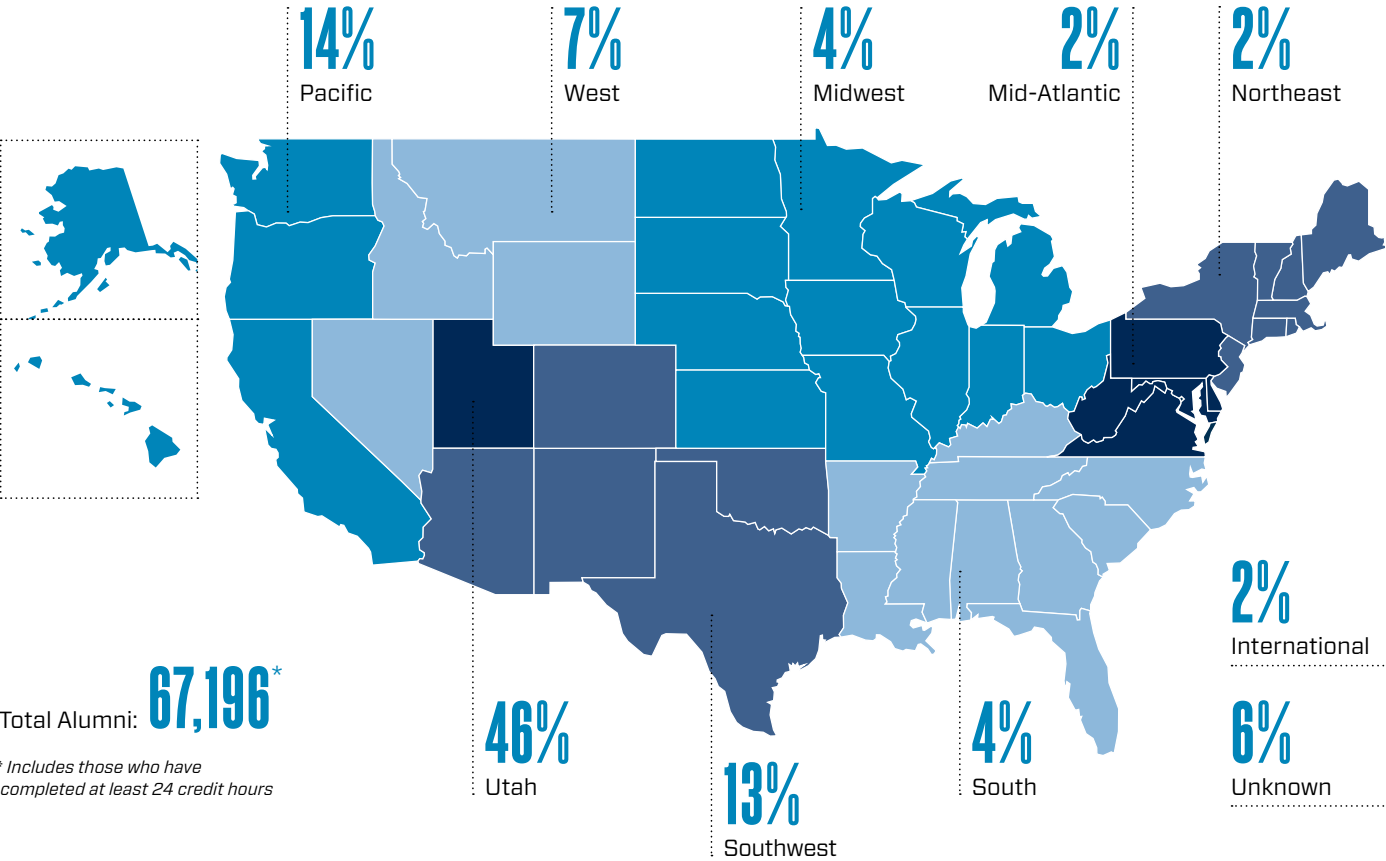
**Ioana Schifirnet**, a senior business advisor at Dell EMC, says that her time at BYU Marriott opened the door to many possible career paths. Schifirnet left her home country of Romania to earn a degree in information systems. Her love of working with data—along with a recommendation from the

Business Career Center—prompted her to intern with consulting company Anglepoint. The internship led to her current position at Dell EMC's London office, where her primary responsibilities include providing clients with the data necessary to better manage their existing customers.

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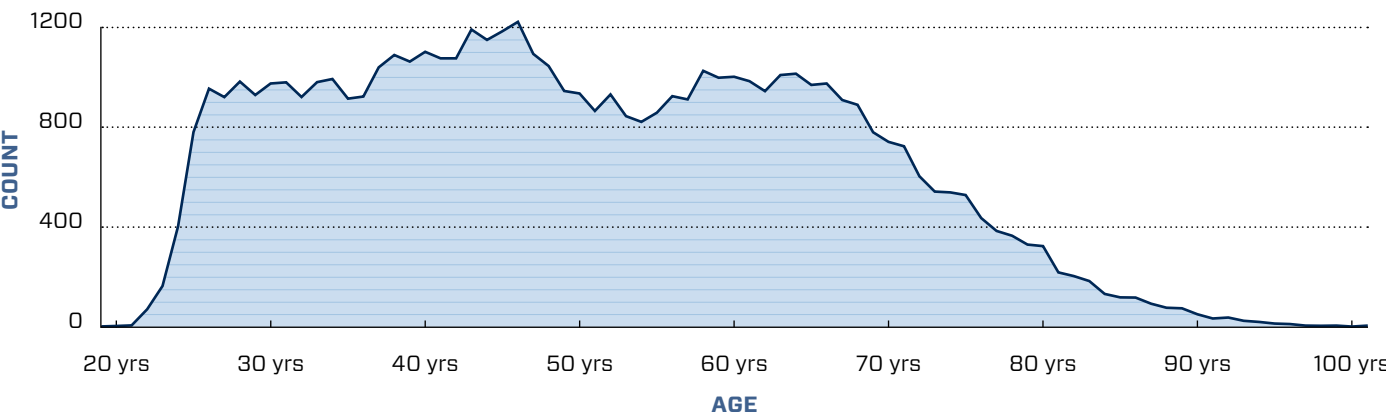
# Where BYU Marriott Alumni Reside



# Degrees Granted from 1922 to 2022



# BYU Marriott Alumni by Age



# A Sacred Stewardship:

## Donor Report

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Our guiding principle at BYU Marriott is “centered on students.” All our decisions and actions are based on “the impact they will have on the academic experience, professional preparation, character development, emotional well-being, and spiritual growth of our students.” Of course, much of what we do is made possible by your sacred contributions of time, talent, and other resources. We thank you for your generous and unselfish support.

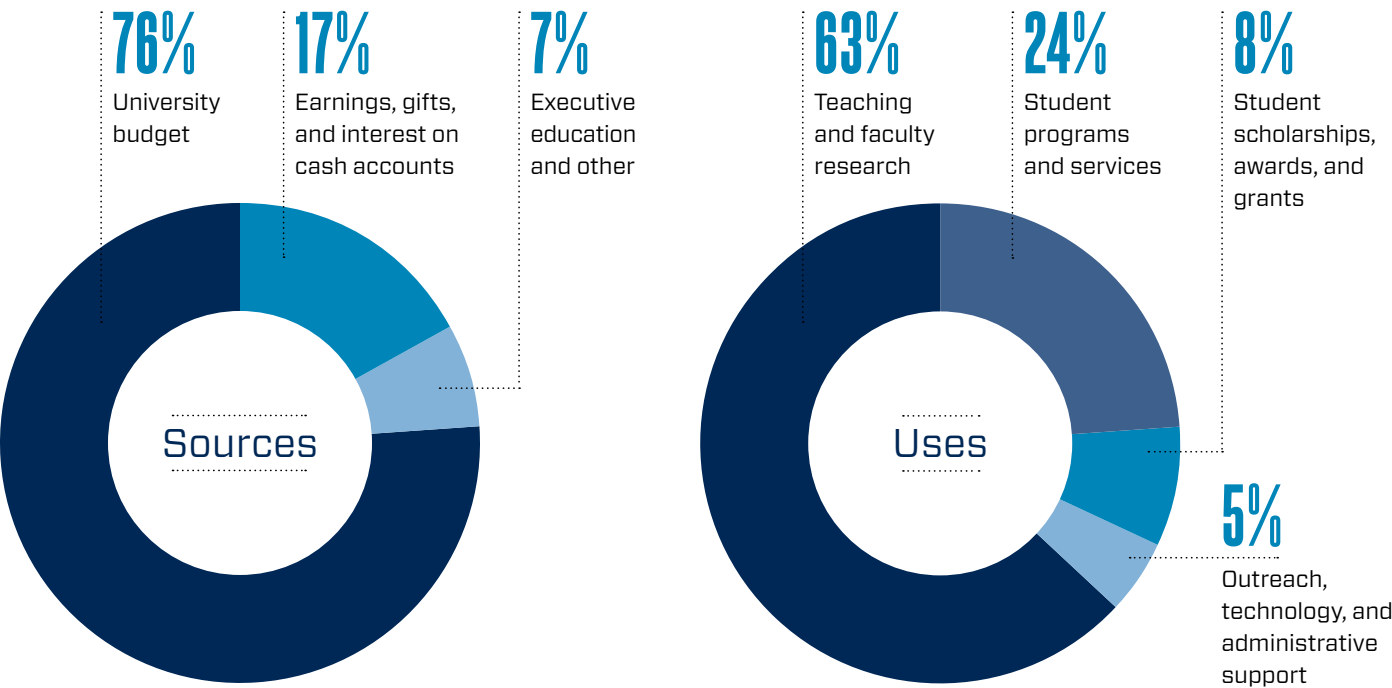
In fall 2022, I participated in a study abroad where I gained invaluable experience working on an Airbnb project in Germany. I wouldn't have been able to take advantage of this opportunity without the scholarship I received from BYU Marriott. Although I do work on campus, the scholarship assistance has allowed me to focus on my studies without worrying about tuition and other school-related expenses. It has also reaffirmed to me the importance of giving back after I graduate. This type of financial assistance allows students to take advantage of an array of opportunities—such as study abroad trips or key internships that are unpaid—that they may not be able to participate in otherwise. As I reflect on how much this support has helped me, I know that I want to help other students in the same way.

**Chen Yuan (Jack) Chiu,**  
*MAcc student*  
*BYU Marriott scholarship recipient*

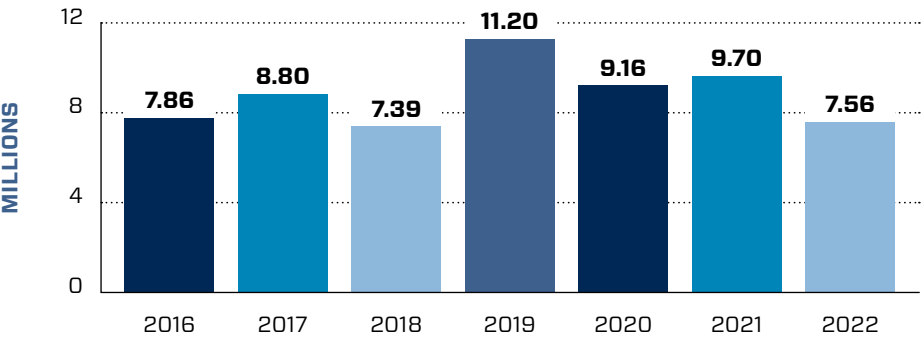




# Cash Flows for Operations



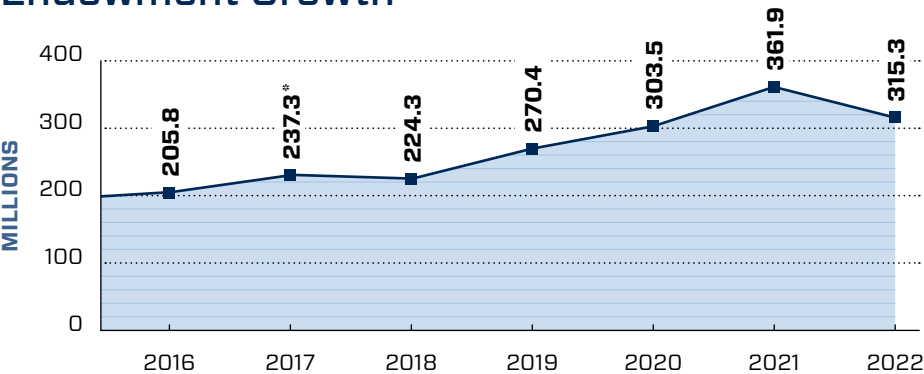
# Contributions from Alumni and Friends



# 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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