

# CREIGHTON UNIVERSITY BUSINESS SYMPOSIUM

**WHEN:** October 22, 9:00 a.m - 2:00 p.m

**WHERE:** CHI Health Center



## WHAT'S YOUR DEFINITION?



On behalf of the 2021 Symposium planning team, we are excited to welcome you to the 18th annual Creighton Business Symposium. The mission in producing this event has always been to bring together the Creighton and Omaha community with the many businesses and community members who contribute to this vast, dynamic business world in which we all aspire to succeed in. For all of our first-time attendees, we hope the experience is enjoyable for you, and that you see firsthand the benefits of this event. For those who are returning, thank you for your continued support; we hope The Creighton Business Symposium continues on the legacy that has drawn you all to it, and you gain valuable insights and share your experiences with each other. From our two incredible keynotes to our list of impressive panelists and moderators, we hope this year's event will add to the tally of successful Symposiums from years past.

The 2021 Symposium Planning team is ecstatic to present our featured keynote speakers. First, Mr. Julian Young, Co-Founder at Julian Young Business Advisors. Second, Mr. Kevin O'Malley, CEO of Corporate Travel Management. Both of these speakers fit so well with our theme of What's Your Definition? that we could not pass up the opportunity to host them.

Each year, the symposium team is charged with raising tens of thousands of dollars in corporate sponsorships to help put on this event. Beginning with the planning stage in January, this crew of talented, ambitious, and innovative students works to recruit dozens of speakers and sculpt panels that tackle some of business' largest topics. We also have the privilege of hosting a number of guests from the Creighton University Board of Trustees, corporate sponsors, University administration, and Heider College of Business faculty and staff. None of this would be possible without the dedication of this planning team and the guidance of our advisor and mentor, Ms. Heather Doering.

Thank you all for attending the 18th Annual Business Symposium. We hope you enjoy your experience, ask questions, make connections with attendees, and take advantage of the opportunity to expand upon your knowledge of business.



# SCHEDULE OF EVENTS

8:30-9:00 AM	Early Bird Networking/Coffee Hour
9:00-9:15 AM	Opening Welcome Coordinators and Dean Hendrickson
9:15-9:45 AM	Keynote Speaker - Julian Young
9:45-10:00 AM	Networking Session One
10:00-10:45 AM	Panel One
10:45-11:00 AM	Networking Session Two
11:00-11:45 AM	Panel Two
11:45-12:00 PM	Networking Session Three
12:00-12:45 PM	Panel Three
12:45-1:20 PM	Lunch
1:20-1:50 PM	Keynote Speaker - Kevin O'Malley
1:50-2:00 PM	What is your Definition Activity
2:00-2:05 PM	Closing Remarks

# JULIAN YOUNG

## OPENING KEYNOTE



### ***Co-Founder at Julian Young Business Advisors***

The entrepreneurs coach Julian Young, a man whose commitment to teaching aspiring small business owners in North Omaha began after he turned his back on a life of crime and lifted himself up. He flunked out of Wayne State twice, and had no larger goal except earning a dollar from his illegal enterprise. Through force of will he shed his old life: stopped selling drugs, finished school and embraced the church, eventually becoming a minister while in his mid 20s. Running his own ministry in North Omaha, Young seemed to realize that there are other ways to transform communities besides sermonizing, and soon he began to preach the basics of entrepreneurship. Today, Young is the owner of a coffee shop franchise in North Omaha and, perhaps more importantly, the founder of The Start Center for Entrepreneurship—a non-profit organization he launched in 2013 that teaches aspiring, largely minority small business owners vital lessons in entrepreneurship.



# PANEL SESSION ONE

10:00 am - 10:45 am

## Sports Analytics: Money Ball

Moderator: Dr. Kathleen Sheehan - Room 205

- Tucker Zeleny - Data Analytics Associate, Lutz
- Sean Johnston - D1 Baseball Umpire
- Paul Davis - Atlanta Braves Minor League Pitching Coordinator

## Artificial Intelligence: Algorithmic Bias

Moderator: Dr. Tom Freeman - Room 206

- Aaron McKain - Associate Professor, North Central University
- Elizabeth Ott - Learning & Development Specialist, Rotary International
- Julius Hernandez - Director of Development, Institute for Digital Humanity

## Diversity in Business: Equality, Privilege & Opportunity

Moderator: Dr. Amy Parrish - Room 207

- Hasan Hyder - General Director International Intermodal, Union Pacific
- Ian Vickers - CEO/ Co-founder, Global Partners in Hope
- Gail Graeve - VP of Community Affairs & Corp. Events, Mutual of Omaha

## Finance vs. Accounting

Moderator: Dr. Maggie Knight - Room 208

- Jack Petty - Private Equity Associate, McCarthy Capital
- Patricia Keairnes - AVP of Accounting, Physicians Mutual
- Jeanette Wojtalewicz - Interim President & CEO, CHI Health

## Business Solutions to Climate Change: Carbon Credits

Moderator: Dr. Taylor Keen - Room 209

- Kelly Garrett - Garrett Land & Cattle
- Mariah Murphy - Senior Manager, Truterra Ag - Land O Lakes Subsidiary
- Rebekah Carlson - Agriculture Supply Lead, Nori

## What's Your Definition?

Moderator: Dr. Todd Darnold - Room 210

- Mary Ann O'Brien - CEO, OBI Creative

# PANEL SESSION TWO

11:00 am - 11:45 am

## Commercial Real Estate: Million Dollar Listing

Moderator: Dr. Regina Taylor - Room 205

- Ryan Zabrowski - Principle, Investors Realty
- John Faur - Associate, Newmark Zimmer
- Susan Clark - President, PJ Morgan Real Estate

## Accounting: Not Just Debits and Credits

Moderator: Dr. Don Lux - Room 206

- Lauren Bond - Audit Senior Manager, Deloitte
- Matt Maiers - Audit Partner, KPMG
- Taylor Reeves - Assistant Controller, Spreetail

## Your Degree Doesn't Define You

Moderator: Dr. Trent Wachner - Room 207

- Jen Huey - Client Partner, FranklinCovey
- Taylor Stormberg - VP Business Development, The Alliance Group
- Skirell Jones - Team Lead Business Development, Sojern

## Management Consulting

Moderator: Dr. Taylor Keen - Room 208

- John Paul Engel - Founder/Independent Consultant, Knowledge Capital Consulting

## Networking Workshop

Moderator: Brennan Horak and Luke Klahs - Room 209

## Highschool Q&A

Moderator: Dan Feldhacker - Room 210

- Laura Kirsch - Marketing and Management HR Senior
- Brennan Horak - Finance and Accounting Senior
- Jaliya Nagahawette - Finacial Technology Junior

# PANEL SESSION THREE

12:00 p.m. - 12:45 p.m.

## Cryptocurrency and Blockchain: Crypto-logical

Moderator: Dr. Dustin Ormond - Room 205

- Dave Perrill - CEO, Compute North
- Kyle Tut - CEO/Co-founder, Pinata
- Eric Yates - Author and Founder, Yakes Advisory

## Sales: Deal or No Deal

Moderator: Dr. Jim Zboja - Room 206

- Dakota Hendrickson - Co-founder, FILTI
- Erin Coburn - Sales Manager, WP Engine
- Victoria Dietz - Principle, Amazon Web Services
- Jeremy Mohr - Director of Business Development, From Now On

## Social Media: The Social Swivel

Moderator: Dr. Rose Jarmon - Room 207

- Joey Gardner - Assistant Director of Marketing, Creighton Athletics
- Sophie Spicci - Account Executive, Presley Media
- Samantha Allen - VP of Digital Marketing, Carson Group

## Investing for Students: Don't be a Robin Hood

Moderator: Dr. Michael Green - Room 208

- Thomas Pargett - Wealth Advisor, Bergan KDV
- Brian Engelbert - Managing Director, Cowen and Company
- Jaski Bir - Private Equity Associate, McCarthy Capital

## The Bridge Between Healthcare and Business

Moderator: Dr. Ali Maloy - Room 209

- TeAnna Strickland - Supervising Senior, Seim Johnson
- Jacki Jacox - Director of Healthcare Consulting, Mazars
- Shelia Augustine - Director of Patient Financial Services, Nebraska Medicine

# KEVIN O'MALLEY

## CLOSING KEYNOTE



### ***CEO at Corporate Travel Management***

Kevin O'Malley, appointed to CEO CTM North America after the announcement of CTM's acquisition of Travel and Transport in October 2020, brings CTM clients and staff a tenured track record in business travel. Kevin has over 25 years of travel industry experience, having worked in several key strategic and senior roles. Kevin joined Travel and Transport in 1994 and through a long tenure held critical positions with increasing strategic leadership responsibilities, eventually being named CEO of Travel and Transport in 2015. His leadership style, industry acumen, and genuine interest in the success of clients and staff make him an integral member of the CTM executive team looking toward a bright future. Kevin is committed to advancing the travel industry, acting as advisory board member among several key industry groups, and also cultivates his local community by serving on several boards for Nebraska-based educational institutions and charitable foundations. As CEO North America, Kevin is responsible for ensuring the highest level of personal service, innovation, and return on investment to our customers, while leveraging CTM's global strategy to benefit our regional clients and staff.



# SPORTS ANALYTICS: MONEY BALL

10:00 am - 10:45 am : Room 205  
Moderator: Dr. Kathleen Sheehan

Inspired by a student organization, the analysis of sports is the perfect career for a student who loves working with data and focuses on their favorite sports teams more than their schoolwork.

Explore the career paths available for you from current sports analytics professionals and understand what it means to analyze sports.



## TUCKER ZELENY

Tucker Zeleny is a Data Analytics Associate at Lutz with over six years of experience in analytics. He is responsible for interpreting and analyzing data, data cleanup, advanced analytics, and data science to support customers' business functions. Previous to his role at Lutz, Tucker was the Director of Sports Analytics for the University of Nebraska. Tucker got his Ph.D. in statistics from the University of Nebraska as well.



## SEAN JOHNSON

Sean Johnston is a Division One Baseball Umpire for the Big East, Mountain West, and Big 10 Conferences. Sean is also a college football and basketball official. Sean serves as the supervisor of football and baseball officials for the Great Plains Athletic Conference. Sean is also the owner of Premier Sports Officials Association and has trained more than 900 officials in the last decade. Sean is the owner and partner of Premier Sports Village in Bellueve, Nebraska and serves as a professor of Sports Officiating at UNO and Belleuve University. Sean is extremely passionate about the Omaha community and has turned his love of sports into a thriving career



## PAUL DAVIS

Paul Davis is a former pitcher on CU baseball team, graduating in 1985 with BA in psychology. Head coach at Dana College 1995-1999, earned M.Ed and was doctoral candidate at UNL, professor of Sport Management at Nebraska Wesleyan University. Began professional baseball career in 2013 as Rookie League pitching coach with St. Louis Cardinals, then was manager of pitching analytics in 2018 before becoming major league pitching coach with Seattle Mariners in 2019. Has been Atlanta Braves minor league pitching coordinator the past two seasons.

# ARTIFICIAL INTELLIGENCE: ALGORITHMIC BIAS

10:00 am - 10:45 am : Room 206  
Moderator: Dr. Tom Freeman

What is algorithmic bias? Learn about how systematic and repeatable errors in a system can create unfair outcomes or bias.



## AARON MCKAIN

Prof. Aaron McKain (Ph.D., M.S.L.) is the Director of the School of English and Communication Arts (and Associate Professor of Digital Media) at North Central University, as well as the Executive Director of the Institute for Digital Humanity, a student-run digital ethics think tank in downtown Minneapolis. His publications and public appearances on digital ethics, politics, and law can be found at [aaronmckain.com](http://aaronmckain.com).



## ELIZABETH "LIBBY" OTT

Ms. Elizabeth "Libby" Otto is a learning and development specialist at Rotary International and a former 8th grade English teacher. She began studying big data and algorithms during her undergraduate studies in 2011. For fun, she assists in curriculum development with the Institute for Digital Humanity that focuses on algorithms and data rights for humans. Prior to Rotary, she was the Associate Director of Curriculum and Training for ADL, focusing her time on developing anti-bias civics curriculum and professional development. Libby holds a Master's degree in literacy and digital learning, a certificate in Diversity and speaker at the University of Sacramento's Annual Multicultural Education Conference, National Council for the Social Studies annual conference, SXSW EDU, and the CivXNow Convening at Facebook headquarters in Menlo Park, California



## JULIUS HERNANDEZ

Mr. Julius Hernandez is currently the Director of Development at the Institute for Digital Humanity. He's formerly a campaign staffer, and senior advisor on a US Senate Campaign. Julius also is a former researcher formerly working on housing, economic, and data policy at the Minnesota House of Representative

# DIVERSITY IN BUSINESS: EQUALITY, PRIVILEGE & OPPORTUNITY

10:00 am - 10:45 am : Room 207

Moderator: Dr. Amy Parrish

Workplace environment is important for business and inclusivity has become a top business priority for many organizations. How is the diversity influence shifting in the business world? Find out from current professionals forging that path.



## IAN VICKERS

Ian Vickers has worked in the non-profit sector for the past 30 years; and has helped to establish several non-profit organizations in the United States and Europe. After his undergraduate studies, his official international experience started in Paris, France in 1991, where he led an American and French staff in an executive role, and developed new non-profit work throughout France and eventually Europe. Mr. Vickers has also helped to develop leadership programs in China; and medical work, water projects, and renewable energy solutions in West Africa. He has conducted leadership training in West Africa, South America, Asia and Europe. Mr. Vickers has also served as an International Studies professor at Crown College, in Minneapolis, Minnesota. Mr. Vickers co-founded the non-profit organization Global Partners in Hope and is currently serving as the Chief Executive Officer. Global Partners was founded in 2008, and its primary focus is community development in Africa and Asia. Mr. Vickers was awarded a scholarship to the Harvard School of Business, Executive Education Program in 2014. He holds a B.S. in International Studies, and M.A. in Leadership.



## HASAN HYDER

Hasan S. Hyder currently serves as General Director, International Intermodal for Union Pacific Railroad. In his position, Hasan is responsible for leading sales and business development functions for Union Pacific's International Intermodal segment within the Premium business unit.



## GAIL GRAEVE

A seasoned executive with 20+ years of experience in marketing, public relations, and community affairs. Gail settled "back east" in Omaha and can't imagine a better place to live and work. She's passionate about corporate philanthropy and thinks it's good business to invest in the people and programs that make all of us stronger, wiser, healthier, and engaged. In her free time, she plays the piano, sings, and writes elevator music. As a wife and mother of two, their family enjoys traveling, cooking, volunteering, and cheering for the best college football program in all the land. (Go Big Red!)

# FINANCE VS. ACCOUNTING

10:00 am - 10:45 am : Room 208

Moderator: Dr. Maggie Knight

Finance vs Accounting aims to explore both the differences and overlap between the two fields in order to provide students with insight. This panel is helpful for students discerning which major is right for them between the two.



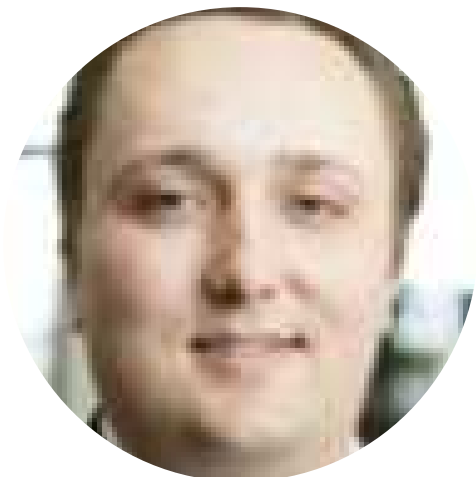
## JEANETTE WOJTALEWICZ

Jeanette has more than 25 years of healthcare financial experience in the areas of public accounting, acute hospital, post-acute rehabilitation services, and children's psychiatric services and is a Certified Public Accountant. Prior to her current position with CHI Nebraska, Wojtalewicz was the vice president of Finance and chief financial officer at Saint Elizabeth Regional Medical Center in Lincoln, Nebraska for ten years. She earned her Bachelor of Science degree from the University of Nebraska-Kearney and her Masters degree in Healthcare Administration from Bellevue University. She is a past president of the Nebraska Chapter of the Healthcare Financial Management Association and currently serves on the boards of the Nebraska Surgery Center and the Missouri Valley Cancer Care Consortium.



## PATRICIA KEAIRNES

Patty Keairnes is currently the Assistant Vice President of Accounting at Physicians Mutual Insurance Company. Her department is responsible for a variety of reporting and accounting activities for the company. Patty has served in leadership roles for Omaha insurance companies during her career. She earned a Bachelor of Science degree in accounting from the University of Nebraska - Lincoln, and a Master of Business Administration degree from University of Nebraska - Omaha. She holds the professional designations of Certified Public Accountant (CPA) and Fellow, Life Management Institute (FLMI).



## JACK PETTY

Jack is a recent graduate of Creighton's Heider College of Business (BSBA '19) where he majored in Finance & Business Intelligence Analytics. From there his career took him to Atlanta, where he worked as an Investment Banking Analyst and Associate at Stephens, a premier middle-market investment bank. He is now back in Omaha working for McCarthy Capital, a leading private equity firm.



# BUSINESS SOLUTIONS TO CLIMATE CHANGE: CARBON CREDITS

10:00 am - 10:45 am : Room 209

Moderator: Dr. Taylor Keen

Global climate change is one of the most pressing issues of the 21st century. See how economic ideas and good business can combine in rural America to drive real progress towards a carbon neutral world.



## KELLY GARRETT

A 7th generation farmer, Kelly Garrett farms more than 7,000 acres of corn, soybeans, and winter wheat, and he manages 500 head of cattle on his family's western Iowa farm. Kelly has continued a family legacy of profitable farming through conservation and environmental stewardship. In 2020, Kelly became the first farmer in the nation to sell his carbon credits to a corporate buyer. Kelly is also a founding member of XtremeAg, where he uses the national platform to share his methods and educate young farmers on the ROI of conservation and environmental stewardship. In addition, Kelly is regularly featured on podcasts and various agricultural radio programs for his conservation methods, is a weekly contributor to Successful Farming Magazine and Blog, and has had his opinion pieces on sustainable farming published in the Des Moines Register. In 2018, Kelly testified in front of Congress in support of the Farm Bill.



## MARIAH MURPHY

Mariah Murphy is the Sr. Manager Member Owner Engagement for Truterra LLC, a division of Land O' Lakes. She started with Land O' Lakes in 2013 as a seed DSM with Winfield United in Nebraska before moving to Western Iowa in 2016. In her current role Mariah helps develop sustainability strategies for the cooperative owners of Land O' Lakes and helps create an accessible market for their growers to the carbon market. She currently resides in Missouri Valley, IA with her husband Mike and 2 year old son Wallis.



## REBEKAH CARLSON

In the role of Agriculture Supply Lead, Rebekah blends her experiences in research and agronomy to help shape the Nori process and product in a manner that most effectively meets scientific rigor and the farmers' needs of enrollment in the Nori carbon market. Prior to Nori, she conducted research in ag tech at MIT and has earned her B.S. in Biochemistry from Biola University and M.S. in Agronomy and Agroecology from the University of Minnesota. While scouting fields in Nebraska, she also worked on her extended family's farm and cow-calf operation, where she chased (and was chased by) plenty of black angus cattle.



# WHAT'S YOUR DEFINITION?

10:00 am - 10:45 am : Room 210  
Moderator: Dr. Todd Darnold

If you're wondering what your definition of success might be, Ms. O'Brien can shed some light on her experiences and offer guidance. Mary Ann O'Brien has forged her path in the marketing and advertising industry, but that wasn't always her plan. Learn from her professional experiences and be ready to ask some questions!



## MARY ANN O'BRIEN

A nationally-recognized branding and marketing thought leader, Mary Ann has been entrusted by some of the most successful brands in the world to help steer their strategic marketing and communication direction. Her business acumen, marketing expertise and ability to deliver results gives clients the confidence they need to make the strategic decisions required to grow. Recognized as a pioneer in the world of marketing and technology, O'Brien and her team have worked with some of the most respected and admired brands in the retail, educational, real estate, financial, medical, digital convergence and wireless industries, helping them to craft everything from big picture strategy to tactical integration and world-class advertising campaigns. She enjoys customer journey mapping and using customer data to help businesses improve the customer journey and raise revenue. An entrepreneur at heart, O'Brien often says, "working with OBI means growth for your company."

# COMMERCIAL REAL ESTATE: MILLION DOLLAR LISTING

11:00 am - 11:45 am : Room 205  
Moderator: Dr. Regina Taylor

Have you ever been interested in making the big bucks in real estate? These professionals will open your eyes to the world of real estate and how you can develop your million dollar listing portfolio.



## RYAN ZABROWSKI

Ryan Zabrowski has developed a reputation for expertly handling some of the most complex commercial real estate projects in the Omaha Metro area. Clients trust Ryan to represent them by negotiating fair pricing and terms and by helping them solve any issues that arise. Ryan's expertise is in working on complex projects including multiple parcel assemblage, user representation in a purchase or build-to-suit, and buildings that may have a functional or economic obsolescence. He specializes in selling older, difficult, and often complicated properties, and has advised investors and users in the development or redevelopment of their real estate assets. His experience with clients includes sales and leasing of industrial, commercial, and investment properties, as well as assisting tenants, owners and investors. Ryan enjoys active industry involvement in The Society of Industrial and Office Realtors, The Counselors of Real Estate, and The Urban Land Institute. Outside of the office, Ryan gives his time and talent to a number of nonprofit organizations in Omaha. Ryan and his wife Molly are proud parents to daughter Emily. Ryan is an avid runner and enjoys reading and golf.



## SUSAN CLARK

Susan Clark joined PJ Morgan Real Estate as Vice President of the company in 2013 with an exemplary record in residential sales built upon her leadership, industry expertise, and market knowledge. Today as President and co-owner of PJ Morgan Real Estate, alongside her colleague Ryan Ellis, she leads the residential sales team and oversees all company operations. Whether Susan is curating relationships or counseling her clients, her focus is always on building trust and being the best resource possible. She brings the same perspective at the helm of PJ Morgan's residential team, focusing on strategic oversight and fostering each agent's growth and knowledge base. Moreover, she does it all with a smile. Born and raised in Omaha, Susan has a unique understanding and appreciation of the area. She is committed to giving back to the communities in which she and her team work—always looking for innovative ways to incorporate and enrich small and local businesses.



## JOHN FAUR

John Faur is a commercial real estate broker with Newmark Zimmer in Kansas City specializing in Industrial properties with a focus on tenant representation. Since starting with Newmark Zimmer in June 2020, John has been a part of transactions totaling 1.1 million square feet and \$50,000,000 in total transaction value. Originally from Omaha, John graduated from Creighton in May 2020 and was a member of the CU business Symposium Team for two years. Additionally, John was a part of the team that planned FIN 331: The Principles & Practices of Real Estate and held internship positions with Deloitte and Investors Realty.

# ACCOUNTING: NOT JUST DEBITS AND CREDITS

11:00 am - 11:45 am : Room 206

Moderator: Dr. Don Lux

There is a lot more available in the accounting career path than meets the eye. Engage with professionals to understand how they've developed in the accounting industry outside of just debits and credits. You will hear how the career of accounting surprised them because it was nothing like what they experienced in school.



## LAUREN BOND

Lauren is an Audit Senior Manager at Deloitte and has been at Deloitte since her graduation from Creighton University in 2013. She currently provides services to clients in the manufacturing, technology, and ecommerce space. In addition to audit clients, Lauren works on projects around IPO Readiness and SOX Readiness. She also serves on the Advisory Board for the Accounting Department at Creighton University.



## TAYLOR REEVES

Taylor Reeves leads Spreetail's accounting department, with responsibility for technical accounting, financial reporting, and tax compliance. As a leader at Spreetail, he is responsible for ensuring that his team drives financial results to enable the continued growth of the company to fight for tomorrow's ecommerce customer. Since his time at Spreetail, Taylor has helped design and implement robust business processes that withstand the variability of time and has helped scaled the department by 100%. Before joining Spreetail, Taylor was a manager in the audit practice at Deloitte and Touche, LLP, where he served a diverse set of clients, ranging from Fortune 500 to early growth state enterprises primarily in the retail, transportation, and agribusiness industries. He was a member of the campus recruiting core team, and actively participated in community sponsored events. Taylor holds a B.S.B.A from the Heider College of Business (Class of 2014) and was a member of the Creighton Men's Soccer team. Taylor's wife (Makenzie), daughter (Quinn 10mos), and dog (Penny) love the outdoors and head to the mountains during free time.



## MATT MAIERS

Matt is an audit partner with KPMG with over 17 years of experience providing accounting services to various healthcare, energy, real estate, and investment company clients. Matt serves as president of the Creighton University Accounting Department's Advisory Board and is involved in various charitable organizations in Omaha. Matt graduated from Creighton University in 2002 and lives in Omaha with his wonderful wife and four children.

# YOUR DEGREE DOESN'T DEFINE YOU

11:00 am - 11:45 am : Room 207

Moderator: Dr. Trent Wachner

Majoring in one specific area does not confine you to only that industry. These professionals have continued to forge new paths for themselves in different industries, and some of them have nothing to do with their college degree! Gain insight into what your future career could look like!

## JEN HUEY



Jennifer is a Client Partner representing FranklinCovey in the Denver market. She credits FranklinCovey for creating years of effectiveness and productivity in her personal and professional life, and was thrilled to join the company that has made such a difference for her. After 15 years in television advertising, Jennifer joined FranklinCovey in 2008. Her work includes helping organizations get results through improved execution of strategy, increased levels of trust, and improved individual effectiveness. Among those organizations are Fortune 500 companies headquartered in Houston, Denver, and Omaha, with locations throughout the world. Jennifer spends her free time raising funds for organizations like Feed My Starving Children and Legend High School Athletics, travelling with her family and supporting her children in all they want to accomplish. Her husband, Greg and their three children live in Parker, CO.

## TAYLOR STORMBERG



Taylor Stormberg grew up an Omaha native. He attended Creighton Prep High School and went on to Creighton University. He graduated from the Heider College of Business in 2013 with a degree in Finance and Accounting. Shortly after graduating, he moved to Baltimore, MD, where he worked as an FP&A Analyst for Under Armour's brand and sports marketing teams. In June 2016, he transitioned career paths for the first time. He moved back to Omaha, NE as the Director of Development for Creighton Prep. While there, he figured out fundraising was not his ultimate passion or purpose in life. Now, he works as the VP of Business Development for The Alliance Group, a locally based PEO firm who specializes in working with small and medium sized businesses.

## SKIRELL JONES



Skirell Jones is an Omaha native who graduated from Creighton University in 2009 with a Bachelor's degree in Psychology. Since then he has held both contributor and leadership roles across a variety of industries including behavioral consultation and management, account management, recruitment, and sales, fully embracing the "Your Degree Doesn't Define You" mantra. Currently, Skirell has the pleasure of leading the Business Development Team at Sojern, a Travel Marketing company that was founded right here in Omaha, NE.

# MANAGEMENT CONSULTING

11:00 am - 11:45 am : Room 208

Moderator: Dr. Taylor Keen

An insightful workshop to better explore the growing industry of management consulting. If you are looking to learn about a rising career or learn from a successful consultant, this is the panel for you!



## JOHN PAUL ENGEL

John Paul Engel is a co-founder of Secure Bin Labs, an IoT company that is developing a device to protect the most valuable information in the world. John is an internationally known strategy consultant, entrepreneur and academic. His management ideas have been published by the Vatican and over 250 media outlets including BBC, INC, CIO, Fast Company, Forbes, and Fortune. John has been invited to guest lecture to graduate students at the University of Chicago, Carnegie Mellon, Oxford University and several other schools. He has been a team member and a coach for several national championships. John coached a high school soccer team to a 5 to 4 loss to Creighton's high school team.



# CRYPTOCURRENCY AND BLOCKCHAIN: CRYPTO-LOGICAL

12:00 pm - 12:45 pm: Room 205  
Moderator: Dr. Dustin Ormond

Digital currency can make me a profit? Understand how the advancement of cryptocurrency is shaping online transactions and what this means for the volatility of the current market.



## ERIC YATES

Eric Yates graduated with a double major in Finance and Economics from Creighton University and 3 years later earned his CFA charter. He began his career at FTI Consulting in their Corporate Finance and Restructuring group for the TMT industry and then moved to Lion Equity Partners, a distressed buyout private equity fund. During these professional careers, he intently followed Bitcoin, and its development eventually led him to author the book: *The 7th Property: Bitcoin and the Monetary Revolution*. He is currently building a bitcoin financial services business. Website: [yakes.io](http://yakes.io) Twitter: @ericycles



## DAVE PERRILL

Dave Perrill is a 25-year veteran of the IT and information security industry. He has been keenly immersed in the cryptocurrency mining industry and blockchain technology since its formative days. He founded and subsequently sold two technology companies, including an Internet Service Provider/Managed Security Provider, SecureConnect, which was acquired by Trustwave Holdings in 2012. He also served as CEO of Wand Corporation, a leading point-of-sale and Digital Menu board provider to the Quick Service Restaurant industry. Dave has extensive experience networking, data center engineering, scaling large IT systems, and security. He holds a BS in Management Information Systems and an MBA in Finance from the University of Minnesota. Dave has been a member of YPO (Young Presidents Organization) since 2015 as a part of the Twin Cities (Minneapolis, Minnesota) chapter.



## KYLE TUT

Tut is the co-founder and CEO of Pinata, a venture-backed startup in the NFT space. In 2018, he and co-founder, Matt Ober, launched Pinata after discovering the need for a tool they could use themselves. Pinata is the home for NFT media, now serving over 45,000 users worldwide and pinning more than 20 million files on IPFS. Kyle is based in Omaha, NE and loves something about the old US rust-belt cities.

# SALES: DEAL OR NO DEAL

12:00 pm - 12:45 pm : Room 206

Moderator: Dr. Jim Zboja

The invigorating sales process is brought to life by these professionals ranging from app development sales to entrepreneurial sales. Understand how sales is an exciting career path that can open many different doors.



## DAKOTA HENDRICKSON

Dakota has worked in the Filtration industry for almost 3 years. He is the Co-Founder & General Manager of Filti, a one stop ecommerce shop for a variety of consumer air filtration needs. He has launched the start up company growing its presence in the B2C ecommerce market achieving \$4.2 million in Revenue in the companies first fiscal year. Dakota was recognized by Forbes 30 under 30 in the Manufacturing & Industry sector for 2021. As part of leading Filti and penetrating new markets, Dakota has worked hard to exploit nanofiber technology, develop growth, sustainability, and innovation in both the residential and commercial air filtration industry. Dakota resides in Kansas City, MO just minutes from the Filti HQ.



## ERIN COBURN

Erin Coburn graduated from Creighton University in 2017 where she double majored in Marketing & Finance. During her time at Creighton, Erin was a member of the 2015 and 2016 Symposium Planning Committee and is excited to return again this year as a panelist. A proud native of Chicago, Erin decided to begin her full time career in Omaha post graduation. She's held various sales roles at WP Engine (formerly Flywheel), a tech company in Omaha where she's currently a Sales Manager for a team of Account Executives. Erin loves the challenges and excitement that comes with being in the fast paced, ever-evolving sales industry.



## VICTORIA DIETZ

A double alumna of Creighton University, Vicki is a technology sales professional with 27 years of experience supporting enterprise customers across a variety of industry verticals. She holds the philosophy that most meaningful success does not come from a focus on revenue attainment, but from focusing on helping others to solve difficult business problems, and to achieve data driven results. She believes the goal in any sales role should be shifting the relationships from 'vendor' to 'strategic partner'. Through this approach, Vicki has earned multiple customer satisfaction, and 100% Club Awards, as well as two Sales Eminence Awards from IBM Corporation, her employer of 20 years. She later earned the North America Seller of the Year award, North America Customer Experience Champion, and President's Club from Lenovo Data Center Group. Today, Vicki supports large companies through their adoption of cloud services, across several industry verticals in the North Central Midwest for Amazon Web Service (AWS).



## JEREMY MOHR

Jeremy Mohr, Director of Business Development at From Now On. I am a University of Nebraska-Lincoln graduate with over 13+ years in the sales and business development industries.



# SOCIAL MEDIA: THE SOCIAL SWIVEL

12:00 pm - 12:45 pm : Room 207  
Moderator: Dr. Rose Jarmon

Outside of your personal likes and followers, how has social media pivoted the business world? These professionals have learned from the advantages and disadvantages of utilizing social media in a business.



## JOEY GARDNER

Joey Gardner joined the Creighton Athletics staff in May of 2018 as the Assistant Director of Marketing - Multimedia & Design. Day-to-day Gardner handles all design and multimedia elements for Creighton Athletics. In addition, he also oversees the marketing & promotional efforts for Men's Soccer and Baseball. Gardner was recognized with the "Best Cover" award for the 2020-21 Creighton men's basketball media guide by the College Sports Information Directors of America (CoSIDA) during the organization's annual publications & design contest. He also designed the 2019 Creighton volleyball media guide cover that was deemed the nation's second-best, as well as the 2018 Creighton men's soccer media guide cover that was tabbed the best in the nation. Joey was previously a Digital Content Intern with the Great Lakes Intercollegiate Athletic Conference, overseeing Social Media and Design. Gardner earned his Bachelor of Science degree in Sport Management and a minor in Business Administration from the University of Dayton (2018) and his Master of Science in Organizational Leadership at Creighton (2021). While at Dayton, Gardner spent three years in Athletic Communications and two years in the University's Office of Marketing and Communications. A native of Louisville, Ky., Joey currently resides in Omaha.



## SOPHIE SPICCI

Sophie Spicci is currently an Account Executive at Presley Media, a PR company specializing in national TV media production and placements. Before her time in the PR world, Sophie got her start in Social Media at Creighton University, where she got her BSBA in Marketing: Strategic Communications. At Creighton she was the Director of Marketing for the Institute for Economic Inquiry and the Social Media Coordinator for BluejayLife. In both roles she executed and directed content creation. She also spent time at Bozell as their Social Media intern where she fell in love with agency life. She has done social media in house, at an agency, and freelance. She currently does freelance social media content creation and consulting for small businesses.



## SAMANTHA ALLEN

As Vice President of Digital Marketing at Carson Group Samantha Allen leads the digital marketing team and is responsible for digital and social media marketing strategies for all major external communication purposes—consumer brand growth, consumer lead generation, advisor recruitment, M&A and industry thought leadership. She acts as the point person for strategy, PR, Advisor Marketing and Consumer Marketing, providing clear guidance on digital best practices across all digital marketing channels. After receiving her Bachelor of Arts degree in public relations and advertising from the University of South Dakota, Samantha spent her career prior to Carson leading digital strategy at marketing agencies in Boston, South Dakota, Denver and Omaha before moving on to manage the social media and search engine marketing teams at TD Ameritrade. Samantha is a self-proclaimed nerd and expert in all things digital marketing. She lives in Omaha, Nebraska with her husband and their three pets. When she isn't helping brands tell their stories online, Samantha enjoys reading, hiking, running, hanging out with her golden retriever and cheering for the Nebraska Cornhuskers.



# INVESTING FOR STUDENTS: DON'T BE A ROBIN HOOD

12:00 pm - 12:45 pm : Room 208  
Moderator: Dr. Michael Green

Jumping into the world of investing can be intimidating, but these professionals are here to help! They will teach you to focus on your investment goals to make informed decisions and not just jump to the popular platform of Robin Hood.



## THOMAS PARGETT

Thomas serves as the devoted advisor to individuals and institutions dedicated to education. A former educator turned fiduciary advisor, Thomas understands the unique circumstances educators, school districts, and higher educational institutions face as they make decisions that affect their respective financial futures. He advises numerous educational professionals including faculty members from institutions such as the University of Nebraska Medical Center, Boys Town National Research Hospital, Morningside University, Metropolitan Community College and Millard Public Schools in Nebraska just to name a few. His deep level of knowledge about the wealth management industry comes from his involvement with the Certified Financial Planner Board of Standards where he is a **CERTIFIED FINANCIAL PLANNER™** and serves on the CFP® Mentor Program. In addition, Thomas has conferred the designation of **CERTIFIED FINANCIAL BEHAVIOR SPECIALIST®** through the Financial Psychology Institute. Thomas holds a bachelor's degree in Education from Morningside University and an M.B.A. in Financial Psychology from Creighton University.



## JASKI BIR

Jaski Bir is a Private Equity Associate at McCarthy Capital, a private equity firm providing a mix of growth equity, recapitalizations and management buyouts, where he evaluates new investment opportunities, executes private investments and supports the management oversight of portfolio investments. Prior to McCarthy Capital, Mr. Bir was a Director in FTI Consulting's Telecom, Media & Technology group where he lent his expertise to clients on a variety of matters including restructuring, bankruptcy, interim management, merger integration and performance improvement. Mr. Bir holds a Bachelor of Science Business Administration Degree with a focus on Financial Analysis and Economics from Creighton University.



## BRIAN ENGELBERT

Brian Engelbert is COO of Kyber Data Science, a subsidiary of Cowen Inc. Prior to joining Kyber, Brian was a consultant, servicing alternative data companies and the buy-side community, and also worked for an alternative data start-up. Before Brian's work in the data industry, he spent a number of years working for several large institutional equity hedge funds and for two global investment banking firms in both research and strategy roles. Brian earned a BS/BA with a dual major in Accounting and Finance from Creighton University. He is a certified public accountant and is a CFA® charterholder.

# THE BRIDGE BETWEEN HEALTHCARE AND BUSINESS

12:00 pm - 12:45 pm : Room 209

Moderator: Dr. Ali Maloy

This panel features a variety of business and healthcare professionals who will introduce managerial and administrative issues in healthcare, their insights on healthcare organization strategies, and their unique experiences with the industry.

## TEANNA STRICKLAND

TeAnna is a Supervising Senior in the Health Care Consulting division at Seim Johnson, LLP. She graduated from Creighton University in August 2009 with a Bachelor of Science Degree in Health Administration & Policy and from Bellevue University in June 2014 with a Master of Science in Healthcare Administration. TeAnna has been with the firm since 2016 and has worked extensively on Medicare and Medicaid provider enrollment, Medicare provider-based issues and reimbursement. TeAnna has a wide variety of healthcare experience, including credentialing for travel and contracted healthcare professionals, providing inpatient critical care services, and small group practice administration. Prior to joining Seim Johnson, LLP, TeAnna worked for a Nebraska-based government contractor supporting audits and reviews for the Centers for Medicare & Medicaid Services (CMS) contracts including Supplemental Medical Review Contractor (SMRC) and Program Integrity Technical Assistance (PITA) along with providing additional support services to other government agency contracts. She was also part of organizational efforts to obtain status as a CMMI Maturity Level 3 company and maintain certification as an ISO 9001:2008 certified organization.

## JACKI JACOX

Jacki Jacox is a Certified Public Accountant (CPA) licensed in the State of Nebraska. She is a Director of Healthcare Consulting specializing in financial advisory and valuation at Mazars, a leading international audit, tax, and advisory firm headquartered in Paris, France. Jacki has over eleven years of professional experience in private and public accounting. Her current role involves coordinating all aspects of physician compensation modeling, fair market value compensation opinions, due diligence and business valuations for healthcare mergers and acquisitions, internal control reviews and analyses, financial statement reviews and compilations, clinical practice management and accounting functions, individual and business tax returns, among a wide variety of other tax planning and healthcare consulting services. Prior to beginning her career at Mazars, she worked at Seim Johnson for six years as a manager and senior manager of healthcare consulting, at ConAgra Foods for two years as a senior and financial analyst in the internal audit department, and at Deloitte for three years as an audit senior and associate in the Omaha, Nebraska, audit practice. Her industry experience includes healthcare, transportation, construction, real estate, manufacturing and energy and utilities.

## SHELIA AUGUSTINE

Sheila started at Nebraska Medicine in 2005. She started within the PFS Department. In 2008 she left PFS to go to the Decision Support department of the hospital. However due to her love for PFS she came back to PFS as the Education Coordinator in 2008. In 2010 Sheila was promoted to the Operations Manager of PFS. In 2012 Nebraska Medicine went live with a new EHR EPIC. She was a Revenue Cycle Owner over multiple applications within EPIC. In 2014 Nebraska Medical Center & UNMC Physicians consolidated to form what is now known as Nebraska Medicine. Sheila was promoted to the Director of PFS. The PFS department of Nebraska Medicine is a Single Billing Office. Sheila recently completed her Master's in Healthcare Administration from Clarkson College in December 2019.



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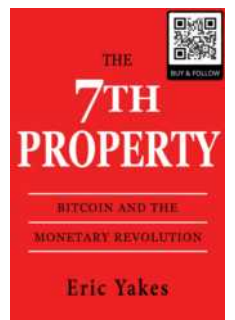
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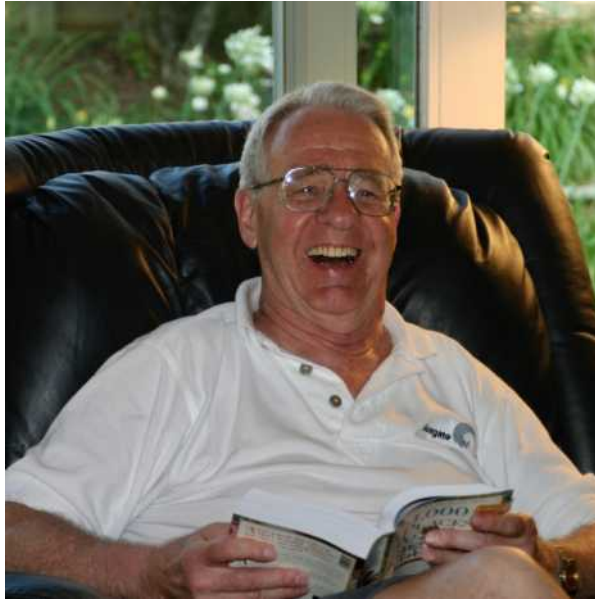


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# IN LOVING MEMORY



December 22, 1931 - June 17, 2021

## DONALD WAITE

Don “Never Better” Waite – gregarious finance whiz and Seagate executive, passionate fan of the Bears, the Cubs, his wife Anna, and anything his children ever did, burger-griller, world-traveler, prankster, mentor, and friend – died peacefully at home in Saratoga, California, at age 88. His many joys in a long, joyful life included good (but not great) scotch, even better wine, and rooting against his brother Father Pat’s favorite Yankees. He loved family touch-football games, skiing and biking with his children and grandchildren, cheering on robotics teams, and buying treats for grandchildren and dogs. He enjoyed almost anything, no matter how bad he was at it, as long as he was doing it with family or friends, and he was always “never better,” even as he was looking up from a stretcher on a Colorado ski slope.

Don joined disk-drive maker Seagate as a chief financial officer in 1983. He was at the forefront of Seagate’s expansion into Singapore, Thailand, and Ireland, and, according to former CEO Steve Luczo, “the financial genius behind a tax structure that still stands as best in the world, and the wizard behind the curtain in almost every transaction Seagate executed, including the management-led buyout in 2000.” He was known there for walking office hallways just to say hello to everyone, mentoring co-workers, and promoting women’s careers.

He was known by family, friends, and colleagues alike for making everyone he touched feel good about themselves, a quick and infectious laugh, a remarkable ability to hold a grudge, and a booming voice he didn’t hesitate to raise at the negotiating table, on the phone, and in “advising” umpires in stadiums or on TV.

Don was born in Sioux City, Iowa on December 22, 1932. He grew up there and in LeMars and graduated from Creighton University. While attending Georgetown Law School, he met and married his wife of 64 years, Anna Tyler Waite, who was the center of his life. He is survived by her, their children, grandchildren, and myriad great-grandchildren, in-laws, nieces, nephews, and friends. He was preceded in death by his parents, James and Eva Waite, his siblings Jim, Pat, and Bob Waite and Margaret Traurig, and his granddaughter Mikali.

# MEET THE TEAM



## **Dave Roberts: Co-Coordinator**

Symposium Coordinator Dave Roberts is a senior studying accounting and economics. Prepared by his experiences at Creighton, Dave has held internships at JPMorgan Chase & Co, KPMG, and Union Pacific Railroad. Growing up in Dunlap, Iowa just outside of Omaha, Dave is passionate about entrepreneurship, agriculture, and rural communities. He has been involved on campus as President of the Jesuit Honors Society Alpha Sigma Nu, Coordinator for the Encounter with Christ Retreat, three SCSJ Service Trips, and Beta Theta Pi, among others.



## **Alyssa Huey: Co-Coordinator**

As a senior double majoring in Finance and Business Intelligence & Analytics, Alyssa Huey has utilized her previous experience to better lead the Symposium Planning Team as the Co-Coordinator for the 2021 Creighton Business Symposium. She brings her leadership to the team with strengths such as persistence, diligent work ethic, and her passion for the event to adapt to a post-pandemic event. Previously, Alyssa has involved herself in on-campus organizations such as the Heider Business Senate, Anna Tyler Waite Leadership Program, and the Creighton Students Union Program Board. She has worked for From Now On as a Customer Success Coach Intern, Charles Schwab as a Client Support and Services Intern, the Dean's Office at the Heider College of Business as a Marketing and Media Intern as well as for an organization called Shine Girl.



# **MEET THE TEAM**



## **Jack Eckels - Sponsorship Committee**

Jack is a Senior from Kansas City, Missouri majoring in Finance & Accounting. He previously completed internships in Commercial Real Estate and Banking. In his free time, Jack enjoys reading, playing pickup basketball, and attempting to golf. His panel this year, Finance vs. Accounting, aims to explore the similarities and dissimilarities between the two fields of study.



## **Brennan Horak - Sponsorship Committee**

Brennan is a senior from Washington, Iowa studying Accounting and Finance. In the recent past, Brennan has interned for TD Ameritrade and at KPMG. Beyond graduation, Brennan plans on joining KPMG's Deal Advisory and Strategy practice in Chicago while also obtaining his CPA license. On-campus, Brennan is involved in the Heider Business Senate, the Alpha Kappa Psi Professional Business Fraternity, Phi Delta Theta, The Anna Tyler Waite Leadership Program, and others. In his free time, Brennan enjoys hunting, fishing, being outdoors, and spending time with his friends and family.



## **Erin Meyer - Sponsorship Committee**

Erin Meyer is a junior from St. Paul, Minnesota majoring in both Management and Accounting with a minor in Spanish. Erin spent this past summer working as a Human Resources Intern for Union Pacific Railroad, where she will continue working throughout the school year. Along with serving on the sponsorship team for Creighton's Business Symposium, Erin is a member of the Heider College of Business Dean's Fellows, the Anna Tyler Waite Leadership Program, Dean's Honor Roll for Social Responsibility, and Women in Business Club. In addition to this, Erin also serves as Director of Academics for the Pi Beta Phi sorority and as a VIA & ENGAGE Coordinator for Creighton's Campus Ministry. Erin is responsible for coordinating this year's panel on "Social Justice in Business".



# MEET THE TEAM



## **Jaliya Nagahawatte - Sponsorship Committee**

Jaliya Nagahawatte is a junior from Omaha, Nebraska double majoring in Business Intelligence and Analytics and Fintech. He will coordinate a panel on the "Ethics of Data" in this year's Business Symposium. Aside from the Business Symposium, Jaliya is a member of the Heider College of Business Dean's Fellow Program, Heider Business Senate, Creighton Mock Trial, Desi Cultural Society, and a member of Phi Delta Theta. This past summer, Jaliya interned at the Normandy Group focusing on cybersecurity and public policy. Upon graduation, Jaliya hopes to go to law school and pursue corporate law.



## **Luke Klahs - Sponsorship Committee**

Luke Klahs is a junior studying Economics and Biology on the Pre-Dental track from Bloomsdale, Missouri. Luke is currently interning with the finance department within Creighton's School of Dentistry. Over the summer, he researched *Candida auris*, a drug-resistant pathogenic yeast and implemented a surveillance protocol to detect *C. auris* in patients visiting the dental school clinic. On campus, Luke is involved in the Heider Dean's Fellow Program, Anna Tyler Waite Leadership Program, Presidential Scholars, Appropriations Committee, the Office of Sustainability Programs, and the Climate Change Task Force. Luke's plan for the future is to attend dental school then use his leadership and business experience to lead a comprehensive dental clinic in an area with disparities to oral healthcare access.



## **Lauren Schmitz - Logistics Committee**

Lauren is a senior from Cedar Rapids, Iowa majoring in Accounting and Finance in the Accelerated Masters of Accounting Program. Lauren has interned at Union Pacific as a finance intern, Ernst and Young as a financial accounting advisory services intern, and has recently joined First National Bank in the BuildStudio as a finance and operations intern. She has recently accepted a position at Ernst and Young in Chicago in the FAAS practice.

# MEET THE TEAM



## **Laura Kirsch - Marketing Committee**

Laura Kirsch is a senior from Waconia, Minnesota, and is double majoring in Marketing and Management on the Human Resources track. She has interned in the Career Center as a HR Operations Intern and Peer Advisor, Werner Enterprises as a Transportation Manager, and has recently started as a Selection Analyst at Gallup. Aside from interning and being on the Business Symposium planning team, Laura is the President of the Human Resources Association at Creighton, a member of Anna Tyler Waite Leadership Program, a Peer Buddy in Best Buddies, part of the sorority Theta Phi Alpha and is involved in Campus Ministry.



## **Erin Bowler - Marketing Committee**

Erin Bowler is a junior Business Intelligence & Analytics, Marketing double major from Lake Bluff, Illinois. Over the summer, Erin began working at Union Pacific Railroad as a Finance Intern and will continue to do so through the school year. Aside from serving on her first Business Symposium Planning Team, Erin's other involvement on campus includes the Anna Tyler Waite Leadership Program, Dean's Honor Roll for Social Responsibility, the Freshman Leadership Program, and she serves as the Director of Member Finances for Pi Beta Phi fraternity. In this year's Business Symposium she will coordinate a panel on "Commercial Real Estate".



## **Rourke Jensen - Marketing Committee**

Rourke Jensen is a junior studying Economics and Accounting. Rourke is originally from Lincoln, Nebraska but now resides in Montclair, Virginia. Rourke has had internships with Union Pacific, the Data Trust, and the Office of Representative Jeff Fortenberry over the last two years. On campus, Rourke is the Director of Analytics for the Creighton Baseball Team. Rourke is also involved in the Heider Dean's Fellow Program, Anna Tyler Waite Leadership Program, Appropriations Committee, and the Beta Theta Pi fraternity. Rourke is planning on going into public accounting or something else in the Beltway after graduation. Rourke also loves to golf and is on one of the top high school football officiating crews in the state of Nebraska.

# MEET THE TEAM



## **Anna Hermelink - Creative Committee**

Anna is a senior from Kansas City, Missouri studying Accounting and Health Administration & Policy. Previously, she has interned at Hancock and Dana, Seim Johnson, and KPMG. Anna looks forward to beginning her career as an audit associate at KPMG in Kansas City and obtaining her CPA license after graduation. On campus, Anna is involved in the Anna Tyler Waite Leadership Program, Creighton Admissions Department, Alpha Kappa Psi Professional Business Fraternity, Pi Beta Phi Fraternity, Creighton Students Union, and Campus Ministry.



## **Amanda Rosa - Creative Committee**

Amanda is a Senior from Santiago, Dominican Republic double majoring in accounting and Business Intelligence and Analytics. Amanda has held different roles on campus from being the International Students and Scholars Services Intern to being a Desk Receptionist. She has also had the opportunity to intern as an Accounting and Finance Intern at Nelnet Inc last Spring Semester and as an Audit and Assurance intern at Deloitte over the summer. Amanda is a part of the exec team of the Jesuit Fraternity, Alpha Sigma Nu, the International Student Association, the business fraternity Alpha Kappa Psi and Creighton Students Union. Upon graduation in May 2022, Amanda will be joining Deloitte as an Audit Associate after obtaining her CPA license.



## **Israel Rodriguez - Creative Committee**

Israel Rodriguez Jr is a junior from Denver, Colorado double majoring in Accounting and Business Intelligence and Analytics. Currently working as an accounting intern at Lozier. This is his first year being on the Business Symposium team, with other campus involvements in, BIAA Club as social chair, tutor and mentor at Luthern Family Services, Creighton Men's Club Soccer, and a member of Phi Delta Theta. Israel is looking forward to his upcoming summer internship at Deloitte within their audit branch in Denver, CO. He hopes to being able to learn more from this coming experinece to be able apply at a full-time position following graduation.

# MEET THE TEAM



## **Shaianne Sunagawa - Digital Marketing**

Shaianne Sunagawa is a senior Business Intelligence and Analytics and Marketing major from Honolulu, HI. In addition to being part of the Business Symposium team, she is involved in the Heider College of Business Research Fellows, Anna Tyler Waite Leadership program, Delta Delta Delta sorority, Hawaii club, the Institute for Economic Inquiry Marketing Team, the Dean's Honor Roll for Social Responsibility, works as a tour guide in the Admissions Office, and works as an Academic Peer Success Mentor in the EDGE. Last year, she worked as a Marketing and Sales Intern with Union Pacific in Marketing and Sales as well as was the Social Media and Branding Lead for the iJay Practicum. Currently, she volunteers with Creighton Athletics in their marketing department.



## **Kaitlyn Rosenbaum - Digital Marketing**

Kaitlyn is a junior Business Intelligence & Analytics and Finance double major from Omaha, NE. She spent the last summer as an Investor Services Intern for TD Ameritrade and will continue working for the company through the fall semester. Aside from serving on her first Business Symposium Planning Team, Kaitlyn's other involvement on campus includes the Heider Dean's Fellows Program, Anna Tyler Waite Leadership Program, Dean's Honor Roll for Social Responsibility, the iJay Practicum, and works as a tour guide for Creighton Admissions. She also has roles as the VP of Marketing for the BIA Association and is the Assistant Membership Vice President for her sorority, Gamma Phi Beta. Kaitlyn looks forward learning more about Consulting in a future internship and to hopefully apply that knowledge in a full-time role following graduation.



**THANK YOU FOR JOINING US!**

**HAVE A WONDERFUL WEEKEND!**

