



Pyramid Staging & Events is a multifaceted audio-visual, production, staging and labor company located in the Pacific Northwest. It is co-owned by Stephen Dilts, PLU MBA 2014, and Steve Hampton.

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## PACIFIC LUTHERAN UNIVERSITY GRADUATE BUSINESS PROGRAMS

### MBA – MASTER OF BUSINESS ADMINISTRATION

[www.plu.edu/mba](http://www.plu.edu/mba) Email: [plumba@plu.edu](mailto:plumba@plu.edu)

### MSF – MASTER OF SCIENCE IN FINANCE

[www.plu.edu/msf](http://www.plu.edu/msf) Email: [msf@plu.edu](mailto:msf@plu.edu)

### MSMR – MASTER OF SCIENCE IN MARKETING RESEARCH

[www.plu.edu/msmr](http://www.plu.edu/msmr) Email: [msmr@plu.edu](mailto:msmr@plu.edu)



### PACIFIC LUTHERAN UNIVERSITY

SCHOOL OF BUSINESS  
12180 Park Avenue South  
Tacoma, WA 98447-0003

ELECTRONIC SERVICE REQUESTED



# Pyramid Staging and Events is pleased to present the Spring 2017 Johan Mehlum Lecture and Executive Leadership Series

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## MESSAGE FROM THE DEAN

The School of Business is pleased to announce the spring 2017 Johan Mehlum Lecture and Executive Leadership Series, sponsored by Pyramid Staging & Events. This series supports our programs at PLU by bringing executives to campus to share their expertise and insight.

We are excited to bring preeminent industry and organizational leaders, students and selected guests together on the Pacific Lutheran University campus for these evenings. The one-hour sessions offer insight into current issues facing decision-makers. These leaders also will share aspects of their own professional experiences and career development.

I am pleased to invite you to attend one or more of these evenings to engage in discussions of issues pertinent to our dynamic global business environment. The dialogue will be enriched by your presence and participation.

The PLU School of Business thanks Pyramid Staging & Events for generously supporting this series.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chung-Shing Lee".

Chung-Shing Lee  
Dean and Professor, PLU School of Business

## INEVO (JOHAN MEHLUM LECTURE SPEAKER)

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**Karl Philip Lund**  
Partner, Inevo

**Wednesday, Feb. 22, 2017**  
6-7 p.m.  
Leraas Hall, Rieke Science Center



Karl Philip Lund is partner at Inevo (inevo.no), a Norwegian talent development company with 16 employees located in Oslo, Norway. Karl is also a part-time lecturer at the Norwegian School of Marketing (Kristiania University College) where he teaches digital marketing. Prior to joining Inevo, Karl served as an independent advisor for several successful Scandinavian startups and brands, including Blivakker, Enklere Liv, Hurtigruten and Businessclass.com. Karl was voted speaker of the year by the Norwegian Advertiser Association (ANFO) in 2008 and is a frequent speaker at conferences in Europe.

Karl holds a MBA with an emphasis in Technology and Innovation Management from Pacific Lutheran University. He started his career in Tacoma where he worked as project manager for a web development company that served Amazon, Microsoft, Amtrak and several other well-known brands. After leaving Tacoma in 2002, Karl joined Norwegian Airlines as Director of Digital Marketing. At Norwegian Airlines, Karl initiated and developed all digital marketing activities, including development of new booking engines.

## QUOTEWIZARD.COM

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**Scott Peyree**  
President, QuoteWizard.com

**Tuesday, Feb. 28, 2017**  
6-7 p.m.  
Leraas Hall, Rieke Science Center



Scott Peyree is the Co-founder and CEO of QuoteWizard, an online insurance comparison web site. QuoteWizard provides competitive quotes to over 500,000 consumers per month for auto, home, health and life insurance products. QuoteWizard works with thousands of individual insurance agents as well as top carriers such as Progressive, Geico and StateFarm directly.

Currently Scott is focused on the growth of their 'youngest' media technology platform, Calls, to fully integrate into the current Lead and Click platforms and programmatic media buying practices. The overarching goal is to provide more efficiency to the shopping experience. This effort will quickly match consumers with the correct company along with their preferred way of transacting with that company.

Scott's parents were both entrepreneurs, which fueled his desire to start his own company. He co-founded WorldClass Strategy in 2001, which was sold to Education Dynamics in 2007, and started his second company, QuoteWizard, in 2006. Scott received his BA in Business from PLU in 1999, which included a concentration in Entrepreneurship.

## INDIE BD

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**Eric Thompson**  
Partner, Consultant, indiebd.com.com

**Wednesday, March 1, 2017**  
6-7 p.m.  
Leraas Hall, Rieke Science Center



Eric Thompson is partner and principal consultant at Indie BD, a business development agency focused on deal development and partnership innovation that drives revenue growth and valuation. Eric and co-founder and partner Brad Sorenson, help companies sharpen their focus and align aspirational and practical marketing efforts. They combine strategic thought leadership with actionable, results-focused planning in order to get to market quickly. All of this is accomplished while gathering data and insights to support informed decision-making and priority setting.

Prior to Indie BD, Eric worked in numerous corporate marketing and business development roles. He was most recently with Microsoft's Xbox division where he was responsible for building branded entertainment deals with some of the biggest brands in the world. Eric spent the first 11 years of his career in the Semiconductor industry, nine of those with Intel Corporation. He graduated with dual degrees in English and Education from San Jose State University. In addition, Eric holds an MBA in Marketing from Santa Clara University.

## PENINSULA COMMUNITY FEDERAL CREDIT UNION

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**Jim Morrell**  
CEO, Peninsula Community Federal  
Credit Union

**Thursday, April 13, 2017**  
6-7 p.m.  
Leraas Hall, Rieke Science Center



Jim Morrell has served members of credit unions for nearly twenty-five years. He is currently CEO at Peninsula Community Federal Credit Union serving the Olympic Peninsula. Peninsula Credit Union is a Community Development Financial Institution (CDFI) dedicated to promoting community development by assisting those with moderate income, unbanked or underbanked individuals.

Jim has a passion for service to his community and industry. His belief is that to best lead you must have a breadth of awareness about the communities you serve. He is a certified Credit Union Development Educator for both the United States and Africa. Jim has learned to interactively share cooperative operating principles in order to help individuals build financial capability and help communities inspire economic development.

To educate himself for his vocation, Jim pursues a wide array of interests. These include serving on national, regional and local boards related to innovation, electronic payments, and supporting students' efforts in the areas of graduation, poverty and philanthropy.