

# PACIFIC LUTHERAN UNIVERSITY BUSINESS PROGRAMS

## MBA – MASTER OF BUSINESS ADMINISTRATION

Founded on the cornerstones of leadership, innovation, global awareness and ethical responsibility, the PLU MBA program is designed for those who seek a balance between organizational goals and social and ethical responsibility. The flexible schedule allows students and working professionals to complete the degree full or part time.

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

## MSF – MASTER OF SCIENCE IN FINANCE

The PLU Master of Science in Finance is pragmatic and industry-focused while grounded in its cross-disciplinary foundations: finance, economics, accounting and mathematics. Graduates are equipped with a powerful set of skills and tools from a curriculum designed in collaboration with industry and the CFA (Chartered Financial Analyst) Institute.

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

## MSMR – MASTER OF SCIENCE IN MARKETING RESEARCH

The PLU Master of Science in Marketing Research program is industry-driven, developed specifically to provide students with in-demand and relevant business skills. The program prepares students to engage in thoughtful marketing research inquiry, providing analytical insight and informed decisions to ethically achieve goals.

[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



Pacific Lutheran University  
School of Business

## Pyramid Staging and Events presents the School of Business Executive Leadership Series Fall 2016

### MESSAGE FROM THE DEAN

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The School of Business is pleased to announce the fall 2016 Executive Leadership Series. 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 will also 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 would like to thank Pyramid Staging and Events for generously supporting this series.

Sincerely,

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

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

## XBOX GAMES

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### Ryan Cameron

Director of Marketing Communications,  
Xbox Games at Microsoft

Thursday, Sept. 22, 2016

6-7 p.m.

Leraas Hall, Rieke Science Center



Ryan Cameron is Director of Marketing Communications for Xbox Games at Microsoft. Cameron is responsible for leading creative strategy and integrated campaigns for Xbox's gaming franchises, including Halo and Forza Motorsport. Last year, challenged to reinvigorate the Halo video-game franchise and make Halo 5 the must-have game of 2015, he led a provocative eight-month campaign. It was the second most talked about campaign on the internet, recognized by Twitter as one of 2015's most social campaigns, was awarded numerous awards including an Effie and Cannes Lion, and pushed Halo 5 to become the biggest and fastest selling Xbox game in history with more than \$400 million in global sales.

Prior to Xbox, Cameron was responsible for advertising campaigns at Microsoft's Bing.com, including the award-winning, internationally recognized brand campaign Jay-Z Decoded. He has also managed Microsoft's global advertising, digital marketing and agency relationships across Europe, the Middle East and Africa. Before joining Microsoft, Cameron began his career at advertising agencies Deutsch LA, Y&R, Wunderman and DDB.

## DHA GROUP, INC.

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### David Hale

CEO, DHA Group, Inc.

Monday, Oct. 17, 2016

6-7 p.m.

Leraas Hall, Rieke Science Center



David Hale is the CEO of DHA Group, Inc. (DHA), a company that provides comprehensive Information Technology consulting, products and staffing support to the U.S. federal government and specializes in supporting areas such as counter-terrorism, intelligence analysis and national law enforcement.

Hale is now focused on the expansion and diversification of DHA's business base. The internal business development team he established has already begun to develop relationships with the Department of Homeland Security's Customs and Border Protection component, the U.S. Army, the Defense Intelligence Agency and the Defense Logistics Agency.

Hale is an expert in the formulation of small business startup planning, small business finance planning, strategic and tactical business planning, and business valuation. He has developed this expertise through real-world experience as he successfully led DHA's expansion from a \$1 million to a \$40 million annual revenue organization. This experience has enabled him to become an expert in enabling individuals to achieve their business and economic dreams through an entrepreneurial spirit that is available to anyone working with DHA.

## GENOA / ALASKA AIRLINES

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### Sue Sallee

VP of Finance, Genoa

Tuesday, Nov. 15, 2016

6-7 p.m.

Leraas Hall, Rieke Science Center

### Laurie Davies

Managing Director of Taxes, Alaska Airlines



Sue Sallee is VP of Finance at Genoa, a company providing specialty pharmacy services at more than 300 locations across the US. She provides leadership in the areas of financial reporting, technical accounting and compliance, tax and financial planning.

Sallee has served as an instructor, guest speaker and panelist at a variety of forums hosted by professional associations and educational institutions. Additionally, she currently serves on the board and board development committee of the King County chapter of the American Red Cross. She also serves on the board and finance committee of Leadership Tomorrow (an organization focused on civic leadership). Previous commitments include the board and finance committee of Camp Fire of King County, PLU's business alumni group and other nonprofit organizations.

Laurie Davies is Managing Director of Taxes at Alaska Airlines, Inc., and its sister carrier, Horizon Air. Davies has been with Alaska Airlines for more than 24 years and provides strategic leadership for all areas of tax, as well as financial reporting for taxes. Currently she is acting vice chair of the airline industry's organization, Airlines for America.



Davies has served as a guest speaker and panelist at a variety of forums hosted by professional associations and educational institutions and currently serves on the Finance Council at Kennedy Catholic High School. In addition, she has also chaired the auction at Kennedy Catholic and was a member or chair of the St. Francis of Assisi School Commission.

## PYRAMID STAGING & EVENTS

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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 2015, and Steve Hampton.

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www.pyramidstaging.com