

**20
24**

**BUSINESS
LEADERSHIP
CONFERENCE**

OCTOBER 24, 2024

9:00 AM - 3:30 PM

**MAIN CAMPUS
STUDENT CENTER**

**KEYNOTE SPEAKER
MATT CRISP**

GRATUS PRIVATE CAPITAL, LLC



ECU

**COLLEGE OF
BUSINESS**

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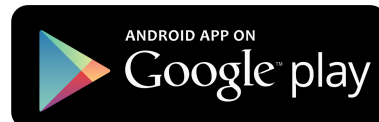
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Welcome Conference Participants,

You are about to experience the eighth Business Leadership Conference presented by East Carolina University's College of Business. The Conference is our signature annual event where today's business leaders present their stories to you, the business leaders of tomorrow.

Here's my chance to officially welcome Matt Crisp (MBA '96) back to the COB and thank him for being here today. Mr. Crisp is the benefactor of the Miller School's Crisp Small Business Resource Center, a hub of entrepreneurial resources and support in eastern North Carolina. He will help us kick off the conference with his story, insights into his career, and any advice that will benefit us all. There will be an opportunity to ask him questions. Please take advantage of this opportunity. Let's demonstrate how tomorrow's leaders are resilient and ready to get things done.

Presenters, your career paths and the lessons you've learned along the way are invaluable to us. Your experiences will undoubtedly inspire our students and help them plan for their future. We are truly grateful for your presence here today. The Business Leadership Conference wouldn't be the same without your support.

Students, soak in what you'll hear - and experience - today. Learn from these leaders and chart a career path that will make us all proud and give you fulfillment. You are about to experience one of your first significant professional events. Today is the day to showcase all you've learned from the COB. I can't wait to see you in action.

All of you are invited to attend the inaugural BLC Networking Reception Career Fair in Ballrooms B and C starting at 12:45 p.m. Presenters, we hope you'll get to meet with our students and attendees. Students, now's your chance to meet with 20 companies wanting to bring the best into their organizations.

Lastly, I want to thank the Conference Committee for all their hard work organizing this year's Business Leadership Conference. Please thank these individuals when you see them. It will be well-deserved.

So, let's have an event for the ages and keep raising the bar. Get ready for a memorable conversation with Arthur School MBA graduate Matt Crisp. I hope to see you in the front row.

Go Pirates!

A handwritten signature in black ink, appearing to read "MHarris", written in a cursive style.

Michael Harris, Dean

20
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KEYNOTE SPEAKER MATT CRISP

Originally from Washington, Matt received his undergraduate degree from East Carolina University in Finance in '93 and his MBA in '96. Upon graduation, he moved to Atlanta, GA and began working for First Data Investor Services until 1998. He then spent three years as a Research Analyst at Watson Wyatt Investment Consulting, where he conducted manager research for large institutional clients.

In 2000, he Co-Founded an Atlanta-based Financial Technology company called eVestment, a Data & Analytics organization that services the Institutional Investment industry and served as Chief Operating Officer. The company grew from 4 original partners to 400+ employees globally with offices in New York, London, Hong Kong, Sydney Australia, Dubai UAE & Tokyo Japan and regional sales offices throughout the United States & Canada. In October 2017, eVestment was acquired by publicly traded NASDAQ and remains a key component of the NASDAQ portfolio of companies to date.

As COO, Matt helped lead eVestment's global expansion into the United Kingdom, Australia and Hong Kong from 2009-2011 and was part of the Executive Team responsible for the strategic direction of the company. He also led the post-acquisition integration of nine companies, acquired by eVestment between 2010-2015, into a common operating environment and culture.

eVestment made the Inc. 5000's list of America's Fastest Growing Companies for 11 consecutive years from 2007-2017, qualifying it for the Inc. 5000 Hall of Fame. More importantly, eVestment was also selected by the Atlanta Business Chronicle & Atlanta Journal Constitution over multiple years as a Best Place to Work and also by Forbes magazine as a Top Technology Workplace nationally alongside Google and Amazon.

After the sale of eVestment, he now spends his time as a private investor in pre- & post-revenue companies helping fellow entrepreneurs avoid common pitfalls of start-ups and growing successful businesses. Through two private investment funds, he has invested nearly \$10 million in companies currently valued at approximately \$4.7 billion across multiple industries & sectors.

In addition, he is a member of the Board of Trustees of The Ron Clark Academy ("RCA"), a globally recognized education non-profit organization founded by fellow ECU alum and childhood friend, Ron Clark. He is also a member of the Board of Trustees for the East Carolina University Foundation and having served as Chair of the Audit Committee and currently on Budget & Finance, as well as the Investment Committee.



Sales in the 21st Century

Richard Twilley, Senior Level Executive, Retired

Location: Ballroom A

Richard Twilley is a 1989 Business Administration Marketing Graduate of ECU and Harvard Business School's executive management program. He has over 35 years of experience working for fortune 100 companies in the Telecommunications and Information Technology industries. His experience is complimented with having expanding roles of leadership and accountability in the areas of Marketing, Field Sales, Client Services, Business Process Reengineering as well as serving global accounts, In 2015 he was recruited by Spectrum Enterprise - Charter Communications to help build, execute, and lead a scalable, high growth enterprise and vertical sales organization serving the United States as Group Vice President. His career over the last 35 years has had him performing every level of sales which clearly qualifies him as an expert in the sales profession. Twilley established the Twilley Academy of Sales Leadership, an endowed \$4.5Million dollar commitment within the College of Business; Office of Expert Services in December 2023. Twilley recently retired to focus on building a best in class regional and national sales academy within 5 years. He is passionate about ensuring the academy becomes a model for student success, public service and regional transformation. To compliment the academy he established the Richard G Twilley sales scholarship that will be used for students enrolled in the professional sales degree once established within the COB. Twilley was appointed as a member of ECU Foundation Board of directors focused on promoting and strengthening the university through the solicitation, management, and distribution of private gifts. He also serves as executive on the ECU Pirate Club's executive committee.

If Only I'd Known

AB Pinson, CPCU, Personal Lines Manager/Producer, Hanover XS, an RPS Company

Mark Wells, Commercial Lines Underwriter, Manager, Hanover XS, an RPS Company

Nick Causey, Underwriting Assistant, Hanover XS, an RPS Company

Location: Room 249

Hear three ECU alumni talk about what they wish they had known and understood in college. Listen to successful graduates of ECU discuss their mistakes, regrets, successes, and fond memories!

Dare to Lead Through Times of Change, Uncertainty, and Transition

Tracey Dail, Partner, PBMares

Location: Room 253

During this presentation Tracey will discuss lessons learned as a leader during change, uncertainty and transition throughout her 20 year career at RSM. In addition, she will expand on additional lessons learned when their offices were sold to PBMares, a smaller regional firm and she became an Assurance Partner and a PBMares Board Member. Tracey will also bridge the link between her lessons learned and how they can benefit students going from classroom to Board Room when they begin their internships or start their careers.

Tracey Dail is an Assurance Partner with PBMares, LLP. She is also a member of the Board of Directors for PBMares and currently serves as the Coastal Assurance Regional Service Line Lead for PBMares (covers New Bern, Morehead, Wilmington, North Carolina and Newport News and Norfolk Virginia offices). Professional Associations include, American Institute of Certified Public Accountants, and North Carolina Association of Certified Public Accountants Education. Tracey received her Master of Science in Accounting from East Carolina University, Master of Science in Math Education from East Carolina University, and her Bachelor of Science in Math Education from East Carolina University.

Pirate Elegy

Steve Eagle, Partner, Sterling Seacrest Pritchard

Location: Black Box Theatre

A discussion about the life lessons of a 1981 COB graduate, who started his journey at ECU on academic probation as a first-generation college student. Got into the School of Business by the skin of his teeth but finished with honors. Started his sales career with a NC Insurance Company before planting roots in Savannah, Georgia in 1992 when he joined, a privately held regional insurance brokerage firm. In 2006, Steve and six executives left the same firm on the same day to start a new insurance brokerage firm from scratch. This Pirate became the 5th largest shareholder of a firm, that now has over 350 employees and is the largest independent broker in the Southeast

Steve Eagle has more than 40 years of experience in the employee benefits consulting field. During his career, Steve has designed and managed health and welfare plans for Fortune 1000 companies, municipal and public entity organizations, major healthcare systems, and a range of prominent not-for-profit entities. Steve earned a Bachelor of Science in Economics from East Carolina University in Greenville, North Carolina. His professional designations include the Chartered Life Underwriter (CLU), Chartered Financial Consultant (ChFC), Certified Employee Benefits Specialist (CEBS), and Chartered Property Casualty Underwriter (CPCU). Steve has volunteered his time and talent with numerous organizations, including Past Chair for the following organizations United Way Campaign & Board (Savannah), American Red Cross (Savannah) and State GA Red Cross Council, Greater Savannah Sports Council and Senior Citizens. Steve currently serves as a Board Member of the Savannah Music Festival.

Stand Out and Succeed Early In Your Career

Jonathan Cook, Senior Product Manager, Cisco Systems

Location: Ballroom A

This session will cover how to prepare and execute a successful career that leads to early in career promotions and a life you love to live at an early age, all while using the TVCL framework as the foundation.

Jonathan Cook is a 2015 BSBA graduate from East Carolina University with a concentration in Management Information Systems. He attended the first ever COB leadership conference in 2015 as a senior and previously presented at the conference. Jonathan started at Cisco Systems as an intern back in 2015 but has since received promotions to Senior Product Manager by the age of 30, consistently getting recognized for performance and speaking at industry events. Jonathan continuously mentors the next generation of leaders through volunteer organizations and at work. He is a resident of Raleigh, NC but Greenville will always hold a special place.

Crafting Your Leadership Journey: From Campus to Career

Wanda Gispert, Vice President, HR Global Development, MGM Resorts International

Location: Room 249

As students prepare to transition from college life into the workforce, the path to becoming an effective leader can feel daunting. In this session, we'll explore how to build leadership skills early on and leverage them in any industry. Drawing from real-world experiences in global talent management, you'll learn how to think critically, develop your values, communicate with confidence, and lead in diverse settings. We'll discuss how small decisions during your college years-like internships, networking, and involvement in student organizations-can lay the groundwork for long-term leadership success. You'll leave with practical steps to shape your leadership journey, starting today.

Wanda Gispert, Vice President of HR Global Development is a strategic hospitality expert, driving global gaming market share through innovative workforce development solutions for MGM Resorts International. With over 25 years in the hospitality industry, Wanda has opened multiple properties for MGM Resorts, Hilton and Marriott globally. Wanda led the successful workforce development for MGM Springfield, a \$950 million resort in Massachusetts, creating 3,000 jobs and surpassing local hiring goals. Previously, she opened MGM National Harbor, a \$1.4 billion resort near Washington, D.C., achieving 48% local county hires for 4,000 employees. After which she was appointed to Maryland's Governor's Workforce Development Board by Governor Hogan. Her most recent success resulted in securing the first gaming license in Japan, a milestone achievement in the company's global expansion efforts. This mega-project is a 10 billion-dollar integrated resort scheduled to open in 2030 with 15,000 employees. Wanda is a member of MGM's Anti-Human Trafficking Steering Committee and currently serves on the Industry Advisory Council for ICHRIE, to improve the quality of global education and research in the hospitality industry. She is an adjunct professor in the HTM program at Virginia Tech, sits on the advisory council for ECU, and operates an IR Hospitality Learning Program for eight universities across Japan. Wanda is a proud graduate of Georgia State University and University of Nevada, Las Vegas where she is an Eta Sigma Delta member.

6 Steps of Success for Luxury Service!

Kathy Brown, HR Director, The Umstead Hotel and Spa

Location: Room 253

Kathy will discuss Interactions in Luxury Service, Forbes Rating System and Luxury Language used in the Hospitality World.

As the Human Resources Director of the Umstead Hotel and Spa, Kathy has been in the Luxury Hospitality Industry for 18 years. A graduate of NCSU in Communications and Business, Kathy has also served on the advisory boards of ECU's College of Business and Meredith College's School of Hospitality. She lives with Raleigh with her husband and 2 rescued bulldogs.

Why Not ME? Finding a way to WIN! The Pirate Way!

Nick Crabtree, Co-Founder, The Crabtree Group

Location: Black Box Theatre

In his presentation, titled Finding A Way to WIN, Nick will take you through his journey of borrowing \$5,000 from a neighbor selling food door-to-door out of a painter's van to becoming a leading supplier to the United States Military worldwide and launching multiple other successful ventures. East Carolina University laid the foundation for my success, and he wants to share with you the lessons in confidence, humility, and honesty that have been key to achieving it. As a B student, it wasn't about being the best academically, but about perseverance, teamwork, and never giving up that led me down the fortunate paths he has taken. As an entrepreneur, Nick faced numerous failures, but each one was a stepping stone to coming back stronger. He'll discuss the importance of relationships, the value of character, and how being an "average guy" willing to go the extra mile can make all the difference. No one works for us, they work with us because we are a team. He'll also talk about key relationships he built and the projects he is currently working on, sharing how they came to fruition through dedication and strategic thinking. Finally, he'll dive into the mindset and thought processes required to be a successful leader, exploring various leadership styles and what it takes to rise to the top. So, Nick asks you-Do you have the WILL TO WIN? Do you have the COMMITMENT? Do you have the CONFIDENCE? That's the PIRATE WAY!

Nick Crabtree is a seasoned entrepreneur and business leader, co-founder and operator of The Crabtree Group, a diverse portfolio of start-ups and investments across multiple business sectors. As a key figure within The Crabtree Food Group (TCFG), a family-owned company, Nick has led efforts in food manufacturing and distribution, serving both the US Government and commercial markets worldwide. TCFG specializes in developing innovative, tailored food products designed to meet the unique needs of its customers. In addition to his work in food manufacturing, Nick co-founded Medco33, a medical investment organization dedicated to commercializing advanced technologies and fostering research partnerships. He also serves on the Board of Directors for South Atlantic Packaging Company and the ECU Foundation Board. Nick recently received the prestigious James R. Talton Jr. Service Award from the ECU Foundation Board in recognition of his outstanding contributions and lifetime service. He also holds special advisory roles with Tidewater Private Equity Firm and Origin Food Group. A former student-athlete, Nick played football at East Carolina University from 1995 to 1999 and graduated in 1999 with a Bachelor of Science in Communications and Political Science. He currently resides in Greenville with his wife Lauren and their two daughters, Cathryn (8) and Caroline (6).

Effective Communication

Ricky Brown Jr, Internal Audit Manager, Goodyear Tire & Rubber Co.

Location: Ballroom A

Overview of effective communication for life and the workplace. Presentation includes examples of common barriers and hurdles in communication groups (e.g. Interpersonal, small group, etc) as well as a breakout session for teamwork.

Ricky has a 20 year tenure with Goodyear and has experienced growth and opportunities that have expanded his knowledge base beyond the walls of ECU. Internal Audit has exposed him to Goodyear's Racing (NASCAR), Aviation, Commercial, Manufacturing, OTR, and Retail divisions where he has been a key member in providing insight into management risk appetite and a contributor to governance, risk and compliance (GRC). Professional Credentials: The Institute of Internal Auditors, (IIA) Certified Internal Auditor (CIA) 2024; Association of Certified Fraud Examiners - (ACFE) Certified Fraud Examiner (CFE), 2015. Ricky is the recipient of the 2020 40 Under Forty Leadership Award from ECU. He received his MBA in 2020 and BS, Communications in 2015.

Supply Chain Management Panel

John Abee, Account Manager, Atlantic Packaging Corp

Joe Carter, Director, Global Client Service Center, Circana

Kaitlin Keeley-Brake, Supply Planning Manager, Primo Water

Location: Room 249

Discussion about what to expect in life after college. Challenges you will face, day to day tasks that will help you succeed, and how to stand out from your peers in the workplace.

John is an ECU COB grad who is now an Account Manager for Atlantic Packaging, the largest privately held industrial packaging company in the US. John graduated from ECU in 2019 with a degree in Marketing, and a concentration in Supply Chain Management. After college, John went to work for Southeast Industrial Equipment, selling material handling equipment in Eastern NC. In 2022 John went to work for Best Logistics in Kernersville, NC to be closer to home and family. After working in sales at Best, team lead, and starting the first Winston Salem office, John took a position at his current employer, Atlantic Packaging. John enjoys hanging out with friends, socializing with customers, playing a round of golf, and supporting his alma mater on Saturdays during football season.

Joe Carter is a Director of Global Client Service at Circana, a leading provider of market research on durable and consumer packaged goods. Joe graduated from East Carolina University in 2018 and earned his BSBA in Marketing with a concentration in Operations and Supply Chain Management. He is also an alumni of Circana's LEAD and Global Operations Leadership Development programs. Joe currently resides in Jacksonville, FL and is in his third semester at the University of Florida pursuing a MS in Industrial and Systems Engineering.

Kaitlin Keeley-Brake graduated from ECU in 2012 with a degree in Supply Chain and Operations Management. Focused on supply planning, Kaitlin has held positions as a production schedule and supply chain planner. She is currently a Supply Manager at Primo Water, coordinating the water dispenser side of our business.

Empowering Startups through Intrapreneurial Leadership

Brady Hillhouse, Senior Associate, August Hill

Location: Room 253

Intrapreneurship within startups can be a powerful engine for innovation and competitive advantage. This presentation explores the strategic role of management consultants in fostering an intrapreneurial mindset within startup teams. We will discuss how consultants can inspire leaders to cultivate an environment where creativity thrives, enabling employees to take ownership of projects and drive meaningful change. By integrating intrapreneurship into leadership strategies, consultants help startups unlock new opportunities for growth, adaptability, and sustained success in an ever-evolving market landscape

Brady is a senior associate at August Hill. He is also on the advisory board for Rally, a global innovation experience that awards \$5m in pitch competition prizes, as well as the alumni steering committee for the Collegiate Entrepreneurs' Organization. Brady graduated from East Carolina University and serves on the finance advisory council for the College of Business. Brady earned his BSBA in Finance and BS in Entrepreneurship from East Carolina University.

Leading in a Changing World

Raj Kannan, CEO of I-MAB Biopharma

Black Box Theatre

We will gather to explore the powerful principles that shape our personal and professional journeys: anchoring on core values, seeking expert input, trusting our instincts, establishing a trust network, and committing to lifelong learning. In a world filled with constant change and uncertainty, our core values serve as a compass, guiding us through challenges and opportunities alike. By engaging with both internal and external experts, we can enrich our perspectives and make more informed decisions. Trusting our instincts helps us navigate the complexities of life, while building a reliable network fosters collaboration and support. Finally, embracing lifelong learning not only helps us grow into better versions of ourselves, but also empowers us to uplift those around us.

Raj Kannan has over 30 years of pharma industry experience in creating and developing global specialty medicine franchises and in delivering superior returns as a biotech CEO. Mr. Kannan has successfully led multi-billion dollar product launches across several therapeutic areas in the US and globally. He was most recently the CEO of I-MAB, where he successfully divested I-MAB's business operations in China, strengthened the balance sheet, and rationalized the pipeline to focus on the most promising assets in development. Before that, as the Chief Executive Officer of Aerie Pharmaceuticals and CEO of Chiasma Pharmaceuticals, he orchestrated successful exits, delivering significant value to shareholders while increasing the potential reach of approved and candidate medicines.

CAREER & NETWORKING FAIR | 12:45 AM - 3:30 PM: BALLROOMS B & C

**Thank you for participating in the conference!
We look forward to seeing you next year!**

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