

# BYU MARRIOTT SCHOOL OF BUSINESS

2025 Annual Report



## *Vision*

We aspire to transform the world through Christlike leadership.

## *Mission*

We develop leaders of faith, intellect, and character.

## *Values*

- Faith in Christ
- Respect for All
- Integrity in Action
- Excellence

## *Guiding Principle*

Centered on Students

**BYU Marriott is built** on meaningful connections that link students with professors, scholarship with practice, and faith with intellect. Through close mentorship and rigorous coursework, faculty prepare students to lead with integrity and share their light in an ever-changing world. This report captures a year of progress and purpose within a community striving to practice Christlike leadership.

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# ILLUMINATING EXCELLENCE



# THE UNIQUE LIGHT OF BYU MARRIOTT

By Jennifer S. Mathis Photos by BYU Photo

Light flows freely at BYU Marriott: Students seek it. Professors cultivate it. Alumni share it.

In recent months that light has shone even brighter as the university has marked its sesquicentennial by celebrating gifts of light. The yearlong celebration, which began in August 2025, has invited deeper reflection on the unique light that shines throughout the university and within the business school.

What do gifts of light look like in the Tanner Building? A pioneering tech tool that empowers sidelined students. A second-hand stroller donated to a young family. A gospel conversation sparked from a spreadsheet. Gifts like these not only brighten the student experience but also radiate outward.

“We recognize that our students can make a difference *now*—not just after they graduate. To be able to witness that is really beautiful,” says Eva Witesman, director of BYU Marriott’s Ballard Center for Social Impact.

Witesman’s words echo the heart of BYU Marriott’s vision to transform the world through Christlike leadership, which is advanced through three pillars: research, teaching, and service.

## LIGHT IN RESEARCH:

### *AI Chatbot Brightens the Student Experience*

Professor of information systems (IS) James Gaskin is a research lighthouse—guiding others with steady, illuminating insight. He’s published more than 200 articles with one goal in mind: to improve the human condition through technology.

Gaskin noticed that traditional classroom dynamics can sideline quieter students, who are often hesitant to seek help in class, in the TA lab, or during office hours. Hoping to create a more inclusive learning environment, Gaskin began researching ways to support introverted students. His solution: an AI teaching assistant known simply as “the TA-bot.”

Gaskin built the TA-bot—which debuted early in 2023, before ChatGPT became widely adopted—using the 500-page *Intro to IS* textbook and the course syllabus. This digital resource allows students to access help anytime without fear of judgment. “With 2,500 students taking the course each year, you simply can’t staff enough human teaching assistants,” Gaskin says. The TA-bot—complete with an approachable persona—simultaneously reduces workload and enables a greater number of students to seek help.

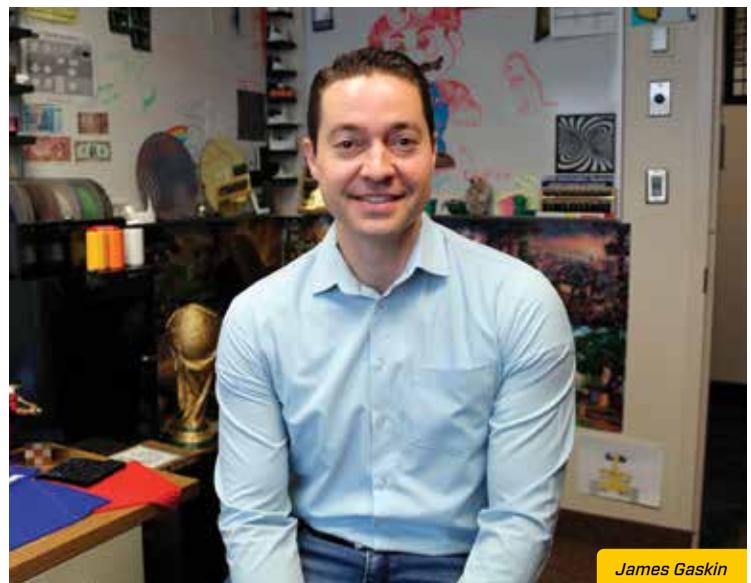
Rachel Serre, an MISM student from Hillsborough, North Carolina, was one of many who used the new tool as a low-pressure

way to ask for help. “The TA-bot was a brilliant addition to the IS class,” she says. “It made help available any time and made it easy to ask questions—even the ones you might feel a little silly asking out loud.”

Students reported to Gaskin that they felt comfortable asking the TA-bot questions. “It leveled the playing ground,” Gaskin says. “And it created a virtuous cycle. When students get the help they need, they feel more confident, and they perform better in their classes. This opens up more opportunities for them.”

Further data collected by Gaskin confirmed that his findings extend to the workplace. “In business, those who are loud and outgoing are typically the ones who get the attention, the promotion, the raises,” he says. Working professionals, Gaskin discovered, also hesitate to ask due to fear of embarrassment and judgment. “People are quite eager to have a nonjudgmental, anonymous AI support agent to assist them with everything from policy questions to brainstorming to getting their work done,” he says.

Gaskin is striving to ensure that help is always just a click away for all students. And by helping quieter students access support and build confidence early on, tools like the TA-bot can help prepare more students to thrive—not just in school, but in future workplaces.



James Gaskin

## LIGHT IN TEACHING:

### *Reflecting Gospel Principles*

Threading gospel principles into an accounting class might seem like a stretch.

But like many of his BYU Marriott colleagues, Jonathan Liljegren, associate teaching professor of accounting, believes that light belongs everywhere, even in spreadsheets and financial statements. Liljegren purposefully builds upon this idea and invites his students to see accounting through a lens of integrity and Christlike discipleship. At the end of each class, he asks his students a simple but powerful question: “What did you see, hear, or feel today that connects to a gospel principle or testifies of Christ?”

Liljegren, a former early-morning seminary teacher, isn’t afraid of a little awkward silence—especially at the beginning of the semester. But something changes as weeks roll by. “By the end of the semester,” he says, “we’re usually running out of time to share our thoughts. Every single day we discover deep, meaningful insights.”

Liljegren’s daily question isn’t a formality. It’s an invitation to reflect—to pause and let the light of Christ illuminate even the most technical material. Gospel insights may not seem obvious at first, but the connections are there. For example, reviewing a corporate balance sheet might prompt students to ask: *Are we balancing our time? Are we allocating time for the Savior?*

The accounting notion of losses also has gospel parallels, Liljegren says. “In accounting, we make reserves for our potential losses. Likewise, Christ has already paid for our sins. We just have to apply His grace in our lives,” he explains.

Discovering these connections through reflection and application is like “a breath of relief” for Ariel Chamberlain, a MAcc student from Las Vegas. “I am grateful for the few moments I have each class period to recollect what I’ve learned and zoom out to the big picture,” she says. “Most importantly, I have

learned that having a focus and purpose in everything I do is important—and that my focus should be on becoming more like my Savior.”

Liljegren and his colleague Cassy Budd shared examples of their reflective class prompts at a recent American Accounting Association Conference on Teaching and Learning in Accounting—with adjustments to fit a broader audience. “At BYU we might ask, ‘How can I be a better disciple of Jesus Christ?’ At another university, the questions might be, ‘How can I be a better professional? A more ethical communicator? A person of integrity?’”

Liljegren’s method is one of many that BYU Marriott faculty use to bring light to their teaching. Faculty come together to share strategies and learn from one another at college-wide Spiritually Strengthening workshops—an outreach effort organized by the Deans Office.

Professors Bonnie Anderson and John Bingham, both associate deans at the time, designed the first workshop in 2023 to give faculty practical techniques for sharing gospel light as they interact with students in three distinct scenarios: in large classroom groups, during one-on-one office mentoring, and in small-group settings such as a study abroad.

“Faculty report that they felt encouraged both by the speakers and the small-group discussions,” says Anderson. “The workshop gave faculty members ideas they could implement and different ways to think about how to enhance students’ spiritual growth at BYU Marriott.”

The Deans Office next focused on staff, adapting the workshop to the unique interactions staff have with students. Then in May 2025, a joint workshop was offered to faculty and staff, who came together to continue sharing best practices. “We are learning together,” Anderson says.

Whether in classrooms, offices, or workshops, sharing light is an essential part of learning. And at BYU Marriott, that’s never a stretch.

## LIGHT IN SERVICE:

### *Finding Purpose in Provo*

When global supply chain alum Adjetey Wilson returned to BYU Marriott to begin an MBA, his wife, Gianna, faced a new city, a new season of life, and the quiet weight of postpartum depression.

“I was a mom of three, and I was struggling,” Gianna shares. Adjetey encouraged her to join the MBA Spouses Association (MBASA), an organization that supports BYU Marriott MBA families. He knew the organization would foster connection and that Gianna could offer her natural leadership talent.

Attending an MBASA event became a turning point. “I realized I wasn’t alone,” Gianna says. “It was really nice to be able to show up and have relatable conversations.”

That small step blossomed into group dinners, playdates, and a support system that brought light back to Gianna’s life. “I’ve

Jonathan Liljegren





Gianna Wilson

been so blessed by this group,” she reflects, “and I want it to keep spreading light to others.”

Gianna ran for MBASA president for the 2025–26 academic year and was elected to the position by her peers. While Gianna continues to fulfill the organization’s mission to connect, serve, and spread light, Adjetey serves as MBA class president. Together the couple models a partnership that strengthens BYU Marriott’s culture of service.

That culture is on display at the Gifts of the Heart Exchange. Organized by the MBASA, this biannual event offers second-hand baby gear and kids’ clothing—free of charge—to students and community members.

Service with immediate impact also drives the work of the Ballard Center, another of BYU Marriott’s resources that help students spread light and lift others. The center is dedicated to its motto “Do Good. Better.” and recently focused on increasing hunger awareness while also piloting a program to address homelessness in the community. “The purpose of the program was to help people feel less isolated and more connected,” Witesman says. “The issue of homelessness is not just about housing. It’s just as much about having a community to rely on when times are tough.”

As part of the 13-week program, a Ballard Center student team paired unhoused individuals with community members who had stable housing. The participants met regularly to enjoy a healthy meal with their new friends and learn practical skills to help them exit homelessness. “We created a dignified environment,” says team coleader Davis Paxton, a student from Spanish Fork, Utah, who is involved at the Ballard Center. “We wanted them to know that they were worthy of the time and attention of others, worthy to work on their goals.”

Team coleader Katie Young, from Spanish Fork, Utah, adds, “Our purpose has been to help people experiencing homelessness expand their social network. We’re trying to connect people across socioeconomic divides to empower and support them.”

With a sense of awe, Witesman has watched this and other Ballard Center projects unfold. “The students here bring the light of discipleship to their work,” she says. “They regularly talk about the miracles they witness in their service.”

Their efforts show that celebrating gifts of light isn’t just about one project—it’s about creating ripples that strengthen both campus and community. As Witesman puts it: “I love that we work at a place where we empower students to magnify their influence now and in the future.”

## ABOUT THE AUTHOR

Jennifer S. Mathis is a freelance writer and editor living in Price, Utah, with her husband and three children. She loves telling meaningful stories and chasing sunlight—and busy kids.

## CONNECTION THROUGH REFLECTION

*“On day six during the class about cash flows, I was feeling really overwhelmed and exhausted in all areas of my life. When I woke up that morning at 6:30, my first thoughts were despairing, and I laid in bed praying for peace. Immediately, Proverbs 3:5–6 came to my mind. I felt peace knowing that I can rely on*

*my Heavenly Father and my Savior to help me through my trials, and that They won’t let me fail if I strive to be obedient. This helped me move forward. When it came time for reflections at the end of accounting class, I was amazed and touched when Professor Liljegren pulled up Proverbs 3:5–6. I felt that God*

*knows me and loves me. He wants to help me. He knows when I am struggling. My focus since this experience has been to trust in the Lord with all my heart, to acknowledge Him in everything I do, and to listen for His direction.”*

—Ariel Chamberlain,  
MAcc student





# Leading to a Greater Purpose

BYU Marriott shapes leaders who see purpose in every pursuit. Known for their optimism and integrity, our students pair faith with action and use their talents to mobilize people to a higher call. Our alumni carry a deep sense of responsibility that drives them to innovate thoughtfully and earn trust. BYU Marriott graduates don't just lead—they elevate.

◀ *In every season—on the field or in the podcast studio—BYU football wide receiver Chase Roberts and former starting center Connor Pay team up. Pay, a 2024 entrepreneurship alum, and Roberts, who is studying business management, host Two Point Conversion, a podcast that blends real talk and real faith in weekly Come, Follow Me discussions. Featured BYU Marriott guests have included Brigitte Madrian, Brad Agle, Mike Hendron, Kim Clark, BJ Allen, and Mike Bond.*

# Stories in the Sky



For **Nate Mortensen**, business begins with light. Not as a metaphor or inspiration, but as pixels that paint stories across the night sky. As cofounder of drone-show company Open Sky, Mortensen transforms dark skies into shared experiences—from Stadium of Fire to small-town rodeos.

“Light can tell the story on its own,” says Mortensen, who earned his MBA from BYU Marriott in 2015. “The client begins with an idea. We design the message, create custom animations, and bring in music. But it really is the light that evokes the emotion and tells the story.”

Open Sky took flight in 2021 when Mortensen partnered with **Ryan Davis**, a 2002 BYU Marriott management finance alum and cofounder of Ice Castles, who brought entertainment and real-estate experience. Drawn to drones as an environmentally friendly alternative to fireworks, the pair soon realized that the technology could do more than entertain safely—it could immerse and connect people.

“Once the drones launch, a lot of the cares of the world just pause,” Mortensen says. “Time slows down. Your mind opens up. And you just kind of sit there in awe.”

During the past three years, Open Sky has expanded its fleet from 150 drones to 1,300 and built a team of 20 designers and operators—many of them BYU grads—who stage hundreds of shows across the country each year.

For Mortensen, the brilliance in the sky starts with the people on the ground—a team he built inspired by principles he learned at BYU Marriott. He entered the MBA program seeking a “reset from corporate America” and found “the right way of doing business” at every turn. “Yes, numbers are important,” he says, “but

if you take care of people and treat them with respect and honesty, they will be great employees and take care of the business.”

The Open Sky team includes Mortensen’s wife, Tiffany, and his five children, ages 4 to 17, who help him prep and pack drones. His oldest daughter earned her Remote Pilot Certificate and now helps fly the formations. “My 15-year-old son has probably worked the most shows of anybody in the company and has traveled to 30 states,” Mortensen notes.

Some of those shows take place in massive arenas filled with thousands of spectators. “Those events are very fulfilling,” says Mortensen. “At Stadium of Fire, we were able to integrate drones into the traditional firework experience—have them coordinate and dance together—which added a new level of entertainment.”

Away from the arenas, Mortensen shares, the more intimate events highlight the community impact created by drone shows. “We love small-town shows because everybody shows up and cheers for their city logo. It means so much to the local community.”

Open Sky also shines light by inspiring the next generation. At many school-based shows, Mortensen and his team run a STEM booth to introduce students to drone technology and aviation careers. “It’s fun to open people’s eyes to drone operations and what drones can do for individuals,” he says.

Whether lighting up a stadium or a hometown field, Mortensen’s goal is simple: “We love entertaining, bringing a smile, and really delighting people.” The drones illuminate not only the night sky but also a simple truth: Light—in business and in life—leaves people a little better than it found them.

# Student Life

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**Whitney Sheffield** knows how to perform under pressure—whether she’s captaining the BYU women’s lacrosse team or earning 1 of 20 BambooHR internships out of 7,000 applicants. “The Bamboo executives told me I got the internship because I was a quick learner,” says the ExDM senior, who grew up in Provo. Working on BambooHR’s expansion development program, Sheffield guided customers toward product upgrades that improved their day-to-day work. “I love HR technology because it frees people to spend more time on genuine connections—something that technology can’t do,” she says. Sheffield credits the program’s theories and frameworks course, which she now helps TA, for giving her the language to understand motivation and human behavior. That focus on people felt familiar because the ExDM program had been modeling it from day one. “The professors in ExDM know my name; they know my husband’s name. They care deeply, and they share their testimony of Jesus Christ,” Sheffield says. The confidence she’s built in the ExDM program has steadied her on the

lacrosse field, especially through setbacks. A post-mission ACL tear sidelined Sheffield for a year, but the trial “ended up being one of my greatest experiences,” she says. “It gave me grit and hunger to come back and play hard.” Sheffield will bring that same drive to her full-time role at BambooHR after graduating.

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**Tyler Jeanneret**, who grew up in Kansas City, Kansas, was the first in his family to attend BYU; he’d never even set foot on the campus until he arrived as a freshman after his mission. When Jeanneret began exploring career options, he often thought about his father—a dedicated tech salesman who spent long hours on the job. “How nice would it be if there was someone watching out for my father and helping him have the best experience at work?” Jeanneret wondered. His path became clear when he discovered HR and the Ballard Center—both of which fueled his long-standing desire to become an advocate for employees. His involvement with the center also led to a consulting project with Maverik, where he helped company leaders understand barriers to health insurance enrollment among its lower-income employees. Jeanneret later joined the Ballard Center’s careers team, helping create pathways for students pursuing social impact roles. A master’s degree was not on his radar, but mentorship from the Ballard Center’s **Jill Piacitelli** and MPA Professor **Eva Witesman** nudged him

onward. “HR is a really good managerial degree, and I realized that an MPA would help me get an HR job in social impact or with a nonprofit,” Jeanneret says. Now a first-year MPA student, he is inspired by BYU Marriott’s approach to learning: “Something I’ve loved is that there’s this huge focus on not just running efficient government or nonprofit programs but running ones that help people feel Christ’s love.”

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“I’ve been building businesses since I was a kid—it’s just the way my mind works,” says entrepreneurship student **Coleton Clark**. As a boy growing up in Meridian, Idaho, Clark made bracelets out of paracord, displayed them on a shower curtain rod, and then sold them door-to-door. He earned enough in a single night to buy a hoverboard. That entrepreneurial drive grew, and as a teenager, Clark started his first online drop-shipping venture—a tie company serving moms of missionaries—that became a meaningful catalyst in preparing him for his own mission. Clark’s time at BYU Marriott post-mission inspired him to embrace the school’s vision to transform the world through Christlike leadership. He founded a new tie company—Volta Ties, named for the Portuguese *voltar*, which means “to return”—and donated a portion of each sale to an organization in Ghana that helps formerly trafficked children. Later, Clark pulled himself out of a mental health struggle by launching a seasonal window-cleaning business. The door-to-door work created natural opportunities to share his faith with customers and

his crew—most of whom were saving money for their own missions. “As an entrepreneur, you’re taking leaps of faith and stepping into the darkness,” he says. “But when I include Heavenly Father, miracles happen.” As a senior at BYU, Clark enjoys his entrepreneurial leadership class and loves seeing how his professors prioritize their faith. “What’s really special about entrepreneurship is that you’re trying to provide value for people,” he says. “You have opportunities every day to help someone feel Christ’s love.”

# Alumni Updates

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As a technology assurance director at KPMG, **Hilary Fletcher** helps ensure that companies' IT systems are reliable and transparent. "I audit IT systems at public companies and attest to their financial statements to give investors confidence in their investments," she explains. Fletcher, a 2015 MISM alum, began as a KPMG intern. "The Big Four recruited heavily from the MISM program," she recalls. "I started full-time after graduation and am still here 10 years later." During her time with the company, she has advanced from associate to director. BYU Marriott not only prepared Fletcher professionally but also sparked her commitment to service. While at BYU, she taught teenagers about cybersecurity; she also spent five years mentoring with Big Brothers Big Sisters of America. As the Involve coordinator at KPMG, she oversaw community service efforts with partners such as United Way and Orange County Food Bank. Now Fletcher serves on the BYU Marriott Information Systems Board, where she pays it forward by strengthening the program that shaped her path. Fletcher lives in Sandy, Utah, with

her husband, Jordan, and their two young children. She enjoys traveling, baking (especially sourdough bread), and chasing after her kids. In fact, Fletcher says she's most proud of "becoming a mom—making two tiny humans!"

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"A business is born because there is a light in someone's mind and spirit," says **Mirgen Hoxha**, reflecting on a career shaped by a constant drive to create something new. That ambition started when Hoxha was growing up in the small town of Gramsh, Albania, where he built toy cars and trucks out of mud bricks. He joined the Church at 15 and later served a mission in Kentucky, where he first learned about LDS Business College (now Ensign College). BYU Marriott was Hoxha's next stop after Ensign, and his 2014 finance degree launched his career as a Goldman Sachs analyst. Hoxha later returned to Albania to work as a financial consultant for the European Bank for Reconstruction and Development, using his off-hours to explore new ventures. Between 2016 and 2020, he launched four businesses, two of which flourished. One traded consumer goods internationally and another produced healthy breakfast foods. After selling both companies, Hoxha joined a technology company, rising from project manager to VP of operations in just two years. That experience illuminated his next step: founding

the tech firm Motomtech, which offers software development services to startups and to small and midsize companies. Through it all, he says, "my BYU Marriott education has been incredibly helpful in shaping my understanding and mindset of business logic and practices." Hoxha serves as Motomtech's CEO and lives in Salt Lake City with his wife, Juliana, and their four children. In addition to serving in church callings, Hoxha is on the Albanian Faith in Every Footstep Foundation board.

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Executing stunts and flips on Utah's slopes set **David McCallister** on a remarkable course that led to a career that spanned the globe. An invitation to represent Miller Ski Company as an aerobatic skier brought McCallister from rural Colorado to Provo, where he ended up attending BYU as a nonmember and joining the Church. His high school sweetheart, Linda, also joined the Church, and the two married in 1970. McCallister earned a BS in youth leadership in 1972 and an MA in outdoor recreation in 1973, both from BYU. He then taught outdoor studies at Colorado Mountain College and helped lead a river-rafting company in Glenwood Springs, Colorado. The needs of his growing family prompted McCallister to pivot into health and safety roles, and he attended night school to earn an MS in occupational safety from the University of Idaho. He worked with Oil Shale Constructors, Summit Construction, John Brown Engineering, the Naval Petroleum Reserves, and Amoco, and then spent many years in leadership positions for bp (formerly British Petroleum) in Alaska, Egypt, and Angola. McCallister

later joined bp's Iraq development team. He finished his career as a senior safety advisor for Maersk Oil in Qatar. "Work across so many settings broadened my family's view that good people are found everywhere, regardless of cultures and faiths," he says. Now retired, McCallister and his wife live in Anchorage, Alaska, and enjoy writing legacy books to preserve family stories. "Our story isn't really about career accomplishments," says McCallister, the father of seven. "It's about a BYU foundation that opened the world to us, encouraged continual learning, and helped us build a legacy."

# Mindfulness at BYU Marriott

At BYU Marriott, some of the brightest insights emerge when new questions meet familiar problems—and when students have a seat at the research table.

That's what information systems (IS) student **Ava Williams** discovered when she joined a research team examining the link between technology and well-being. The Tennessee native learned about the opportunity during her junior year when she mentioned her interest in healthcare to IS faculty members **Greg Anderson** and **Spencer Hilton**. They walked her straight to the office of **Mark Keith**, an IS associate professor who leads health-focused research. Williams was instantly intrigued—and daunted.

"The word *research* can seem very intimidating," Williams says. "But Professor Keith allowed me to join the grad students who were using Python workbooks. He suggested I do tests inside of Excel, and I discovered how much insight can be extracted from a simple formula."

Williams was the only undergraduate on the initial research team, which included graduate students Morgan Coombs and **Otgonbayar "Oogii" Erdenebaatar**. Coombs and Erdenebaatar came up with the team's research question while they were involved in the Healthcare Leadership Collaborative, an initiative that offers classes, scholarships, and other opportunities to prepare healthcare leaders. With Keith as their mentor, the

duo also designed the project and its solutions. "Our goal was to determine whether mobile mindfulness apps could help students reduce stress during high-pressure periods," explains Erdenebaatar, who was earning her MPA at the time.

The team carried out a series of experiments to see which phone-based activities decreased or increased stress levels among BYU Marriott students. Participants completed a stress-inducing task and then chose one of four phone-based activities: listening to music, gaming, scrolling social media, or using a mindfulness app. Monitors recorded participants' heart rates before and after their chosen activity.

The result? Both gaming and social media raised stress levels, with social media causing the sharpest spike. However, using a mindfulness app lowered stress more than any other option—even more than doing nothing at all, which was the activity completed by the experiment's control group.

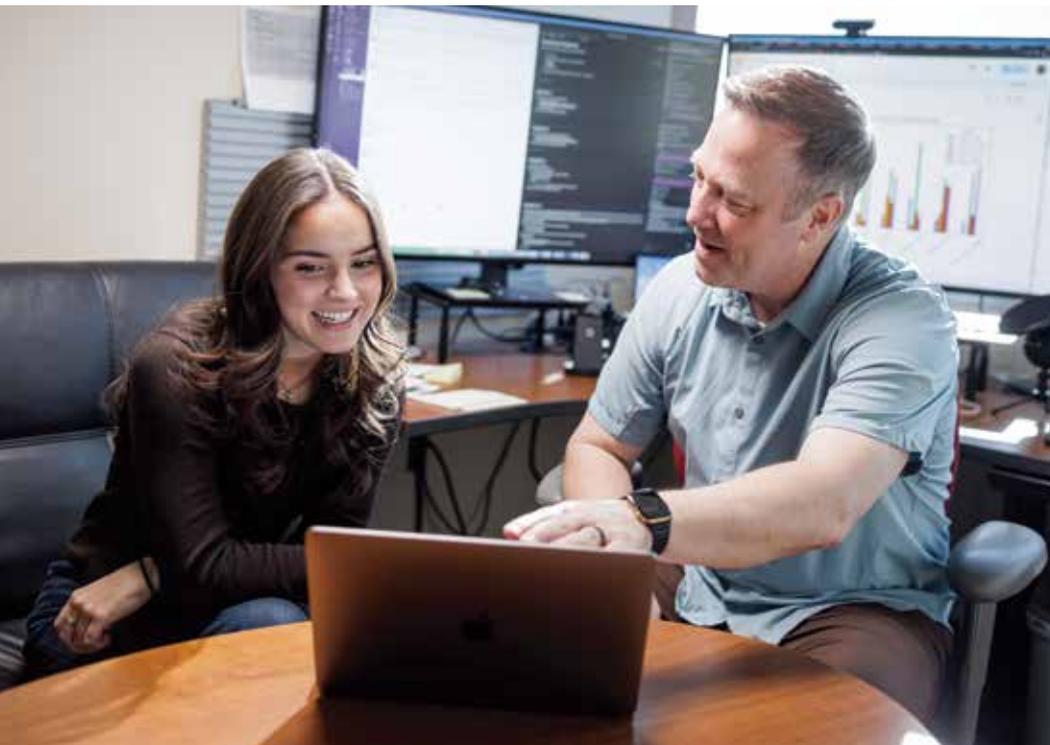
Intrigued, the team pushed further. They repeated the experiment, this time sharing data about social media and mindfulness with participants before inviting them to choose an activity. Even with that knowledge, most participants still picked social media.

Williams found these results revealing. "A lot of times we know what's best for us, but we're self-sabotaging," she says.

Keith sees this paradox as an opportunity to dig deeper and innovate. "The next questions are: How can we help people make better choices? How can we design the technology better to move people incrementally toward better behaviors?" he says.

Both the findings and the experience left a lasting impression on the student researchers. "It really is special to work with these professors in such a hands-on way," Williams says. Erdenebaatar, who now works as a development specialist at Girl Scouts of Utah, echoes that sentiment: "My research was one of the highlights of my years at BYU Marriott. This project was an invaluable experience for me."

The research nudged Williams toward pursuing a master's degree in information systems management, and she continues collaborating with Keith as they prepare the project's data for publication. "This research was a great reminder for me to slow down and focus on things that are important," Williams reflects. "When we choose what's good for us, everything comes into focus."



*Mark Keith, associate professor of information systems, with MISM student Ava Williams.*





## Christlike Leaders, Continual Learners

Learning is an active pursuit at BYU Marriott—built on collaboration, reflection, and respect for others. Through rigorous, experiential programs, our students learn from one another as much as they do in the classroom. Our graduates step into the workforce knowing that true leadership requires not only humility but also a willingness to keep growing.

◀ *As the fall leaves turned at Timp Lodge, global supply chain management student leaders turned ideas into action, hosting a two-day New Student Orientation to welcome incoming juniors to the core. Professor Cindy Blair cheered on students during team-building activities that set the stage for collaboration and growth throughout the year.*

# BYU Marriott Enrollment: 9,998

## BYU MARRIOTT MAJORS: 4,440



## PRE-BUSINESS MAJORS: 3,198

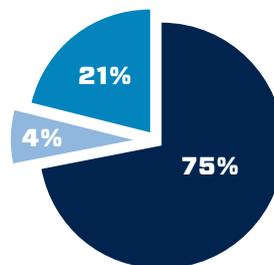


## MINORS: 2,360



One  or  represents 100 students.

# Enrollment by Major



### UNDERGRAD (75%)

- 14% Finance
- 12% Accounting
- 10% Information Systems
- 8% Experience Design and Management
- 8% Marketing
- 7% Global Supply Chain Management
- 6% Strategy
- 4% Management
- 3% Entrepreneurship
- 3% Human Resource Management

### GRADUATE (21%)

- 11% MAcc
- 4% MISM
- 4% MBA
- 2% MPA

### EXECUTIVE (4%)

- 3% EMBA
- 1% EMPA

## Student Report

STUDENT DEMOGRAPHICS	MBA*	MPA*	MISM	MAcc	UNDERGRAD	TOTALS OR WEIGHTED AVG.
Number of 2025 Applications	253	108	180	345	3,508	4,394
Students Entering Fall 2025	95	50	97	246	1,689	2,177
Female	31%	68%	29%	36%	36%	36%
International	11%	14%	5%	6%	5%	5%
Minority (US)	16%	14%	3%	6%	9%	8%
Married	66%	36%	30%	34%	20%	24%
Returned missionaries	72%	70%	88%	85%	84%	83%
Bilingual	81%	66%	44%	51%	66%	64%
States represented	19	17	25	33	48	50
Countries represented	13	8	6	13	33	47
Undergraduate universities	16	7	9	4	n/a	22
Average age	30	26	24	23	22	23
Average entering GPA	3.57	3.71	3.85	3.82	3.73	3.74
CLASS OF 2025 PLACEMENT	MBA*	MPA*	MISM	MAcc	UNDERGRAD	WEIGHTED AVG.
Average Starting Base Salary	\$122,844	\$65,239	\$91,370	\$83,157	\$72,808	\$79,620
Placed by 3 Months After Graduation	85%	83%	90%	100%	94%	94%

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

# An Express Lane to Experience

The clock read 1 a.m., and **Nathan Jessop** was still wrestling to finish the financial report his internship sponsor was expecting the next day. The thought came: *Ask for help*. But he resisted.

Jessop, from Nashville, Tennessee, was one of five students working for American Express (Amex) as part of BYU Marriott's on-campus internship (OCI) program, which facilitates unpaid student internships for companies. During the fall and winter semesters, the OCI program assigns a position to every applicant, so even less-experienced students get résumé-building opportunities.

Beyond providing technical skills and a résumé boost, the Amex OCI reframed Jessop's mindset—especially after he learned that the financial report he didn't ask for help on was missing some crucial details. "One of the biggest failures in these settings is not being humble enough to seek help," Jessop says. "I just wanted to get it all perfectly done, but by the end of the internship, I was okay saying, 'I don't know,' because the whole point is to learn and grow."

The program's accessibility was also key for Jessop, who came to BYU hoping to major in finance but lacking any connections in the field. Jessop's internship with Amex was his third OCI. "Working in a real business setting accelerated my learning," he says. "I'm excited for the tools I have in my tool belt now."

The culminating OCI presentations at Amex in Sandy, Utah, included reports from each member of the five-person BYU Marriott intern team. Expecting to present for 10 people at most, intern **Vincent Lee** found himself answering questions from 30 Amex officials. But Lee had already practiced digging deep while producing credit reports during the OCI. "That prepared me for the questions the officials asked," says Lee, who is originally from Hong Kong.

The hands-on experience Lee garnered through his OCI helped him as he job-hunted. Lee landed a full-time job as a commercial credit analyst with Bank of America after graduating with his BYU Marriott finance degree in 2025. "I talked about what I did during the OCI in

my interview, and that helped me nail the offer," he says.

The OCI experience was especially valuable for Lee, whose status as an international student made securing traditional internships more complicated. His teammate **Alaia Chen**, a BYU finance senior from China, also faced this challenge. "The OCI program is such a brilliant idea, especially for international students," says Chen. Off-campus work is often restricted for international students, so on-campus, unpaid internships offer a vital alternative. International or not, students also get the chance to refine their career goals. As Chen puts it, "OCIs are a good way to explore the options out there."

The Amex OCI turned out to be a great springboard for Jessop, who was accepted into the finance program in fall 2025 and now approaches his classes with a fresh perspective. Looking back on the night he tried to shoulder a project alone, Jessop now sees the bigger picture: "I'm super grateful for the on-campus internship program—that it exists and gives opportunities to every student, no matter what."



Alaia Chen (middle), Vincent Lee (fourth from right), and Nathan Jessop (third from right) with other BYU interns and Amex employees.

# Finding Light in Loss



**Emma Nisbet** began her career amid the first months of the COVID-19 pandemic—an experience she describes as “terrible and amazing and bittersweet.”

The pandemic had sent her home from BYU early and kept her there. After earning her marketing degree in June 2020, she began a consulting position with Deloitte and took her first meeting remotely from her dad’s office chair in her family home in Sacramento, California. Three days later, she lost her mom to breast cancer.

“My family was struggling with something really big, and starting my job in that environment was a little bit weird,” recalls Nisbet. “But it was an amazing summer in the sense that I got to have such wonderful family time even though the world was a mess.”

Nisbet feels blessed that the pandemic enabled her to soak up extra time with her mom before she passed and then grieve at home with her dad and younger brother and sister. “It would have been very hard for me if I hadn’t been able to be there,” she says.

After bereavement leave, Nisbet was met with empathy and compassion at Deloitte. The company gave Nisbet time off when she needed it, and she was partnered with a mentor who had also lost their mother. “My first teammates looked out for me, made sure I was in a good place with work, and offered empathy and human connection,” Nisbet explains. “That was wonderful and special to me in this nightmare of a situation.” The experience shaped the traits Nisbet values most in leadership and teamwork.

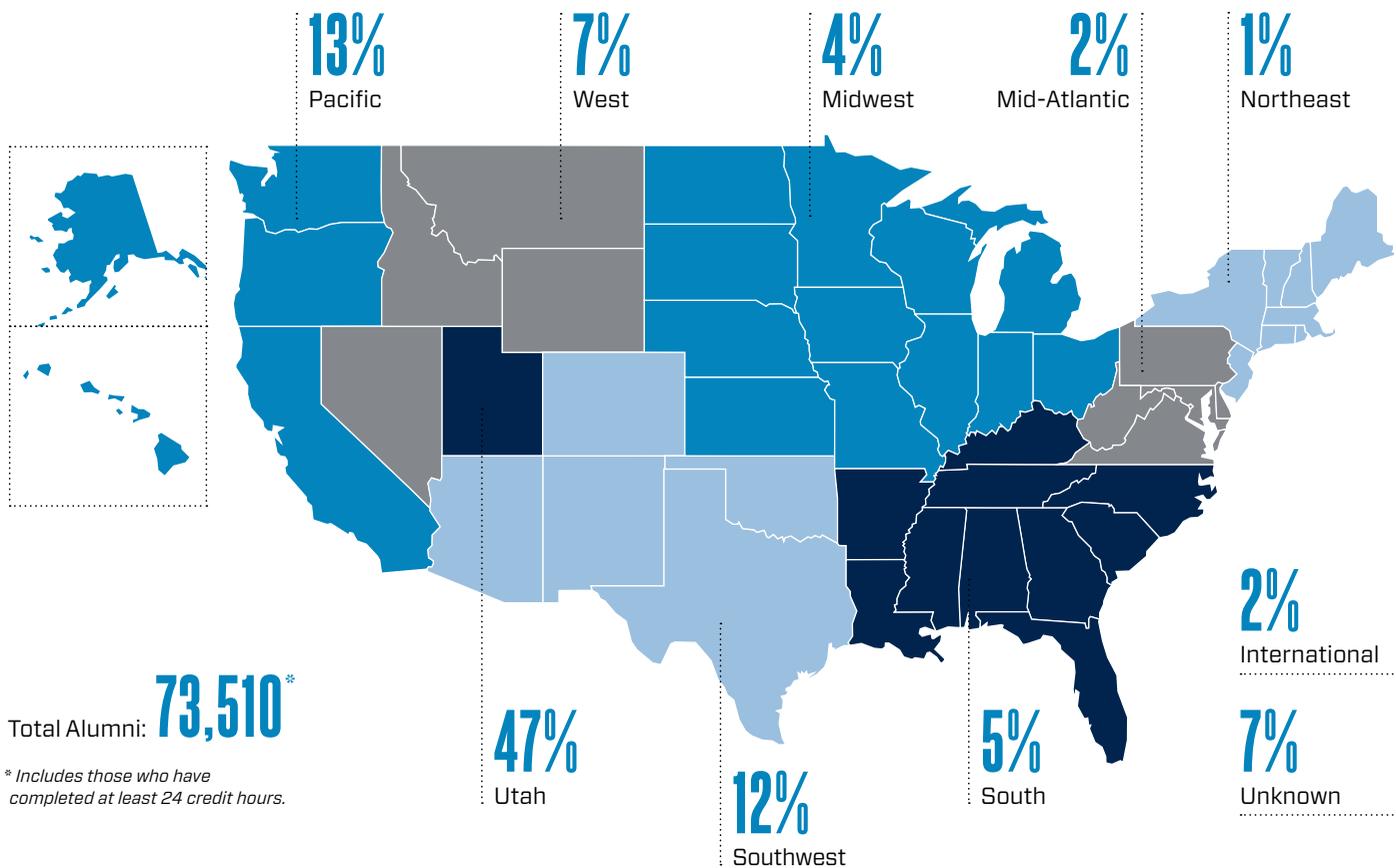
After a year, Nisbet moved to Deloitte’s Washington, DC, office to consult on government projects and bring industry solutions to public agencies. The work suited her strengths. “Puzzles and mysteries were the thing for me growing up,” she says—and she still loves a good problem to solve. “My joy in the work comes from the people I’m working with and the challenge of solving a problem; I’m not particular about what exactly we’re doing.”

That flexibility has proved invaluable as government agencies change and projects shift, rearranging the details of her work but not the broader strokes.

Nisbet’s success and diligence put her on an early promotion track; she advanced to senior consultant in 2022. She now lives in Lehi, Utah, working remotely for Deloitte with teams across the country while staying close with her siblings as they attend BYU.

As Nisbet has been purposefully open about losing her mom, she’s found connection with others who’ve had similar experiences. “It’s not over, but I’ve come out on the other side of the worst of the grief,” she says. She realizes that the peace she’s found isn’t something she can simply pass on to others—it’s a journey each person has to make on their own. “For me, it’s been an honor and a challenge, bonding with and bearing witness to people who have had similar experiences. . . . I’d like to share my story on a larger scale to help more people.”

## Where BYU Marriott Alumni Reside



## Degrees Granted from 1922 to 2025

**22,457** Graduate Degrees    **51,053** Undergraduate Degrees

## BYU Marriott Alumni by Age



# Transformative Role Models, Teachers, and Scholars

At BYU Marriott, mentorship isn't just advice—it's a spark that lights the way. Our faculty drive research and innovation while also guiding students with wisdom and heart. Students can look to our professors, administrators, and alumni for inspiration on how to live boldly and with integrity.

*Associate Professor McKenzie Rees welcomed five accomplished women—including four BYU Marriott alumnae—to her HRM 540: Organizational Effectiveness class. The women traveled from near and far to share practical guidance and insights from their career journeys. Their visit reflects the light of alumni who give back, sharing their time to help shape the business leaders of tomorrow. ►*





# A Hub of Helping Hands

A collection of online resources designed and built primarily by BYU Marriott students is helping accounting professionals around the world. During the past decade, BYU's accounting Hubs—five websites that host hundreds of student-written articles and practical exercises—have racked up more than three million page views.

For their work as founders of and advisors for the BYU Hubs, School of Accountancy (SOA) faculty **Cassy Budd**, **Scott Summers**, **Jeffrey Wilks**, and **David Wood** earned the 2025 Ernst & Young Innovation in Accounting Education Award. The award is judged on innovation, adaptability by other educational institutions, and demonstrated educational benefits, value, or impact—distinctions that showcase the Hubs' dual mission to give students hands-on learning while providing tools to the broader accounting community.

To populate the FinancialReportingHub, RevenueHub, IPOHub, and ESGReportingHub websites, students work with professionals at Connor Group, a business management company, to conduct research on relevant accounting topics. The students often add their own supplemental content before compiling all the material and posting it on corresponding platforms for public use.

Each of the five Hubs is designed to solve a different problem for accounting professionals. TechHub.training, for example, began when Wood and his colleagues noticed that there weren't a lot of practice problems available for technology in accounting, which made it difficult for students and professionals to expand their skills.

"We had a student team come together and write a whole bunch of different challenges that people could perform," Wood says. "Then the website would also allow users to record their responses, giving them a sort of résumé that they could show to recruiters." The tracking feature turned practice into a visible, verifiable marker of skill.

"The whole Hub process is about students taking ownership and making something," says Wood, who encourages students to lead while he provides guidance. This approach empowers students to talk directly with professionals, identify skill gaps in the workplace, and draft content. Student teams then collaborate to revise and prepare the content for online publication. "I love seeing student success—especially when they take on an unstructured problem and can create, invent, or make something better," Wood says.

Student employees involved in Hubs build their skills—and their résumés—before they graduate. "The program gave me the tools and confidence to handle the complex and high-stakes transactions I advise on today," says **Nathan Clark**, a previous BYU Hub student who currently works at Deloitte as a senior consultant. "I continue to build on that foundation as I work with clients around the world."



Cassy Budd



Scott Summers



Jeffrey Wilks



David Wood

Drawing on the accounting program's rigorous curriculum, the Hub projects have become a widely used and well-regarded resource. "By providing free access to specialized accounting and reporting resources, the Hubs have become a go-to source for practitioners and educators across the globe," says **Joni Fisher**, program director at EY Academic Resource Center. "I often highlight available resources on the Hubs when talking with academics or internally with practitioners."

The Hubs' success goes beyond page views or awards—it's reflected in the students themselves, whose work makes a difference in the accounting world, says Budd. "I am proud of our Hub students and the contributions they make to our profession while they are still in school."

Budd looks forward to seeing the Hub sites grow and evolve. "I expect that as long as there are technical questions to be answered," she says, "we will have students who are interested in tackling them."

# Faculty Awards

## PROFESSORSHIP 2025-26 RECIPIENT

<i>Albrecht, W. Steve</i>	Melissa F. Lewis-Western
<i>Andersen Foundation</i>	Scott L. Summers
<i>Ardis, Glenn D.</i>	Gregory S. Anderson
<i>Ardis, Glenn D.</i>	David A. Wood
<i>Beesley, Horace Pratt</i>	Jeffrey H. Dyer
<i>Brown, Denny L. &amp; Jerri</i>	Colbrin A. Wright
<i>Call/Deloitte Tax</i>	Brian C. Spilker
<i>Cherrington, J. Owen</i>	Stephen W. Liddle
<i>Christensen, Don M. &amp; Arda Jean</i>	Michael J. Swenson
<i>Deloitte</i>	Timothy A. Seidel
<i>Edwards, William F.</i>	Ryan S. Elder
<i>EY</i>	T. Jeffrey Wilks
<i>Ford/Cook</i>	Keith P. Vorkink
<i>Garrett, J. Earl &amp; Elaine</i>	Neil R. Lundberg
<i>Garrett, J. Earl &amp; Elaine</i>	Peter M. Madsen
<i>Goldman Sachs</i>	Karl B. Diether
<i>Grow, Stewart L.</i>	Bradley P. Owens
<i>Hardy, John W. &amp; Nancy S.</i>	Jacob R. Thornock
<i>Hill, Ned C.</i>	Todd V. Mitton
<i>Hubbard, E. Dee &amp; Patricia</i>	Melissa P. Larson
<i>Jones, Alice Belle</i>	Kristen B. DeTienne
<i>KPMG</i>	Troy K. Lewis
<i>LeRay McAllister/Deloitte</i>	Douglas F. Prawitt
<i>Low, William &amp; Roceil</i>	Paul C. Godfrey
<i>Marriott</i>	Brigitte C. Madrian
<i>Mary &amp; Ellis</i>	Steven D. Smith
<i>Meyer, Fred G.</i>	R. Bruce Money
<i>National Advisory Council</i>	Kim B. Clark
<i>Norm &amp; Cindy Nemrow Excellence in Teaching</i>	Cassy J. Budd
<i>Passey, James M.</i>	Barrett A. Slade
<i>Peery, H. Taylor</i>	Taylor D. Nadauld
<i>Peterson, Joel C.</i>	James C. Brau
<i>PwC</i>	Joshua A. Lee
<i>Romney, George W.</i>	Bradley R. Agle
<i>Romney, George W.</i>	Robert K. Christensen
<i>Romney, IB &amp; Eleanor</i>	Bonnie B. Anderson
<i>Second Mile</i>	Craig B. Merrill
<i>Skousen, K. Fred</i>	Michael S. Drake
<i>Smith, Robert J.</i>	William B. Tayler
<i>Sorensen, David E. &amp; Verla A.</i>	Thomas O. Meservy
<i>Sorensen, David E. &amp; Verla A.</i>	Jeffery A. Thompson
<i>Staheli, Donald L.</i>	John B. Bingham

<i>Staheli, Donald L.</i>	S. Thomas Foster
<i>Stone, O. Leslie &amp; Dorothy C.</i>	Shad S. Morris
<i>Thorsell, Hazel Speirs</i>	Scott E. Sampson
<i>White, Georgia</i>	Tyler G. Shumway

## FELLOWSHIP 2025-26 RECIPIENT

<i>Albrecht, LeAnn</i>	Abigail M. Allen
<i>Alumni</i>	Mathew D. Duerden
<i>Alumni</i>	Taeya Howell
<i>Andersen Foundation</i>	Zackery D. Fox
<i>Beesley, Horace Pratt</i>	Ben W. Lewis
<i>Boyer, Selvoy J.</i>	Ryan Schuetzler
<i>Covey, Stephen Mack</i>	W. Chad Carlos
<i>David &amp; Knight</i>	Mark J. Keith
<i>Deloitte</i>	Brant E. Christensen
<i>Deloitte</i>	Jonathan Liljegren
<i>Driggs, Douglas &amp; Effie</i>	Nathan W. Twyman
<i>Edwards, William F.</i>	Isaac Smith
<i>Farr, Lorin</i>	Lisa Jones Christensen
<i>Farr, Lorin</i>	Trenton Williams
<i>Ford/Cook</i>	Benjamin C. Iverson
<i>Ford/Cook</i>	James B. Oldroyd
<i>Garrett, J. Earl &amp; Elaine</i>	Glenn L. Christensen
<i>Goldman Sachs</i>	Ryan D. Pratt
<i>Grant &amp; David</i>	James E. Gaskin
<i>Grow, Stewart L.</i>	David S. T. Matkin
<i>Grow, Stewart L.</i>	Chris E. Silvia
<i>Grow, Stewart L.</i>	Eva M. Witesman
<i>Jones, Warren F. &amp; Alice B.</i>	BJ Allen
<i>Jones, Warren F. &amp; Alice B.</i>	Timothy Gubler
<i>Martin, Rachel</i>	Jon N. Kerr
<i>National Advisory Council</i>	Patti A. Freeman
<i>National Advisory Council</i>	Troy R. Nielson
<i>Peery, H. Taylor</i>	Brian H. Boyer
<i>Perry, Lee Tom</i>	Daniel C. Snow
<i>PwC</i>	Travis A. Dyer
<i>Smith, Robert J.</i>	Ryan D. Sommerfeldt
<i>Sorensen, David E. &amp; Verla A.</i>	John W. Gardner
<i>Thorsell, Hazel Speirs</i>	Cynthia J. Blair
<i>Vest, Kristine V. &amp; Randy J.</i>	Jeffrey L. Jenkins
<i>Warnick/Deloitte</i>	Jeffrey S. Pickerd
<i>White, Georgia</i>	Jeffrey S. Bednar
<i>White, Georgia</i>	Camilla J. Hodge
<i>Whitman, Robert A. &amp; Wendy</i>	Benjamin M. Galvin

# Faculty News

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## SUPPORTING COMMUNITIES

BYU Marriott faculty conduct research that has practical implications for improving lives and informing public policy. **Zach Wright**, assistant professor of global supply chain, published a paper in *Production and Operations Management* on drug safety and differences in generic drug manufacturing. This research was cited during a US Senate hearing on pharmaceutical supply chains and has been referenced in national media coverage on drug oversight.

Faculty in the Department of Finance are contributing impactful research as well. Associate Professor **Ben Iverson**'s work on small-business bankruptcy was published in *The Journal of Finance* and has been cited multiple times during congressional deliberations on bankruptcy law.

Assistant Professor **Darren Aiello** and Professor **Taylor Nadauld**, finance department chair, published in *The Review of Financial Studies* on how real estate intermediaries help buyers and sellers navigate information gaps.

**Lisa Jones Christensen**, associate professor of organizational behavior and human resources, published on how refugees use entrepreneurship to adapt, integrate, and establish new lives—work that was shortlisted for *Business & Society*'s Best Paper Award.

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## PUBLIC REACH

BYU Marriott faculty extended their influence through public engagement, keynote addresses, and educational content. A keynote speaker at multiple conferences, **Kristen DeTienne**, professor of organizational behavior and human resources, shared expertise on negotiation, influence, and team development.

At the Coalition for Trusted Reviews annual conference in New York City, Assistant Professor **Ben Beck** from marketing and global supply chain delivered a keynote address on credibility and trust in online reviews.

**Shad Morris**, professor of organizational behavior and human resources, was invited by the government of India to speak at the Kumbh Global Summit on Development and Sustainability, where he shared expertise on entrepreneurship and poverty alleviation.

**Chad Carlos**, associate professor of entrepreneurship, presented in Paris at the Alliance for Research on Corporate Sustainability.

A professor in the IS program, **James Gaskin** has created statistics education content that has reached more than 10 million YouTube views, reflecting broad global engagement.

**Dan Heist**, assistant professor in the Romney Institute, continued his work as a national expert on donor-advised funds.

## DISTINGUISHED WORK

Faculty scholarship earned recognition across disciplines. **Zack Fox**, assistant professor in the SOA, received the American Accounting Association (AAA) Competitive Manuscript Award for his research on executive bonus plans and tax policy.

Also from the SOA, **Nicole Donahoo**, assistant professor, earned the Timothy Pearson Best Dissertation Paper Award in the AAA's forensic accounting section. Together, she and **Jeff Pickerd**, an associate professor, won the Outstanding Manuscript Award at the AAA's accounting behavior and organizations section conference.

**Tim Gubler**, associate professor of strategy, received a Distinguished Paper Award from the strategy division of the Academy of Management for research on meaningful work in high-stakes environments.

**Jeff Dyer**, professor of strategy, and **Taeya Howell**, associate professor of organizational behavior and human resources, coauthored an article on innovation and intellectual honesty in *MIT Sloan Management Review*. The piece was shortlisted for a Thinkers50 Innovation Award.

**Mark Johnson** and **Jason Kotter**, both assistant professors, earned the Best Paper Award at the Financial Research Association conference for their work examining how sports betting affects financial stability in vulnerable households.

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## COMMITMENT BEYOND CAMPUS

Faculty members filled significant leadership roles within academic, professional, and public organizations. **Trent Williams**, associate professor of entrepreneurship, was elected incoming chair of the Entrepreneurship Division of the Academy of Management, a five-year progressive leadership role in which he guides research and professional activities.

**McKenzie Rees**, associate professor of organizational behavior and human resources, was appointed secretary to the executive board of the Conflict Management Division of the Academy of Management.

**Simon Greathead**, teaching professor in the global supply chain program, served as president of the World Trade Association of Utah and helped plan the organization's largest Women in International Business event to date.

**Robert Christensen**, professor of public management, was named a fellow of the National Academy of Public Administration in recognition of his contributions to public service and governance.

Assistant Teaching Professor **Laura Cutler** was honored as Faculty Advisor of the Year by the Association for Information Systems (AIS) for her mentorship and leadership supporting students in the IS program.

# Ripple Effect

As a practicing attorney for six years, **Taeya Howell** used her voice to help others. “I did a lot of negotiating,” she says. Now, as an associate professor of organizational behavior and human resources at BYU Marriott, Howell has swapped courtrooms for classrooms, but her role as an advocate continues to shape her career.

That commitment to advocacy guided her in 2023 when she revamped MBA 505, a required leadership course, to better equip students with practical tools. “I’m always searching for ideas and skills that will have the greatest impact on my students and those they will lead,” Howell says.

The course uses case studies, role plays, and teamwork to help topics stick. During orientation, Howell takes the MBA students to Camp Williams, where they face a series of team-based exercises. “Problem-solving together helps students break down barriers and learn to trust one another,” she says. “Hands-on activities take the content from abstract to concrete.”

While designing MBA 505, Howell drew upon her research, her experience as a lawyer, and the Christ-centered leadership model developed by BYU’s Sorensen Center. “The model helps in terms of thinking about our relationship with God, our relationship with ourselves, our expectations for ourselves, and our love for God’s children,” she says. “Applying the model helps us understand God’s children and know how to lead them.”

Howell’s desire to empower others impacts her research. “I study how employees bring about change and—just as important—who doesn’t get heard when they try,” she says. In one study of credit union employees, a workforce that is predominantly female, men were heard less often than women. Howell notes that this finding contrasts with research in male-dominant workplaces, where women are typically heard less. “The findings have made me more mindful of whose ideas go unnoticed and how we can seek out the voices that might be missing,” she says.

In another study, Howell’s research team found that receiving gratitude helped people handle stress in a healthy way. “When people receive gratitude, they not only feel less lonely, but they also start to see their stress as a way to connect more deeply with others,” she says.

Connection—no matter the situation—is always at the forefront of Howell’s approach. “When students come in with questions, I get excited,” she acknowledges. “I like helping them grow, building their confidence, and then watching them accomplish their goals.”

The opportunity to mentor BYU students was a selling point for Howell in 2016 when she was deciding where to teach after earning her PhD at the University of Texas at Austin and completing a two-year postdoc at New York University. “One thing I love about research is working closely with students—helping them prepare for their future and watching them go on to succeed,” she says. “I hope I’m starting a ripple effect by teaching them skills that they’ll use to help other people.”

Whether mentoring students individually or leading a class discussion, Howell is energized by the enthusiasm they bring. “It makes a huge difference when students are excited to be learning with one another,” she says. “I’m grateful for the light they bring, even in the classrooms without windows.”



# Empowering Futures

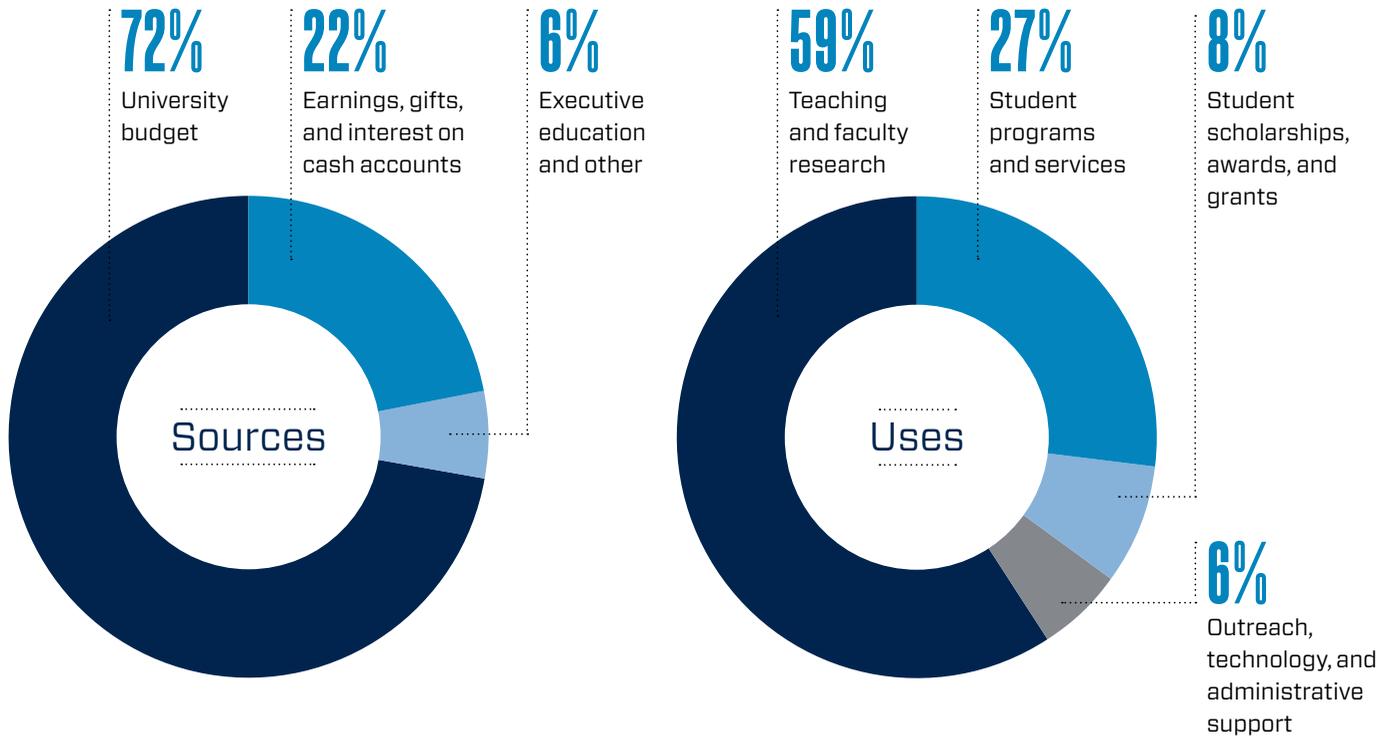
Alumni and donor generosity lights the way forward for students—and can become a lifeline in darkness. Finance student Ethan Wood has felt the power of that generosity. Wood, a lifelong Cougar fan from Pleasant Grove, Utah, grew up facing housing insecurity and financial instability. With support from his mother, friends, and teachers, he earned scholarships to BYU. That financial assistance granted the aspiring oral surgeon time to prepare for the dental entrance exam, where he earned a 99th-percentile score—just as a crisis was about to hit.

*“I got married three days after taking the dental entrance exam. Shortly after, my wife spent six days in the hospital in septic shock. The doctors think it started with a kidney infection, which can escalate fast. We somehow drove past the nearest hospital and ended up in a super-small ER with a doctor who was the county’s septic shock expert. As my wife recovered, I gained a lot of perspective on trauma. It’s been surprising how my focus and my mental health were affected. The trauma has slowed me down, but my scholarships allowed me to stay in school. Without that safety net, I would not have been able to move forward in the way that I did.” ▶*

**Ethan Wood**, finance student,  
BYU Marriott scholarship recipient



# Cash Flows for Operations



## Endowment Growth



## Current Fundraising Priorities

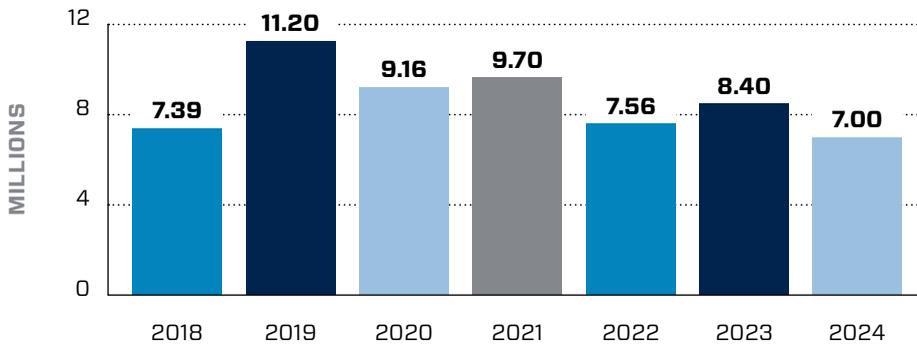
### Annual Fund

Unrestricted support for college strategic needs

### Dean's Student Priority Fund

Direct student financial support

## Contributions from Alumni and Friends\*



\* 2025 contributions will be published in the next annual report.

For more information on giving opportunities or to donate online, please visit [marriott.byu.edu/giving](https://marriott.byu.edu/giving).



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