Thank you for participating in Baylor University’s Information Systems & Business Analytics Career Night on **Tuesday, February 22, 2022**, in McClinton Auditorium at 6 p.m. We are excited you are coming and think you will have a great time.

**GENERAL INFORMATION**  
Baylor University's Spring 2022 ISBA Career Night

**Location**  
Hankamer School of Business  
Paul L Foster Campus for Business and Innovation  
(1621 S. 3rd St, Waco, TX 76706)

**Time & Place**  
Career Panel – 6:00 pm CST in McClinton Auditorium (Room 240)  
Networking Hour – 7:15 pm CST in the Atrium, refreshments in Room 143 & 144

**Parking**  
Parking should be available in the Speight Parking Garage after 5:00 pm.  
(Map and Directions: [https://www.baylor.edu/business/doc.php/289679.pdf](https://www.baylor.edu/business/doc.php/289679.pdf))

Speight Parking Garage (1521 S. 4th St, Waco, TX 76706)  
On 4th St between Speight Ave and Bagby Ave, across from the business school
<table>
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<tr>
<th>TIME</th>
<th>ACTIVITY</th>
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<tr>
<td>5:20</td>
<td>Park on campus, arrive at the Hankamer School of Business&lt;br&gt;We have designated an AIS officer to help your team get situated upon arrival&lt;br&gt;Relax in the Atrium before the event</td>
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<td><strong>Career Panel</strong></td>
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<td>A senior or hiring manager from each company participates in a focus-group style panel facilitated by AIS officers.</td>
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<td>6:00</td>
<td><strong>Introduction</strong>&lt;br&gt;Overview of the Night&lt;br&gt;About the Baylor Association for Information Systems About your degree in Management Information Systems</td>
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<td>6:15</td>
<td><strong>Main: Panel</strong></td>
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<td>7:00</td>
<td><strong>Conclude &amp; Transition to Networking Hour</strong></td>
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<td>7:15 -8:15</td>
<td>Three to six people from each company visit with our students in the Atrium while enjoying hot food and refreshments offered in Rooms 143 &amp; 144.</td>
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<td>8:15</td>
<td>Move downstairs directly after the Panel to meet with students.</td>
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<td><strong>Wrap-Up</strong></td>
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Preparation

The purpose of this Panel is to help students majoring in Management Information Systems & Business Analytics start their career. Each panelist will answer questions from the Association for Information Systems (AIS) officers running the Panel and the students attending. An ideal panelist is a hiring manager.

Success Tips
Dress professionally and talk to the professionals

Panel Questions
• Please introduce yourself
• What is an IS professional?
• What are the most desirable soft and hard skills within IS? Why are they valuable?
• Where do you see the future of IS heading?
• What are the different positional opportunities your company has for IS professionals? What is the significance of each role?
• How do you view and evaluate the differences between MIS majors and similar majors with technical computer skills entering the job market? What are some of their strengths and weaknesses?

Company-Specific Questions:

Accenture
• At Accenture, what types of projects do you work on in the IT space, and are new hires interacting with the clients?
• As a triple major, what made you go IT over finance and accounting?

Credera
• What industries does Credera focus on and how can students best prepare for these fields?
• What made you come back to Credera after initially leaving to work at Stealth Startup?

Goldman Sachs
• How has being CIPP certified helped you advance in your career?
• You have moved from 5 companies in the past 15 years. How has this benefitted your career?

KPMG
• Does KPMG have a preference for students that also major in accounting or finance?
• How has being a CPA and having a finance background helped you as a strategic advisor for CIOs?
Jeff Burt
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Associate-Technology Assurance Audit
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Bridget Brown
Associate-Transformation Delivery
https://www.linkedin.com/in/bridget-brown-b8a37010a/
Role
Consulting Development Senior Analyst

Connect
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Background

Luke is a Strategy & Consulting Senior Analyst based out of Dallas, TX. He graduated from Baylor University with degrees in Business Fellows, Finance, Accounting, and Management Information Systems. During his time at Accenture, he has worked with a variety of clients across the financial, insurance, wealth management, and technology industries. When he’s not supporting clients with their strategy, project management, or reporting and analytics initiatives, he also plans and prepares the Baylor Recruiting Team for on campus engagements as part of the Baylor Recruiting Leadership Team.
Role
Senior Architect, Technology Solutions

Connect
https://www.linkedin.com/in/jeffreyburt/

Background
Jeffrey Burt is an Architect with Credera in the Technology Solutions Practice. Jeff has a long history of success leading teams in the development of high quality, customer-centric software solutions, focused on cloud modernization, DevOps transformations, and modern workplaces. He has consulted, architected, and developed across a wide variety of industries including real estate, energy, media, staffing, financial, pharmaceuticals, and healthcare. Jeff recently served as the Principal Cloud Architect for a real estate startup, directing multiple teams and successfully launching B2B and B2C products. He holds a BBA in Management Information Systems from Baylor University.

One More Thing
Jeff’s favorite way to unwind is bodyboarding on the beaches of Ixtapa, Mexico.
Darrian Campbell

Role
Vice President and Associate General Counsel at Goldman Sachs (Legal Division)

Connect
https://www.linkedin.com/in/darrian-campbell-cipp-us-ab057080

Background
Darrian is a technology and privacy attorney, and he is a Vice President and Associate General Counsel at Goldman Sachs in Dallas, Texas. At Goldman, Darrian helps his clients achieve strategic business objectives by negotiating technology transactions and counseling those clients on assorted risks that may arise with respect to those transactions.

Before his time at Goldman, Darrian worked in private practice where he, among other things, represented clients in high stakes litigation matters and assisted clients with technology transactions and in mergers and acquisition endeavors.

Darrian earned his bachelor’s degree in Mechanical Engineering from Baylor University, and after spending some time working as an engineer, he went on to earn his J.D. from IU Maurer School of Law in Bloomington, Indiana. He has been named a “Texas Rising Star” multiple times by the rating service Super Lawyers, and he was selected to the inaugural 2021 Best Lawyers: Ones to Watch list.
Role
Managing Director in KPMG’s CIO Advisory group

Connect
https://www.linkedin.com/in/jasoncbyrd/

Background
Jason Byrd is a Managing Director in KPMG’s CIO Advisory group. He serves as a strategic advisor to CIOs and their strategy, finance and business operations, and works with the leaders of some of the most prominent IT and corporate finance organizations in the world. As a CPA & MBA, Jason is a recognized author and speaker in many areas of IT Finance, such as IT Chargeback, Funding Models, Business Cases, Governance & Business Intelligence. In the area of Technology Business Management, Jason has delivered engagements around the areas of IT strategy, alignment and organizational design, shared service center / P&L design, pricing, chargeback & funding, governance models, investment prioritization, outsourcing strategies, M&A/corporate finance deal transaction support. Jason has delivered many engagements around the areas of application strategies and implementations, ROI business cases, PMO/project offices, risk assessments, vendor demonstrations, scoring/selections, process re-engineering, business intelligence, and data modeling.