

SPEAKERS

Adrian Gostick, Author and CEO, The Culture Works

“What Motivates Me: Put Your Passions to Work”



Adrian is an internationally recognized leadership expert and author whose books *The Carrot Principle*, *All In*, and *The Orange Revolution* have sold more than one million copies worldwide. As a *New York Times*, *Wall Street Journal*, and *USA Today* bestselling author, Adrian speaks every year to groups as diverse as Fortune 500 leaders, international trade associations, and non-profits; and has appeared as a workplace expert on numerous network television programs including NBC's *Today*. Adrian is known for his dry wit, which however, is so dry that meeting planners are often forced to liberally distribute complimentary skin moisturizer and eye drops to conference attendees.

Lee T. Perry, Dean, BYU Marriott School of Business

“Marriott School Update”



Lee Tom Perry is the Dean of BYU's Marriott School. He previously served as an associate dean, between 1998-2005 and 2012-2013. From June 2005 to July 2008, Lee served as the President of the California Roseville Mission for the Church of Jesus Christ of Latter-day Saints.

Lee has written extensively about innovation and technology, corporate restructuring, and competitive business strategies. He is the author of *Offensive Strategy* (Harper Business), *Righteous Influence* (Deseret Book), and *L. Tom Perry, An Uncommon Life: Years of Preparation* (Deseret Book), and coauthor of *Real-Time Strategy* (John Wiley & Sons). He is also the author or co-author of over forty articles appearing in various management journals and edited books.

Lee holds a Ph.D. in Administrative Sciences from Yale University and has been a member of the faculty of the Krannert School of Management, Purdue University and the Smeal School of Business Administration, the Pennsylvania State University. He is the recipient of the 2005 Outstanding Faculty Award from the Marriott School. Lee has also served on several boards of directors of both privately- and publicly-held companies. Between March 1996 and July 1997, he worked for Merck, the pharmaceutical giant, helping develop the strategy and organizational design for the company's thirteen affiliates in Central and Eastern Europe. In addition to Merck, he has consulted with several major corporations, including American Express, Taco Bell, and Exxon USA. Lee and his wife, Carolyn, are the parents of six children.

Logan Wilkes, Chief Operation Officer, Corporate Alliance

“Power Drills: Learn Serve, Grow”



Logan attended college at Brigham Young University where he was privileged to travel to eight different countries and work with many high-powered political leaders, news media, universities, and business owners. During these experiences he learned he had a love for people and public relations. With a degree in Public Relations, Logan worked for a Utah-based PR firm managing several well-known local brands until in 2010 he became an owner in Corporate Alliance and the President of the Utah County hub. This last year Logan became COO of Corporate Alliance and resides in Utah with his new beautiful wife.

Mark Romney

2017 Benson Award Recipient



Mark Romney is owner of the Texas law firm, Romney Law Firm. He is actively engaged in international transactions law with an emphasis on Latin American issues and representation of Latin American clients in the United States. Mark also practices business related litigation and alternative dispute resolution.

Mark has a BS in Business Management from BYU and a JD from the University of Arizona. After graduation he served as a law clerk for the Hon. H. Vearle Payne, US District Judge for the District of New Mexico. Thereafter, he worked at Robbins & Green in Phoenix before moving to Dallas. In the DFW Metroplex, Mark has worked as a partner in several law firms and then started the Romney Law Firm in 2013.

From 2008-2009 Mark served as the chapter president of the Dallas Chapter of the BYUMS. Previously he was chapter president of the Dallas-Fort Worth Chapter of the J. Reuben Clark Law Society. In addition to serving on the BYUMS Global Steering Committee assigned to the Latin American Spanish-speaking chapters, Mark serves the Church as the Vice-Chair of downtown Dallas' Thanks-Giving Square Interfaith Council and is the representative for the LDS Church at Faith Forward Dallas (an initiative of over forty ministers, pastors, imams and rabbis of faith congregations in the DFW Metroplex area). He also serves as the Chair of the LDS-BSA Relations Committee for Circle Ten Council of Boy Scouts of America. Earlier this year he was honored to receive Scouting's Silver Beaver Award from the Circle 10 Council in Dallas

Mark served a mission to Brazil and is fluent in Portuguese and Spanish. He currently serves as the Stake President of the Dallas Texas Stake. He has been married to Belinda Evans Romney for 41 years, and they have 6 children and 20 grandchildren.

Elder Merrill J. Bateman



Elder Merrill J. Bateman established the BYU Management Society in 1977 while he was dean of the BYU School of Management. His vision was to connect alumni and supporters of the school and build lasting friendships and meaningful business relationships.

He served as dean of the school from 1975-1979 and was the 11th president of Brigham Young University from 1996-2003.

He has been a General Authority of the Church of Jesus Christ of Latter-day Saints since 1992, when he was made a member of the 2nd Quorum of the Seventy. He served as the Presiding Bishop from 1994-1995 and later as General Sunday School President from 2003-2004. After leaving BYU, President Bateman served in the Presidency of the Seventy until being granted emeritus status.

He and Sister Bateman then served as Temple President and Matron of the Provo Temple from 2007 to 2010. Following that assignment, President Bateman returned to private consulting serving as an expert witness in a number of legal cases. President and Sister Marilyn Bateman are the parents of 7 children and reside in Provo.

Jefferson H. Lyman, SVP o Product Experience, Vivint

“Leadership the Nike Way”



As the Senior Vice President of Product Experience, Jeff is responsible for defining future product experiences and helping Vivint continue to revolutionize how consumers interact with their homes.

Jeff served for three year as Chief Marketing Officer for Vivint Smart Home where he increased the company's brand recognition and generated tremendous interest from consumers, media and partners. Before his promotion to CMO, Jeff served as Vice President of Consumer Experience at Vivint, where he led the creation of industry leading product experiences for the launch of the Vivint smart home platform.

Before joining Vivint in 2012, Jeff spent nearly a decade at Nike, Inc., most recently as Senior Director for Mobile and Web Design at Nike+, Nike's industry-leading activity tracking service. Jeff has worked across the landscape of the Nike Brand, including leading digital and marketplace

communication for NIKEiD (Nike's custom footwear experience), Nike Basketball, and the LeBron James brand.

Jeff has a bachelor's degree from Brigham Young University and an MBA in Marketing from the University of Oregon.

Brad Agle, BYU Ethics Professor

Ethics Panel



Brad Agle is the George W. Romney Endowed Professor, and Professor of Ethics and Leadership in the Marriott School at BYU. He also serves as a Fellow, and Chair of the Ethics Initiative in the Wheatley Institution at BYU; as Chair of the annual Teaching Ethics in Universities Conference; as a Senior Editor of Stakeholder Theory and Practice, and on the Advisory Board of Mosaica Education Inc. and the ethics committee of USA Synchro.

Previous to coming to BYU in 2009, he spent 17 years as a professor in the Katz Graduate School of Business at the University of Pittsburgh, where he also served for eight years as the inaugural director of the David Berg Center for Ethics and Leadership.

Dr. Agle is an active researcher concentrating on business ethics, stakeholder management, CEO leadership and religious influences on business. His writings appear in top management and ethics journals. His publication awards include the Best Article award from the International Association for Business and Society, and the ANBAR citation of excellence. His 1997 article on stakeholder management has been found to be the most heavily cited article in the field of corporate social responsibility. In 2016 he was co-author of *The Business Ethics Field Guild*.

He has also served as an expert witness on business ethics. His community involvement included service with the Woodlands Foundation, Boy Scouts, and as Bishop of the Cranberry Ward of the Church of Jesus Christ of Latter-day Saints.

Dr. Agle received a Ph.D. in Business Management from the University of Washington and a B.S. in Information Management from BYU. Prior to his academic career, he worked for Seattle First National Bank and IBM.

Michael Birch, CEO, Action Target

Ethics Panel



Michael Birch joined Action Target as the Chief Executive Officer in February 2014. Prior to this, Birch worked as a Vice President and General Manager at Boart Longyear, the world's largest mineral exploration drilling company. While at Boart Longyear, Birch was responsible for their core business which included \$1.5 billion in revenue, more than 8000 employees, and 1200 drilling rigs operating in 40 countries. He was also a member of an executive team responsible for \$2.3 billion IPO of Boart Longyear on the Australian Stock Exchange.

Birch began his career at Black & Decker where he worked in varying sales and marketing leadership positions, culminating in his assignment as a General Manager over Baldwin Hardware. While at Black & Decker, Birch was also a part of a leadership team that launched the DeWalt Industrial Power Tool brand in the U.S. and Europe. The DeWalt story is now a case study used by the best business schools across the country. Birch received a bachelor's degree in Business Management from Brigham Young University.

Kurt Flygare, President, Integracore

Ethics Panel



Kurt Flygare has been the President of IntegraCore LLC since November 2013. He previously served as Vice President, sales of Fonix Corporation, which he joined in January 2001. He has also served as Senior Vice President, sales business development at NetPartner Inc. and three years with Baan Company in various executive positions, including Vice President of Sales and Indirect Channel, North America, and Director of Sales and Business Partner Alliances of North America.

He has more than 20 years of executive experience in the software and service industries, leading both private and public companies in sales, marketing, finance, and strategic business development. His sales experience includes positions with Corel, Novell, Inc., and WordPress Corporation. As Chief Executive Officer of Weaver Fundraising, he managed and operated over \$200 million dollars of business, achieving significant top line revenue growth while improving bottom line profits by over \$6 million. Kurt received his B.S. in Business from Brigham Young University.

Jeffrey Shaw, former CEO, Southwest Gas Corporation

Ethics Panel



Jeffrey W. Shaw retired as Chief Executive Officer of Southwest Gas Corporation (“Southwest”) in March of 2015. He was named Chief Executive Officer and a director of Southwest in July of 2004, and served as President at various times from 2003 to 2014. Previously, Mr. Shaw held various positions at Southwest, including Director of Internal Audit, Vice President/Controller and Chief Accounting Officer, Vice President/Treasurer, Senior Vice President/Finance and Treasurer, and Senior Vice President/Gas Resources and Pricing. He worked for Arthur Andersen & Co. in its Dallas and Las Vegas offices in the audit division before joining Southwest in May of 1988.

He is a member of the American Institute of Certified Public Accountants, the Nevada Society of CPAs and the Leadership Las Vegas Alumni Association. Mr. Shaw is a director at National Fuel Gas Company, serves on the Advisory Board of the University of Utah David Eccles School of Business and chairs the Broadcast Leadership Council at Brigham Young University. He is a past director of the American Gas Association, past Chairman and director of the Western Energy Institute, and past President and Trustee of the Las Vegas Area Council of the Boy Scouts of America. Mr. Shaw earned a B.S. in Accounting from the University of Utah in 1983.