



UW MBA Executive Leadership Speaker Series – Jason Kintzler

As the spring semester kicked off, the MBA program once again announced an impressive line-up of business executives scheduled to speak to students. A strong emphasis throughout the MBA program at the University of Wyoming is placed on providing students with real-world experience. Throughout the year, the program hosts a Friday Leadership Speaker Series comprised of experienced business professionals and executives.

Steve Farkas, Director of the MBA program commented, "I encourage our guest speakers to share as much real-world experience with our students as possible. Speakers will share a variety of topics with students from industry trends, strategic challenges, management styles, career management, and networking."

Recently MBA students had the opportunity to hear from Jason Kintzler.

Jason Kintzler, a proud Wyoming native, is the Founder and CEO of PitchEngine, a content creation platform that transformed the PR industry and is now used by more than 45,000 businesses worldwide including companies like Pepsico, WalMart and Budweiser.

During his time with the MBA students, Kintzler shared his story of starting his business the "old school" way. Rather than seeking outside investors, Jason looked for creative ways to finance his idea. With hard work and a little bit of luck (he won the jackpot on the penny slots in Vegas), Jason was able to launch his entrepreneurial venture. Throughout his presentation, Kintzler stressed an overarching message on the importance on being authentic, "If you can't be authentic about who you are, then you're not likely to succeed."

MBA candidate Jennifer Tracey shared, "We've just begun taking an entrepreneurship class, and Jason's discussion of how he came up with his business idea - identifying a need that was not currently being met – really struck a cord as it's exactly what we've been learning. What struck me the most was his enthusiasm for what he's doing, it was contagious and inspiring."

In addition, MBA candidate Yasser Zanjani also shared, "I learned that there is always an idea out there that can be turned out into a business if there is enough creativity and thought behind it. There is no need for the top dollar or investors to be available, however one must have the braveness to risk and the passion about their ideas."

Learn more about the MBA Program and begin your application process by visiting uwyo.edu/mba.