



UW MBA Executive Leadership Speaker Series – Kevin Rochlitz

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."

On Friday, October 25th the MBA students once again had the privilege to meet with Kevin Rochlitz. Rochlitz, a UW College of Business graduate (B.S. marketing) joined the Baltimore Ravens NFL football team in 2003 and was promoted to vice president of corporate sales and business development in March of 2013. Rochlitz leads the Ravens' corporate sales department, which includes national and regional partnerships, broadcasting contracts and M&T Bank Stadium suite sales. Before joining the Ravens, Rochlitz spent five years as the senior VP of sales for Mandalay Sports and Entertainment/Mandalay Pictures. Rochlitz coordinated the new stadium construction and sold naming rights for each venue (Fifth Third Field in Dayton, Ohio, and Dr Pepper Ballpark in Frisco, Texas). From 1996-97, Rochlitz was one of the youngest assistant athletic directors in NCAA Division I-A for the University of Miami.

Rochlitz shared a variety of interesting career stories and showed students videos of the Baltimore Raven's Super Bowl Championship. Students could feel the passion Rochlitz has for his industry as he described his journey to the NFL and the challenges that he had to overcome along the way. The three main areas that Rochlitz focused on as takeaways for students were loyalty, networking, and having a passion for your career.

MBA Candidate Rob Trabing shared, "While discussing career management, Mr. Rochlitz advised, "Stay in your lane." I found this to be

a very important quote because it stresses the notion of having faith in your employees as a manager. In addition, Mr. Rochlitz shows a lot of gratitude toward his employees. This is a mentality that is shared with the owner of the Baltimore Ravens Steve Bisciotti."