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 September 20th the department welcomed Renee Middleton. Middleton received a B.S. (1983) from the University of Wyoming in Journalism with a double emphasis in Advertising and Public Relations. Renee has worked with Taco John’s International, Inc. for the past 15 years and currently serves as the VP of Marketing.

After sharing her background and work experience, Middleton described her time working for Taco John’s, along with both the strengths and weaknesses that come along with working for an entrepreneur. Questions Middleton addressed ranged from Taco John’s competitive position in the quick service restaurant business to the new strategic initiative to grow beyond its current footprint. Finally, Middleton described her role as a marketing executive and shared what it takes to manage a brand in the food/franchise industry.

Sean Valentine, second year MBA student commented, “Ms. Middleton’s presentation gave me the chance to relate classroom work to the real-world. It was interesting to hear the changing strategy of Taco John’s as they look to further their growth in the United States, something that relates hand in hand with the curriculum taught in the second year MBA Capstone Strategy course. Finally, as I hope to be a future business leader it was interesting to hear Ms. Middleton’s take on having a new CEO initiate cultural change within the business from her standpoint as someone that has been with the business for over 15 years.”

After a meeting on the 27th in Cheyenne with Governor Matt Mead the MBA students will hear from Scott Macdonald, chief financial officer of Starz, LLC this Friday, October 4th.