

# OEMBA Alumni News

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## UOAA Welcomes OEMBA Alumni

It's official! As of April 1, 2015, The OEMBA Alumni Association is now the Executive MBA chapter of the UOAA. We are one of two professional groups (the other is the Law School Alumni), as other chapters are designated by geography.

Over the coming months and years, you will see an invigorated group of alumni expanding ways to connect with each other, learn and share. Be sure to join in!

Paul Clifford, Executive Director of the UOAA, writes, "The UOAA is uniquely positioned to engage alumni around their strongest affinities to the University of Oregon. The partnership with OEMBA and the formation of this new alumni chapter expands our ability to do just that. We are pleased to be partnered with OEMBA in our mobilization of alumni around connecting with each other and supporting the University of Oregon."

## Are You an Alumni Member?

Become a member! Besides all of the benefits of membership (enumerated on UOAlumni.com), half of your membership dues will go directly to support the OEMBA chapter and our efforts.

How do you become a member? Easy. Simply go to UOAlumni.com/OEMBA. Choose the "click here to join" link in the text, and fill in your info. That's it!

## Join the Alumni Board!

It's election time. On behalf of the OEMBA Board of Directors, we would like to extend our thanks to the OEMBA Alumni, who continue to play a critical role in extending the reach, influence, and effectiveness of our network. Over the past two years, we have seen a tremendous reinvigoration in the program and alumni, in large part to your participation in events,

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## Speakership Series PREVIEW:

### Building A New Sports Product Management Program

Speaker: **Ellen Schmidt-Devlin**  
Director  
UO Sports Product Management

Wednesday, May 27, 6:30pm – 8:00pm  
@ OEMBA, 200 SW Market St  
(\$5 Parking)

Join us as class 26 OEMBA graduate Ellen Schmidt-Devlin talks about the introduction of new Sports Product Management programs in Portland and Eugene, and her work on creating the first-ever Masters of Science in Sports Product Management.

RSVP: Alumni, students, faculty, staff and guests are welcome to attend. We have limited seating, so please go to this link to RSVP.

### About Ellen Schmidt-Devlin:

Ellen Schmidt-Devlin '81 is a former runner with the University of Oregon (1976-79).



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## This Week @200 Market:

Because you're glad it's over, but you kinda miss it...

### Class 29

- Electives
- Capstone Presentations

### Class 30

- Financial Analysis  
Gudrun Granholm
- Negotiation  
David Garten

Speaker: **Dr. Brandon Barnett**, Director of Business Innovation, Intel

The OEMBA Speakership program hosted Dr. Brandon Barnett, (Class 16), Director of Business Innovation, at Intel, who provided an enlightening presentation on the topic of “Embracing Complexity” for the Alumni audience.

Brandon shared his ideas on how businesses must think about innovation differently in order to offer solutions in systems that are being disrupted by external forces. There is a need to study

the interactions among social, cultural, economic and technology forces from which markets emerge. The view requires a need to focus less on the stable evolution of a

market (the trends) and more on the instabilities and discontinuities in a market (the transformations). He described that the “complexity of a challenge must be met with asking a commensurate number of questions” due to the fact that:

- Outcomes are not predictable
- Order emerges from interactions
- Solutions must match the complexity of the challenges



Brandon provided a real example of an ecosystem in transformation. With data growing exponentially, “personal data has become the new oil of the internet and the new currency of the digital world.” Data is mobile and changing social constructs. Brandon shared about the efforts of industry leaders that have joined efforts across many disciplines to create WE THE DATA, a hub of conversation, news and events celebrating innovative communities, who are each focused on democratizing data in their own way. The organization helps communities come together to gain a voice, mobilize resources, coordinate action, and create the ventures of the future under a strategic framework that envisions and lays out a path to a new transformed data ecosystem. Check it out this link- [wethedata.org](http://wethedata.org) where platform openness, digital trust, digital access, and digital literacy are the fundamental tenants to seek solutions ‘For the People and By the People.’

In order for organizations to stay competitive in this quickly changing business world, businesses will have to adapt their innovation strategies to become more experimental. “When uncertainty is high owing to complex interaction in the ecosystem, the only way to know what’s happening at any given time is to have experiments in the field that provide real-time insights.” One such event, the “National Day of Civic Hacking”, was co-hosted by Intel

and government partners to solve challenges relevant to our cities and neighborhoods. The event included a series of 96 nation-wide events including entrepreneurs, local businesses that mobilized 11K+ hackers under the WE THE DATA transformation framework. This type of broad-scale diverse market experimentation is a critical component of a 21st century innovation strategy.

Brandon concluded by asserting that the digital age is creating a foundational shift in the velocity of change in markets. Historically, markets have been relatively stable systems

punctuated by moments of change, whereas increasingly markets are moments of punctuated stability within ecosystems of constant change. Discovering stability points –i.e. new markets - is a “search” challenge, rather than an “execution” challenge within a market. Therefore, in today’s business climate, embracing complexity requires business leaders to shift their attention:

- From Marketplace To Ecosystems
- From TAM & MSS To Positions & Options
- From Execution To Search

- From Competitive Moves To Levers
- From Organize To Match complexity of challenge

When Brandon was asked what one simple change can any individual or business make that can have a hugely positive impact on their ability to achieve success today? Brandon an-

swers, “The change that has most affected my and my team’s success is a change in perspective – from thinking about innovation as a means to grow into adjacent markets to thinking about innovation as a strategy to probe the

dynamics of the complex business ecosystem that determines our business success. A simple change that an individual or corporation can make to optimize success is to be explicit about the uncertainty of the opportunity and employ appropriate execution or search methods accordingly.” 

-Linda Keppinger (Class 27)

“When uncertainty is high owing to complex interaction in the ecosystem, the only way to know what’s happening at any given time is to have experiments in the field that provide real-time insights.”