

SPEAKERS

James Ferrell, Managing Director, The Arbinger Institute

“The Outward Mindset: Seeing Beyond Ourselves”



James Ferrell is Co-Founder and Managing Partner of the Arbinger Institute and its training and consulting arm, Arbinger Training and Consulting. He has authored or co-authored multiple bestselling books, including Arbinger’s international bestsellers, *Leadership and Self-Deception* and *The Anatomy of Peace* and Arbinger’s soon-to-be-released book, *The Outward Mindset* (June 2016). His publications have sold many millions of copies and have been translated into more than thirty languages.

Mr. Ferrell has degrees in economics and philosophy and is a graduate of Yale Law School, where he serves on the Yale Law School Executive Committee. He joined the California Bar in 1992 and began his career as an attorney at the major international law firm, Latham & Watkins. In 1996, he left his legal practice, joined with his university mentor (whose scholarly work solves a problem crucial to organization performance—the self-deception paradox), and co-founded The Arbinger Institute.

In his role as Managing Partner, Mr. Ferrell directs the development of Arbinger’s training and consulting programs and the development and customization of Arbinger’s intellectual property. He is a sought-after speaker, teacher, and advisor to leaders of corporations, governments, and organizations of all kinds around the world on the topics of leadership, innovation, collaboration, culture change, mindset change, conflict resolution, alignment, and strategy.

Lee T. Perry, Dean, BYU Marriott School

“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 co-author 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

“Corporate Alliance Experience”



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.

H. Troy Romero, President, Romero Park P.S.

2016 Lowell Benson Lifetime Service Award Recipient



H. Troy Romero is being awarded the 2016 Lowell Benson Lifetime Service Award for the many years of service he has given the BYU Management Society. He has served as a great chapter leader and president of both the Seattle and San Diego Chapters; he just finished his term as president in San Diego. He served on the global steering committee for nine years, as a regional director and also as the chair of the committee from 2009-2011. His enthusiasm and energy for the society are unlimited and catching. In fact, he often calls himself the “head cheerleader.” In addition, Troy is the consummate BYU fan and loves anything BYU.

Troy has a law degree from the University of Washington, and an A.A. in Spanish and a B.A. in International Relations from BYU. Troy is the president of Romero Park P.S., a boutique business and dispute resolution law firm with offices in Bellevue, Washington and San Diego, California. In 2000, Troy was recognized as one of the

Top 40 under 40 business leaders in Washington and by the Puget Sound Business Journal; he has also been named one of San Diego’s top lawyers of the past 3 years running.

Troy and his wife Kim have five children and two grandchildren. He serves as the Unit Commissioner for his local Boy Scout Troop and is currently the Varsity tennis coach for his local high school. He loves basketball and tennis and is an avid political aficionado.

Marianne M. Jennings, Professor, Arizona State University

“Five Things Leaders Should Know About Ethics”



Professor Marianne Jennings is an emeritus professor of legal and ethical studies in business from the W.P. Carey School of Business at Arizona State University. She was named professor of the year in the College of Business in 1981, 1987, 2000, and 2010 and was the recipient of a Burlington Northern teaching excellence award in 1985. Professor Jennings has authored hundreds of articles in academic, professional and trade journals. Currently she has six textbooks and monographs in circulation. In 2012 she was named one of the 100 Most Influential People in Business Ethics by Ethisphere magazine. One of her books, *The Seven Signs of Ethical Collapse*, is used by auditors in advance detection of fraud and is a primer on corporate culture, including analysis of board efficacy. Professor Jennings earned her undergraduate degree in finance and her J. D. from Brigham Young University. She has done consulting work for law firms, government agencies, businesses and professional groups.

Gary Rhoads, Marketing Professor, BYU Marriott School

“Innovating Marketing Practices for Engaging Members”



Gary K. Rhoads holds a PhD in Marketing from Texas Tech University and is currently the Stephen Mack Covey Professor of Marketing and Entrepreneurship at Brigham Young University. He presently works with start-up companies on crafting sales and marketing strategies that accelerate company growth. He has published articles in the *Journal of Marketing Research*, *Journal of Marketing*, and *Journal of Personal Selling and Sales Management*. Rhoads is the co-author of two entrepreneurship books: *Stop Think & Lead: Dealing with Critical Situations* (2014) and *Startup Marketing for Innovators* (2012) that highlight the best leadership and marketing practices of successful entrepreneurs.

Kevin Rollins, Retired business executive, TPG Group, Dell, and Bain

“The Road to Character”



Kevin Rollins, is a retired business executive. Before his retirement, he served as an advisor to the private equity firm, Texas Pacific Group, from August 2007 through 2011, focusing on investment strategies in global technology, as well as the consumer, commercial and service sectors and worldwide operations.

Prior to joining TPG, Mr. Rollins was President of Dell Americas 1996-1998, Vice Chairman and President of Dell 1998-2004 and CEO of Dell 2004-2007. Before his time at Dell, Mr. Rollins was a partner and director at Bain & Company, where he advised Dell for several years before joining the company. Mr. Rollins joined Bain in 1984 and specialized in strategies and management for high-technology and consumer-products clients. He earned his MBA and BA degrees from Brigham Young University, has co-chaired BYU’s President’s Leadership Council and is a member of the Marriott School’s National Advisory Council. Mr. Rollins is currently on the executive committee of the Board of The American Enterprise Institute in Washington DC. He and his wife

Debra Ann have 4 children and 9 grandchildren. They live in Boston Massachusetts, where he serves as the President of the Boston Stake of the Church of Jesus Christ of Latter-day Saints.