

The Bottom Line | College of Business

# Shaping the Future of [BUSINESS]

2023 Annual Report



**BE BOLD.** Shape the Future.®  
New Mexico State University



# Journey to success continues

Greetings from Las Cruces! 2023 was an exciting year of growth and engagement for the College of Business, starting with the successful extension of accreditation for our business and accounting programs with the Association to Advance Collegiate Schools of Business for the next five years. The AACSB is the world’s premier business school accrediting body, with just under 6% of worldwide business programs holding this accreditation. Credit for this belongs to the College of Business faculty, staff and leadership team. Congrats to all!

We also finalized a set of strategic initiatives to guide us through the next few years. These initiatives will focus upon external engagement, professional development, curriculum improvement and



Dean Bryan Ashenbaum

our largest Hall of Fame dinner in years, honoring COB alumni Angela Throneberry ('87) and Brian Colón ('98) and our Corporate Trader awardee, the Rocky Mountain RIMS chapter. In November, we helped honor COB alum Charlie Rogers ('63) as he received the NMSU Distinguished Alumni award.

2023 was also a year of internal changes. Dr. Kevin Melendrez returned as the department head for Accounting and Information Systems. He has been joined on the leadership team by new department heads: Dr. Winnie Lee (Economics, Applied Statistics, International Business); Dr. Rebecca Scott (Management); professor Paula Groves (Finance, interim); and effective Feb. 1, 2024, Dr. John Zhu (Marketing). In July, we hired Lourdes Alvarado-Salas as an assistant dean and business director, and in the fall, Dr. Carlo Mora-Monge assumed the role of associate dean for research and graduate programs, after eight years as Management department head. Dr. Mora-Monge is profiled in the following pages, and we hope to have all of our leadership team “introduced” to you in future installments.

I hope you enjoy the profiles of faculty, students, programs and alumni in the pages that follow, and as always, we hope to see you in Las Cruces soon!



Bryan Ashenbaum  
Dean, College of Business

research enhancement, and will propel us on our journey to be the destination business college in the Southwest and Borderlands. In support of this vision and these initiatives, we have just launched the Center for Student Professional Development, which will provide programming to help students build their book of “soft skills” that are the hallmark of poised and confident professionals.

This year, we engaged with our alumni through multiple channels and events and continued the successful launch of the College of Business Executive Speaker Series. In 2023, this series brought Roy Trujillo ('89, COO, Transperfect), Kevin Johnson ('81, former CEO, Starbucks) and Emil Barr (CEO, StepUp Social) to campus to engage with students, faculty and the community. In September, we held

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## Table of Contents

Teaching profile.....	1	Student profiles.....	8
Faculty profile .....	2	Scholarship profile .....	10
Endowed chair.....	3	Donor profile.....	11
Research profile .....	4	Alumni profile .....	12
Hall of Fame .....	5	Business Advisory Council .....	13
Program profile .....	6		

# Erin Baca Blaugrund prioritizes mentorship and student growth

by Elizabeth McCall



Erin Baca Blaugrund, a marketing professor at NMSU's College of Business, has provided students with ethical and educational mentorship. She received her bachelor's and master's degree in marketing from NMSU and a Ph.D. in marketing from the University of Mississippi.

Through her roles at NMSU, Erin Baca Blaugrund has provided students with ethical and educational mentorship. Since 2013, Blaugrund has been a marketing professor at NMSU’s College of Business. She received her bachelor’s and master’s degree in marketing from NMSU and a Ph.D. in marketing from the University of Mississippi.

As an alum, Blaugrund always knew she wanted to return and teach at NMSU. She directs multiple programs within the College of Business and motivates students to get involved with marketing because of the numerous benefits it presents.

“I had originally chosen my major as finance, and then I took a marketing class and I didn’t know really anything about marketing, but I just fell in love with it,” Blaugrund said. “Marketing is a very versatile major, and there is a lot of different things you can do with it.”

Blaugrund will always be there for her students because she knows from experience the difference it can make in student growth. If it had not been for the encouragement from one of her previous NMSU professors, Pookie Sautter, she would not have been inspired to pursue her Ph.D.

“Mentorship is really important to me,” she said. “I am a big

believer that if you set your sights on something, you can have it without stepping on toes and do it in the right way. You just have to want it enough and you have to be perseverant enough. I want to instill that in my students, and I want them to know nothing comes without hard work.”

Blaugrund teaches undergraduate courses in marketing principles, retail management, consumer behavior, personal selling and social media marketing, and teaches graduate courses in marketing concepts and marketing management. She is also the director of the Daniels Fund Ethics Initiative Collegiate program and the Ethics Boot Camp.

“Our goal and our initiative are to spread ethics throughout business curriculums and the university,” she said. “What we’re presenting is thought processes in terms of what it means to take accountability for your actions or be transparent and get students to understand principle-based ethics, and the relationship to business and their everyday lives.”

When Blaugrund was an Aggie student, she was president of NMSU’s American Marketing Association and competed in its case competition. She is now the adviser for the organization.

“The organization itself is a support group from freshmen all the way through senior year,” she said. “It creates like a family, and it’s really good to see that part of it. It’s fun, it’s exciting, it’s difficult, and it’s challenging. I just love my role as the director of these initiatives.”

Apart from these programs, Blaugrund said the College of Business houses countless opportunities that provide an environment of positive change and reinforcement for students to improve their outlook.

“I think that is one thing in the College of Business that we’re really trying to facilitate with our students and trying to get them to understand, we want the best for them, because they are a reflection of us,” she said. “I think the College of Business is an amazing place to be.”

What we’re presenting is thought processes in terms of what it means to take accountability for your actions or be transparent...



# Commitment to CHANGE

Carlo Mora-Monge builds career by serving in new role at College of Business

by Tatiana Favela



PHOTO BY JOSH BACHMAN

Dedicated to building a successful career at the College of Business, Carlo Mora-Monge has been an important asset to the college’s mission of helping students and faculty pursue their highest potential for over 20 years.

Mora-Monge joined the college in 2003 as an assistant professor of information systems, received his promotion to associate professor with tenure in 2009, and was promoted to full professor in 2016. Throughout his journey at NMSU, he has achieved several milestones that carried him to his role as the head of the Department of Management, which he has held since 2015. Additionally, he received the outstanding junior faculty research award in the college in 2006 and held the Wells Fargo and John Loveland distinguished professor chairs from 2018–2020 and 2020–present, respectively.

As department head, Mora-Monge said his job is to serve students, faculty, and other constituents to ensure they can deliver high-quality education for students.

“In the Department of Management, we offer two undergraduate majors (Management and General Business) and three highly popular and sought-after concentrations (Project and Supply Chain Management, Human Resource Management, and Small Business Management and Entrepreneurship). We also offer a Ph.D. in Business Administration (Management concentration) and play a pivotal role in the MBA program. We serve several hundred students,” he explained. “Furthermore, I ensure that the department’s strategic orientation aligns with the college’s vision. I oversee the seamless operation of our department, addressing a diverse array of issues that steer its strategic course. This includes managing student concerns, scheduling, budgets,

and faculty-related matters, among others.”

Mora-Monge also serves as the co-director of the Ph.D. program in business administration with a concentration in management. The program was established about 30 years ago and is the only Ph.D. in business administration offered in the state, one of the college’s most proud accomplishments.

“We have graduated high-talented individuals who have gone on to have very successful academic careers,” he said. “The continued success of our doctoral program speaks volumes of the tremendous faculty that have served in our department and their commitment to our graduate students. I recently had the honor to be selected as the college’s Associate Dean for Research and Graduate Programs.”

One of Mora-Monge’s primary goals in this new role will be to promote funded research projects in the college.

“My goal will be to facilitate and provide venues for highly talented faculty to conduct and embark on funded research,” he said. “Another major task will be to provide strategic oversight to the graduate programs in the college, including our Ph.D. programs in Marketing and Management, our unique Doctoral program in Economic Development, and our master’s programs. We are also very excited about our new Ph.D. program in Applied Statistics, that will launch in Fall 2024. I plan to continue to strive for excellence for these programs.”

His research primarily investigates the link between technology and business, specifically how technology enables companies to engage in more effective business practices from a supply chain perspective. He explained that his research is very applied and has

business implications that are easily transferable to the classroom through activities and insights.

Mora-Monge’s career has also allowed him to travel and be involved in professional development activities for other faculty around the world, including Mexico, Chile, and Costa Rica. “That has given me a unique perspective because it enhances my ability to appreciate cultural differences and engage with colleagues from different backgrounds.”

While looking back at all of his accomplishments, Mora-Monge

shared that nothing beats the feeling of seeing the impact on the lives of student’s success in the classroom and after graduation.

“Enhancing our students’ social mobility, making sure that they have gone on to have successful careers, that would be at the top of my list. Nothing makes me more proud than seeing first-generation students succeed in the classroom and then taking those successes to the business world,” he said. “I couldn’t be more proud to be part of NMSU and the College of Business. I love our students, and I am deeply committed to the success of NMSU.”

## ENDOWED CHAIR PROFILE

# Charlotte Gard seeks to support junior faculty as Stan Fulton Chair

Charlotte Gard knows mentorship can play a critical role early in a professor’s career — and that’s why she’s determined to support junior faculty members in her role as the Stan Fulton Chair in Business.

Gard, a biostatistician and associate professor in NMSU’s Department of Economics, Applied Statistics, and International Business, is the latest faculty member to hold the endowed chair named after Stan Fulton — one of NMSU’s most generous donors. NMSU established the chair in 2006 to enhance the university’s leadership, reputation, academic programs, outreach, and research across the fields and disciplines represented in the College of Business.

“Part of this endowed chair involves serving as a mentor and role model for junior faculty members, and that aspect greatly appealed to me,” said Gard, who has been the chairholder since 2021.

Gard will serve as the Stan Fulton chair through 2025 and has since implemented several initiatives to support and promote research efforts among junior faculty members. One of those initiatives involves awarding grants to fund small-scale projects. In February 2024, Gard expects to launch a new research colloquium series featuring recipients of Stan Fulton awards.

“I’ve had a fair amount of experience with funded research,” said Gard, who joined the College of Business in 2012. “I’m trying to bring that experience to the

college. Through this chair, I’m hoping I can do other things to support research among faculty in the college, particularly among junior faculty.”

Over her time at NMSU, Gard has collaborated on several research projects with investigators from NMSU’s Department of Public Health Sciences. Those projects have examined peripartum depression in Doña Ana County, depression among students during the COVID-19 pandemic, and cesarean birth rates among Hispanic women along the United States-Mexico border region, among other areas.

Gard, who earned a Ph.D. in biostatistics from the University of Washington, was the NMSU lead on a pilot project supported by NMSU’s Partnership for the Advancement of Cancer Research. In this project, she worked with investigators from the Fred Hutchinson Cancer Center to examine the extent to which breast cancer risk estimates are impacted by racial and ethnic differences in the utilization of screening mammography and biopsy. She also spent several years updating and revising the Breast Cancer Surveillance Consortium Risk Calculator — an interactive tool designed by the consortium’s scientists to estimate a woman’s five- and ten-year risk of developing invasive breast cancer.

One of Gard’s other goals as the Stan Fulton chair is to establish a writing group for faculty in the College of Business. The goal is to create a space for faculty to write and receive feedback in a supportive and



PHOTO BY JOSH BACHMAN

Charlotte Gard, a biostatistician and associate professor in NMSU’s Department of Economics, Applied Statistics, and International Business, holds the Stan Fulton Chair in Business.

comfortable atmosphere. She also is working to create resources to help other researchers with their grant proposals.

“These are some of the ideas I had in mind when I applied for the chair,” she said.

Outside her responsibilities as the Stan Fulton chair, Gard teaches several statistics classes, mentors students in the Master of Science in Applied Statistics and Master of Data Analytics programs, and serves as the NMSU biostatistician for the Mountain West Clinical and Translational Research Infrastructure Network. She also is a consultant for the Breast Cancer Surveillance Consortium.



# Strategizing marketing

K.T. Manis focuses on innovative marketing research through strategy

by Tatiana Favela

Marketing can serve as a powerful catalyst for building a business or brand, but there’s a depth of strategic intricacies beyond what initially meets the eye. One faculty member in the College of Business has been deep diving within the field of strategic marketing, thanks to his entrepreneurial background and interest in strategic issues.

K.T. Manis, an assistant professor of marketing, has been with the College of Business since 2022, but his research didn’t start there. “The role of technology and innovation adds a unique dimension to my work – a passion I’ve cultivated over the years.”

In 2018, Manis earned his Ph.D. in Hospitality Administration and, in 2022, he earned a Ph.D. in Marketing, both from Texas Tech University. Since joining NMSU, Manis was nominated and elected to the Employee Council, where he serves as the website coordinator on the executive committee. He’s been a frequent presenter at national and international conferences, and some of his work appears in the *Journal of Business Research*, *Harvard Business Review*, *Journal of Business Logistics*, and *Journal of Personal Selling & Sales Management*.

The heart of his research aligns with his background, which he shared is an asset in shaping curriculum and enhancing students’ educational experience.

“Because most of my research is strategy oriented, I find it easier to incorporate my research into the course MKTG 503: Marketing Management,” he said. “For example, when discussing the connection between consumer behavior and marketing strategy, I incorporate the findings from my co-authored work in the *Journal of Macromarketing*, ‘The Interplay between Advertising and Society: An Historical Analysis.’ I also use my research program on firm-level capabilities to introduce students to different types of organizational capabilities and illustrate their importance.”

He added that while much of his work is less consumer oriented, he’s incorporated his work on materialism and innovativeness into his other marketing course, MKTG 311V: Consumer Behavior, when discussing personality traits.

“Above all, across all my courses, I am dedicated to providing students with essential research skills because a robust foundation in research is indispensable for making well-informed business decisions,” Manis shared.

While shaping future marketers and giving them a better understanding of their potential roles and responsibilities, Manis leads



K.T. Manis

COURTESY PHOTO

several projects related to different areas of his research program.

“One project focuses on international capabilities, which extends my work on capabilities-based research,” he explained. “This project aims to provide a systematic review of the international capabilities literature, which will be used to classify different types of international capabilities and develop a comprehensive model of antecedents, outcomes and moderators.”

He also is working on other projects that aim to uncover propositions regarding how artificial intelligence can enable marketers at different organizational levels and their tasks.

“The other essay conceptualizes and operationalizes ‘technology-enabled strategic marketing capability,’ then tests it as a key mediator in a comprehensive model of antecedents, outcomes and moderators,” he said.

While conducting innovative research may be bumpy at times, Manis shared that NMSU provides many valuable opportunities and resources for faculty and graduate students to engage in various endeavors.

“The Department of Marketing within the College of Business has a fantastic behavioral lab that can be used to conduct behavioral studies in a controlled environment,” he said. “Additionally, the College of Business extends a rich array of databases and specialized tools, tailored to diverse research interests. These resources serve as crucial aids, offering a vast toolbox for researchers to delve deeper into their specific areas of inquiry.”

NMSU not only provides tools to conduct successful research, but also has funding opportunities to advance studies, such as the Fulton Mini-Grant. “The Fulton Mini-Grant has been instrumental in helping my colleagues and me undertake research using Nexus Data Labs for text mining,” Manis shared. “In summary, the resources and support provided by NMSU’s College of Business help faculty uncover groundbreaking insights that push the boundaries of business research.”

Manis added that the College of Business offers more than just an education for students; it offers a dynamic research community that provides cutting-edge knowledge, faculty expertise, practical application and skill development.

“The coursework within the College of Business incorporates real-world challenges and opportunities, allowing students to apply their theoretical knowledge to solve business problems,” he said. “This practical approach to learning not only enriches student understanding but also hones their problem-solving skills.”

Overall, Manis shared that his overarching goal when conducting research is to continue NMSU’s goal and mission by publishing in leading business journals on topics that he, practitioners and other scholars, find interesting, relevant, and useful.

# 2023 HALL OF FAME

Photos by Jack Diven



Two alumni from New Mexico State University's College of Business received recognition in September 2023 for their impact in the business community and career milestones as they were inducted into the college's Hall of Fame.

Angela Throneberry, former NMSU senior vice president for administration and finance, and former New Mexico State Auditor Brian Colón were honored by the college at the annual Hall of Fame ceremony. The college also gave its Corporate Traders' Award to the Rocky Mountain Chapter of the Risk and Insurance Management Society.

NMSU's College of Business takes pride in recognizing outstanding alumni who have distinguished themselves in their careers and contribute their success to the education received at the college. The annual Hall of Fame Award honors those alumni and creates visibility while highlighting a strong relationship with the business community.



# Center of Supply Chain Entrepreneurship program sets up students for success

by Tatiana Favela

Whether you're shopping for groceries locally or ordering products online, the process of supply chain management impacts consumers daily. It's important to know the ropes of an effective and timely supply chain, and students in the College of Business can get hands-on experience in this area through the Center for Supply Chain Entrepreneurship program.

The program, initiated in 2021, aims to connect local, national and international businesses to College of Business faculty and students. The objective is to drive, create and enhance supply chain entrepreneurial activity in the areas of supply chain management,



Victor Pimentel

artificial intelligence and business analytics solutions.

"We're trying to establish NMSU as the regional school for supply chain," said Victor Pimentel, assistant professor of supply chain/business analytics and director of CSCE program. "We're fighting for new classes. We're fighting to get more students in the major. We're working with students and taking

them on trips, competitions and trainings. Once they graduate from our program, they end up doing great."

Students who have participated in these competitions have garnered attention from top business leaders and innovators around the world, some of whom have visited NMSU.

"Last fall, we took four of our undergraduate students to the 2023 GM/WSU Case Competition, hosted by the Mike Ilitch School of Business' Global Supply Chain Management department in Detroit for the 'best supply chain programs in the country,' and we demolished the competition," Pimentel said. "They're having those interactions with massive players. We had the former CEO of Starbucks visit the college. I also had the CEO of one of the largest real estate companies in Arizona, who's worth \$1 billion, come into my class, and he said he was impressed with our kids. They're rubbing shoulders with the right players and learning from people who have done it."

Some of Pimentel's graduate students are working to boost their research with local companies and have been publishing studies.

"We recently won a presidential award for one of our papers, [title here]," he shared. "Our students are getting good jobs, recognized, and also some come back to us with job opportunities

for current students. It's been a lot of work, but we can see how it's been paying off."

One of the most unique and beneficial aspects of studying in the CSCE program is having access to one of the largest ports of entry for supply chain at the United States-Mexico border.

"We have one place, which is Mexico, and the other, which is the U.S., and just making that across can be a pain if you don't know how to do it properly," Pimentel

explained. "Our students can do it the right way. We went to the Lear Corporation maquiladora in Juárez, Mexico, in early 2023, and we sat with the global vice president of the company. We presented our research, received a tour of the plant, and they spent two hours just chatting."

Pimentel shared that this kind of experience for students boosts their drive to pursue their passions and motivates them to keep going.

"They're taking lessons not only from their professors, but from people who have lived that life," he shared. "As they interact with these people, they understand that there's no glass ceiling for them. It's very inspirational for us because they realize the potential they have, and there's nothing they can't accomplish if they really want it."

Many students have gone on to make the business world a better place after graduation, and many have returned to the College of Business to share their stories and help others climb that same ladder.

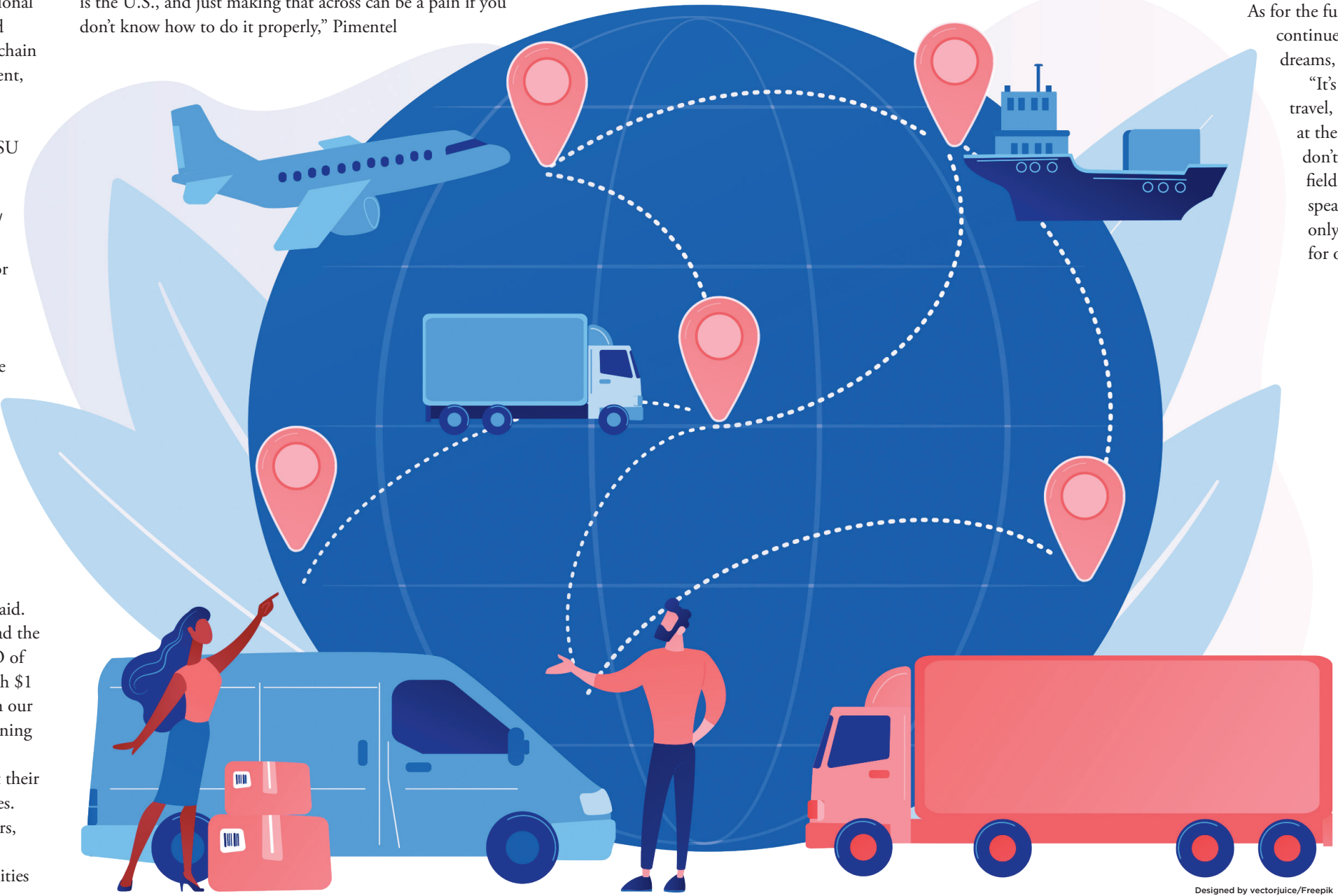
"There's no greater joy for us involved in the program than to see our students succeed," Pimentel said. "When your former students and come back and still want to pitch in or help the younger cubs to grow and inspire them, that's why we do what we do. For me personally, that's why I'm a professor. I want my students to succeed."

Pimentel said it is inspiring to see where some of his students started and where they were able to go with some of the expertise they received during their time in the CSCE program.

"We have an alum from NASA who debriefs with us every month, and they want to hire some of our students," he shared. "I have one student who used to work construction with her dad since she was 4 years old. Last summer, she took her mom to Europe for eight weeks. So, a little bit of change of pace, but that's what we want. You learn about their stories, what inspires them and what their ambitions and goals are. It's nice to be a part of their journey, and it's the reason why I'm at NMSU – to help the kids achieve their dreams."

As for the future of the program, Pimentel expressed that it will continue to help students succeed, not only with their career dreams, but life in general.

"It's a very fun and fulfilling career that allows you to travel, meet new people, and engage with several industries at the same time. It's well paid, well respected, and I don't see how a student who gets in the supply chain field wouldn't have a full life," he said. "Geographically speaking, we cannot be in a better place right now. It's only going to create more business and job opportunities for our students. We're very excited for what's coming."



Designed by vectorjuice/Freepik

“There’s no greater joy for us involved in the program than to see our students succeed.”



# Business Leaders of the Future

Compiled by Tatiana Favela and Carlos Andres López



## Jessica Beltran



Jessica Beltran was a student at Santa Teresa High School when she found herself drawn to the creative world of marketing. Eager to study the field in college, Beltran made her way to NMSU, where she found the ideal program that suited her interests – and much more – in the College of Business.

As an undergraduate student, Beltran completed three bachelor's degrees in marketing, accounting and Spanish in under four years. She is now pursuing a master's degree in business administration and working for NMSU's Marketing and Communications office as a student social media content producer.

"I want a career in digital marketing or social media," she said. "Ideally, I want to work in the concert industry or publishing, and I think my education and experiences at NMSU are setting me up for success down that path."

Beltran came into her role with NMSU's Marketing and Communications office by sharing TikTok videos with the university's official account. She saw an opportunity to gain critical experience in social media and started creating videos on a voluntary basis. A year later, she accepted a paid position with the department's social media team. Since then, NMSU's official TikTok account has more than doubled its followers.

Beltran, who participated in NMSU's chapter of the American Marketing Association as an undergraduate student, expects to complete her master's degree in August 2024. At that time, she will have spent five years at NMSU.

"Being here so many years, I've come to enjoy the community spirit," she said. "I've become close with faculty, staff and fellow students from the College of Business – it's such a close-knit college."

## Alex Duran



Already on a journey of professional growth in the College of Business, Alex Duran has taken on many roles while working toward his degree and future career in business.

"During my time, I have become the Business Council president, an ASNMSU senator for the College of Business, and a very knowledgeable individual in the world of business," he shared.

Duran, a junior pursuing his bachelor's degree in the professional golf management and marketing, said the college has tremendously helped prepare him for the world of business, get a sense of professionalism, and become

successful after he graduates. He and other students feel a sense of belonging and welcome, he added

"The faculty that you find in the COB is beyond amazing, especially when you take time out of your day to go speak to them," he said. "It really is amazing to know the knowledge and experience of what the professors have at NMSU. The students are also second to none when it comes to culture."

As Duran continues down his path of success, he encourages all students to take advantage of all the opportunities offered in the college and at NMSU, including seeking lifelong friendships.

"At the end of the day, when we leave the doors of NMSU and go into our lives, our friendships that we create today are all part of life's good story that we all get one chance at," he said.



PHOTO BY JOSH BACHMAN

## Hannah Hendricks

As a third-year NMSU College of Business student, Hannah Hendricks expressed her gratitude toward the college for its role in her success and goals.

"Being a NMSU College of Business student has opened so many doors for me that otherwise I would not have received," Hendricks said. "The networking experience with my peers as well as professionals in the field has helped prepare me for my career and has helped my professional skills drastically improve."

Hendricks is a College of Business student ambassador, has been the vice president of philanthropy for the NMSU American



Marketing Association for two years and competed in the Daniels Fund Ethics Initiative Case Competition. To utilize her emphasis in marketing, she also works for the college in collaboration with NMSU's Marketing and Communications office to manage its social media platforms.

"The faculty and staff members go above and beyond to be accessible not just in the classroom, but for outside mentorship and encouragement to help students," Hendricks said. "For me, the close-knit relationships that I have made within the college has been a tremendous blessing and continues to help guide me with my college journey."

After college, Hendricks hopes to travel, volunteer for different causes, freelance with her digital marketing skills to work for both small and large companies and pursue entrepreneurial endeavors. She also dreams of pursuing her minor in dance by working for a nonprofit dance program.

## Bailey Perkins

The ideal day for Bailey Perkins involves nothing more than working with numbers, spreadsheets and contracts – which are like pieces of a jigsaw puzzle to Perkins, who came to NMSU in 2019 to study finance in the College of Business.

"I truly enjoy and love working with finance and accounting and doing all of the numbers for Excel and spreadsheeting," Perkins said. "I know a lot of people that hate it, but my dream day is getting to spend hours on Excel."

Originally from Farmington, New Mexico, Perkins channeled those interests into school and earned a bachelor's degree in finance in May 2023. Soon after, she began working as a financial specialist for NMSU's Division of Student Success, a role in which she helps oversee finances for the Department of Student Life. She

also started a master's program in business administration with a concentration in finance.

For Perkins, it was an easy decision to stay at NMSU for graduate school.

"I've made a lot of good friends who are still going to school here, so I felt continuing my education here would be a great opportunity to build up the little community that I'd created," she said.

As an undergraduate student, Perkins worked for the Associated Students of NMSU and was a member of NMSU's Financial Student Association. "At NMSU, I think there's a very much so a real-world focus that's in all of my classes that I've taken," she said.

Perkins is working to complete her master's degree by 2025 and may apply to law school afterward.





# Supporting future scholars

Michael Anaya starts Joe Anaya Memorial Scholarship

by Tatiana Favela

Honoring his father’s legacy of supporting higher education, NMSU College of Business alumnus Michael F. D. Anaya is giving back to students in his own way by providing the Joe Anaya Memorial Scholarship.

“My father was a true role model for me, along with my mother, Grace Anaya,” he shared. “They allowed me to attend NMSU without the burden of debt. I wanted to honor his memory by giving back to others in my own way, even if it’s just a little.”

The scholarship, created in 2022, supports undergraduate and graduate students in the College of Business. In 2001, Anaya graduated and received his bachelor’s degree in business computer systems and finance through the College of Business. He’s also an active member of the Business Advisory Council, and visits NMSU twice a year for BAC meetings.

“I have strong ties to Las Cruces, as I grew up there and have family in the area. It’s a special place, and I always look

forward to visiting whenever possible,” he said. “When I do, I always bring my immediate family, especially my two eldest boys.”

Anaya believes supporting students in the College of Business is essential because they are the future of the business world and can offer a unique perspective and skillset that can have a significant impact on the workforce. So far, the Joe Anaya Memorial Scholarship has benefited five students in the College of Business in the 2023 – 2023 academic year.

“By investing in their education and providing resources to help them succeed, we can ensure they are prepared to face the challenges of a rapidly changing economy,” he explained. “Additionally, supporting

COB students can lead to a more diverse and inclusive business community, which is crucial for creating a sustainable and equitable future.”

As for prospective students and alums, Anaya reminds them that they can achieve great things, but it may not always be an easy task. He said it is possible to overcome obstacles with hard work, perseverance and luck while being well-aligned.

“Luck can take on many forms. It can be the lead applicants dropping out of contention, resulting in you getting a call to start interviewing,” Anaya said. “It can be missing your connection in Dallas, resulting in a



NMSU College of Business alumnus Michael F. D. Anaya is giving back to students in his own way by providing the Joe Anaya Memorial Scholarship.

conversation with the CFO of Palo Alto Networks while they are awaiting their flight, too. Every successful person I know has benefitted from luck, though they may not broadcast it. But the real key to success isn’t just hard work, perseverance and luck; it’s also being well-aligned.”

Anaya is currently the founder of “decodingCyber.com” and the global director of attribution at Palo Alto Networks. He shared that the College of Business has helped him explore what success looked and felt like.

“My goal was challenging, especially as my classes became more difficult,” he said. “I learned that my hard work resulted in my desired outcome, which made me want more success in college and life. Eventually, it would lead me to pursue a lifelong dream of joining the FBI as a Special Agent, having three beautiful boys, and starting my own company.”

Anaya also urged students to not be afraid of failure. “For failure is not the end but rather an opportunity to learn and grow,” he said.

# Giving back globally

Margaret Hardin seeks to help students gain worldwide experience

by Tatiana Favela

For over a decade, College of Business alumna Margaret Hardin has kept her family’s tradition of giving back to NMSU students by broadening their horizons to pursue opportunities around the globe.

In 2013, she established the Stephen Hardin Endowed International Travel scholarship, an award that supports one or more students in support of international business travel or study abroad experience approved by the College of Business. This came after her family established the Stephen Hardin Memorial Endowed Scholarship in 2011, which supports undergraduate or graduate students with a declared major in civil engineering or engineering technology-civil.

“My mother created a scholarship in memory of my father, who graduated from the College of Engineering. Then, I created a scholarship inside the College of Business to



Margaret Hardin

help students pursue international opportunities,” Hardin said. “At the start of COVID, I was looking how to continue giving to the university and

simultaneously started learning about transformative philanthropy via the Center for Effective Philanthropy. The main insight was that non-restrictive giving could be used by the university to achieve their most important goals. My current pledge is non-restricted funds to the College of Business to help the dean support students as they look for internships and full-time job opportunities.”

Hardin earned her bachelor’s degree in economics and business computer systems at NMSU in 1994. During her academic journey, she shared that she had the privilege of being a student grader for Sherry Mills, a former professor of accounting, which transformed her career path. However, Mills wasn’t the only one who helped pave Hardin’s way.

“Dr. Mills was one of several professors who were key advocates and mentors for me and helped set me on my career path,” Hardin shared. “Dr. Wayne Headrick helped me get an internship at IBM. Dr. James Peach in the economics department taught my absolutely favorite course: macro-economics. Realizing how much I enjoyed economics is what set me in motion to attend the Chicago Booth School of Business, which ultimately led to a career at Procter & Gamble, followed by executive roles at Munchkin and Ergobaby.”

“For me, seeing positive outcomes is

incredibly rewarding,” Hardin shared. “When the NMSU Foundation and the colleges started sending letters from the students receiving scholarships, that increased the connection my family felt to the university. In addition, a true moment of joy and gratitude happened recently when I attended the 1888 Society Luncheon and the featured speaker was Nayla Salinas, a student from the College of Engineering. Nayla is a recipient of one of our family scholarships and her speech brought the room to their feet. To be a very small part of her journey is a dream.”

Hardin is a member of the College’s Business Advisory Council and is a native of Las Cruces. She currently resides in Los Angeles and serves as a board director and advisor for public and private companies. She shared that it’s important for her to support College of Business students as it fully aligns with her philanthropic values of creating transformational opportunities for under-served people.

“NMSU is an incredible university with a strong mission of supporting first-generation college admits as well as a diverse population,” she said. “It’s an easy yes.”

She highly encourages alumni to start giving back as early as possible in any amount possible, so that the money can be put to use today to help NMSU and its students.

“...we can ensure they are prepared to face the challenges of a rapidly changing economy.”



# Alumnus devotes career to helping others preserve and grow their finances

by Carlos Andres López

Thanks to the strength of world equity markets, the wealth management sector in the United States has experienced unprecedented gains in recent years. In 2023, assets under management in this burgeoning market topped \$58 billion in the U.S., and federal labor statistics show wealth management jobs growing by 13% over the next decade.

Wealth management professionals like New Mexico State University alumnus C.J. Dennis devote their careers to helping others preserve and grow their finances. Dennis, a Las Cruces native who has a bachelor’s degree in finance from NMSU’s College of Business, spent 17 years working at Vanguard before becoming a senior vice president at Wells Fargo Advisors.

Today, Dennis is a private wealth financial advisor, helping both high-net worth clients and organizations with their financial objectives.

“Moving to Wells Fargo has really allowed me the opportunity to help clients in almost every facet of their financial needs,” Dennis said. “From planning to insurance to liability management. It feels great to be that vital resource for clients.”

After graduating from NMSU, Dennis relocated to Scottsdale, Arizona, to work as an investment consultant. Among his

“From planning to insurance to liability management. It feels great to be that vital resource for clients.”



C.J. Dennis

responsibilities, he assisted new investors with a minimum of \$1 million in assets. He eventually became a portfolio manager and worked with large institutions throughout the western U.S. His areas of focus included endowments, foundations and nonprofit organizations where collectively he managed approximately \$2 billion.

Dennis said he learned to effectively manage institutional assets through his experience as a senior investment analyst. In this role, he was instrumental in assisting institutions with ad-hoc analytics, portfolio analysis and presentation development. He also credits courses he took at NMSU that focused on financial analysis to prepare him for the role.

In 2016, Dennis became a chartered financial analyst charter holder after completing a robust certification program through the CFA Institute. CFA requirements include 4,000 hours of work experience over three sequential years and demonstrated skills in leadership, teamwork, business communications, critical thinking, time management and other areas. CFA candidates must also pass the rigorous three-part exam, where historical pass rates range from 35-50%.

Dennis most recently served as the president of the CFA Society of Phoenix, which represents more than 500 portfolio managers, securities analysts, registered investment advisors, economists, pension plan sponsors, educators and other investment professionals in the greater Phoenix area. He currently serves on the group’s board of directors and was instrumental in growing the CFA Society of Phoenix’s Global Research Challenge. This marquee event hosts students from area universities, where they compete analyze a publicly traded company to gain real-world experience on what financial analysts do daily. Dennis championed the society to expand outside of Arizona and include both NMSU and UNM students to participate in this challenge.

“It has been a real honor to coach and advocate for NMSU. I owe the university so much and feels great to pay it forward,” he said.

In addition to his degree from NMSU, Dennis completed a management program through Wharton Executive Education at the University of Pennsylvania.

- Michael Anaya**  
Global Director of Attribution  
Palo Alto Networks

**Adrian Brito**  
Tax Shareholder  
Lauterbach Borschow & Co.

**Kathy Brook**  
NMSU Emeritus – Associate Dean

**Craig Buchanan**  
Market President  
US Bank

**Laura Conniff**  
Associate Broker  
BHGRE-Steinborn & Associates

**John Cordova**  
CEO  
Objective Marketing Advisors, LLC

**Bradrick Cripe**  
Presidential Teaching Professor  
Northern Illinois University COB

**Christopher “C.J.” Dennis, II**  
Senior Vice President of Wells Fargo

**Julie Dill**  
Corporate Director  
Rayonier Advanced Materials

**Marcelino Gomez**  
Retired Law

**Juan Griego**  
Energy Engineer  
US General Services Administration

**Margaret Hardin**  
CEO/CFO Independent Director  
Hardin Partners LLC
- Cyndi Maestas-Henry**  
Tax Partner  
Lauterbach Borschow & Co.

**Shawn Gustafson**  
Senior VP  
Risk Strategies

**Jerean Hutchinson**  
VP and Manager  
Las Posta de Mesilla, Inc.

**Gabriel “Gabe” Jensen**  
CEO  
Bosque Brewing Co., LLC

**Judy Johnson**  
C.P.A. Retired

**Joseph Christian**  
CEO President  
Nusenda Credit Union

**Roy King**  
Retired  
Shell Oil Co.

**Robert “Bobby” Lutz**  
Owner  
GL Seaman & Company

**Ross McCallister**  
Owner  
MC Companies

**Travis Melham**  
Director, Sanford Health

**Charles “Charlie” Rogers**

**Michael “Mike” Rogers**  
President - CEO  
True Influence

- Lorenzo Moreno**  
Owner  
SEI School Equipment, Inc.

**Victor Pacheco**  
Retired  
UTEP

**Blas Pina**  
Senior Fuels Trader  
Entergy

**Karen Waterman**  
Enterprise Risk Director  
Nusenda Credit Union

**James “Jim” Wetherbe**  
Richard Schulze Distinguished  
Professor Rawls College of  
Business–Texas Tech

**Brett Winward**  
Program Accounting Supervisor  
Phillips 66

**Trevas Younger**  
Owner/Administrator  
The Heritage Assisted Living

**Kenneth “Ken” Miyagishima**  
District Manager  
Farmers Insurance

**Lucinda Romero**  
Business Management Professional  
Sandia National Labs

**Jason Wyatt**  
President  
Western Commerce Bank,  
Western Bank Clovis

**Tim Vilter**  
CFO  
First Light Credit Union







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## QUICK FACTS ACADEMIC YEAR 2022-2023

### Enrollment by gender

#### Undergraduate

Men .....	785
Women .....	785

### Enrollment by ethnicity

#### Undergraduate

Hispanic .....	931
White .....	433
Black or African American .....	42
Non-resident .....	52
American Indian .....	45
Two or more races .....	42
Asian .....	18
Unknown .....	9
Native Hawaiian/Other Pacific Islander .....	4

### Graduation Data

#### Bachelor's degrees

Accounting .....	35
Economics .....	8
Finance .....	40
General business .....	74
Information systems .....	8
International business .....	6
Management .....	52
Marketing .....	65

#### Graduate

Men .....	137
Women .....	92

#### Graduate

Hispanic .....	96
White .....	67
Non-resident .....	43
American Indian .....	4
Black or African American .....	7
Two or more races .....	8
Unknown .....	3
Native Hawaiian/Other Pacific Islander .....	1

#### Master's degrees

Accounting .....	14
Applied statistics .....	7
Business administration .....	8
Economics .....	6

#### Graduate certificates

Public Utility Regulation and Economics .....	10
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#### Doctorate degrees

Business administration .....	3
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