



# EXECUTIVE EAGLE NEWSLETTER



## IN MY OWN WORDS: ED HUNT

The first day I stepped foot on Ashland's campus, I thought I knew what I was going to be. I had wanted to be an Occupational Therapist ever since I could remember. That all changed when I took my first business class with Professor Kalamas. From that class on, I knew that I would have a career in business. I am now a senior who is double majoring in Business Administration and Psychology.

I take advantage of all that Ashland has to offer by constantly pursuing experiences that will further my skills and knowledge. I have been involved in Ashland's student body through being on the executive board of CAB, St. Jude, and Phi Kappa Psi and have also studied abroad in Germany which increased my appreciations for other cultures. In addition, I have completed many hands-on work experiences related to my field of study and beyond.

During summer 2013, I interned with the Fortune 100 Company PepsiCo in their sales and marketing department. During my internship, I managed the Pepsi accounts of restaurants and gas stations in Fairfield County in Connecticut and tailored their products to the consumers in their market. PepsiCo impressed me with their proven sales training program and showed me how a company with over 250,000 employees can function smoothly through communication between departments.

Following Pepsi, I completed projects for the Market Development Group (MDG), Inc. through Eagle Consulting. Eagle consulting is a group of business students who complete paid marketing research projects for clients of MDG, under the supervision Mr. Eric Wiedemann, President of MDG. Eric is a 1973 graduate of Ashland University with a BSBA degree. I primarily worked with businesses to identify the competitors in their market in order to create a strategy to increase sales. These projects opened my eyes to how dynamic marketing tactics can be and the importance of proper research and execution.

Most recently, I was in Cabo San Lucas, Mexico to work with the non-profit American Leadership Academy (ALA). As their intern, I interacted with speakers of the ALA and ensured travel arrangements and accommodations met the expectations of the guests. Some notable speakers of the ALA included Dan Cook III, retired partner of Goldman Sachs, Jim Biggar, retired chairman of Nestle USA, and Tony Horton, creator of P90X. This opportunity allowed me to see how a non-profit operates in comparison with for-profit businesses. My experiences in and outside of AU continue to strengthen my skills and give me opportunities to grow as an individual.