

Engineering a new perspective with the UT EMBA program

Brian Gobrogge was educated as a mechanical engineer, but increasingly found himself involved in customer service and business development at startup companies. He said he sampled some master's level courses in engineering, but "decided an MBA would be the best way to progress my career and be able to better communicate with customers and people in my company."

A mailing for The University of Toledo College of Business Administration's Executive MBA (EMBA) program caught his eye. "I went to the open house and the schedule of the program worked very well for me," Gobrogge said, referring to the EMBA program's Friday night and Saturday classes. He also was impressed with the program's quality and tuition. "I think it's the best bang for the buck," he said.

Gobrogge enrolled and found the EMBA lessons were immediately applicable to his job. "That was one of the

beauties of it. Working in engineering and new product development, I literally saw something and learned it in class on Friday or Saturday and was able to use it the next week at work," he said.

By the time he graduated in 2004, Gobrogge's view of business had expanded. "As an engineer, you always look at things as 'I've got to solve this problem. I've got to get this job done,'" he said. "But you forget about what really matters. One of the really clear perspectives of the EMBA program was not only being able to think about problems from a technical perspective, but also to look at them from a business perspective. To say, 'Yes, we have to solve this problem, but why do we have to solve it?'"

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Gobrogge