



## Regional Officer Candidate Profile

**Name:** Brianna Lopez

**School:** University of the Southwest

**Title:** Vice President for Academic Affairs

**Running for:**

- ☐ President
- ☒ Vice President
- ☐ Secretary
- ☐ Treasurer



## Bio

Born and raised in Midland, TX, Brianna Lopez embarked on her academic journey in Hobbs, NM, joining the University of the Southwest (USW) in 2013 as an undergraduate student-athlete. Her dedication and commitment to her studies at USW led her to attain a Bachelor of Science in Kinesiology, followed by two Master of Business Administration degrees in Marketing and Strategic Management, and lastly, in 2021, earning a Doctor of Business Administration with a specialization in Strategy and Innovation. Professionally, Brianna began her journey with USW in 2017. Over the years, she has taken on multiple roles and responsibilities within the College of Business Administration at USW. Presently, she serves as Chief Academic Officer and Vice President of Academic Affairs.

## Reason Seeking Position

My experience in academic administration aligns perfectly with the responsibilities of this position. I believe that through effective planning and execution of Regional Assembly Conferences, we can create impactful platforms for knowledge exchange, professional development, and collaborative innovation among educators and institutions. I am eager to use my skills and experience to create real, positive changes in the IACBE community. My goal is to make sure our conferences and projects do more than just happen – they should spark ongoing growth and high-quality business education throughout Region 6.