



ERIN NICOLE BROWN

MARKETING ASSOCIATE



PROFILE

Born and raised in a small town in Virginia, she is bright-eyed and bushy-tailed to be working in the Big Apple. With an artist mind, she enjoys playing piano, going to art galleries, and working in positions that allow her to express her creativity.

As an innovative, driven and socially-savvy Marketing Associate, she thrives in her current position working in social media, design, writing, and events. Her complementary skills of being analytical and creative lend to her foresightedness to coordinate long-term projects and having an eye for aesthetics.

Traveling is her passion; having been to ten countries, and planning her next trip to see the aurora borealis. A fun fact about Erin is that she has backpacked a section of the Appalachian Trail and has been on the Teen Vogue website.



CONTACT

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EMPLOYMENT HISTORY

UDTH | MARKETING ASSOCIATE

Creation and execution of marketing campaigns. Set up and optimize company pages within each social media platform and coordinate with senior team members to design advertising material (e.g. brochures and newsletters). Create and edit marketing copy to maintain appropriate style for brand identity and grammatical correctness. Contribute to collaborative efforts and organize promotional events.

ENDLESS HORIZONS | COMMUNICATIONS INTERN

Increased exposure of Nasaruni Academy through multiple community events, fostering relationships with external bloggers and created engaging materials for our audience including infographics, flyers, & brochures. Updated web pages and created videos for Horizons Leadership that ensure consistency of Job Corps brand messaging and mission. Assisted development and fundraising by writing donor solicitation letters.

RENEW ROCKTOWN | POLICY & RESEARCH INTERN

The utility provider for Harrisonburg, Virginia has no renewable energy in their portfolio. I teamed up with three individuals to fix that. We interviewed lawyers, clean energy experts, and managers of utility-operated solar projects in order to understand the legal and financial implications of starting a solar project in Harrisonburg. We presented our findings to the electric commission and since then, they have been working on incorporating solar into their portfolio.

EESI | COMMUNICATIONS INTERN

Orchestrated the DC Energy EXPO that had speakers from the United States Congress. I interviewed some of the 40 vendors at the EXPO to create a video showcasing the event. I wrote articles, managed social media, and created graphic layouts (e.g. annual report, advertisements) Translated data from Congressional briefings into a comprehensive analysis. Utilized Salesforce for event marketing and updated website with the latest information.

H&R BLOCK | RECEPTIONIST

Collected and analyzed clients tax information and matched with appropriate tax professional. Filed confidential tax information, managed appointment book, and prepared bank deposits. Performed other ad-hoc administrative duties. Answered, forwarded, and screened phone calls



EDUCATION

JAMES MADISON UNIVERSITY

Bachelor of Science | Cum Laude

Major: Communication Studies | Public Relations concentration

Minors: Environmental Humanities and Sociology



Mark

HACKMANN

VP OF BUSINESS DEVELOPMENT



PROFILE

An outgoing and optimistic personality made for a seamless transition for Mark's recent move to New York City. Despite his love for large cities, the cold weather is something he refuses to put up with, as he goes so far to wear gloves at his desk. He can be found on the golf course or with his six other siblings, who he believes made him who he is today.

His idealistic mindset makes everyone in the office inspired and motivated to improve. However, he is not all sunshine and rainbows. Get him in front of a dart board and things will get very serious.

With a quest for knowledge, Mark has impressively acquired three degrees, including his JD and his MBA in Strategic Management. His vast life experience allows him to connect with everyone on a personal level. This lends well to his career at UDTH developing new business opportunities and makes building relationships with clients a breeze.



CONTACT

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EMPLOYMENT HISTORY

UDTH | VP OF BUSINESS DEVELOPMENT

Identify potential clients in the target market and complete appropriate research on the prospective client's business and equipment needs. Develop relationships with prospective clients, while maintaining existing client relationships. Create contract-winning proposals for current and prospective clients. Negotiate contract terms with clients and communicate terms to stakeholders. Become a subject matter expert on our business products, processes and operations, and remain up-to-date on industry news.

MOON ROCK VENTURES | MANAGING PARTNER

Created new venture capital firm for start-ups and small businesses that are positioned for growth and scalability; performed roles as general counsel, CFO, COO, and founder; created and executed business models; supervised technology development; created pitch decks including pro formas and secured financing in both debt and equity.

GENERAL COUNSEL / MANAGER OF EXCESS PROCEEDS / TREASURY ANALYST | SAN DIEGO COUNTY TREASURER-TAX COLLECTOR

Created and published a quarterly comprehensive investor relations newsletter; helped consolidate balance sheet for a monthly report on the pooled money fund; created ad-hoc financial reports and provided analysis as requested; led teams of summer interns in research projects resulting in the purchase of \$200M in corporate bonds research and write white paper on the strategy of government fund managers. Managed \$2M+ annual excess proceeds process; created a Request for Proposal for title search contract, analyzed proposals, and assisted in negotiations; consulted on tax sale compliance with Cal. Rev. & Tax. Code

PROCESS PERFORMANCE ANALYST | MOBILE PRODUCTIVITY INC.

Managed client load of 35+ dealerships and \$50 million aggregate revenue; drafted business development plans based on increased labor hours to maximize sales volume and efficiency for car dealership service centers; provided clients with initial and on-going training, performance analysis and consulting; reviewed and analyzed car dealership "user reports" to ensure clients' compliance with business development plans; created, tested, and rolled out software updates; troubleshoot technical issues



PRIVATE EQUITY HOLDINGS

COMPED MARKETING LLC

(CFO/CO-FOUNDER)

MIMIS LLC

(CFO/CO-FOUNDER)

VEGAS ODYSSEY

(BOARD MEMBER)



EDUCATION

THOMAS JEFFERSON SCHOOL OF LAW

JURIS DOCTOR (JD) – INTELLECTUAL PROPERTY

SOUTHERN ILLINOIS UNIVERSITY - EDWARDSVILLE

MASTER OF BUSINESS ADMINISTRATION – MANAGEMENT
BSBA IN ECONOMICS, SPECIALIZATION IN FORECASTING



Kara

KENNEY

MARKETING DIRECTOR



PROFILE

As a left and right-brained public relations and marketing professional, Kara is the first to bring a smile into the office and lead the team with experienced direction. Having worked with notable clients such as Nike, Disney, the PGA, Swarovski Crystal, Pepsi Cola, NBC, Special Olympics and the Beijing Olympic Committee, she brings 25 years of international marketing, branding and intellectual property development experience to UDTH.

Ever have the name of a song on the tip of your tongue? Have Kara around. She is known to be the human Shazam. During her daily jogs around the city, she is someone who cannot help but yell "puppy!" when a furry animal walks by.

The combination of her cerebral and imaginative skills create the ideal marketing professional, proven through being the recipient of 3 National Advertising Awards and exceeding a \$120 million campaign goal within nine months.



CONTACT

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EMPLOYMENT HISTORY

UDTH | MARKETING DIRECTOR

Designing and implementing comprehensive marketing strategies to create awareness of the company's business activities. Become the organization's agent towards external parties such as media, stakeholders and potential clients and build strategic partnerships. Supervising the department and providing guidance and feedback to other marketing professionals. Responsible for producing valuable content for the company's online presence, editorial design and organizing the company's publications. Control budgets and allocate resources amongst projects.

CELADON SPORTS & ENTERTAINMENT | FOUNDER / CEO

Established full service sports and entertainment marketing and intellectual property management firm. Managed and oversaw all marketing, communications, public relations, advertising, sponsorship, licensing, endorsements, and promotions for a variety of clients from entertainment to consumer-packaged goods.

MOZAIC MEDIA, INCORPORATED | SENIOR EXECUTIVE

Executed innovative promotional campaign for MasterCard and Major League Baseball that directly generated 67% increase in consumer purchases and response. Pioneered aggressive integrated marketing campaign for the state of Alabama historic properties, exceeding a \$120 million-dollar campaign goal within 9 months.

SPECIAL OLYMPICS NORTHERN CALIFORNIA | DIRECTOR CORPORATE DEVELOPMENT/SPONSORSHIP/EVENTS

Responsible for all corporate sponsorship, special events, marketing, and public relations for non-profit sports organization. Executed award winning integrated marketing campaign resulting in over 2.5 Million in contributions within 6 months, including branded VISA card campaign and Official Auto cause related marketing campaign. Increased corporate sponsorship support 60%.

PROFESSIONAL GOLF ASSOCIATION | DIRECTOR OF MARKETING, SPONSORSHIP AND EVENTS

Doubled corporate sponsorship and tickets sales within two-year period. Introduced innovative national promotional campaign that directly increased revenues 30%, while expanding audience demographics and advancing ticket sales. Initiated successful cause-related marketing strategies for the PGA Tour, resulting in a 72% increase of charitable contributions made by the association nationally.

PBS | DIRECTOR OF CORPORATE SPONSORSHIP AND PROMOTIONS

Managed and recruited sponsorship support for Public Broadcasting on both national and regional levels. Coordinated all fund raising and special events for Texas Region. Unified sponsorship efforts of Texas PBS affiliates, resulting in a minimum 36% average revenue increase per station. Increased corporate sponsorship revenues by 1 million within first year.



EDUCATION

UNIVERSITY OF CONNECTICUT

BACHELOR OF FINE ARTS THEATRE / COMMUNICATIONS

CATHOLIC UNIVERSITY

ASSOCIATE OF SCIENCE BROADCASTING / COMMUNICATIONS



Michelle SMITH

VP OF MARKETING



PROFILE

Michelle optimism, determination and practical nature make her the glue that holds the company together. Her grounding force keeps the team on track yet she has the flexibility to overcome curveballs. With a 'glass half full' mindset, her goals come into fruition from the power of thought and manifest into her smile, being awarded best smile in high school.

As a tiger mom, she provides opportunities for her children to succeed like bi-weekly piano lessons and interactive STEAM projects. Exposing her children to the city is a priority to her because she seeks to raise global citizens.

As an illustration of her business and creativity skills, she placed in the Northeastern Entrepreneurship Competition and is launching her own company to empower working parents. Despite her ability to thrive in high pressure, stressful situations, she speaks lovingly of what robust sleep will do to the productivity of her work.



CONTACT

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EMPLOYMENT HISTORY

UDTH | VP OF MARKETING

Work directly with CEO to ensure that the business operates effectively. Oversee marketing team to establish brand development and implement a cohesive marketing plan. Network for client acquisition and build community relations. Regularly reviewing goals to ensure favorable results. Responsible for recruiting, interviewing and hiring employees. Handle employee relations, payroll, benefits, and training.

KWORKS INC | FOUNDER AND CEO

Identified a need in the childcare market and developed the business concept for Kworks. Constructed business plans and participated in early marketing activities to build brand awareness and excitement for the company. Opened and operated a test site for three months. Worked with teachers and adolescent psychologists to develop curriculum. Actively working with CFO to forecast financial estimates and to secure funding.

TOUCHING HEARTS AT HOME LONG ISLAND | CEO

Responsible for the leadership, management and direction of Touching Hearts at Home. Communicate to the team about goals and expectations. Coordinate all marketing efforts including social media, advertising, and brand identity. Regularly reviewing contracts, policies and procedures. Direct caregiver training for optimal client experience. Conduct administrative duties like reviewing all payroll and accounts receivable. Network for relationship development with hospitals, visiting nurse association, rehab centers, etc.

PURELY SOCIAL MEDIA | OWNER

Taught business owners how to effectively utilize social media and to leverage brand stories in order to hit specific goals. Developed strategy and content for campaigns including content calendars, source content and copywriting. Oversaw execution of campaigns and evaluated data to communicate results to clients. Represented a celebrity makeup artist and managed invoicing, scheduling, negotiating rates and contracts. Clients included Lexus, Real Housewives, TLS's Bride Gone Styled, and Say Yes To The Dress: The Big Day.

SLUSA PRODUCTIONS | SOCIAL MEDIA MANAGER

Directed the creative team to develop, implement and maintain successful social media campaigns. Assisted in the onboarding of new clients, develop social campaigns and manage online communities. Served as social platform subject matter expert; understanding trends and working with teams to implement findings into strategies quickly and efficiently.



EDUCATION

NORTHEASTERN UNIVERSITY

BACHELOR OF SCIENCE

ENTREPRENEURSHIP AND MARKETING BOSTON, MA



SCOTT SMITH

PRESIDENT & CEO



PROFILE

As the owner of UDTH, it is no surprise that Scott has had entrepreneurship in his blood at a young age. At eleven years old, he was one of the first people on eBay selling baseball cards. When his first son came, he was motivated by the idea to do something more for him and his family. Scott impressively studied for his LSAT after working long days at 30 high rise buildings in the city and was awarded a full scholarship to get his law degree.

Thinking strategically and with a long-term focus, Scott started UDTH two years ago. His sheer determination yet down-to-earth personality creates a refreshing work environment.

Not only is Scott a businessman, but he finds joy in carpentry and building computers. On the weekends he can be found with his family on their property in Kerhonkson, or playing baseball.



CONTACT

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Phone



EMPLOYMENT HISTORY

UDTH | ACCOUNTING | BUSINESS OPERATIONS

Providing strategic leadership for the company by working with the team to establish long-range goals and policies. Enforce adherence to legal guidelines and in-house policies to maintain the company's legality and business ethics. Conduct administrative duties like reviewing all payroll and accounts receivable.

MSRG | RESTAURANTS | BUSINESS OPERATIONS

Develop plan and strategies for business operations. Direct annual budgeting and planning process. Oversee monthly and quarterly assessments and forecasts of organization's financial performance against budget, financial and operational goals. Managing day to day processing of accounts receivable and payable. Reconciling monthly activity, generating year-end reports, and fulfilling tax related requirements.

C.R.E.A.M. REALTY | PROPERTY DEV & MGT | BUSINESS OPERATIONS

Make high-quality investing decisions to advance the business and increase profits. Build trust relations with key partners and stakeholders and act as a point of contact for important shareholders. Maximizes return on invested funds by identifying investment opportunities.

EIS MODERN CABINS | RESIDENTIAL BUILDS | BUSINESS OPERATIONS

Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission. Design and develop short-term rental properties that include family-friendly entertainment including sporting facilities and swimming pools.

CCGOA | AGING CARE | BUSINESS OPERATIONS

Responsible for the leadership, management and direction of Touching Hearts at Home. Communicate to the team about goals and expectations. Coordinate all marketing efforts including social media, advertising, and brand identity. Regularly reviewing contracts, policies and procedures. Direct caregiver training for optimal client experience. Network for relationship development with hospitals, visiting nurse association, rehab centers, etc.

KWORKS | OFFICE SPACE | BUSINESS OPERATIONS

Develops finance organizational strategies by contributing financial and accounting information, analysis, and recommendations to strategic thinking and direction; establishing functional objectives in line with organizational objectives. Reports financial status by developing forecasts; reporting results; analyzing variances; developing improvements.

REBAR STEEL | INFRASTRUCTURE | BUSINESS OPERATIONS

Managed and operated budgets for major infrastructure projects in NYC. Project clients include the MTA, TBTA, and Port Authority.



EDUCATION

THOMAS JEFFERSON SCHOOL OF LAW

JURIS DOCTOR (J.D.) - TAXATION AND FINANCIAL SERVICES

UNIVERSITY OF SCRANTON

BACHELOR OF SCIENCE - MANAGEMENT AND MARKETING



MARY GANA

A/R AND A/P SPECIALIST



PROFILE

As an ambivert and a spicy-food connoisseur, you can find Mary devouring Thai food with a crowd of her friends or on the couch watching Game of Thrones.

Mary is compelled to be around people who have overcome an enormous feat, and she herself is nothing short of a triumph. Having traveled from Nigeria to the United States to exult in her independence, she received her MBA in Finance and Investment. After planning a one-month vacation in NYC, she decided to stay and began working at UDTH.

Embracing the role of the older sister, her family-oriented roots call for her to ultimately go back to Nigeria. She wants to disseminate ideas of empowerment she has gained in the United States and as the true altruist she, she wants to involve herself in a charity that aids single mothers in developing their entrepreneurship skills.



CONTACT

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EMPLOYMENT HISTORY

UDTH | A/R AND A/P SPECIALIST

Updating and maintaining records of expenditures. Ensuring all payments are sent on time and in accordance with company policy. Resolving payment discrepancies and disputes on behalf of the company. Customers include Rebar Steel Corp, MSRG, Compassionate Care, and Kworks LLC. Preparing and mailing invoices to customers and posting payments to customer accounts. Organizing and filing deposit receipts as invoices are paid. Preparing reports on delinquent accounts and customer payment profiles. Reconciling cash receipts and deposits. Vendors include Gerdau, Resteel, Omni, Herc Rentals etc. Process payroll for Union workers and employees for all clients. Conduct financial prediction and budgetary analysis for all clients.

UNIVERSITY OF NORTH CAROLINA AT WILMINGTON | GRADUATE ASSISTANT

Researched on funding opportunities (grants, foundations, etc.) for DNA project and cultural events. Coordinated DNA project event. Researched best practices in UNC systems college campuses, regarding Americans with Disabilities Act (ADA). Gained experience in UNCW programs such as Works, Banner, and Ushop. Researched return on investment for diversity initiatives.

HALF UNITED | FINANCE AND BUDGET ASSISTANT

Organized financial and budgeting initiatives to optimize the efficiency of money. Completed a financial analysis of company accounts. Conduct financial projections on a monthly basis. Consolidates data and provides support to Finance/Budget Officers with respect to budget reviews of relevant bodies. Verified accuracy of input data, ensuring consistency of data in previous allotments to new allotments issued.

IKEJA LOCAL GOVERNMENT | AUDITOR

Processed budgetary paper work and assisted filing the funding applications for Community projects. Assisted with checking of receipts of retailers during the auditing process. Appraises adequacy of internal control systems by completing audit questionnaires. Contributes to team effort by accomplishing related results as needed.

MIMIJUMI | FINANCE INTERN

Managed inventory in the United States and abroad while processing incoming orders from Amazon and Walmart. Conducted research for the company and completed additional administrative roles including email response, maintained files, and take memos. Processed refunds for returned products on Amazon and Shopify.



EDUCATION

UNIVERSITY OF NORTH CAROLINA AT WILMINGTON

IMBA - FINANCE AND INVESTMENT

UNIVERSITY OF HERTFORDSHIRE

MASTERS OF SCIENCE - GLOBAL BUSINESS

BINGHAM UNIVERSITY KARU

BACHELOR OF SCIENCE - ECONOMICS



MICHAEL CONTINO

OWNER



PROFILE

Former football player turned yogi taking on New York City one plate of food at a time. As someone who grew up cooking with his mother and two grandmothers, Michael has always been in the kitchen. When he was 16 he had his first job making sandwiches at a deli and coined his own sandwich, the 'Con-wich'. He knew from that point on that he was meant to be a chef.

With a coffee in hand, Michael is often found exploring the city for new food ideas and enriching himself in the diversity of cuisine. Michael has worked at a 3-star Michelin restaurant in Napa, California and was empowered by the work ethic and the respect given toward the ingredients. His experience in the restaurant industry has shed light on what works and what does not, empowering MSRG to the finest of restaurant standards.



CONTACT

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Phone



EMPLOYMENT HISTORY

MICHAEL SCOTT RESTAURANT GROUP LLC | BUSINESS AND CULINARY OPERATIONS

Lower food cost and increase efficiency in clients' bar and restaurant kitchens. Create menu selections and price points while analyzing costs and revenues to cover projected expenses. Led 14 establishments to reinvent themselves to become more competitive. Establish buying power through long-standing relationships with multiple vendors to crush food cost and implement culinary techniques that I learned from world-renowned chefs. Develop inventory maintenance systems to ensure product availability and decrease margins. Partnered with attorneys, business advisors and marketing professionals to provide a full and more rounded restaurant consulting experience. Advise clients on legal, tax, accounting and market research to optimize performance. Perform mock NYC department of health inspections.

CARLYLE CATERING | PURCHASING DIRECTOR

Directed all purchasing endeavors for a 7 facility catering company in Long Island, NY. Hosted over 750,000 guests a year. Established new purchasing budgets by effective negotiating and second sourcing. Negotiated with suppliers for better payment terms and higher credit limits. Decreased food cost by 34% within the first year. Put in place policies and procedures to ensure proper control of inventory and reduce loss. Increased overall product quality through strong vendor relationships and detailed inspection upon delivery. Initiated use of a buying platform where companies competed against each other for my business.

PRANDIAL | EXECUTIVE CHEF

Established performance and organizational guidelines, hired all staff and meticulously tested menu items. After six months of opening, grew a local client base to average over 150 covers per night in a 60 seat restaurant. Spearheaded all opening kitchen operations including, kitchen design and layout, menu creation, staffing, and purchasing of food and equipment. Managed, trained and directed all staff members, while improving operational flow, and maintaining a high employee retention rate. Mentored staff to perform with ease and efficiency under significant pressure in a fast-paced environment. Directed kitchen operations by creating accurate prep lists, par ordering sheets, and standardized recipes. Regularly updated menu based on seasonal preferences and food availability.

MADRONA MANOR | CHEF DE CUISINE

During my residency, a gorgeous wine country Inn on Dry Creek Vineyard in Sonoma won 2 consecutive 2 Michelin Star awards and was host to 200,000 affluent guests per year. Used gastronomic techniques to charm guests. Produce was hand-picked daily from our private garden and used in dishes later the same evening. Managed daily kitchen operations and created standards that exceeded safety and health regulations; identified and provided solutions for any problem areas. Implemented a locally sourced food program that increased food quality and generated repeat business. Developed menu items to reflect current trends and local taste to attract new clientele.



EDUCATION

HOFSTRA UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION - FINANCE

THE ART INSTITUTE OF NEW YORK CITY

ASSOCIATE OF APPLIED SCIENCE - CULINARY ARTS & RESTAURANT MANAGEMENT



CHRIS

DERBYSHIRE

BUSINESS INTELLIGENCE



PROFILE

A thrill-seeking, whiskey aficionado with a love for all things luxury, Chris never fails to live life to the fullest. His insatiable thirst for traveling has brought him to 19 countries and counting. Whether he is bathing elephants in a river in Thailand, or hang gliding in the Swiss Alps, Chris is always putting himself in unconventional and daring situations to expand his mind and worldview.

Finance excites Chris because he sees wealth as a way to make a positive impact on the world, with a goal to bring the internet to third world countries. For someone who has such a global mind, Chris shockingly comes from a small town in Wisconsin. His recent move to NYC energizes him to get back into playing indoor soccer and jazz piano.

Chris truly cares about his clients and achieving their goals, and his analytical, objective mindset makes him the quintessential person to provide business intelligence insight for UDTH.



CONTACT

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Phone



EMPLOYMENT HISTORY

MOON ROCK VENTURES | MANAGING PARTNER

Created a new venture capital firm to provide startups and small businesses the tools needed to scale rapidly. Placed in roles for operations, finance, strategy, and process implementation to guide existing management team during investments and new ventures.

SNH CAPITAL PARTNERS | PRIVATE EQUITY ANALYST

Tracked and presented on the portfolio companies' performances for a lower middle-market private equity investment firm. Conducted in-depth industry analyses and thesis developments to determine trends that could influence budgeting or funding needs. Learned how to coordinate large-scale transactions and implementations without jeopardizing operations.

CLIQUE HOSPITALITY | CORPORATE FINANCIAL SERVICES

Worked directly with the CFO of a management company with 14 independent portfolio venues and over 1,000 employees that scaled to \$60 Million annual revenue within the 2nd year. Data mining historical performance to compose appropriate budgets and performance projections for individual venues ranging from \$2-20 Million in expected sales volume.

URBAN PALM | MANAGING PARTNER

Equity partner responsible for all operational aspects of the business and developing marketing presentations for private investors, stakeholders, and clients. Interviewed, trained, and staffed departments based on company needs and hosted weekly meetings to help shape company's vision and culture.



ORGANIZATIONS

REBEL VENTURE FUND

Guide entrepreneurs and provide necessary support for business development. Network and market with Venture Capital Funds, Angel Groups and other institutions across the country

FINANCIAL MANAGEMENT & RISK MANAGEMENT ASSOCIATIONS

Discuss alternative business tactics and connect with community leaders. Participate in national conferences and market with industry peers



EDUCATION

UNIVERSITY OF NEVADA, LAS VEGAS

BACHELOR OF BUSINESS ADMINISTRATION - FINANCE

WAUKESHA COUNTY TECHNICAL COLLEGE

ASSOCIATE OF APPLIED SCIENCE - CULINARY ARTS & RESTAURANT MANAGEMENT