

Personal Information



Nimesh Porbandarwalla

FTMBA 2009

Company of Employment: **Dell, Inc**

Position: **Consumer Products Marketing Manager**

City: **Round Rock, TX, USA**

Business Leadership Questionnaire

In your experience, how did the Business Leadership Center enhance your education at the SMU Cox School of Business?

The Disney Institute program through the BLC provided me with real-life experience on how to create a successful service culture along with leadership skills. Mitch's Brand Concepts BLC seminar perked my interest in Brand Management, which eventually led to me looking for a brand manager internship at the Kellogg Company. Prof Snir's Excel BLC really helped me hone my Excel skills and was invaluable at both my internship and in various classes at Cox. The Creativity seminars taught by Dave Gumby forced me to think outside the box. Finally, the Business Writing Skills seminars helped me to write and express my ideas better.

How applicable was the education at the Business Leadership Center in school, job search and at work?

The education at the BLC was extremely applicable in school, especially seminars like the Excel for the Real World and Business Writing Skills. Furthermore, they were really helpful during my internship as they helped hone my leadership skills. Lastly, they were also very applicable to the job search interview process as various examples that I had learnt either at the Disney Institute or Leadership Challenge I could use to answer a behavioral interview question.

Did you have the opportunity to attend the Disney Institute Program? How has it prepared you for your career goals?

Yes, I did attend the Disney Institute Program. As someone that wants to start my own business, the Disney Institute Program taught me the importance of empowering employees, building a service culture, teamwork, leadership, and above all having fun in what you do.

Which BLC program had the biggest impact on you? Why?

The Disney Institute Program had the biggest impact on me. The reasons are that when you do something rather than just hear or see, it sticks with you. Also, the program was a great forum to network with PMBA and 2nd year students which I would not have otherwise had the opportunity to do. The lessons at the Disney Institute Program are taught in a very practical and fun way making the learning

experience extremely enjoyable. There are two things that I will always remember from my two years at Cox, the first is the GLB trip to China and the second is the Disney Institute Program.

What would you like to share with current/prospective students about the opportunities at BLC?

The BLC offers excellent seminars and opportunities which are unique to Cox, so please make full use of them. The Disney Institute Program is something that every student must experience; it's a unique, once in a lifetime opportunity, so don't let it go by. Lastly, in every interview that I have given I have always been asked what does Cox Distinguished Leader or Dean's Circle mean and it has become a great tool for me to distinguish myself from other candidates.