

BRIDGING THE GAP

Bauer Student Leaders Share Their Experiences

By Jessica Navarro

Bethina Campbell, Maria Fernanda Guerrero and Lola Soyebó Harris share many commonalities — they are all Bauer College students and leaders in organizations at the college (Women’s Energy Network, Bauer Women Society and the National Association of Women MBAs, respectively).

And, all three are determined to achieve personal and professional success, taking advantage of the opportunities that Bauer provides all of its students, regardless of gender, while setting an example for other female business students to continue to bridge the gap and create a more diverse workforce.

Bethina Campbell

*Accounting senior
Public Relations Officer, Women’s Energy Network*

“I am on the path to achieve my goals. The energy industry is historically male-driven, but the Women’s Energy Network at Bauer is showing me that women can succeed — and have succeeded — in this industry. Through this organization, I have had the opportunity to speak with members from our parent chapter

to learn more about their career paths, showing me how strong women really are and what we are truly capable of accomplishing. And, within Bauer, there are so many strong women who inspire me, from our dean to the professors and even the security guard in Melcher Hall. I never get discouraged by harsh comments because all successful women in the world have likely heard these comments and didn’t let it affect them.”

Maria Fernanda Guerrero

*Pre-business freshman
Corporate Relations Officer, Bauer Women Society*

“Bauer gives male and female students equal opportunities. But, there is still a gender gap with respect to the fields that are male-dominated, like engineering, science and finance, and I think the college is working hard to close those gaps by promoting diversity and an inclusive culture and supporting students throughout their studies. As a female business student, I have faced certain situations where I’ve been discouraged by classmates to take advantage of opportunities, but I have never let those situations affect me. On the contrary, I’ve set goals and know there will be adversities on the way that I’ll face.”

Lola Soyebó Harris

*MBA candidate
President, National Association of Women MBAs*

“I work, am in the Professional MBA program at Bauer and am a mother to two young sons. I realize I have additional responsibilities outside of my job and school, but I also know I am not the only mother pursuing an MBA. There have been other mothers who have done exactly what I am doing now, so I know juggling multiple responsibilities at once is not impossible. I have made peace with the tradeoffs I need to make in the short-term to pursue my goal. Outside of the classroom, Bauer has given me the opportunity to participate in a case competition, go on a study abroad trip, get involved in various student organizations and represent the college on various platforms, and I think these activities enrich the experience for any student, regardless of gender.”



These Bauer student leaders — (clockwise from top left) Bethina Campbell, Lola Soybo Harris and Maria Fernanda Guerrero — are making the most of the opportunities at Bauer College.