

The

DIRECTION DREAMS

of her

Marketing Senior Ready to Conquer
the World of Professional Selling

STORY BY JESSICA NAVARRO

PHOTOS BY NICKI EVANS





CHRISTINA BROWN
ISN'T AFRAID
TO DREAM
BIG.

Now 23, the Bauer College marketing senior still lives her life as she did as a kid growing up in Westchester, New York.

“As a child, you feel like nothing is impossible,” Brown said. “But as you get older, you learn about limits, and you start thinking through logical eyes. It’s important as a young adult to hold on to that childlike dream and just go for it.”

She graduates in December and already has a job lined up with Nationwide Financial, all thanks to taking a chance and enrolling in Bauer’s Program for Excellence in Selling (PES) last spring.

“At the time, I wasn’t sure if I wanted to pursue it or if I’d be any good at sales. It was completely out of my comfort zone,” she said. “I decided the day before the application was due that I was going to do it, and I put everything I had into my year in the program.”

That commitment helped her to complete PES as No. 2 in the class and connected her to EMC and 3M for



“When you take

RISKS,

summer internships. In her last year as an undergraduate, she took the role of assistant program manager for PES, helping to get students in the program internships and jobs.

"We have 26 corporate partners, and if you do well in the program, they want you," Brown said. "By the end of the program, most students will have three or four job offers."

In 2016, she will move to Ohio to work on the national sales desk for Nationwide, which she anticipates she'll do for a few years. Then, she plans to transition into face-to-face sales for the company and eventually run her own business.

Before finding Bauer College and PES, Brown didn't dream of a career in sales.

"To be honest, I thought I was going to be a hairstylist when I was a kid," she said. "But as time moved on, I thought I'd do something in the medical field."

That made sense, Brown said, because she loves helping others, and her mother has a bachelor's degree in nursing.

"But, when I got to college, I found out I was really good with math and science, so I decided I was going to be a chemical engineer," she said.

Even though she had talent in the field, she knew it wouldn't be a fulfilling career choice for her.

"I didn't really have a passion for it," Brown said. "Then, I came to Bauer and found marketing and sales."

The program appealed to the innate artist in Brown and opened a world of possibilities for her future that she hadn't before imagined.

"I thrive when I'm talking to others and getting to know people," she said. "I want to see what makes people happy and what they're passionate about, and I want to help with that. And, that's what sales is all about."

*that's
when
you*

GROW

the most."





In her last year at Bauer, Brown has had the opportunity to hone her relationship-building skills while growing personally, too. As an intern for 3M this summer, she traveled first to Minnesota to the company's headquarters for a two-week corporate training before living in Massachusetts for eight weeks.

As part of 3M's Staples key account team, she helped to analyze weekly point-of-sale data that drove business decisions. She also worked remotely with other interns stationed across the country, taking evening calls to work on a group project that they ultimately presented at the end of the summer.

In addition to the work experience, Brown said her summer internship reinforced that she's ready to take on the challenges that her first job out of college might bring.

"The experience allowed me to learn about myself and realize that I can venture out and experience the world," she said.

Even though graduation and a new career will broaden Brown's world view, she still plans to maintain the perspective she established as a little girl on the East Coast, playing in the backyard with her younger brothers (Stephen, 20, and Spencer, 18) and dreaming of big things.

"You can't be afraid of exploring your options and taking risks that might make you feel anxious at first," Brown said. "When you take risks, that's where you grow the most."



As a student in Bauer's Program for Excellence in Selling, Christina Brown has completed internships with 3M and EMC, and next year, she will take a full-time position with Nationwide.

On Another Note

"SHE INVESTED SO MUCH IN US"

If you ask Christina Brown how she became so poised and positioned for success, she'll tell you it's not by accident. It's just in her DNA.

"My mom is such a hard worker. She had a bachelor's degree in nursing, but she stayed home with my brothers and me from when I was 2 until 21. She made sure we were taken care of physically and spiritually, and she invested so much in us. If I can be 50 percent of the woman she is, I'm going to be fantastic."

