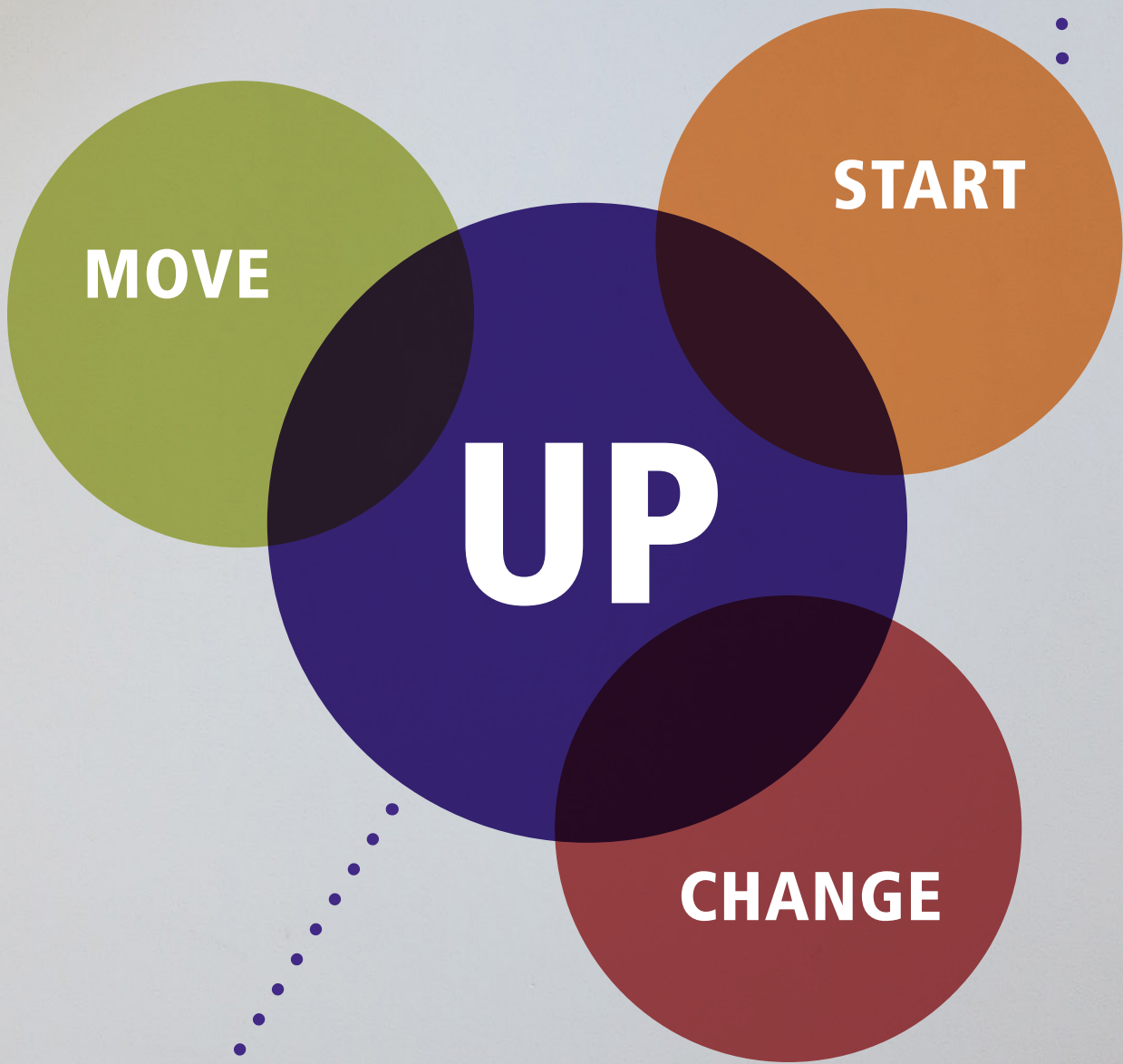


# TMMBA



Your career options are looking up.....

**RIGOROUS AND STEEPED**  
**IN *possibility.***  
**IT INSPIRES AND ENCOURAGES.**  
**CHALLENGES ASSUMPTIONS**  
**AND REWARDS INNOVATION.**  
**AT ITS BEST, AN MBA ISN'T A DEGREE,**  
**IT'S A *transformative process.***

That's the approach that went into building the  
**TECHNOLOGY MANAGEMENT MBA (TMMBA) PROGRAM**

The **TMMBA Program** will reshape the way you work in teams, evolve the way you think about leadership and provide new perspectives for tackling complex business challenges. You will learn from **faculty** who are literally world renowned in their field, delving deeply into a **curriculum** infused with technology-related case studies. You'll find that what you learn can be applied immediately to your work.

Classes meet one evening per week and Saturdays at the Eastside Executive Center, centrally located in Kirkland at the juncture of 520 and 405. Books, meals and other course materials are included as part of the **executive format** of the TMMBA Program.

18 MONTHS

## TRANSFORM

your career at a leading business school with the reputation and credibility that gives you an edge on the competition.

## BE INSPIRED *and* ENCOURAGED

alongside a talented peer group, **working in teams** that will help you with your studies and provide a great sounding board for work-related challenges.

## EXPERIENCE

the global nature of business through your **diverse cohort**, faculty perspectives, case studies, and on an **optional study tour abroad**.

## *Expand your possibilities*

by becoming part of an extensive and successful network of technology leaders and innovators—the largest in the NW by far.

## EARN YOUR MBA

in 18 months, at a convenient Eastside location, with classes that meet one evening per week and every other Saturday.





# MOVE *up*

Have you reached a point where you like the organization you're a part of, but you need to equip yourself for the climb to the next level?

**Murat Yanar can relate.**

Having been at Compaq/Hewlett-Packard for more than a decade, and with global experience working across Central Asia, Murat reached a plateau. Then he found a path to the next level and came to Foster to prepare for that journey.

"When I started the TMMBA Program, my motivation was the desire to move toward management," says Murat. "I have an engineering and technology background, and I really wanted strong core business knowledge as well as enhanced communication skills and leadership development."

"I feel like I was exposed to *everything* I needed," he said. "From how to maximize the potential of a team, to the art and science of effective presentations—from corporate finance to best practices for successfully innovating. The TMMBA experience combines breadth, depth and applicability."

Now he is confident in his ability to take on the new challenges accompanying his promotion. As an additional bonus, he's got the entrepreneurial knowledge to help his wife with her start-up venture.

"No matter how rich and varied your previous experience, the level of faculty and peers you'll associate with at Foster will take you to a new level," says Murat.

**MURAT YANAR**

*MBA – 2012*

Hewlett-Packard

**STARTING TITLE:** *Global Account Manager*

**NOW:** *District Sales Manager*



# START *up*

Do you want to be poised to answer when  
opportunity knocks?

**Erica Ash can relate.**

Erica didn't set out to start her own enterprise—though many students who join the TMMBA Program do so for exactly that reason.

When the partners at the consulting firm where she worked decided to dissolve the business, Erica found herself in demand by several of her clients. By 2009, Erica was at the helm of Ash Consulting, able to hire two former colleagues and hit the ground running.

"Luckily, my studies in the TMMBA Program were heavily infused with entrepreneurship and I learned a lot about business ownership, common pitfalls, and how to avoid them," says Erica. "You don't have to know everything, but you have to know how to connect the dots. In the program, I worked in teams to **develop business plans judged by real investors**, applied financial models to start-ups, studied instructive cases—I was adding skills at every turn."

Currently at six employees and growing, Ash Consulting focuses its finance and accounting-centric services on sectors that include healthcare and not-for-profits.

She describes the experience of owning her own company as humbling, and remains quite grounded as she wears the hat of consultant, HR manager, controller, IT specialist and visionary.

**ERICA ASH**  
MBA – 2008

**STARTING TITLE:** Consulting Manager  
**NOW:** President & Principal, Ash Consulting







# CHANGE *up*

Do you feel the call to explore—  
to reach out and do something different?

**Satyen Choudhury can relate.**

“The TMMBA international study tour played heavily into my decision to move overseas,” says Satyen. “When we visited Munich, I was inspired by the company visits.” Back in Seattle, he began a dialogue with his supervisor at Amazon, exploring opportunities to increase business responsibility and work in another country. Before moving with his wife and daughter to Luxembourg to do product management for Amazon, Satyen was a business intelligence engineer.

From his first class, statistics, Satyen could directly apply what he learned to his job, which involved a lot of sales forecasting. “I immediately felt much more confident in forming my projections,” recalls Satyen. Now, as a product manager overseeing Amazon’s associate network in five Euro marketplaces, he’s making the most of his lessons on marketing segmentation, positioning and targeting.

Satyen found the breadth and depth of business knowledge he was looking for in the TMMBA Program. Moreover, he acquired the tools to unravel complicated, real-world business problems and apply creative solutions.

“This program is a convergence zone for people passionate about technology and innovation,” says Satyen. “It made for an amazing group of people to learn with and from.”

**SATYEN CHOUDHURY**  
MBA – 2011  
Amazon  
STARTING TITLE: *Business Intelligence Engineer*  
NOW: *Product Manager*



What will you do next in your career?

MEET THE CHALLENGE  
HEAD ON.  
TRANSFORM YOUR  
CAREER AND YOUR LIFE.  
*Make it possible.*

Connect the dots.

Contact us.





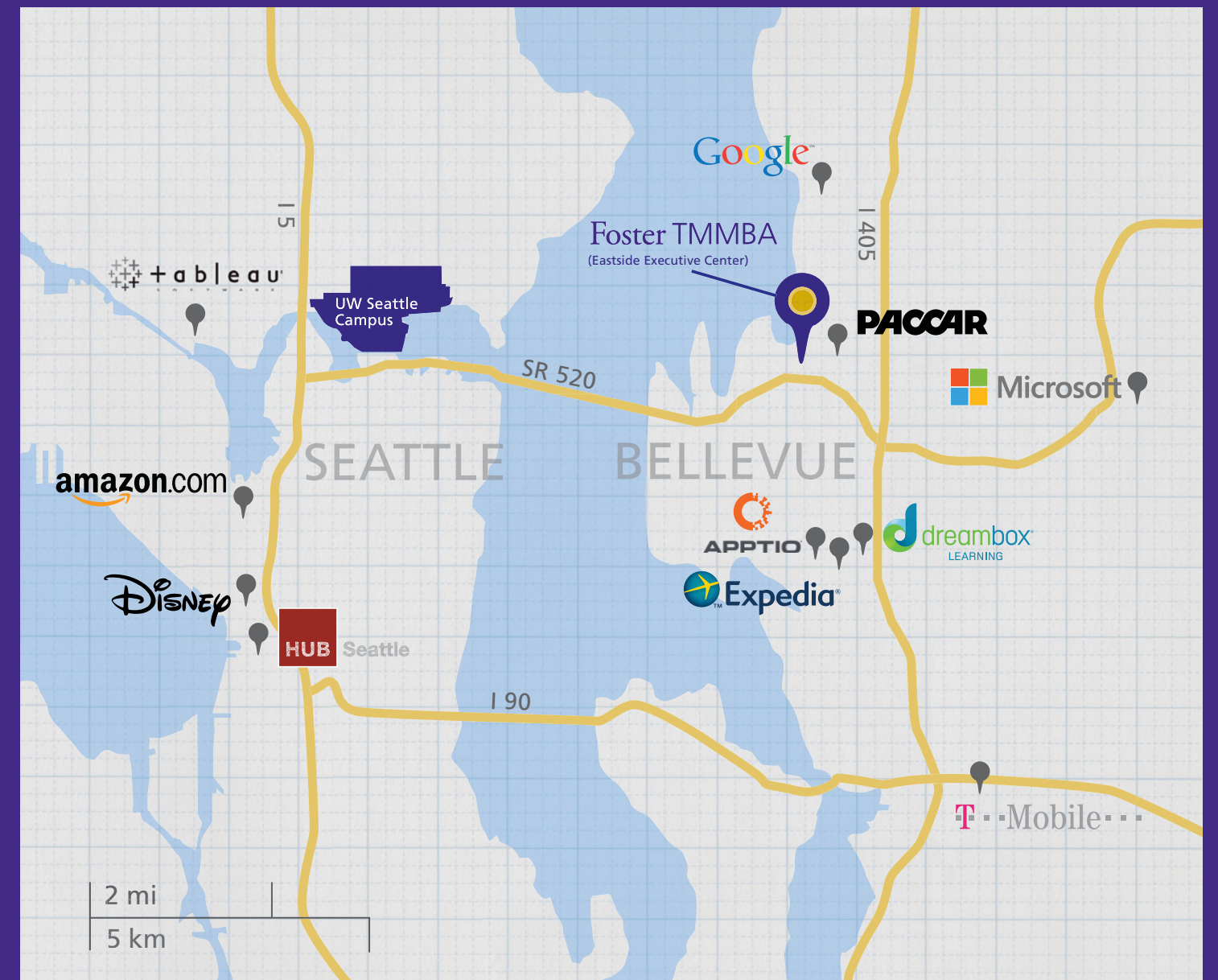
CONNECT WITH TMMBA:

[www.foster.uw.edu/tmmba](http://www.foster.uw.edu/tmmba)

**TECHNOLOGY MANAGEMENT MBA**

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**UW FOSTER TMMBA**  
**CENTRALLY LOCATED**



The **18-month** Technology Management MBA (TMMBA) Program is one of Foster's three options for working professionals who want to earn an MBA. Designed for people who are passionate about technology and entrepreneurship, the program offers a comprehensive business management curriculum with an emphasis on innovation and leadership. Modeled on an Executive MBA format, students benefit from a full range of support and services.

Classes take place at the Eastside Executive Center in Kirkland, where TMMBA students learn from UW Foster faculty who are thought leaders in their fields. Earning a Foster MBA from the TMMBA Program, you'll learn alongside talented peers and join an **extensive network** of high-caliber professionals and innovators from around the world.