



SMU | COX

EDWIN L. COX  
BUSINESS LEADERSHIP CENTER

FOR IMMEDIATE RELEASE

GERARD IBARRA Shares Corporate Experience with SMU Cox Students

Dallas, TX/USA – October 27, 2021

Gerard Ibarra, Principal Consultant of Ibarra & Associates Business Consulting, presented a seminar titled *System 1 Decision Making Framework for Business* on October 26, 2021, as part of the Edwin L. Cox Business Leadership Center's programming for Cox MBA students. Through the BLC, Cox graduate students gain insight into various facets of business leadership. BLC instructors are business leaders drawn from prominent national and international companies, who come to the SMU campus to share their extensive knowledge with Cox students. BLC Instructors include representatives from Ibarra & Associates Business Consulting, Accenture, Bank of Texas, PepsiCo, Texas Instruments and many more. Although no class credit is given for attendance, students consistently rate what they have learned from BLC instructors as extremely valuable, and many students say that the BLC was a major factor in their decision to attend Cox.

Gerard Ibarra earned a Business Leadership Teaching Excellence Award for his presentation, which means that the students attending rated the seminar as a 4.8 or higher out of a possible "perfect" rating of 5.

For additional information on the BLC visit our website at <http://www.cox.smu.edu/web/blc/blc>

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