Michael Brito
Vice president of Edelman Digital, Mr. Brito runs a silicon valley marketing firm specializing in social media. Mr. Brito earned his Bachelor’s degree in Business from Saint Mary’s College, the a Master’s in Integrated Marketing Communications from Golden Gate University. After serving 8 years in the US Marine Corps, he used his skills to revamp everything from non-profit NGOs' images to for-profit social ventures’ bottom line. He’s just released a social business book, *Smart Business, Social Business: Playbook for Social Media in Your Organization*. His philosophy: “I believe that business results are critical but should not be the driving force behind connecting with people.”

**Graduate Programs**
- MPA - International Development
- Master’s of International Development (Columbia)
- MBA
- Skoll Centre for Social Entrepreneurship (Oxford)
- Social Enterprise Initiative (Harvard)
- Center for the Advancement of Social Entrepreneurship (Duke)
- Center for Social Innovation (Stanford)
- Marriott School of Management (BYU)

**Experience (Internships, jobs, programs)**
- Social Venture Academy
- Grantwell
- Field Study
- International Development Internship
- University Impact Fund (in SLC 2x per week)
- Academy for Creating Enterprise (Spanish required)

**Field Overview**
Business leads itself to universal application around the globe and in innumerable fields. Combining practical business acumen with social/cultural knowledge can open new possibilities to create capital, jobs, and communal benefits. Microenterprises, social ventures, microcredit lending, and industry-specific applications (see Mr. Brito bio below) can greatly enhance your Accounting, Business Management, or Information Systems degree. Experts in this field turn their skills into tools whereby businesses and customers increase their profits and quality of life.
Classes

- Social Entrepreneurship Lecture Series -- Bus M 371R (section 6)
- Introduction to Microenterprise -- Bus M 490R (section 15)
- Basic Entrepreneurial Skill -- Bus M 372 (section 2)
- Nonprofit Structure and Finance -- PMGT 623
- Nonprofit Management -- PMGT 651
  Note: Undergrads are allowed to take graduate level courses only with professor's preapproval.
- Creating and Managing Social Ventures -- MBA 692
- Social Entrepreneurship -- MBA 632
- Microenterprise Development -- OB 490R (section 1)
- Corporate Social Innovation -- MBA 688
- Corporate Social Innovation -- MBA 693R

Strategies/Skills

- Develop strong analytical skills and logical approaches to problem solving.
- Build networking capacity and develop working relationships with people from other majors
- Examine case studies to learn how others have succeeded or failed

On-Campus Organizations

- SND (Students for Nonprofit Development)
- SSE (Students for Social Entrepreneurship)
- SID (Students for International Development)
- PEAT (Project Evaluation and Assessment Team)
- Nonprofit Management Student Association (NMSA)
- Investment Banking Club (IBC)

Professors in the Space

- Todd Manwaring
- Steve Gibson
- Warner Woodworth
- Joan Dixon
- Paul Godfrey
- Aaron Miller

Resources

http://www.ted.com (especially http://tedxbyu.com/)
http://www.inc.com
http://www.socialedge.org
http://www.vault.com
http://marriottschool.byu.edu/selfreliance

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