

## Juan Ocampo (MBA '25)

May 5, 2025



**Name:** Juan Ocampo

**Hometown:** Quito, Ecuador

**Program:** MBA

**Concentration and Specialization:** Strategy and Marketing

**Post Graduation Plans:** Future Opportunities Associate Brand Manager at The Hershey Company, Hershey, PA

**Favorite Business Course:** Strategic Brand Management and Technology Innovation & Commercialization

**Favorite Business Professor:** I have two!

With extensive experience in Brand Management, Professor Jeff Salyers delivers a dynamic course focused on real-world marketing challenges, working alongside current marketing professionals. His mentorship has been instrumental in fueling my passion for marketing and supporting my continued growth and development.

Sherif Ebrahim is a seasoned expert in corporate strategy, product innovation, and management. Professor Ebrahim teaches Technology Innovation & Commercialization in an engaging and practical way. His unique approach makes complex managerial theories both accessible and memorable, equipping me with essential tools for success as a marketer and MBA.

**Academic, extracurricular or personal achievement you're most proud of:**

Pushing my boundaries by mastering new skills while collaborating with a sharp, driven, and inspiring cohort of professionals.

**Most important thing you learned at Freeman:** My community (faculty, classmates and friends) is the most valuable asset I can have.

**Favorite New Orleans Memory:** My favorite New Orleans memory is my first Mardi Gras.

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