

Geoff – Ross MBA Student



“I’d like to serve on a nonprofit board in my spare time once I start my career.”

Geoff visited NPM’s website to find out more information about becoming a Board Fellow after meeting a student during orientation who was involved with the program. He receives the email newsletter monthly, which is where he finds out about upcoming events. He doesn’t have as much time as he’d like to follow news related to nonprofit management and fundraising, and finds himself just heading to Google News for more general business news if he has a spare moment.

Name Geoff Kruger
Type Ross MBA Student
Role 1st Year Student

Motivations

- Worked as the Annual Fund Manager for the Atlanta Opera prior to returning for his MBA
- Was impressed by NPM’s programs when he heard about them during Go Blue Rendez-vous as a prospective student
- Wants to know how NPM can add value to his MBA studies

Goals

- Wants to return to Atlanta after school and pursue a career in finance, but work with local nonprofits at a higher level than before during his free time
- Hopes to secure a summer internship with a financial group or bank

Pain points

- He doesn’t feel like NPM’s website has information relevant to him or other students, like non-profit news, alumni contacts or job postings
- Wasn’t accepted into the Board Fellowship program, so he is trying to seek out other opportunities to get involved with management
- Is unclear about how exactly NPM is related to its partner schools / U of M

Behaviours

