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# BELIEVERS IN BUSINESS

CALLING A NEW GENERATION OF CHRISTIAN  
BUSINESS LEADERS TO **ARISE**

*Celebrating*  
**20**  
**YEARS**

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## A MESSAGE FROM THE CONFERENCE LEADERSHIP TEAM

### Welcome to the 20th Annual Believers in Business Conference!

We are delighted you've chosen to join this extraordinary gathering of Christian MBA students and professionals united by a shared vision of faith-driven leadership. With this year's theme, "Arise", we seek to awaken and empower Christian MBA students to arise as beacons of Christ's light, channeling their potential to create a transformative impact in the workplace. In a business world that often prioritizes profit over purpose, we are called to be different – to rise up as beacons of Christ's light and to demonstrate how faith-informed leadership can transform workplaces, industries, and lives.

As you engage with the materials in this career packet, you'll discover resources carefully curated to help you:

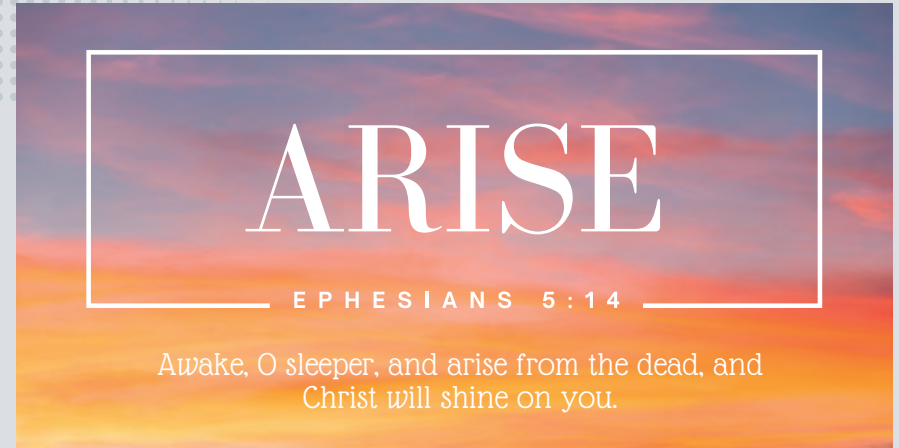
- Integrate your faith authentically into your professional journey
- Connect with like-minded professionals who share your values
- Explore career opportunities with organizations that align with your beliefs
- Develop practical strategies for being a light in your workplace

The next few days will be filled with inspiring keynotes, practical workshops, and meaningful connections. Whether you're seeking your first post-MBA role or planning your long-term career trajectory, you'll find valuable insights and resources to guide your path. Remember, you are not just pursuing a career – you are answering a calling. As Christian business leaders, we have the unique opportunity to demonstrate how biblical principles can drive both business excellence and positive social impact. Your presence here shows your commitment to this higher purpose.

Take full advantage of this conference. Engage deeply with speakers, fellow attendees, and the materials in this packet. Ask questions, share your experiences, and be open to where God might lead you. We pray that this conference will ignite your spirit and empower you to arise as a transformative force in the business world, bringing glory to God through your work.

With anticipation for what lies ahead,

**Conference Leadership Team**  
*Believers in Business Conference — 2025*



The conference leadership team represents a diverse range of top-tier business schools, including:



BABSON



# CONFERENCE SCHEDULE

Friday, February 21

Time	Event
9:00 AM	Praxis Activate
4:00 PM	Optional Group Activity
5:00 PM	Registration & Dinner
6:15 PM	Opening Remarks & Workshop
6:45 PM	<b>Keynote 1:</b> Call to Arise
7:15 PM	<b>Keynote 2:</b> Call to Awake
7:45 PM	Fireside Chat / Open Q&A with Speakers
8:45 PM	Closing Announcements
9:00 PM	Networking & Refreshments
10:00 PM	Friday Concludes

# KEYNOTE SPEAKERS

## Keynote 1: Call to Shine



### Sanjay Poonen

*CEO & President, Cohesity*

A proven business executive with over 25 years of experience scaling multi-billion dollar businesses, Poonen brings a unique perspective to the Believers in Business conference. His leadership at VMware and SAP saw significant revenue growth, driven by strategic partnerships with major cloud providers like AWS, Microsoft, and Google. With a background in engineering from Microsoft and Apple, and an MBA from Harvard, he offers insights on building successful businesses with a foundation in technology and innovation.

## Keynote 2: Call to Action



### Marc Belton

*Founder & Principal, Wisefellows Consulting*

A former executive vice president at General Mills, Belton brings 32 years of experience in driving growth and innovation to the Believers in Business conference. His leadership in global strategy and marketing, coupled with his experience founding Wisefellows Consulting, provides a strong foundation for his insights. With degrees from Dartmouth and Wharton, he offers a practical, faith-informed perspective on navigating the marketplace.

# CONFERENCE SCHEDULE

Saturday, February 22

Time	Event
7:30 AM	Registration Opens
7:45 AM	Breakfast & Networking
8:30 AM	Welcome & Morning Worship
9:00 AM	<b>Keynote 3:</b> Call to Shine
10:00 AM	Group Photo
10:30 AM	Industry Panels
12:15 PM	Lunch with Workshop Groups
1:30 PM	Workshop: From Theory to Action
3:15 PM	Career Focus Time
4:45 PM	<b>Keynote 4:</b> Call to Action
5:45 PM	Closing Remarks & Worship
6:45 PM	Current & Prospective Leader Dinner

# KEYNOTE SPEAKERS

## Keynote 3: Call to Shine



### Jessica Kim

*Co-founder & Executive Chairwoman, ianacare*

As co-founder and Executive Chairwoman of ianacare, she's dedicated to empowering those navigating the complexities of at-home care. Her entrepreneurial journey began with Jessica's Wonders, a baked goods company she founded in college and grew to national distribution. She later founded BabbaCo, a parenting solution acquired by Barefoot Books, where she served as President. With degrees from Brown University and Kellogg, Kim offers a unique perspective on building purpose-driven businesses.

## Keynote 4: Call to Action



### Roy Tinklenberg

*Founder, Faith and Work Movement*

A pastor and founder of Faith and Work Movement Global (F&WM), a non-profit supporting employee-led Christian fellowships and ERGs at Fortune 500 companies, with a vision to positively impact companies that impact the world. F&WM supports a growing global alliance of Christian workplace fellowships in 19 city networks, equipping leaders at over 150 companies through retreats, seminars, and coaching. With a Master's in Intercultural Studies from Fuller Seminary and having completed requirements for a Master of Divinity from Reformed Theological Seminary, Tinklenberg offers valuable insights for Christian MBA students and attendees seeking to live out their faith in the marketplace.

# REFLECTION FLOWCHART

## CAREER RESOURCES

### Helpful Terms

#### *Business as Mission (BAM)*

When businesses serve as instruments of God's mission, aiming to transform people and communities through profitability, a four-fold bottom line (spiritual, economic, social, and environmental), cross-cultural operations, Kingdom ethics, and accountability—creating jobs, providing dignified work, modeling environmental stewardship, transferring skills, and becoming respected voices in their communities.

#### *Christian Employee Resource Groups (ERGs)*

Internal networks within companies that provide fellowship, encouragement, and professional development opportunities for Christians in the workplace.

#### *Redemptive Entrepreneurship*

The practice of building businesses that reflect God's purpose by creating holistic value—spiritual, social, and economic—while transforming people and communities through ethical and faith-driven leadership.

SCAN ME



Scan the QR code for a full list of Christian ERGs and additional career resources.

### Self-Reflection

- Should I pursue a career with a Christian-led business?
- Should I work for a secular organization?
- Should I consider starting my own business?
- Am I uncertain about the direction of my career?

### Discussion Questions

- How can I incorporate my faith into my career, whether now or in the future?
- What are the greatest challenges of living out my Christian values in my industry?
- How can I discern God's purpose for my work?

### Namestorming

Think of three to five leaders in your circle of influence who can help you with these questions.

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# CONFERENCE SPONSORS

## A special note to our sponsors and hosts

Your partnership in the 20th Annual Believers in Business Conference exemplifies what it truly means to invest in the next generation of Christian business leaders. More than just financial support, your commitment demonstrates your belief in the power of faith-driven leadership to transform the business world.

### Platinum Sponsors



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# ARISE

EPHESIANS 5:14

Awake, O sleeper, and arise from the dead, and  
Christ will shine on you.



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