

IAN LINDSTROM'S PERSONAL BRAND



MY MISSION STATEMENT

**TO FOSTER CONSISTENT
PERSONAL AND EXTERNAL
GROWTH THROUGH THE
CREATION AND NURTURING OF
RELATIONSHIPS AND PASSIONS**

GOALS

Goal 1: Secure a business analytics summer internship

How: Utilize internship search tools and networking to identify and apply for opportunities that fit what I am looking for

When: Within the next upcoming months

Where: Well-developed organization with in-person business analytics internship

Why: To provide strong professional development in my desired career path and build connections simultaneously

**SHORT
TERM**

Goal 2: Continue growing professional network to 500

How: Websites such as LinkedIn to connect and develop genuine professional relationships

When: End of second semester

Where: LinkedIn and external in-person connection opportunities

Why: To learn from professionals in the industry about what their positions look like and what resonates best with me and build a network of connections

Goal 1: Graduate from Ohio University with Dual MBA/MSA

How: Maintain strong work ethic and keep my 4.0 GPA while building internal connections with faculty and students

When: Undergraduate Spring 2024, Masters Spring 2026

Where: Ohio University classes and faculty

Why: To develop a strong educational background and be prepared to enter the business world with a sophisticated backbone

**MEDIUM
TERM**

Goal 2: Secure a stable full-time business analytics position with a professional sports organization

How: Build connections and a strong education to earn a position with a developed suitable organization

When: 3-5 Years

Where: Large city with a matching company

Why: Having professional stability in a healthy and growing organization is something that I strongly desire

Goal 1: Grow into a leadership role with a professional sports team' business analytics department

How: Producing high quality work and relationships to gain loyalty in an organization

When: 7-10 Years

Where: Professional sports team business analytics department

Why: Provides ability to "give back my learnings" which is one of my core values

**LONG
TERM**

Goal 2: Create a stable personal lifestyle and start a family

How: Developing a stable career and strong personal connections with friends and loved ones in order to position to achieve goal

When: 7-10 Years

Where: Nearby career location

Why: Although my career is important, starting a family that provides stability for my future family is fundamental for me. Being raised in a stable household, I desire to replicate such experiences for the future

Breakthrough Goal: Become the Director of Business Analytics for a professional sports team in the next 20 years

SWOT

Strengths

Persistent
Team-Focused
Innovative Personality
Passionate
Self Motivated

Weaknesses

Overthinking
Overly Ambitious
Over Trusting

SWOT ANALYSIS

Opportunities

Business Analytics Career
Organization Leadership
Experience Internships
Network with Industry
Professionals

Threats

Short Time Frame
Large Competition
Limited Positions due to
Industry Size and Nature

BUILDING MY STRENGTHS

Industry Networking on LinkedIn. Collaborate with faculty members in both the sport management and business analytics departments. Continue Academic Success and maintain 4.0 GPA. Continue undergoing experimental learning in multiple clubs and case competitions. Spend time with positive people and encourage the generation of new ideas.

OVERCOMING MY WEAKNESSES

Practice making plans for networking to come across as not over-ambitious. Increase involvement in team projects with new people through clubs. Get involved in new non-sports-related clubs such as ISAP. Organize reconnecting schedules with past connections to create a more stable approach. Create mission plans for all future projects to reduce unneeded stress

My Positioning

To businesses desiring an over-achieving and growing individual, Ian Lindstrom is the persistent and eager-to-learn sports analytics student who is dedicated to utilizing his experiences and learnings to grow the future of himself and others simultaneously.

My Personality

Persistent
Passionate
Open-Minded
Motivated

My Slogans

"Design your opportunities"
"Leadership comes as part of the team"
"Life is a story, make yours the best seller"

My Functional Benefits

Strongly Motivated Quality Creator
Quick and Adaptive Learner
Expertise in Leading by Example
Passionate Problem Solver

My Emotional Benefits

Caring and Supportive Teammate
Encourages Fostering of New Ideas
Desire to Grow with Others
Passionate in All Situations

Product Attributes

Innovative
Experiential Learner
Ever-Expanding Growth
Team Focused

Credibility

Experience Leading Organizations
Created Unique Innovative Opportunities
Have Grown Through Hands-On Experiences and Team Projects

Competitive Context

Primary

Business Analyst
Business Intelligence Managers
Sports Business Professionals

Other

Sport Management Majors
Data Analytics and Engineers
Business Professionals

Why Me?

Businesses today strive to employ strong candidates they can trust and enjoy growing with more than ever. I offer a unique blend of persistence, passion, and personality that transforms the culture and work quality of any role I am in.

My Ideal Place

An innovative, hands-on, and results-oriented organization that values all work produced and uses it to make real-time decisions for future success.

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Core Values

Growth

Family

Friends

Passion

Persistence



MY EXPERIENCE

How I've Learned

4.0 GPA
Copeland Scholars Business Honors
AIS Excellence Award
Dan Lowe Scholarship Award
Business Analytics and Baseball Analytics Internships
Continue playing Tenor Saxophone
External online classes through DataCamp

How I've Managed Time

Created weekly and long-term goals and plans
Balanced daily commitments between classes, 7 student organizations, homework, and external networking
Utilize relationships to create an encouraging environment to foster growth

My Technical Experience

Microsoft Excel	Microsoft Office
Python	Power BI
SQL	Sales Force
Tableau	Stackline

My Interpersonal Skills

Ohio University Integrated Business Cluster
Darren Butler 2x Case Competition
Ohio Sports Analytics Team Case Competition Creator
Sports Data Strategies and Innovation Team Creative
Event Management Bid Creation Logistics Researcher

My Leadership

Ohio Sports Analytics Team President
Sports Business Association VP of Operations
Ohio University Baseball Director of Analytics
Ohio University Hockey Game Operations Assistant
Darren Butler Case Competition Team Captain

My Creativity

Created all Ohio Sports Analytics Team Events
Created Ohio Sports Analytics Team Case Competition
Developed the first-ever Baseball Analytics position at Ohio University
Organized teams for case competitions
Created networking trips for students in multiple organizations

My Communication

Organize networking calls to further create connections
Serve as the opening speaker for presentations
Handle student feedback in leadership positions
Experience networking and presenting opportunities
Give club pitches to increase membership rates

My Passion & Work Ethic

4.0 GPA shows desire for high achievement
Great campus involvement shows desire to grow
External learning online shows value for furthering education
Time management skills show ability to balance and maximize all personal and professional involvements