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.