Meet the MBA Class of ’27: Bianca Busse

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Bianca Busse

Bianca Busse brings an international perspective and creative energy to her professional pursuits in marketing and brand strategy. A graduate of the University of Alabama with a 4.0 GPA in Psychology, she balanced her studies with leadership in student organizations, managing large-scale events and recruitment initiatives. Her professional experience includes training in international logistics with Rohde & Liesenfeld and building promotional campaigns as a campus ambassador for Want Locker. Bianca’s Danish heritage and passion for fashion, fitness, and wellness influence her approach to branding—where authenticity and lifestyle alignment are key drivers of success. Through her MBA, she aims to merge her analytical skills with her creative interests, developing marketing strategies that resonate across cultures and communities.