



Vini Azevedo

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As a senior at NYU's Stern School of Business, Vini Azevedo was a marketing and information systems major who knew that he wanted to follow an entrepreneurial career path. He was attending NYU on a partial scholarship from the Martin Luther King (MLK) Foundation, and had helped promote diversity in New York's businesses and neighborhoods through the Foundation's community service and

outreach programs. He had also been an assistant editor of NYU's student newspaper, the *Washington Square News*, and had interned for a semester at Maloney Group, a marketing consulting firm.

He recalls interviewing with an MBI manager during his senior year at NYU, and being intrigued with a point that was emphasized. MBI, he was told, was looking for exceptionally bright self-starters; the company was interested in cultivating well rounded entrepreneurs, and no experience was necessary. After several more interviews — one with MBI's CEO — Azevedo was offered a position as assistant product manager, and took the job.

He remembers feeling challenged from the get-go. "Initially, there was no formal training structure," he relates. "There were high performance expectations and a big workload immediately." He was nevertheless unfazed; an only-child, he had grown up amid high expectations and had thrived on competition through involvement with organized sports.

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So he simply gave it his all, working long days and learning the ropes quickly with the aid of co-workers. "There's a lot of coordination here," he comments.

Nowadays, he is an accomplished multi-tasker. On a really demanding day, he says, he will be "swamped with mundane tasks while having to simultaneously think on a highly creative level." "Devising strategies to maximize returns requires creativity," he says. "So do product development and marketing analytics — there are many ways to interpret information."

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