



INDIANA UNIVERSITY IS PLEASED TO PRESENT

BRIAN SMITH, UGG FOUNDER

australia



IMU

WHITTENBERGER
AUDITORIUM

3:00 - 4:00 PM

TUESDAY, MARCH 24

BRIAN SMITH BILL BLASS SPEAKER

Mr. Smith was born in Australia, where he developed his love of surfing. A chartered accountant, he studied at the UCLA Graduate School of Management, and with \$500 of start-up money, he founded UGG Imports to bring sheepskin footwear to the US. After seventeen years, as sales reached \$15 million, he sold the business to Deckers Outdoor Corporation. The UGG brand has since exceeded \$1 billion of international sales times over. Smith is one of the most sought after business leaders in the country today. As a media guest and inspiring presenter, he is committed to teaching his breakthrough business strategies to entrepreneurs and translating personal vision and spirituality into company culture.



Brian Smith, UGGs Founder



This event is made possible through the Bill Blass Design Seminar Series established in 2002 with a bequest from fashion designer Bill Blass, a native Hoosier and friend of Indiana University. The Bill Blass Design Seminar Series is presented and hosted by the department of Apparel Merchandising and Interior Design and the College of Arts and Sciences. The AMID department at Indiana University is pleased to present Mr. Smith as a 2015 Bill Blass Design Seminar Lecturer. Mr. Smith will share his experiences as an entrepreneur, innovator, and business leader.