

COMMENCEMENT ADDRESS  
BY  
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CLASS OF 1992  
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UNIVERSITY OF TAMPA, FLORIDA  
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President Vaughn, Board of Trustees, faculty, staff of the University, family, friends, and most importantly the graduating class of 2010, I want to say thank you for giving me the honor of addressing you today. It was just 18 years ago that I sat in your seat celebrating the same great achievement that you have gotten today by earning your degree. I came to the University of Tampa as a foreign student, and I have to admit that I did not really know anything about Tampa, or much about the United States for that matter. I did know that the UT was a great private school where I would be given personal attention and a chance to get a great education. In terms of the United States I knew it was the greatest country on earth and that it was the land of opportunity. I am pleased to say that I feel stronger about both of these facts today than when I first arrived on campus.

I came to Tampa with one suitcase and a passion to complete my degree. I am half Swedish, half Lebanese, married to a Texan so my son, Christian, is confused. We are





For every success story we hear about from Google to Apple to the University of Tampa there are 10 that did not make it. As in business, in life, there are two kinds of people; those who play to win, and those who play not to lose. If you explore, take risks and challenge yourself everyday to be just a bit better than you were yesterday, then playing to win is the only option. The easy path is to play it safe, stay in your comfort zone, and to try only the tried and true. This is not a bad life, I am not making judgments, but you will be so much more satisfied if you just explore a little more every day.

I told you about the deal at Ericsson. I was on top of the world. My father, a 40-year veteran of Ericsson (and my greatest advisor), could not have been prouder, my management were high fiving, and my coworkers were congratulating me in the hallways. My career was just about to sling shot into overdrive, the future looked bright. Then I quit. I joined a no name start-up company I had run across in the previous year that I thought had great potential, but needed a whole new business plan. It was a company that had no real business plan, right? Even my father tried to talk me out of it, but I was determined, he told me that this was the dumbest thing he had ever heard but if that was my final decision he would stand behind me as he and my mother had always done, albeit unwillingly. I was not ready for this job, the company was not ready, and we had to change everything while moving the company forward. The best way to describe it is that it is like changing the tires on the car while it is still in motion. In one year we added 250 people, signed a fi



others. If you end up doing what you love then your happiness is contagious and everything else in life will seem easier.

On a personal side I married the woman I love and look at her with wonder every day. How many of you have a partner without any flaws or nothing you would change The key is to focus on all the things that you love about your partner and put the small

tooth paste just right, toilet seats being left up or down, cereal boxes being left open, and clothes on the floor Maybe I am just talking about myself. I am lucky since we are



I HOPE YOU WILL AIM HIGH