



MID Student Spotlight **Brett Socha**



Brett Socha knew sales and how to speak with customers. He had an MBA, along with a decade of experience from wireless sales to oil & gas. However, Socha believed he was missing something. He wanted to diversify his skills and knowledge. This is what ultimately led him to the Master of Industrial Distribution (MID) program at Texas A&M University.

Socha knew there was more he could gain with an MID degree. "From a standpoint of

why I chose the MID program, I wanted to learn more profit detail and operations," he said. With his goal in mind, Socha began the 21-month journey that would earn him his third degree.

The MID program provided the depth in B2B learning that Socha believed would round out his knowledge and experience.

"An MBA doesn't really show you the operations side," he explained. "If you're going to sit at the top of an organization and deal with important decisions on product and pricing, you need to know the whole story." Socha wanted a management degree that would give him a deeper and broader perspective.

The curriculum offered in the MID program had a significant impact on Socha's experience. "Learning the science behind distribution operations and profitability rounded things out for me," he explained. "The Distribution Customer Experience course helped fine tune skills to organize my customer base.

The Distribution Operational Excellence course set the stage for my capstone project, which focused on operational efficiency using process mining and management to build a successful business framework."

According to Socha, what really stood out about his MID experience was the quality and relevance of the instruction from the program faculty. "The industry faculty make a big difference," he said. "One of my biggest compliments to the MID program is how the faculty stay on top of what's going on in the industry. They do a great job of making that a focus for the program."

Socha was challenged. While he had the experience in sales and business knowledge from an MBA, he believes the MID program provided a more in-depth experience. "MID went deeper into finance and accounting than I even had with my MBA," he explained. "At the same time, it's just as important for those in sales to understand the content of distribution. I think getting that information out of this program is invaluable."

Another aspect of the MID program that impressed Socha was the opportunity to interact and learn real-world concepts that could be applied to everyday decisions from other B2B professionals. "I was able to learn a lot from other students in the program," he said. "Hearing the perspectives of others and learning from their experiences really added value to my MID journey."

As a result of getting an MID, Brett Socha can say with confidence that the opportunity has changed to trajectory of his career. "I set out to become more diversified in providing value to my company, and the MID program provided that path. Now I can help improve things from an operations side while also successfully manage sales."