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### **GWU Alumnus Spreads the Word About Excellent Programs in Godbold School of Business**

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# GWU Alumnus Spreads the Word About Excellent Programs in Godbold School of Business

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Office of University  
Communications

March 25, 2019

## *Seth Cranfill '14 and '16 Helps Start Business Alumni Group*



Lucas Beatty (No. 8) prepares to throw the football to Seth Cranfill (No. 86). Beatty and Cranfill met when they came to Gardner-Webb to play football. They roomed together for over five years and became best friends.

Recruited to play football on a full scholarship to Gardner-Webb University, Seth Cranfill thought he knew the career he wanted to pursue. After studying various subjects through the University's liberal arts core curriculum, Cranfill discovered his interest in business and decided to change his major. Once he got to know more of the faculty in the Godbold School of Business, he realized he had made the right decision.

“It became apparent to me that this was a world I wanted to live in,” Cranfill reflected. “It made going to grad school and getting my Master of Business Administration (MBA) really easy.”

He earned his Bachelor’s in Business Administration in 2014 and his MBA in 2016. He was hired before completing his master’s. “I came out (of GWU) in a great place,” Cranfill observed. “I knew how to speak with people, and I knew how to present myself in a business setting, which is really half the battle.”

He works in wealth management, and while his classes gave him the skills to be successful in his career, Cranfill also values the relationships he made at Gardner-Webb. “I met some of my best friends—my brothers now,” he related. “We had a great college experience with the fun things we did and the memories we made. We established some lifelong relationships.”

One of those friends is Cranfill’s college roommate, Lucas Beatty. Strangers when they arrived on campus to play football, the two roomed together for over five years. Now, they live in different states—Cranfill in Florida and Beatty in North Carolina—but they are helping Mischia Taylor, dean of the School of Business and instructor of marketing, launch and plan activities for a business alumni group.

“We came together and thought it would be beneficial to the University, to us, to alumni and current students to help with fundraising, networking and event planning,” Cranfill explained. “We want to bring awareness to the great programs available at the business school.”

*For more information about the Godbold School of Business Alumni Group, email Mischia Taylor, (mataylor@gardner-webb.edu) dean of the Godlbold School of Business.*