Telecommunications Systems Management
Alumni Spotlight

MURRAY STATE UNIVERSITY
Telecommunications Systems Management

Name: **Craig Jacobs**

MSU Degree: B.S., Telecommunications Systems Mgt., 2005
Masters of Business Administration, 2006

Home Town: Murray, KY
Current Town: Las Vegas, NV

Current Job: Director of IT Services, Affinity Gaming
Co-Founder RateShepherd.com,
Hotel Business Intelligence

Current Job Description:
As Director of IT Services at Affinity Gaming, Craig is responsible for the oversight of enterprise wide information systems support and the data associated with business operations. He works closely with business units, especially Marketing to develop and leverage information systems and associated data for efficient, effective, and competitive operation. In addition, Craig oversees helpdesk, desktop support, applications support, development and user/customer impacting projects.

Previous Jobs held (since graduation):
• IT Manager, Northern Nevada Region Affinity Gaming

Family & Personal:
Marty Jacobs, Professor of Education at Murray State. Kathy Jacobs, Instructor at Murray State. Laura Jacobs, Finance graduate of the year MSU (or something like that). Sharon Jacobs, sophomore in Secondary Education at Murray State.
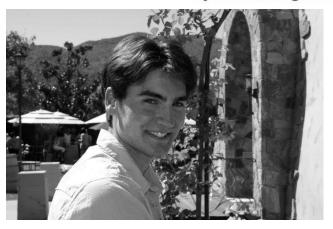
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TSM Q & A:

1. **What did you do for your internship and how did it benefit you?**
   I worked for John Hart (TSM Instructor) for 4 years and was mentored by him in a network administration capacity. This experience was invaluable and introduced PC management and personnel management skills to me early in my professional career.

2. **Since graduation, what is the most exciting thing you have been able to experience in your work?**
   In my position I have been a key integrator on multiple business unit mergers, acquisitions and sales. These experiences provide great insight into the overall operations of various business units and expedite the professional learning process.

3. **What class(es) were the most beneficial to your career so far?**
   Programming and Security classes have been the most beneficial because they require intense process analysis and documentation to be done well. These skills translate into every facet of business and technology and are the building blocks of everything we do in IT.

4. **What activities outside your classwork were most valuable to your career?**
   Playing Varsity tennis at Murray State provided an array of culture that is difficult to find. It afforded me trips all over the world to meet interesting people and continuously learn. Developing RateShepherd.com continues to be a constant inspiration since Derek McCallum and I founded it in 2009. We have been developing together since our days at Murray State, originally creating the first online password vault, Defygo.com in 2006.

5. **What is one piece of advice that you would give to current or future TSM students?**
   Start working immediately. A part-time position or multiple internships are critical to success. The classroom is great for preparation and provides for a well rounded professional, but practical experience is a must.

For more information on Murray State University's Telecommunication Systems Management Program visit us on the web at www.murraystate.edu/tsm, on Twitter at @MurraystateTSM or on Facebook at http://www.facebook.com/MurrayStateTSM or call us at 270.809.3987