



Sameer Desai



I graduated from The University of Texas at Austin in Spring 2012 with degrees in Business Honors and Marketing. I joined Texas Blazers in Fall 2009 and served as alumni relations chair my senior year. I also helped found the Hip-Hop/Bhangra dance team Punjabbawockeez and was on the executive board of the Indian Students Association. In terms of the business school, I tremendously enjoyed leading the BHP Steering Committee as well as being a Peer Advisor.

My most cherished moment in Texas Blazers was my first Texas Blazers retreat. I met some amazingly humble, insanely talented group of guys and could not believe some of their backgrounds and accomplishments. I also enjoyed getting to know more older Blazers when I was Alumni Chair and go to see how successful they were after UT.

Upon graduating from UT, I worked at PepsiCo for four years serving in a variety of marketing roles in Dallas. One of the cool things I did was working on the Cheetos brand and running Chester Cheetah's Twitter and Facebook profile (It ain't easy being cheesy!). I'm currently finishing up my MBA at SMU Cox School of Business, and planning to return to PepsiCo in the fall.

What advice would you give a current Blazer?

Dive in head first! Texas Blazers is the only organization that recruits guys from with such a wide variety of backgrounds. Get to know as many people as you can and get past the "acquaintance" stage. Ask them questions. Be curious on where they grew up. Chat about their dreams and passions. That's truly where the magic happens.

What was your New Guy Class Project?

My Fall Class of 2009 Project was going out to an After-School Center out in South Austin, where we had a Thanksgiving Academic and Social Carnival and partnered with the Texas Spirits. We had golf lessons, football toss, a science experiment making ice cream for the kids, animal balloon decorations, face-painting, and making turkey decorations out of house-hold items.

How does your time in Blazers (lessons/experience) intertwine with the work you do now?

Never lose your commitment to service. The more you can help others, the happier you'll be. Also, the small things matter. Every time you "put someone else first" builds over time and pay dividends later. Texas Blazers taught me that over and over, and it has stuck with me for life.