



Sloan Career Cornerstone Center

Profiles of Electrical Engineers and Computer Scientists



Tonya Shadduck

**Strategic Planning Consultant
Central and Southwest Services Corporation
Dallas, TX**

Education:

B.S. - Electrical Engineering, New Mexico State University
M.S. - Business Administration, University of Texas at Arlington

Job Description:

Tonya Shadduck is working in a new area of business for CSW called Total EV where she markets and distributes lightweight recreational vehicles. She is also devoted to promoting electric vehicle infrastructure.

Advice to Students:

"It's very important that you make sure you take care of your own educational needs to make yourself a marketable package."

Video Transcript:

"I'd say - the MBA - I wouldn't be here without the business degree. But, I don't think I could do my job as effectively or understand some of the engineering and technological trends that are going on without the engineering background."

Interview:

Tonya Shadduck of Central and Southwest Services advises students to make themselves "marketable." No one can expect to stay with the same employer for his or her entire career. Therefore, it becomes imperative to have skills that are transferable. She recommends getting the broadest possible background and then keeping up with one's field.

Shadduck reminds students that the "world is business. Every company is in business to make money." Besides engineering, it is necessary to study finance and accounting. "You have to understand how your company makes money. You wouldn't be working for that company if they weren't in business. So you need to understand either what cost you're containing or what revenue you're helping to contribute to." In a global market especially, an engineer needs to have a larger perspective than the purely technical.

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As a consultant in the strategic planning department of her company, Shadduck needs both technical knowledge and knowledge of economics. She went to school at night to get her MBA while working as an engineer in integrated resource planning. "I realized that I didn't have a real broad perspective on things. It seemed that I understood what I was doing at work, but I [wanted]. . . to get a broader financial background, and the MBA just seemed like the best way to do it." And, in fact, the business degree opened the door to her current position.

Shadduck suggests other courses that would be helpful to engineering students. "I think philosophy would be a good one. But anything that really helps you expand your thinking and be creative in how you think about things would be helpful. I took some English; I took some anthropology. Economics was helpful." She reiterates, "It's very important that you make sure you take care of your own educational needs" to make yourself "a marketable package."

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