

## INTERNATIONAL FORUM SERIES

# "Cuba: Understanding the Opportunities"



**Peter M. Steimle**

Kennedy Center Alumnus (1989),  
Sprint Scriptwriter,  
International Marketing Sector

**Wednesday  
2 July  
12:00 NOON  
238 HRCB**

Since completing his undergraduate degree in international relations (1989) at BYU, Peter M. Steimle received both an MA in Latin American Studies (economic development) and an MBA in international marketing from the University of Kansas. Steimle has worked for Sprint at their headquarters in Kansas City, MO, for almost eight years. Over the last two years, he has been researching Cuban society, economics, and politics, while collaborating with academics and professionals from Cuba, Canada, and the United States. During this period, he researched opportunities for entering Cuba's telecommu-

nications sector and distributed a bi-weekly executive summary of news relating to Cuba. Steimle also recently participated on a panel at the University of Kansas that discussed various facets of Cuba today. He previously served a mission in Chile for the Church.

This lecture will be webcast live. Those interested in finding out more about the International Forum Series will find archived lectures and a calendar of upcoming speakers on the Kennedy Center web site at <http://kennedy.byu.edu/events>.

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