



**Jeff Talmadge**  
**2023 Executive MBA Alumni Ambassador Award**  
**Recipient**  
**Senior Account Manager**  
**ARMS Reliability**  
**Austin, TX**

Jeff has over a decade of experience working in Sales, Marketing, and Advertising. Throughout Jeff's career, he has contributed difference-making ideas and experienced the tangible impact a powerful solution can have on an organization and its clients. Whether it's using behavioral data to develop a targeted digital media strategy for vocational schools, collaborating on messaging to recruit healthcare practitioners to the U.S. Armed Forces, or optimizing preventative maintenance strategies on manufacturing lines to reduce the risk of unplanned equipment failures, the diversity of Jeff's professional

experience and exposure to various business challenges has showcased his knack for creating value and positive outcomes for his customers.

Before completing the Executive MBA program with honors in Spring 2023, Jeff graduated from the University of Texas at Austin's Advertising Program, where he was also chosen for the College of Communication's Senior Fellows Honors Program. Following his undergraduate studies, Jeff's career began at Austin-based advertising agency, GSD&M, where he met his wife Amanda, and since 2018, he has been working for ARMS Reliability (acquired by Baker Hughes in 2021) where he builds business & sustains accounts from Saskatoon to Santiago. Jeff and Amanda are happily raising their family in south Austin alongside their two dogs and chicken – Gus, Woodrow, and Roxie.