

Speech given by: Glen T. Senk, CEO URBN Inc.

Speech presented to: University of Chicago MBA students

I once sat in the very seats you are sitting in today. As an MBA graduate of the University of Chicago, I want to speak to all of you today about what it takes to put your degree to good use. The road to success may be bumpy, but what fun would it be without a few bumps along the way?

Many of you may already have jobs secured, but some of you are probably still searching for that perfect opportunity. Well, I want to tell all of you, you may never find something perfect. As the CEO of Urbn Inc, most days I feel like maybe it is possible, but other days I wonder what could have been if I would have gone down another path. The important thing is that you give your all to whatever you are doing. I wouldn't have gotten where I am today without hard-work and perseverance.

I know if I had a penny for every time someone said that to me when I was in school I wouldn't have had to get a job I would be so rich. But the fact of the matter is, it's true. Those two qualities are invaluable to any person in the workforce today. I have been part of my company for almost 20 years now, and my dedication to excellence in every position I have held has boosted me to the top. I am now at the top of the company, not because I knew someone, and not because I got lucky—I gave all I could to my job, and it paid off.

You may not all become the CEO of a company, but if you put your best foot forward, you will be successful in any venture you take on. And if you feel that you are at a dead end in a job, look outside the box. In the business world, you will make many contacts. Don't be

afraid to use your contacts to grow. Sometimes another opportunity may be just the thing you need to take you to new heights. Before I worked for URBN Inc, I was the Chief Executive of another company. I left that job to go to another, and then left that one to come to URBN. You have to be willing to take a chance.

Eleanor Roosevelt once said, "Do one thing every day that scares you."

This is crucial to success. You never know what lies ahead, but by putting everything you've got into what you do, you can't fail. Although at times you will have doubts, hard work will always pay off in the end. So I encourage each and every one of you to take chances, and put your best foot forward at everything you do. I did this and I am now the CEO of a great company with 5 successful brands. I know all of you can be just as successful as I am, if not more so.

I want to thank all of you for your attention and I wish you all the best in all that lies ahead.