



# AUGUST 28, 2019

Galaxy Event Center At Wahooz | 9AM-3PM

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Keynote Address By

**Jas Krdzalic**  
CEO, BodyBuilding.com

**“Business Transformations:  
Lessons Learned”**



## About Our Keynote Speaker

Jas Krdzalic is the Chief Executive Officer of Bodybuilding.com. Krdzalic's career quickly rose through the ranks over the years, steering him toward high-level leadership roles in the technology and digital sectors. While spending the better portion of his career in the technology industry, including 12 years at Micron Technology, Krdzalic led teams across Corporate Development, Finance Strategy, Business Operations and Strategic Planning. Some of his accomplishments include: leading the company through transformation and revenue diversification, driving teams at the highest levels of accuracy and analysis for M&A activity, strategy development and execution.

He holds a bachelor's degree in business from the University of Idaho and an MBA from Northwest Nazarene University. He also currently serves on the Board of Directors for Federal Reserve Bank of San Francisco - Salt Lake City Branch. Krdzalic is married and a father of three. He became the first generation American in his family, having emigrated from Bosnia as a refugee in 1994. If he's not pursuing his passion for skiing and playing classical guitar, you'll find him volunteering his time through coaching/teaching, supporting local community efforts, and promoting the importance education.

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