

**Boris Bugarski '97**  
Chief Executive Officer  
and President  
mUrgent Corporation  
Santa Ana, California  
www.murgent.com



As Chief Executive Officer and President of mUrgent, a leading marketing and communications company focused on accelerating customer interaction for businesses, Boris Bugarski brings more than a decade of experience in advising and integrating e-marketing strategies for companies, including the Fortune 500 and Fortune 50.

Boris' entrepreneurial spirit led to spearheading two companies into a multi-national business. mUrgent, the second of such enterprises, has offices spanning Australia, Israel, England and the United States.

Boris was the past Director for the Society of Internet Advancement, and sits on the advisory boards of FSCi Inc. He also sits on the Marketing and Public Relations Committee for the International Franchise Association in Washington D.C.

Boris holds a Bachelor of Arts in Marketing from the Mihaylo College of Business and Economics at California State University, Fullerton and three Associate Degrees in Biology, Business Administration and Cultural Studies. Recognized as a self-made e-marketing innovator and national public speaker, with articles published in the U.S., Boris is frequently asked to speak to Cal State Fullerton's business students in the classroom setting.

Boris is an enthusiastic supporter of the Mihaylo College of Business and Economics, annually sponsoring the Dean's Summer Golf Classic scholarship fundraiser and serving on the College's Executive Council since 2003. In 2005, as an Executive Council Advisory Board member, he became the youngest president in the Council's 31-year history. Boris is also a member of the College's Cornerstone Society, serving the students by assisting in the completion of the College's new home, Mihaylo Hall.

Although one of his favorite hobbies is reading books on sales and marketing, Boris enjoys the gym, gadgets and golfing.

97



**Edward R. Byrd '78**  
Senior Vice President and Chief Accounting Officer  
Pacific Life Insurance Company  
Newport Beach, California  
www.pacificlife.com

78



Ed Byrd is Senior Vice President and Chief Accounting Officer of Pacific Life Insurance Company, a Fortune 500 life insurance company located in Newport Beach, California.

Ed joined Pacific Life in 1990, following 12 years of management experience in audit, internal control, and general accounting. He served as a staff auditor and audit manager for Deloitte & Touche, and as manager, General and Cost Accounting, and manager, Internal Audit, at Rockwell International. During that time he had international assignments in Rome, Italy, and Sydney, Australia.

At Pacific Life, Ed was promoted in 1991 to Vice President, Corporate Audit and Financial Planning, and to Vice President and Controller in 1992. In 2003, he was named Chief Accounting Officer and in 2006, he was promoted to Senior Vice President. Ed oversees accounting and financial reporting and planning for the entire enterprise. He is also chair of the company's disclosure committee and a principal contact for accounting and financial reporting matters with the Board of Directors, independent auditors, rating agencies, and regulators. He also serves as Senior Vice President and Chief Accounting Officer to several of Pacific Life's subsidiary companies and is the Chief Financial Officer of the Pacific Life Foundation, Pacific Life's charitable foundation.

Ed earned his Bachelor of Arts in Accounting at Cal State Fullerton. He participated in Mihaylo College's Pacific Life Symposium, talking with more than 100 Finance and Accounting students about the role of a chief accounting officer.

Ed and his wife Pandy live in Yorba Linda with their two sons, Austin and Nolan. Ed and his family have traveled extensively throughout the world and the United States. Ed is very active in community and school activities, and his interests include travel, music and sports.

