

# SFU BUSINESS

## Alumni Profile



### **Brent York**

**Chief Technology Officer, TIR Systems**  
**Executive MBA '94**

In 2004, B.C. Business magazine named Brent York, Chief technology officer at TIR Systems, as one of B.C.'s top innovators.

A 1994 graduate of the SFU Business Executive MBA program, York has worked at TIR Systems Inc. almost since its inception in 1982. The company was formed to research, develop and produce novel 'light pipe' technology based on total internal reflection (TIR) principles.

As the company grew to become a world leader in "white" solid state lighting technology, York's career at TIR developed too, thanks in part to his SFU Executive MBA experience.

"I view the SFU Executive MBA program as not only an intensive, exciting and fun experience, but also as a catalyst for my personal growth in everything from leadership to business strategy," says York. "The program provided an excellent balance between the hard operational skills of management and the fluid skills to manage in a chaotic business environment."

Today, York is very involved in helping TIR move to the forefront of world lighting technologies. In 2004, TIR Systems won the Emerging Company of the Year Award from the BC Technology Industry Association.