
Munn, his wife, his two-year-old son and a small collection of their belongings boarded a plane to Dubai, United Arab Emirates, two months later.

“The first time we set foot in the Middle East, we were moving there as a family without ever having visited the region before,” he said. “It was a significant leap of faith, to say the least.”

Munn works in Dubai as a business development manager in the electrical markets division (EMD) for Middle East & Africa (MEA) at 3M Co. In this role, he is responsible for providing leadership to the MEA country sales, marketing and technical service teams, supporting and implementing business management strategies to ensure alignment and appropriate value positioning within the market, providing market approach coaching and product knowledge transfer to the teams throughout the region.

“The Baylor Business experience was influential in teaching and providing opportunities to develop the vital skill set of effective communication within a professional corporate environment,” he said. “The experience was instrumental in developing and conveying a comprehensive understanding of what ‘value’ truly is in business, whether it relates to customer behavior, competition, differentiation, market analysis, strategic market approach, portfolio positioning, etc.”

After graduating, the fourth generation Baylor Bear held the account representative role at 3M more than six years, and during that time, he completed his MBA at the University of Houston at Clear Lake. In 2010, he became a U.S. high voltage specialist, responsible for driving accelerated market development of 3M high voltage cable accessory portfolio within the United States, until that fateful call on Dec. 14.

“In the MEA region, there is no such thing as an average day,” Munn said. “The only certainty is that you are in a constant state of uncertainty. The region is dynamic, challenging and in a constant state of flux.”

According to Munn, there are an estimated 200 different nationalities represented in the city of Dubai alone, which can present a challenge for communication.

“The most challenging aspect of effectively working in the Middle East and Africa region has been adapting my mindset and communication pattern to better understand and respect the significant differences between the Eastern and Western Hemisphere cultural divides, and its manifestation in daily communication,” he said.

Munn enjoys exploring the differences in communication and culture.

“I love learning the nuances and unique attributes that shape the dynamic nature of each and every country market within the region and seeing how the markets can differ as much as night and day from one another, despite the fact that, in many cases, they may share a common geographic border with one another,” Munn said. “I believe the genuine curiosity that I have in hearing the life path stories and experiences of the people I encounter on a daily basis has instilled me greatly in being able to build personal and professional networks, as well as helping me to quickly acclimate into new and different environments.”

Although Munn encountered a learning curve when he began working in Dubai, he appreciates the perspective and opportunities it has given him.

“It’s critical to develop an open mind and leave your expectations in your home country,” Munn said. “It is a wonderful experience that will challenge, develop and reward you professionally, but more importantly, personally, in ways you could never imagine.”