



Beth Monroe earned a Bachelor of Industrial and Systems Engineering from Auburn University in 2004.

Monroe spent 15 years of her career as an industrial and systems engineer for Disney Parks & Resorts, which included contributions to the design of Shanghai Disneyland. Additional highlights of her career include contributions to the September 11th Memorial Museum in New York and capital investment decision support across the international portfolio.

Monroe has been the owner/operator of Chick-fil-A in Huntsville, Ala., since March 2019. She was named “Rookie of the Year” for 2020, is a member of the Pricing Committee Operator Panel, and was the recent sales contest winner for biggest increase in mobile sales.

She said that her education through the Auburn University Department of Industrial and Systems Engineering has served her well throughout both of her careers.

“In both of my careers, I’ve used the ISE principles applied in a service environment,” Monroe said. “The way we were taught to think, and problem solve, has helped me to stand out and be successful.”

Some of her favorite memories from her time as a student at Auburn include being a member of War Eagle Girls and Plainsmen for two years, as well as late-night study groups with Industrial and Systems Engineering Professor Saeed Maghsoodloo.

“Dr. Maghsoodloo would buy us mocha shakes from Arby’s to give us a caffeine kick,” remembered Monroe. “It was like his way of saying, keep going!”

Monroe joined an ISE Alumni Council meeting as a student representative while at Auburn and the experience encouraged her to join the council as an alumna.

“I was grateful to have an outlet to express ideas and frustrations and get real world guidance,” she shared. “I wanted to be part of that for the next generation.”

Monroe has been a member of the Industrial and Systems Engineering Alumni council since 2015.