

The 34th John Molson MBA International **CASE** Competition

*GLOBAL CONNECTIONS
SUSTAINABLE FUTURE*



JOHN MOLSON

CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA
MBA INTERNATIONAL CASE COMPETITION

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Dean of John Molson School of Business

On behalf of Concordia University's John Molson School of Business, I am pleased to welcome you to Montreal for the 34th annual John Molson MBA International Case Competition – one of our school's signature events. At JMSB, we believe that an important part of a business student's education occurs beyond the classroom and this competition is a terrific example of that.

This year's theme, Global Connections and Sustainable Future also reflects what is important to us as an institution. JMSB is committed to promoting responsible business and to nurturing our relationships with international business schools.

I would like to wish all of the participants the best of luck. I hope that you will find us to be warm and welcoming hosts.



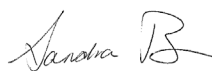
Steve Harvey, PhD
Dean, John Molson School of Business



Director of MBA Program

In January 2015, MBA students from around the world will gather in Montreal for the 34th annual JMSB MBA International Case Competition. This student organized competition provides an exciting and challenging opportunity for MBA students from around the world to test their skills, intuition and stamina in an intensive week long case competition. The friendships forged and international contacts made during the competition will last a lifetime.

On behalf of the John Molson MBA program, I welcome you to the competition and to Montreal. Bonne chance a tous,



Sandra Betton, PhD
MBA Program Director, John Molson School of Business



Organizing Team

When we started planning the 2015 John Molson MBA International Case Competition we hadn't yet grasped the sheer magnitude of work and the infinite details this 34 year-old event required. After ten months of hard work and dedication, we found ourselves standing tall and ready to welcome over 150 MBA students representing 36 schools from 14 countries, 270 judges, 30 sponsors and donors, 350 volunteers, and 100 visitors. The number of people and moving parts to this competition will make for a truly unforgettable event.

When organizing this competition, our main focus was this year's theme, Global Connections – Sustainable Future, as we strived to make this the most global and sustainable competition to date. We are welcoming two new countries this year and we have included in advance a Team Global - a competing team of alternates from different schools around the world - which perfectly mirrors the international nature of business today. In addition, we have brought sustainability to the forefront by embedding it into every decision we've made: we are planting trees for each of our judges and using zero-emission electric vehicles to ferry participants from the airport to the hotel. All of these actions are just an example of our message: successful business today is international and socially responsible.

We would like to thank all competing schools, sponsors, judges and volunteers for their unconditional support - without all of you, this competition would not be possible.

We would also like to express our deepest appreciation to our Board of Directors for their leadership and support. Finally, a special tribute to our academic advisor, Bill Meder, for his tremendous insight, commitment, and guidance that helped make this an incredibly rewarding experience. Bill, we owe these broad shoulders to you.

The 2015 Organizing Committee
Allysha, Kiran, Rasha and Roberto
Aidan, Catherine, Negar, Rachel and Sricharan

Sustainability

Sustainability is an integral part of the John Molson School of Business (JMSB) identity. Recently, Corporate Knights ranked the JMSB MBA program as the second "Greenest MBA" program in the world. Since our Case Competition is one of JMSB's largest events, it is crucial that it reflects the school's dedication to sustainability.

This year's theme, Global Connections – Sustainable Future, and the various initiatives put forward reflect an increased focus on sustainability and a deeper involvement of each and every member of the organizing team. Some of these initiatives include:

- Gift a Tree – In appreciation for judges' volunteered time and commitment we will be planting a tree in the name of each one of our 270 judges.
- Transportation – In collaboration with Sun Country Highway we have prepared fully electric zero-emission vehicles that will ferry participants from the airport to the hotel.
- Hotel - Our venue, the Fairmont Queen Elizabeth Hotel, is one of the "greenest" hotels in Montreal.
- Non disposable plates, bottles or containers - In partnership with Concordia's Dish Rental Program (R4 Dishes), at the Hospitality Suite we will only utilize reusable dishes and cutlery.
- Carbon Offsets –ZeroCO2 is helping us achieve our carbon-neutral goal by offsetting our event's carbon emissions.

In addition, we will increase providing organic food to our volunteers, we will hold events at walking-distance from the hotel and we have used recycled paper used for printing, composting facilities, among many other activities.

All of these actions will help us making the John Molson International Case Competition the most sustainable ever.

The Board of Directors

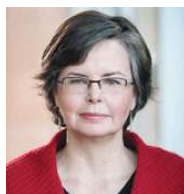
The John Molson MBA ICC Board of Directors is made up of business executives and representatives from the John Molson School of Business. Their role is to offer guidance to the organizers based on their years of professional experience.



Dominique Vincent
MBA, CIM
Vice-President and Portfolio Manager
3Macs



Diane Belliveau
Regional Manager - Africa
Export Development Canada



Sandra Betton, PhD, CFA
Associate Professor & Director,
MBA Program
John Molson School of Business,
Concordia University



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Ernst & Young Orenda Corporate
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William Meder
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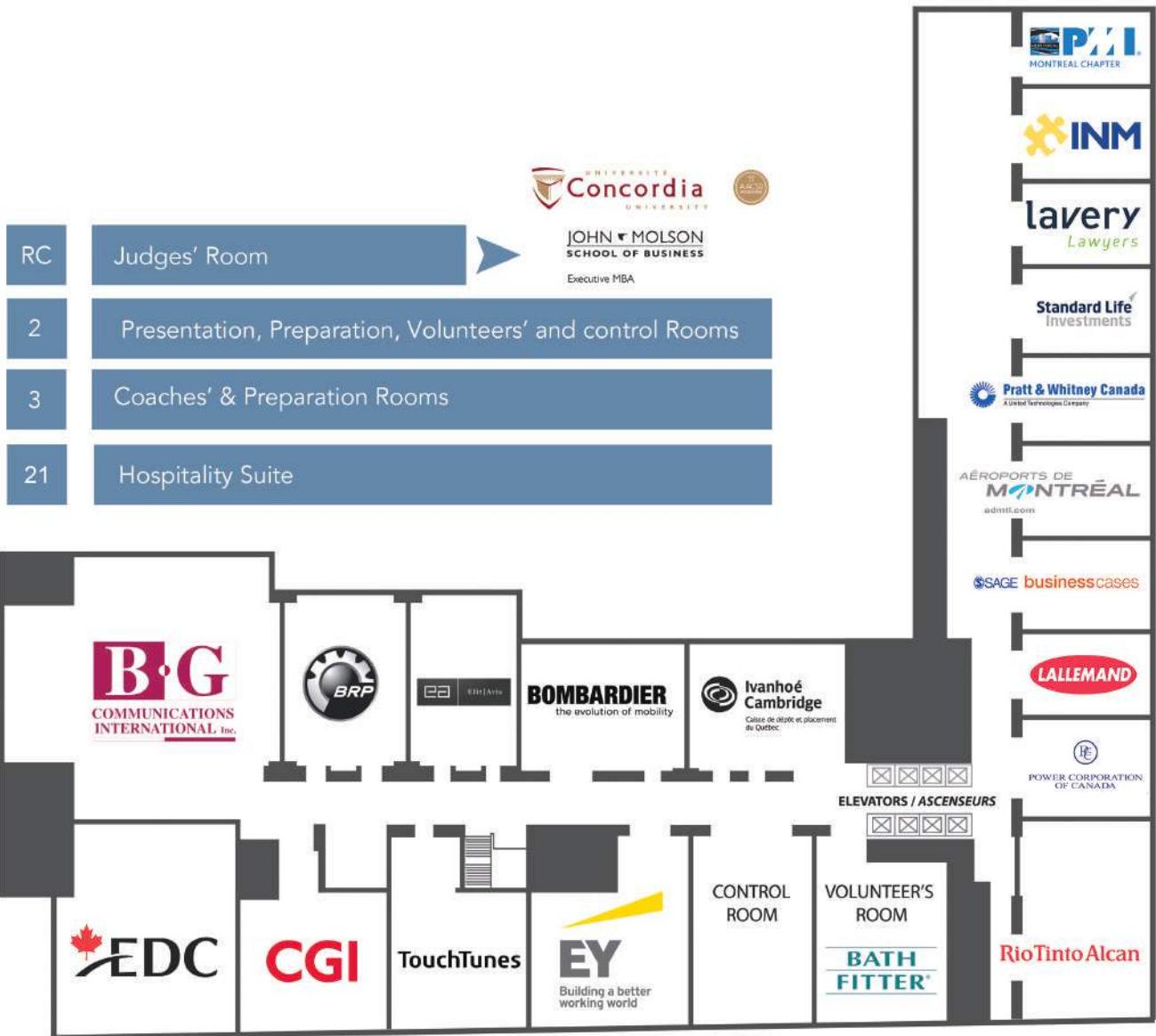
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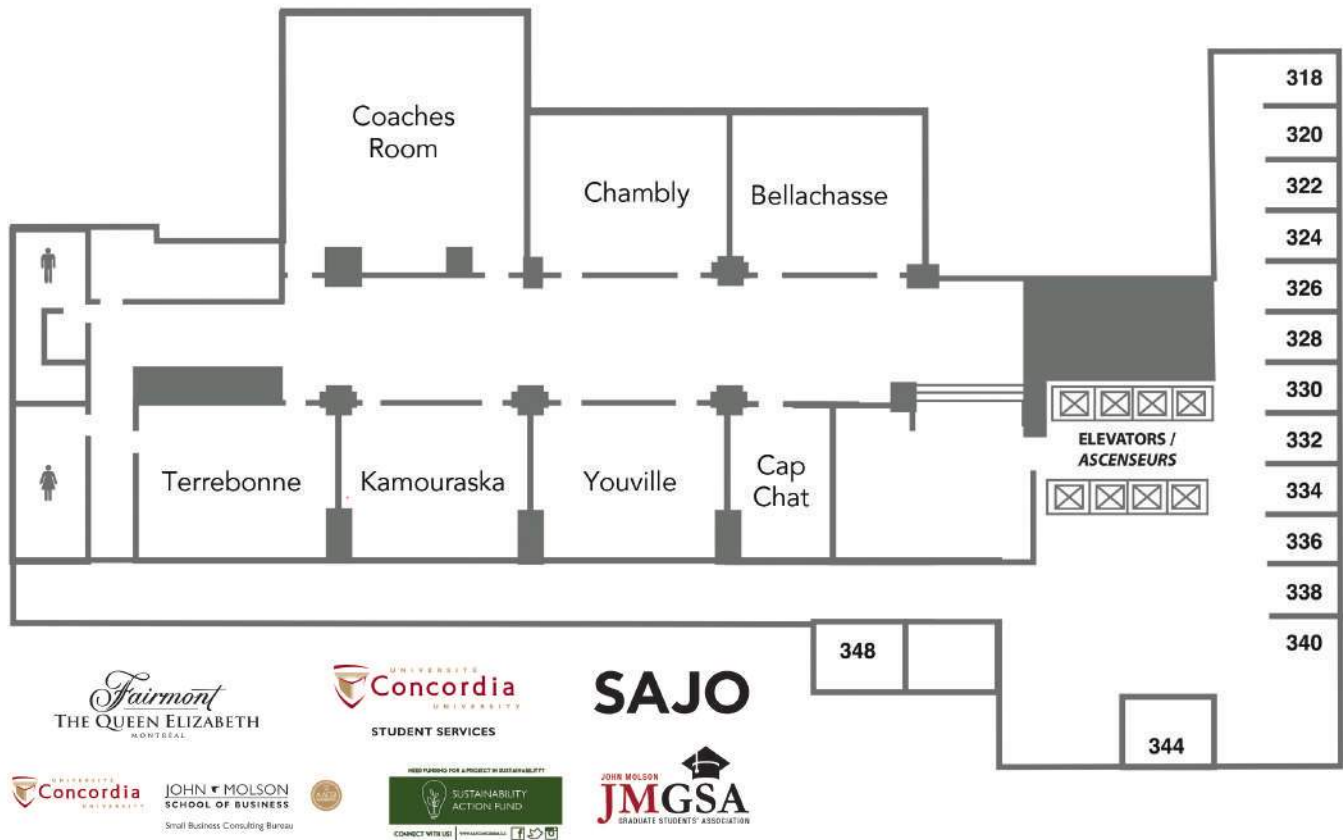
Floor Plans

Convention Floor (2nd Floor)



Preparation Rooms (3rd Floor)

Preparation Rooms (3rd floor)



Schedule

Time	Sunday January 4	Monday January 5	Tuesday January 6
6:00		Yoga Session 6:00 - 6:45	Breakfast 6:30 - 7:30
7:00			
8:00		Coaches Briefing 8:00 - 9:30	
9:00		TouchTunes Opening Brunch 9:30 - 11:00	
10:00			
11:00			Team 1 Presentation: 11:00 - 11:40
12:00			Team 2 Presentation: 12:55 - 12:35
13:00			 Lunch 13:00 - 14:15
14:00			
15:00		Team 1 Presentation: 14:45 - 15:25	
16:00		Team 2 Presentation: 15:40 - 16:20	
17:00	 Ivanhoé Cambridge <small>Caisse de dépôt et placement du Québec</small>	Opening Ceremony 17:00 - 18:00	Team 1 Presentation: 16:30 - 16:55
18:00	 EY <small>Building a better working world</small>	Snacks & Refreshments 18:00 - 21:00	Team 2 Presentation: 17:10 - 17:35
19:00			
20:00		Mange et Mélange 19:00 - 22:00	Hockey Night: Montreal Canadiens vs. Tampa Bay 19:00 - 23:00
21:00			
22:00			
23:00			

Event Description

January 4 - 9th

The Party Suite!!

Location: Hospitality Suite (Room 2145), Fairmont Queen Elizabeth Hotel

Come and relax with your fellow participants in the hospitality suite. This is the location where you can mingle with fellow participants during the evenings of the competition. Make use of our Karaoke machine and create lifelong memories during our extended hours. As always, our bartenders will guarantee a fantastic evening.

Sunday, January 4th

Ivanhoe Cambridge Opening Ceremony

Location: "BRP" Room (Marquette Room), Fairmont Queen Elizabeth Hotel

Time: 5:00 PM – 6:00 PM

Invitees: Coaches, Participants & Special Guests

Dress Code: Business Formal

Join us in the Marquette Room to officially welcome everyone to the competition. Last year's winning team will return the Concordia Cup and the six division draws will be announced.

EY Snacks & Refreshments

Location: Hospitality Suite (Room 2145), Fairmont Queen Elizabeth Hotel

Time: 6:00 PM – 9:00PM

Invitees: Coaches & Participants

After the Opening Ceremony, come spend an evening in the Hospitality Suite getting to know your fellow participants and reconnect with old friends. Food and refreshments will be provided.

Special Instructions: This will not be a formal dinner, so please plan meals accordingly.

Monday, January 5th

Yoga Session

Location: Coaches' Room, 3rd floor, Fairmont Queen Elizabeth Hotel

Time: 6:00 AM – 6:45 AM

Invitees: Participants & Coaches Only (30 spots per day)

To help you relax and focus on the day ahead, we will be holding a Yoga session with well-known Montreal Yoga Instructor – Sara Gallagher from Moksha Yoga NDG. Increase your potential for optimal performance by relaxing your mind and body.

Coaches Briefing

Location: Coaches' Room, 3rd Floor Fairmont Queen Elizabeth Hotel

Time: 8:00 AM – 9:30 AM

Invitees: Coaches

TouchTunes Opening Brunch

Location: "BG Communications Room" (Grand Salon), Fairmont Queen Elizabeth Hotel

Time: 9:30 AM – 11:00 AM

Invitees: Participants, Coaches, & Special guests

Mange et Mélange

Time: 19:00 - 22:00

Location: Vargas Restaurant, (Meet in Lobby) 690 Blvd. René-Lévesque Ouest

Invitees: Coaches & Participants

Dress Code: Business Casual

After a tough day of competition, dinner's on us! What could be better than spending the evening, having a few drinks and delicious three-course meal with new friends. You will be randomly seated with participants from other teams, so embrace the opportunity to meet people from around the globe.

Tuesday, January 6th

BRP Lunch

Location: "BG Communications Room" (Grand Salon), Fairmont Queen Elizabeth Hotel

Time: 1:00 PM – 2:15PM

Invitees: Coaches, Participants, Judges, & Special Guests

Montreal vs. Tampa Bay

Location: Bell Centre, 1909 Ave des Canadiens de Montreal

Time: 7:00 PM – 11:00 PM

Invitees: Participants and coaches only

Dress Code: Casual

Experience the most riveting hockey atmosphere in the world at the Bell Centre. Cheer on the red and blue as they battle Tampa Bay and enjoy the authentic Montreal experience.

Wednesday, January 7th

Yoga Session

Location: Coaches' Room, 3rd floor, Fairmont Queen Elizabeth Hotel

Time: 6:00 AM – 6:45 AM

Invitees: Participants & Coaches Only (30 spots per day)

BG Communications Breakfast

Location: "BG Communications Room" (Grand Salon), Fairmont Queen Elizabeth Hotel

Time: 8:00 AM – 9:30 AM

Invitees: Coaches & Participants

Event Description

CGI Networking Cocktail

Location: “BG Communications Room” (Grand Salon), Fairmont Queen Elizabeth Hotel

Time: 5:00 PM – 7:00 PM

Invitees: Coaches, Participants, Sponsors, Volunteers & Judges

Dress Code: Business Formal

Expand your network! Come mingle with other participants and meet our sponsors, judges and volunteers over drinks in BG Communications Room (Grand Salon). This is a great chance to meet some of the decision-makers from Montreal business community.

Coaches Dinner

Location: Bier Markt 1221 Boulevard René-Lévesque Ouest, Montreal

Time: 7:00 PM – 10:00 PM

Invitees: Coaches

Dress Code: Business Casual

It’s time for coaches to get together for some downtime over a delicious 3-course meal and some beers at the Bier Markt!

Indoor Skating

Location: Skating Atrium (meet in Lobby), Le 1000 De La Gauchetière, Montreal

Time: 7:00 PM – 9:00 PM

Invitees: Coaches & Participants

Dress Code: Casual

Want a true Canadian experience? Tie on some skates! Offered in conjunction with the Karaoke Night, this will be a chance to get out of the hotel and have some fun!

Special Instructions: Entrance and skate rentals will be around \$15 including tax.

Directions: It’s best to go through the underground village for this event. Please meet in the lobby for directions.

TouchTunes Karaoke Night

Location: Hospitality Suite (Room 2145), Fairmont Queen Elizabeth Hotel

Time: 8:00 PM – 11:00 PM

Invitees: Participants, Coaches & Lead Volunteers

Dress Code: Casual

Enjoy a relaxed evening with your colleagues in the Hospitality Suite over a couple of drinks (an integral part of the karaoke experience)! Make sure you get some time on our state-of-the art karaoke machine provided by TouchTunes!

Special Instructions: No Food will be provided.

Thursday, January 8th

EDC Lunch

Location: “BG Communications Room” (Grand Salon), Fairmont Queen Elizabeth Hotel

Time: 1:15 PM – 2:45PM

Invitees: Coaches, Participants, Judges, & Special Guests

Lights, Camera, Action! TouchTunes Theme Party

Location: “BRP-Elit’Avia” Rooms (Marquette-Joliette), Fairmont Queen Elizabeth Hotel

Time: 10:00 PM – 2:00 AM

Invitees: Participants, Coaches & Lead Volunteers

Dress Code: Dress up as your favorite Hollywood character!

Do your favorite Hollywood character justice and join us to dance the night away. A second karaoke machine provided by TouchTunes and a DJ will help keep the dance music flowing.

Special Instructions: Drinks served by the hotel are limited in the “BRP-Elit’Avia” Rooms, so after grabbing a quick bite for supper, be sure to join us in the Hospitality Suite (2145) for some pre-party drinks. The suite will close for the beginning of the party.

Friday, January 9th

Yoga Session

Location: Coaches’ Room, 3rd floor, Fairmont Queen Elizabeth Hotel

Time: 6:00 AM – 6:45 AM

Invitees: Participants & Coaches Only (30 spots per day)

Bombardier Final Banquet

Location: “BG Communications Room” (Grand Salon), Fairmont Queen Elizabeth Hotel

Time: 7:00 PM – 10:00 PM

Invitees: Participants, Coaches, Board Members & Special Guests

Dress Code: Formal/Business Formal

Wrap-up a memorable week at our banquet and closing ceremonies. Awards will be handed out and winners will be announced! Celebrate another unforgettable week with all attendees.

The Organizers



Allysha Carr



Allysha completed her BComm in Marketing at JMSB and is now pursuing her MBA full-time. Born and raised in Montreal, she grew up in a family business and her work experience is in General Management. Allysha enjoys an active lifestyle that includes various sports and outdoor activities. Post-graduation, Allysha is highly motivated to utilize her marketing, planning and organizational skills to find a career that can help her make a difference. (allyshacarr@gmail.com).

Kiran Jayaramaiah



Kiran is a second year full-time MBA candidate and is responsible for Budget, Technology, Hotel and Logistics of the 2015 MBA ICC. Born and raised in Bangalore India, he worked in the Telecom Industry for over 6 years in various roles planning & implementing telecom networks. Upon completion of his MBA, Kiran wants to pursue a career in Accounting/Finance (kiran.jayaram@gmail.com).



Rasha is a Finance graduate who worked in corporate credit within the financial services industry for two years prior to starting her MBA at the John Molson School of business. She is an active participant in student life at JMSB and is now the organizer responsible for Judges, Cases, Events & Sustainability at the MBA International Case Competition. Passionate about corporate social responsibility, she has taken several new sustainable initiatives to enhance the experience for all stakeholders at the competition. After the MBA, she plans on combining CSR and Finance in her career. (rasha.dergham@mbacasecomp.com)

Roberto Blanc



Roberto is a marketing professional and a second-year MBA candidate. He boasts 10+ years of marketing experience in companies across Italy, Spain and the United States, and has served as a consultant for organizations in Europe and North America. Roberto loves cooking, is rapidly embracing winter sports and is always looking for opportunities to practice the 5 languages he speaks. After his MBA he would like to pursue a career in management consulting or develop his career in the entertainment, technology, food or consumer goods industries. (<https://www.linkedin.com/in/robertoblanc>).

The Executive Assistants



Aidan Macdonald



A native Montrealer and first year MBA student is the Executive Assistant for Volunteers. Holding a BA in Psychology and an MA in the Sociology of Law, he is an aspiring entrepreneur interested in start-ups, investing, technology, marketing, and NGO management. Aidan is an avid traveller who has lived and worked across Canada, Australia, Spain and most recently in Vietnam for the past three years. Never one to stay complacent, Aidan is always looking for his next challenge and hopes to continue his career abroad upon graduating. (aidan.macdonald@mbacasecomp.com)

Catherine Sumague



Catherine is a native Montrealer with a passion for running and yoga. She is responsible for Marketing at this year's competition. Catherine has 6 years experience working in the Organic, Natural and Eco-friendly industry. Her experience has aided her in making innovative business decisions

and has given her an aptitude in Sales & Marketing. Her confidence in her craft drives her creative business decisions, interactions with her clients and effortless communications. Catherine is expected to graduate in Fall 2015. (ca.linkedin.com/in/catherinesumague)

Negar Dastjerdi



Originally from Tehran, Iran, Negar is a first year MBA student with a passion for sports and travelling. She has traveled and worked in Middle east, Europe and North America. Her background is in Chemical and Environmental Engineering and she has worked for two years for an engineering consulting firm in Boston.

Negar is a natural problem solver and she is aiming to work as a consultant post graduation. (negar.dastjerdi@mbacasecomp.com)

Rachel Abourbih



Born and raised in Montreal, Rachel is a second-year JMSB MBA candidate and is responsible for Logistics at this year's competition. Prior to starting her MBA, Rachel pursued studies in civil and common law at the University of Ottawa and is currently a member of the Quebec Bar and the Young Bar Association of Montreal.

While completing her MBA, Rachel also practices at a boutique corporate law firm which specializes in mid-market M&A. She is an active member of the community and volunteers regularly for the Hope and Cope organization in Montreal. (rachel.abourbih@mbacasecomp.com)

Sricharan Sunkara



Inspired to become an entrepreneur in the long-term, Sricharan is a tech-savvy, highly analytical professional with first - level quality management experience in the technology industry. Sricharan holds B.Tech in Computer Science Engineering and has worked for 3 years supporting the largest software company in India.

Currently he is doing MBA to supplement his rich technical experience with strong business fundamentals. Post MBA, he is aiming for a role that will be an ideal platform to contribute from day one and be at the cutting edge of IT products. (ca.linkedin.com/in/sricharansunkara)



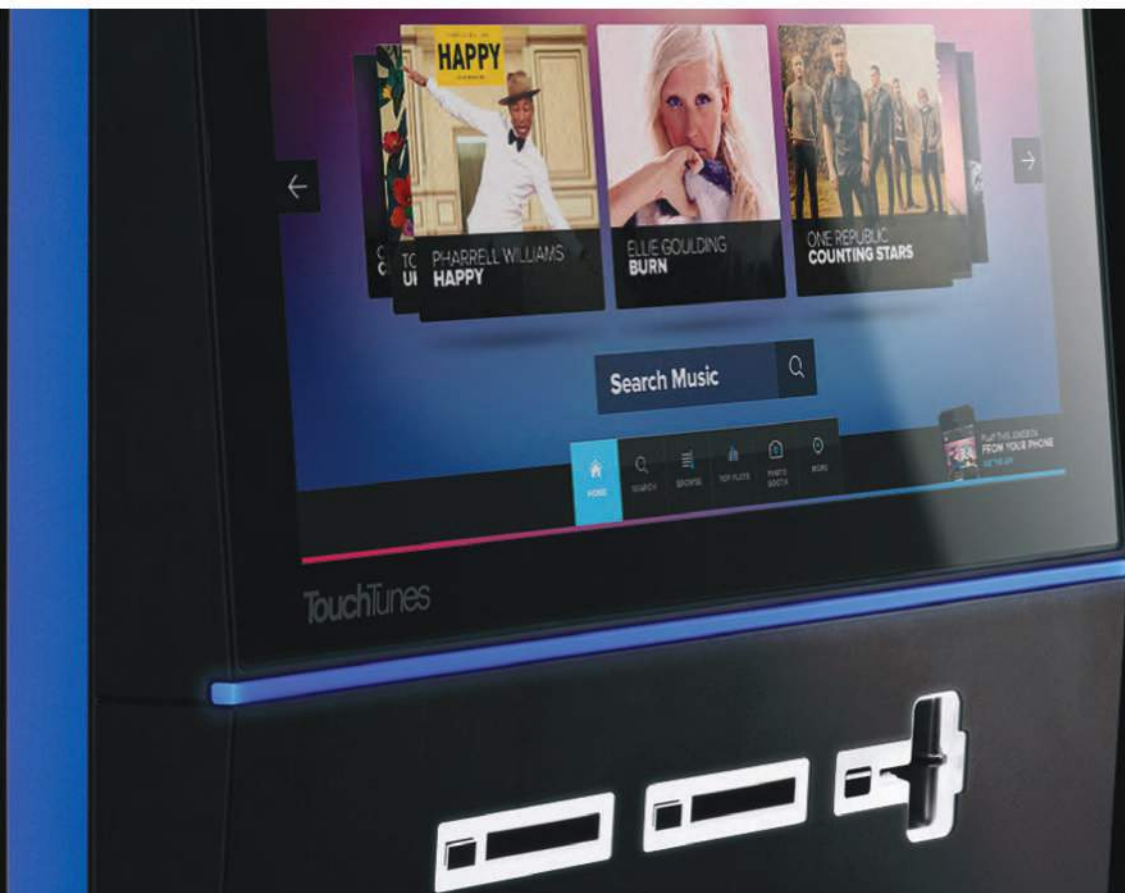
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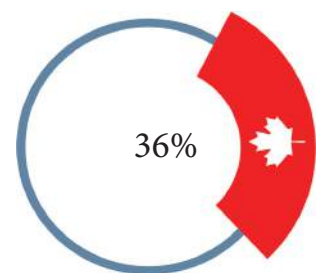
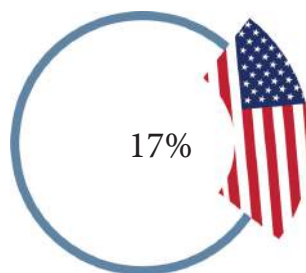
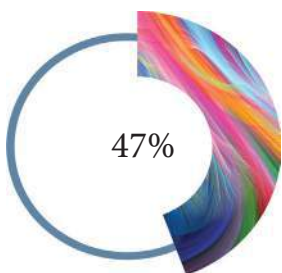
Participating Schools



International

USA

Canada



List of Participating Schools

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Founded in 1911, Aalto School of Business is the leading business school in Finland and is the only business school in Finland and the first business school in the Nordic countries to have received all three accreditation labels: AACSB, AMBA and EQUIS. Aalto's strong vision is based on pioneering research, quality assurance and in-depth relationships with the business world. Aalto continuously develops new ways of working and sharing expertise and is contributing to the society through new working culture and unique application of research, development and innovation.

Kitty Saikkonen is in her final year of Master's studies in Industrial Engineering and Management, specializing in Strategic Management and International Business. She has spent a term abroad at the London School of Economics. Ms. Saikkonen plans to pursue an international career and spent her previous summer as an intern at Henkel, DAX 30 company in Tokyo, Japan. She also worked at the United Nations as an intern in an ERP project. Her other internships were at Nokia and KONE in Finland. In her free time she enjoys learning languages, traveling and figure skating. kitty.saikkonen@aalto.fi

Markus Kere's bachelor's degree is in software development and business; he is studying strategy as his master's program major in the industrial management. He has become familiar with strategy formulation as a board member of a management consulting related student association, and by representing Aalto University in two international case competitions previously. Markus' work experience comes from logistics, IT, strategy research, and accounting; his past employers include private companies, the Finnish government, and his own home university. markus.kere@aalto.fi

Olga Duk has graduated from St. Petersburg State Polytechnical University, Russia, as Bachelor of Management. She is pursuing her Master's degree at Aalto University School of Business. She participated in numerous case competitions, reaching semi-finals. She worked in project management, sales, marketing and business development. She worked for Rovio Entertainment Ltd., Great Advertising, Russian award-winning marketing agency; Organizing Committee of Sochi 2014 Winter Olympic Games. Currently, Ms Duk is conducting a research about public-private partnerships. In January 2014 she has been elected to the Board of Aalto Man-

agement Consulting Association to manage its events and corporate relations. Her interests include natural history and evolution, Chinese studies and jazz. olga.duk@aalto.fi

Ilya Suslov is studying Strategy at the School of Business and holds a Master's degree in Computer Science. His research is in Big Data. His work experience is from Tata Consultancy, Comptel, and Nokia with focus on SAP Programming, implementation and maintenance of iMES services, software development process and communication with various stakeholders and system development. He speaks English, Finnish and Russian. ilia.souslov@aalto.fi

Anna R. Gasiorowska (Coach), Director, Case Studies, Business Coach, Owner & Founder of Aalto Case Society on LinkedIn. Anna studied & worked in the USA, France, Great Britain, Poland, Czech Republic, Finland. Her MBA and Advanced Management Studies are from Babson Graduate School of Business, MA, USA; École Supérieure de Commerce de Paris, France; Helsinki School of Economics, Finland. She worked in sales, marketing, corporate relations, turnarounds, operations; airline industry, industrial insurance, global rating agency, international infrastructure development & environmental protection, SMEs (startup ownership & mgmt). She worked among others for Finnair Airlines; Embassy of Finland, Warsaw, Poland; Finpro; Sodexo/USA; Rebook/France; Camus/France; volunteer with refugees. She is responsible for case analysis teaching & case writing; supervising case writing; case competitions, team coaching; fundraising; budget & strategic mgmt.; PhD in international investments. She speaks Finnish, English, French, Polish, Russian, German, basic Swedish; beginner in Mandarin and Italian. She enjoys mountain trekking, Dutch School painting, horseback riding. anna.gasiorowska@aalto.fi



Ben-Gurion University of Negev



Hofit Hamrani - Recipient of a BA Magna Cum Laude in Economics and Business Administration at Ariel University, Hofit works in the Israeli tourism industry as she pursues her MBA. Hofit's studies are focused on behavioral economics, competitive strategy, experimental economics and decision-making under uncertainty.

Mike Driquez - With a BSc from BGU in electrical and computer engineering, Mike has had extensive experience as a software developer/engineer, working for Oracle, Elbit Systems and ECI Telecom. He is currently interested in entrepreneurship, hi-tech industry, venture capital, strategic management and the stock market. In addition he has participated in "StandWithUs", an international non-profit organization dedicated to informing the public about Israel.

Kamila Sherlin - Kamila has worked as a tennis instructor in the Metropolitan Beersheva area, and is a referee at the Israel Tennis Association, all the while pursuing her MBA. She has participated in a student exchange program with the Campus de Reims in France, and has also worked in a variety of business settings. With a BA from BGU in financial expertise, Kamila is interested in behavioral and experimental economics and finance, competitive strategy and decision-making under uncertainty.

Maya Mesilker - In addition to being employed as an information security consultant and as a project manager, among other things, Maya has worked at Camp B'nai Brith outside Montreal and has taught English at Berlitz for several years. Her BSc from BGU was in industrial and management engineering with a major in information systems, and she is currently majoring in organizational behaviour. Maya's areas of interest include global management, innovation, marketing of hi-tech and innovative products, strategic management and leadership in organizations.

Guy Zelser - Interested in entrepreneurship, hi-tech industry, venture capital, strategic management and the stock market, Guy has worked in media and has also taught at Sapir College in the Negev, where he obtained

his BA in human resource management, and in Brazil. For his MBA, Guy is focusing on IT and innovation. For several years Guy volunteered at AKIM, a grass-roots organization that is the largest and most comprehensive provider of programs and services for the intellectually disabled in Israel.

Yoel Fink (Assistant Coach) - graduated with honors the BGU HMBA program and competed at the 2014 John Molson Case Competition as team leader. Prior to his MBA studies, Yoel graduated with honors from the Jerusalem-based Bezalel Academy of Art and Design, with a B.F.A in Fine Arts from the department of photography. Yoel's career began in the Israeli Air Force where he served as a Major. In the past 6 years, Yoel gained managerial experience as a team leader and project manager in the hi-tech industry, and as the founder and owner of an art gallery in Jerusalem. Yoel is currently Product Manager at Camera51, an innovative and rapidly emerging startup company which will change the world of photography.

Dr. Yaron Lahav (Coach) - is an Assistant Professor in the Department of Business Administration at the Guilford Glazer Faculty of Business and Management at Ben-Gurion University of the Negev. A graduate of the Hebrew University whose doctorate was obtained at Emory University, Yaron's areas of interest include behavioral economics, behavioral finance, experimental economics, experimental finance, international tax and transfer pricing. He has worked in the fields of bio-technology in agriculture and the Israeli aerospace industry, as a senior consultant at Deloitte Tax LLP, and has taught at a variety of universities in Israel and abroad. Since 2010 he has been a volunteer in the Paamonim Organization, which offers an effective alternative to charity by focusing on long-term, comprehensive solutions to debt and poverty. Paamonim gets to the root of the problem, giving individualized all-encompassing assistance, guidance and support to families who feel that they are unable to solve their financial problems on their own and have nowhere else to turn.



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Aswathi Suresh hails from the small southern state of Kerala in India, and is currently pursuing her MBA from the Nanyang Business School, Singapore. Prior to joining Nanyang, she was a data and business analytics consultant, specializing in the areas of CRM and marketing analytics. She has worked with multiple Fortune 500 clients, helping them measure and optimize their marketing efforts across different vehicles, particularly Print, Television and Mailers. Aswathi balances her love for numbers with a love for literature and food of all types, and in her spare time, can often be found bent over a book or bent over a plate.

Jonah Wong - Originally from Hong Kong, Jonah resides in Singapore and is currently a full-time MBA student at the Nanyang Technological University. He has worked in various sectors, including FMCG, Government and Publishing, with marketing and business development responsibilities. When he's not that busy you will find him honing his swordfighting craft in fencing, a habit he developed as a collegiate fencer with the Singapore Management University during his undergraduate days. If he's a little busier you will probably find him at a nice bar with a glass of whiskey in hand.

Cory Reid is currently pursuing a full-time MBA specialized in Strategy and Innovation at Nanyang Business School, Singapore. After graduating with a degree in Mechanical Engineering from UBC, he completed international assignments for a subsea engineering company that included developing operating procedures for vessels in the South China Sea. Prior to attending Nanyang, Cory was an engineering consultant in automation and process control and worked with clients throughout North America in the energy and resources sector. Born and raised in Vancouver, B.C, he is an avid ultimate frisbee player who competed with Team Canada at the 2012 World Championships.

Sunitha Vijiyasingam graduated with an honours degree in Banking and Finance but has spent the last 10 years in the B2B conference industry. Sunitha has launched conferences and training events over a broad range of industries including Capital Markets and Finance, Life Sciences and Oil & Gas. Starting her career in Singapore, Sunitha has worked in Kuala Lumpur, Prague and Chicago overseeing the development and project management of conferences for Europe, North America and Asia Pacific. An avid traveler, Sunitha also practices yoga and enjoys reading.



FI A – Fundação Instituto de Administração is a private non-profit organization created in 1980 by faculty from the University of São Paulo. In its 30 years of existence, over three thousand private companies, associations, NGOs and governmental entities have been supported through research and consulting, projects, and FIA Business School offers several top ranked programs in undergraduate business courses, MBAs and executive education, serving students from Brazil and from all five continents.



Adriana Dionizio Martins - executive MBA Candidate from FIA Business School - Brazil (2014/2015); Translator and interpreter from PUC-SP (2005), Post Graduated in International Business from FIA, São Paulo (2009); 10 years of experience mainly in positions of leadership, working in distinct areas, such as Supply Chain and Purchasing, Strategic Planning and Commercial. She holds vast experience with the consumer goods industry, especially considering the homeware category. Has held strategic role on implementing the supply chain operation after an important acquisition on the company she works for, and is currently responsible for the Development of New International Markets in the Commercial area.

Benjamin Jean Edouard Michel Losseau possess a Bachelor and a master degree in Business Engineering from the Solvay Brussels School of Economics and Management (Major in Finance). International MBA Candidate at FIA Business School (Brazil). After his graduation in 2009, he decided to start his career as a financial auditor. However, he became quickly aware that the creation of his own business on the medium run would be his future objective. As a result, he decided to have an experience as a business development manager for a consulting company specialized in Finance, Supply chain and Lean Management. He started his own business unit from scratch and after 3 years, he was responsible for a team of 12 consultants. Today, he decided to go to Brazil in order to study and to be inspired by the South American culture.

Raquel Orsati Clara - Executive MBA Candidate from FIA Business School - Brazil (2014/2015); Bachelor in Tourism for UAM in Brazil and Marketing for CIM in London. Post-graduated in Strategic Planning and Marketing for SENAC in Brazil. She has built her career in tourism and aviation industry for the past 15 years, having worked in Commercial and Marketing departments, representing companies in International markets in Europe and Asia, with a strong focus on B2C, B2B, strate-

gy and M&A. Nowadays manages cross cultural teams for strategic projects to the multinational she works for.

William Soares Vidal has a Bsc. degree in Electrical Engineering. With 13 years' experience, he works for a multinational company in the segment of automation and electrification for industries such as Pulp & Paper, Metallurgy, Cement and Mining. He has held different positions in bids and sales, engineering, site management and project management. William has also worked in the Research & Development department in Switzerland for 2 years, supporting several business units in the world. As site manager, he has led teams of over 50 people in a multicultural environment with different nationalities in his team, customer and partner companies. As business manager, he was responsible to develop new customers in the mining segment in Brazil. His current role as Project Manager in the mining industry, William manages contracts of over 50MSD, dealing with factories around the world and leading teams of over 20 people. He is currently a MBA Candidate for the International Executive Program at FIA Business School in Brazil (2014-2015).

Ailton Conde Jussani (Coach) -PhD in Business Administration from the University of São Paulo (2014); Master's in Business Administration from the University of São Paulo (2009); Executive MBA from the FIA Business School (2003); Degree in Physics from the University of São Paulo (1994); Bachelor of Science in Physics from Pontifícia Universidade Católica de São Paulo (1990); Research Methodology and Project Management Professor at the Fundação Instituto de Administração MBA Program; University of São Paulo (FEA/USP) researcher since 2007; SAE Brazil VE&H (Electric and Hybrid Vehicle) committee member; Post-doctoral studies in VE&H (2014/2015) at the University of São Paulo; 25 years career developed in the IT industry.



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Siona Hardy - Originally completed a Bachelor of Physiotherapy with Honours from the University of South Australia. Since graduating she has had wide experience in clinical and administrative roles throughout both hospital and private practice settings in Japan, the United Kingdom and Australia. Siona is currently employed as the Business Manager for a large private Allied Health organisation in Brisbane. In 2011 Siona received a scholarship into the MBA program at the Queensland University of Technology at QUT and is currently completing her studies.

David Martin is a professional with over fifteen years' experience in executive roles in the private and public sector, David's career has been diverse having worked in resource exploration as a geologist, mergers and acquisitions in the oil and gas industry, the development of resources and energy policy at both the Federal and State level, maximising opportunities for Australian industry in \$88 billion dollars of major projects and delivering financial assistance of over \$22 million dollars to innovative SME's. In his current role, David assists the business community to effectively engage and collaborate with research organisations across Australia. <http://au.linkedin.com/in/davidkmartin/>

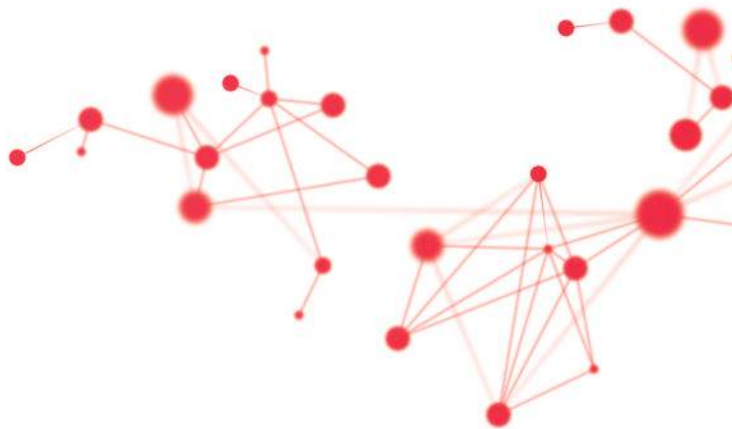
Luke Swetman is a Master of Business (International Business) student at the Queensland University of Technology, after previously completing a Bachelor of Business (Marketing) with the university. Now working for Microsoft as a Program Manager of the Microsoft Innovation Centre, Luke is responsible for driving start-up activity, encouraging development using open government data and joining up the innovation ecosystem. Before joining Microsoft, Luke worked in Marketing and Business Strategy for a range of companies across en-

gineering and education. His passion for business also extends to social entrepreneurship where he founded a project teaching business skills to former refugee and migrant business owners. You can find Luke on LinkedIn at <http://au.linkedin.com/in/lukeswetman>

Nicholas Rogers is studying a Master of Business (Human Resources) and also holds degrees in accounting, information systems and psychology. An accomplished leader in the field of executive recruitment, Nicholas currently manages the Accounting & Finance division of Hudson in Queensland, Australia and through his close association with a number of professional and industry bodies, has developed a great deal of technical and commercial knowledge of a broad variety of sectors. He also has experience in risk management and marketing and has lived in five countries across four continents, working for global businesses such as KPMG, Procter & Gamble and Manpower Inc. Outside of work and study, Nicholas used to play ice hockey in the Singapore National League and is currently training for his first marathon. www.linkedin.com/in/brisbane

Dr Peter Beven (Coach) has over 25 years senior management and executive level experience in creating business value in technology based organisations. Peter currently teaches in the QUT Graduate School of Business in the Exec MBA program and the Executive programs. Peter is also a specialist corporate advisor to industry and government and transacting sophisticated commercial transactions for organisations in high-technology, defence and capital-intensive industries. He is a co-owner is four technology ventures and is an investment advisor to a private Asian venture capital fund. au.linkedin.com/in/pbeven/

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Sezgin Akyüz is a second-year master student at the Heinrich-Heine-Universität Düsseldorf, majoring in Finance and Strategic Management. He earned his bachelor's degree from the University of Paderborn and enriched his studies with a semester abroad at the Queensland University of Technology in Australia. During an internship in Istanbul, he gained practical experience in the fields of Auditing, Taxation and Consulting. Currently, he is working at the Transactions department of HSBC. In his free time he is a passionate Saz player and enjoys playing soccer.

Vitus Falk is a first-year master student at the Heinrich-Heine-Universität Düsseldorf, specializing in Human Resource Management, Entrepreneurial Management and Entrepreneurial Finance. In 2013 he earned his bachelor's degree from the University of Cologne with a major in Finance as well as Taxation and Accounting. During an internship and as a working student he gained practical experience in the field of Sales and Business Development. In his free time Vitus enjoys wakeboarding and playing tennis.

Thomas Jalili Tanha holds a bachelor's degree in Business Administration from the Heinrich-Heine-Universität Düsseldorf. During his studies he focused on Finance, Strategic Management and Marketing. Thomas spent a semester at the Kookmin University, Seoul, South Korea. Working in a design and wholesale company for more than 5 years gives him profound practical insights complementing his academic education. In his leisure time Thomas enjoys to take a sauna, read classical books, visit museums and travel around the world.

Svenja-Marie Smolinski is a second-year master student at the Heinrich-Heine-Universität Düsseldorf, majoring in Marketing, Human Resources and Entrepreneurial Management. She enriched her studies through several internships and student trainee programs in different industries. Currently, she is working as a student trainee for WISCO Tailored Blanks GmbH interpreting important business meetings. In her free time Svenja-Marie likes to go on language study travels and to do sports. Additionally, Svenja-Marie actively supports the German Bone Marrow Donor Centre (DKMS).

Sarah Türk is a second-year master student at Heinrich-Heine-Universität Düsseldorf, majoring in Marketing, Entrepreneurial Management and Human Resource Management. She earned a bachelor's degree in Business Administration from the University of Münster. Sarah enriched her studies with a semester abroad in Budapest, Hungary and gained practical experience during internships in Marketing and Consulting.

Christian Schwens (Coach) is full Professor for Management at the Heinrich-Heine-Universität Düsseldorf. He received his PhD from the University of Giessen. In 2006 he was visiting scholar at the Carlson School of Management at the University of Minnesota. Christian studied business administration at the University of Paderborn and the University of Stockholm. He won the Spirit Award while participating in the MBA-ICC in 2004 as a member of the team Paderborn. His research interests include international entrepreneurship, internationalization of small- and medium-sized enterprises and CEO personality traits.

Rüdiger Hahn (Coach) has a long tradition with the MBA-RICC. Last year, he was awarded the Dr. Pierre Brunet Coach Award. He was part of the top-ranked Team Düsseldorf in 2005 MBA-ICC and has been coaching the following teams ever since. He holds a PhD from the Heinrich-Heine-Universität Düsseldorf and is now a Professor of Management at the Universität Kassel, Germany. His research interests include International and Strategic Management with a focus on Sustainability Management and Corporate Responsibility. Since this time he is also an interested amateur photographer and intrigued traveler of developing countries.

Lund University School of Economics and Management



Lund University, founded in 1666, is one of the largest, oldest and broadest universities in Scandinavia consistently ranked among the world's top 100 universities. Lund University has an excellent academic reputation with a large number of visiting professors and international students. Lund University School of Economics and Management is an EQUIS accredited member of EFMD since 2001. In addition, Lund University is a member of the prestigious research-intensive university networks Universitas 21 and the League of European Research Universities (LERU).

Kajsa Andén is currently pursuing a Master of Science and Business and Economics majoring in Strategic Management. She is excited to be heading back to Montreal, as she was previous an exchange student at HEC Montreal during the autumn of 2013. In addition to her studies, Kajsa works as a consultant with projects regarding leadership, change management, and group processes. Kajsa has a great interest for case solving as she has both been arranging competitions and been a participant herself.

Erika Fredriksson grew up in Switzerland and has Swedish parents. She's hails an international background and has travelled the world, mostly following the international sailing circuit as a member of the Swiss Sailing Team. Aside from sailing, she has worked in everything from advertising to private banking. She has a passion for creative and strategic case solving, and thrives under pressure. She is currently on the final year of her 4-year Business Administration program, having completed a bachelor in Strategic Management and finishing a master Globalization, Brands and Consumption.

Otabek Akhunov is a master student with focus on strategic financial management. He combines his studies with work within financial industry covering strategy and management as part of his job description. When it comes to case competition he loves the presentation part. His favorite topics and interests are financial industry, world politics, history, Ice Hockey and Football. He is an ambitious and driven person with main pursuit in his career within leadership path in growing people and organizations.

Björn Hellqvist is pursuing a Masters degree in International Marketing and Brand Management, a program that combines business strategy with the world of marketing. He has a background in sales and is currently working alongside his studies as a B2B consultant, with main focus on the sales process. Björn has gained international experience from studies at University of Connecticut and U.S. High School. Björn's greatest interest is in marketing and brand building, and he would like to continue his career following graduation within a global company with a broad brand portfolio.

Mats Urde (Coach) is a researcher, teacher and consultant in brand strategy. As a consultant he has a long track record of practical experience with Volvo, Electrolux, ABB and the Royal Swedish Symphony Orchestra among others. As associate professor, he is the head of the Lund Brand Management Group (small team with a big name), which aims to develop useful tools and theoretical frameworks for application to the practice of brand management. In his research, he has introduced the concept of Brand Orientation and focus on Corporate Brand Identity, Brand Core, Brand Heritage (case studies on The Nobel Prize), Brand Policy and Brand Rhetoric. In his role as a teacher, he is responsible for two courses Strategic Brand Management and Corporate Brand Management and Reputation. Both courses are given on the Master level and are using a case-based teaching and learning approach. Mats received "The Teacher of the Year" title in 2012 by the student federation at Lund University.



Amarpreet Singh - Holding a B.E. in Computer Science, an M.A. in Economics, an M.B.A. from National University of Singapore, and an M.B.A. from Fudan University, China. Through my work as a SAP consultant, I had the opportunity to gain in depth understanding of IT ERP solutions using SAP modules such as Material Management, Sales & Distribution, Finance & Accounting. Having studied and worked in India, Europe, South Africa, USA, China, Korea and Singapore as well as coupled with my background in economics, also enables me to understand global business, social and economic patterns and to communicate successfully with teams across borders. Leveraging on my multilingual skills also gives me a sound experience for client engagement. Currently working with The World Bank, my work requires me to solve social and economic issues faced by different businesses/economies/environment. The John Molson International Case Competition will not only be a great platform to learn from the experience, but also to add value to it.

Deepal Kanti Das - I am currently pursuing my MBA (part-time) at the NUS Business School. A post graduate in Mechanical Engineering, I work full-time as a Research and Development Engineer at the Centre of Innovation consulting the Small and Medium Enterprises in Singapore on Productivity Enhancement, Product Development and Innovation in the Marine and Offshore Sector. I also organise an annual event called Sailboat Design and Race Competition for the Youths at risk in Singapore to foster love for science and technology among the youths. An avid blogger and photographer, my ambition is to travel all around the world and work for the underprivileged.

Han Jiong Siew Dobson - I am currently a first year student enrolled in the NUS MBA program. Having a strong passion in the field of marketing, I seek to further expand my learning through participation in case competitions as well as internships in a relevant role. In

future, I aspire to combine my strong technical skills with my marketing knowledge so as to drive product innovation and promotion through the digital space. Outside of class, I am a hip hop dancer at heart who not only loves to perform, but also to attend dance classes to further improve my dancing.

Sahil Gupta - I am an Indian national but have been in Singapore for the past 9 years. I graduated from Singapore's Nanyang Technological University (NTU) with a Bachelors Degree in Engineering and have worked for the financial services sector in Citibank and BNP Paribas during the past 5 years. I love playing tennis, cricket, badminton, poker and I enjoy reading fiction books during my pastime. As much as I have learned to excel at academics and my work over the years, I have also learned to give back to the community whenever and whatever I can. I have been a part of a few charity events organised during my time at NTU and in Citibank. I enjoy travelling, meeting new people as well as immersing in various cultures, and am proud to say that I have covered my travels for the entire South-east Asia during my stay in Singapore. Being selected as a participant for this competition gives me the opportunity to venture out of Asia for the first time, and I am very excited and looking forward to this experience.

Tan Soo JUAN (Coach) holds a PhD in Marketing from Washington University (St. Louis), USA. She is currently an Associate Professor of Marketing at the National University of Singapore. She specialises in teaching areas on global marketing, product management, new product development as well as promotional management. Her research interests include consumer values and lifestyles, game-theoretic applications in marketing, and international market entry strategies, among others. Associate Prof Tan is also a fellow of the Marketing Institute of Singapore.



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Rick Van Dorp - Hi! My name is Rick, and I'm doing a Master in Management at Nyenrode. I am an enthusiastic do-gooder, and love new experiences. I play the drums, I snowboard and at the moment I'm learning french. I try to follow my heart, and take every opportunity I get to learn more and become a future business leader. I live by the motto: 'Do good, and you shall receive good'.

Paul du Long - As a young entrepreneur I try to make a difference by inspiring people and creating innovative solutions for problems. My motto is: to become what you are capable of becoming is the only end of life.

Maxine Hassing - Hello, my name is Maxine Hassing and just like the rest of our team I am currently studying for my master degree at Nyenrode. I obtain a strong passion for strategy, branding and all things creative, however I am mostly known for my ongoing enthusiasm. I strongly believe in creating shared value and hope to inspire many others along my way. Not to mention, I am very fond of speaking!

Lies Oudemans - My name is Lies Oudemans, I studied European Studies in Amsterdam and decided to switch to a Master of Science in Management at Nyenrode to broaden my scope from politics towards business. In made this decision a couple of months ago and have no regrets ever since. During my free time I enjoy skiing in the Alpes and cooking dinner for friends. When I was younger I lived in Paris to learn French. I hope to improve it a little during my stay in Montreal!

Maud Best (Coach) - Hi, my name is Maud Best and I'll be returning to Montréal as coach of the Nyenrode University team after participating in the competition last year. I am expecting to graduate from my Masters in Financial Management coming March and will soon start my working life within Commercial Upstream in the oil & gas business. I see it as a great honour to be supporting these four motivated & bright students in this challenging, fun and exciting competition.

Porto Business School



Porto Business School

Porto Business School is the Business School at the largest Portuguese University, the University of Porto. Its mission is the teaching of graduate courses and advanced executive management training, complementary activities with a permanent involvement in the fields of applied research and business services.

Pedro Costa has a degree in Electrical Engineering and a MsC. in Electrical Engineering with a Renewable Energies Specialization. Currently he is an MBA candidate at Porto Business School, class of 2015. Over the past four years, Pedro has been working in the energy industry as project manager for an international electrical equipment manufacturer. Through this, he gained experience in a multicultural business environment, actively participated in and managed international projects, and developed international relationships world-wide.

Alana Baker's career leading up to pursuing her MBA was in journalism and broadcast. She has worked most recently as a reporter and producer for the Canadian Broadcasting Corporation based in Calgary, filing regional and national stories for television, radio and online news. Previous to that, she was a producer for The Rutherford Show, Alberta's top-rated current affairs radio show, and has also worked as a reporter and newsreader for various television and radio stations across Alberta and Saskatchewan. In 2009, Alana received a degree in Communications Studies from the University of Calgary, and a diploma in Broadcast News from the Southern Alberta Institute of Technology.

Ana Morais has a degree in Psychology of Justice and is currently a student of Magellan MBA at Porto Business School. Since her graduation Ana has been collaborating in research projects at University of Minho (Braga, Portugal); first, in one short-term project about hate crimes fueled by homophobia and next, on a longer-term one focused on creating a tool for assessing the level of risk for victims of domestic violence in Portugal. She is still a research assistant in this project, which

is commissioned by the Portuguese General Directorate of Home Affairs and is currently being implemented and tested together with the public security forces. The involvement in these projects for the past 3 years allowed Ana to develop research and analytical skills, where critical thinking, good communication and team work were key requirements.

Pedro Correia da Silva received his Mechanical Engineering degree from the University of Porto in 2006 and his PhD degree from the University of Porto and Technical University of Lisbon in 2012. Pedro has developed his energy expertise during 6 years of research in multiple projects related to energy efficiency, renewables and sustainability. He also has participated in several social projects in Portugal and East-Timor. After completing his MBA, Pedro will pursue a career in innovation management and corporate strategy.

Renata Blanc (Coach) has a degree in Economics, MBA in Management and MsC in Management Sciences. She is currently doing a PhD in Management Sciences. Over the past years Renata Blanc has gained experience in academic, consultancy and financial environments. With Porto Business School and Deloitte she has gained experience in management consulting at a wide range of areas. Her consultancy activity has been played in several sectors: industrial, services and public administration (education, health care & hospitals). She is an Assistant Teacher at the Faculty of Economics and teaches in several Executive Education and In-Company programmes at University of Porto Business School. She is the coach in charge of training University of Porto Teams who participate in International Business Case Competitions.



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Amira Nabil Mekawy is an Entrepreneur, with a 15+ years of experience in IT Industry, performing Business Analysis & Sales Management. Creating new opportunities in various sectors and managing client relationship for 30+ large customers in Egypt. Opening new channels and partnership accounts among USA & MENA region. Amira is penetrating the market by a storm, launching 2 IT startup companies, and performing marketing strategic consultation for another trading startup.

Ahmed Dabbish is an entrepreneur, business owner, and board member at SMEs. He has experience in starting and running SMEs, valuation, M&A, and business judgment for SMEs. Ahmed co-founded Morechem and DELTA specialties, which manufacture chemicals. He worked in Marketing and Project Management. Currently, Ahmed is the Operations Director and Board member of DELTA specialties. Although he finished his studies at Faculty of Medicine Cairo University, Ahmed made a career shift and had post graduate degree in Marketing, and MBA majoring Finance and International Business from AUC.

Iman Abouzeid is a Senior Well Engineer working currently for BG Group. He holds a M.Sc. in Petroleum Engineering from University of California at Berkeley. Iman has ~ 20 years' experience in Drilling all of which were with different international companies. He is culturally well rounded as he lived in 4 different continents and worked in 8 countries. Iman has worked both in the field, land and offshore, and in the office. He has drilled and designed wells up to 5 Kilometers.

Karim Soliman is a marketer in the pharmaceutical industry with 8 years of experience in both sales and marketing. Karim finished his studies in the Faculty of Pharmacy, Ain Shams University, and was one of the founders of the biggest student activity in the Faculty (SCOPS). He earned his Sales and Marketing Certificate (Basic Level) from the same university.

Mohamed Marawan is an aircraft mechanical engineer and amateur music composer and keyboard player. My encounter with various cultures inside and outside Egypt through my career and my personal life made me realize to what extent we all share the same global market and that there are no boundaries for any project or dream to be achieved. My dream is to open my own aviation company.

Maha Mourad (Coach) is a Tenured Associate Professor of Marketing at the Department of Management, and Director of El-Khazindar Business Research and Case Center (AUC). She was awarded her Ph.D. from The University of Nottingham Business School, UK. In addition, she has two Post Doctoral research grants: The Fulbright Post Doctoral research grant at George Washington University, USA and the Erasmus Mundus Post Doctoral research grant at Warsaw School of Economics, Poland. One of her papers was selected as a Highly Commended Paper at the Literati Network Awards for Excellence 2012, which attests to value and excellence of her work. She received the university "Excellence in Research and Creative Endeavors Award" June 2014.

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Wang Mingxin got his bachelor degree in Xiamen University in 2010. During the 3 years' job career in COFCO and Yangzhou Affordable housing construction development corporation, Wang finished industry shift and learning of relevant professional knowledge in a short time successfully. Participated in the millions of square meters' development of Affordable Housing estate and project financing work. These projects with a tight schedule, heavy task and great pressure helped him to improve his executive ability and accumulated his job experience. In 2013, Wang returned to Xiamen University to continue his MBA study. In his master study time, he won several award in different kinds of MBA matches in China. During Wang's part time, he practices Kendo, which trained his body and spirit. In 11, 2014, Wang was the team member of Fujian Province in the China National Kendo Competition.

Li Xiaoxuan - being a female senior student of MBA in Xiamen University, China, having graduated as a Bachelor of English major from Northeast University, China, has worked as a trainer and a project manager in New Oriental Education & Technology Group for almost seven years, which has been a listed company on NYSE from September 7th, 2006, having much experiences of going abroad, such as the United States, Germany, France and so on.

Ye Liyan is the MBA student of Xiamen University. He received both master and bachelor degree from South China University of Technology, major in applied chemistry. Currently, LiYan Ye works in SABIC (former GE Plastics) as Regional Sales Manager, mainly takes charge of territory business planning, leading sales and marketing team, channel management. His interest is focus on strategic and financial analysis during MBA learning stage. In his spare time he likes to play badminton and swim.

Lin Pingmei is currently the MBA student of Xiamen University, and so far have had about 6 years of working experience, and about 5 years experience for international marketing and sales, and team management. And now she work as the executive assistant for Cucpay Service Company for market strategy, project follow-up, financing, etc.

Lin Guo (Coach) received his PhD from the University of Limerick and currently is a professor of Entrepreneurship at the School of Management, Xiamen University, China. He is also the Director of Business Case Centre at the University of Xiamen. He has been the Deputy Director MBA Centre and EMBA Centre of School of Management, Xiamen University, Director of Management Department, Fuzhou University. His main research interests include the small firm start-up and growth, Strategic Management, marketing strategy. Among his achievements, he is a recipient of the Silver Medal Award of Science and Technological Development from the Chinese Government.

Liao Xiaohong (Assistant Coach) received her bachelor's degree after graduated from the Fujian Normal University, China, majoring in Chinese language and literature. She has been working in MBA Education Center, School of management, Xiamen University since 2011. She was charge of student activities, the thesis defense. Currently she is director of alumni and student activities, responsible for planning and execution of alumni activities and student activities, and organizing students to participate in kinds of case competition, business competition etc..



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Ralph Thomas is currently completing his MBA at the University of Cape Town’s Graduate School of Business. He obtained his undergraduate degree in Business Science majoring in finance from UCT in 2002. Before enrolling at business school to complete his MBA, Ralph spent thirteen years in the financial markets and during that time worked for Deutsche Bank as a director on the equity derivatives desk.

Chris Human’ background is part entrepreneurial and part consulting. After graduating with a BCOM in Politics, Philosophy and Economics in 2003, he took a left turn into the world of brand communications and strategy. He completed an honours degree in that field and partnered up to create a new agency in 2007. Chris recently sold this venture (and another in online IP management), both as going concerns - turning his attention to UCT’s Graduate School of Business. He continues to consult on brand communications, architecture and positioning as part of the Cape Town office of Brand Union – a global brand consultancy and part of the WPP group.

Robyn Moore has headed a national portfolio for a leading global health club chain in South Africa. Over four years, Robyn was able to triple the value of this portfolio, enhancing aspects such as operations, innovation and programming as well as contributing to the development of a comprehensive sales and marketing strategy. Robyn was the founder of Fit4Kids, a business set up to address learning and information retention through movement in schools, which has since been adapted as a global CSR initiative driven through the Virgin brand. More recently she has embarked on her

MBA through the University of Cape Town’s Graduate School of Business, allowing her to further broaden her horizons. Robyn is now developing a career in consulting to the financial services sector for growth and innovation in developing markets.

Caryn Jeenes is a qualified lawyer. Prior to commencing with the MBA programme she worked in a Cape Town based law firm in the corporate commercial department, engaging with corporate entities and entrepreneurs from various fields. Caryn’s passion for people, challenge, and learning, and keen interest in business development, strategy, and innovation made the MBA programme particularly attractive to her. In addition to an MBA, Caryn has a Bachelor of Arts in English, and Media and Writing, and a Bachelor of Laws from the University of Cape Town.

Johannes Schöler (Coach) -German-born Johannes moved to South Africa in 2002 and has since been actively involved in three startups operating across various sectors. Johannes completed a Masters in Management & Engineering (Karlsruhe, Germany) and an MBA at UCT and Columbia Business School. He consulted to automotive and tech corporates such as BMW, Porsche, Pirelli and AMD and developed extensive experience in the fields of applied Operations Management, Strategy and Leadership. Johannes sees Cape Town as an ideal location to live up to his passion for entrepreneurship, innovation and emerging markets and to follow his academic interests by lecturing at UCT.



The integration of economics and technical expertise is a trademark of the Faculty of Business Studies and Economics at the University of Kaiserslautern. The University of Kaiserslautern is a leading provider of education in this field. It was one of the first five universities in Germany to offer this program, and now has more than 25 years of experience in this area.

Nicole Muskalla is currently in her second year of her Master in Business Management and Engineering minoring in Computer Science. She specializes in the fields of Marketing and Operations Research. Nicole gained work experience at BASF SE in Ludwigshafen (Germany) in the field of Human Resources Governance and at John Deere in Mannheim (Germany) in the field of Operations Planning. She spent six months abroad working for Siemens in Norwood, Ohio (USA) in the field of logistics. Furthermore, Nicole works as a student assistant and tutor at the Chair of Business Information Systems and Operations Research and spends her free time with playing basketball and running.

Andreas Seegmüller is currently in the first year of his Master in Business Management and Engineering minoring in Chemical Engineering. He specializes in the fields of Marketing and Strategic Management. Andreas gained work experience at BASF SE in Ludwigshafen (Germany) in the field of strategic marketing and product development of automotive fluids. In 2015 he will spend a semester at the Wake Forest University, NC (USA), focusing on Brand and Advertising Management as well as Strategic Management in Emerging Markets. He is a working student at the Chair of Marketing assisting guest professors and market research projects as well as tutorials. In his free time, Andreas plays soccer and tennis and likes to go dancing and skiing.

Tobias Stemler is currently in the second year of his Master in Business Management with Technical Qualification minoring in Process Engineering. He specializes in Marketing and Controlling. Tobias gained work experience as an intern in the department of Market - and Competitor Monitoring at the MAHLE Interna-

tional GmbH in Stuttgart (Germany). During that time he was also involved in a market survey, with the goal to analyze market shares of different products in the MHD market in North America. Tobias is working as a student project assistant at the Institute of Technology and Labor on a project for the German Ministry of Education. In his free time, he enjoys cycling and other sports.

Philip Tent-Beaumont is currently in the second year of his Master in Business Management and Engineering minoring in Mechanical Engineering. He specializes in Marketing, and Strategic and International Management. Philip gained work experience at Blohm + Voss Shipyards in Hamburg (Germany), working in the departments for project controlling and process management. Currently he works at the Institute for Composite Materials (IVW) in Kaiserslautern (Germany) where he is also writing his master thesis. He has been on the board of local and national student organizations. Philip spends his spare time with sports, cooking and traveling.

Lena Himbert (Coach) teaches at the Management Department of the University of Kaiserslautern in the area of Marketing with a focus on Strategic Decision Making and Market Research. She holds a MBA of the University of Vermont and a Master in Industrial Engineering and Management with a minor in Mechanical Engineering of the University of Kaiserslautern. She is currently enrolled in a PhD Program at the University of Kaiserslautern in the field of Marketing. Lena has gained work experience as an intern in the automotive industry and as a management consultant in the healthcare industry.

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Hannes Ortmann is a graduate student of Business Administration with a specialization in Accounting and Finance at the University of Muenster. An academic year abroad in France and a social internship in the Philippines contributed to his intercultural competence and professional experience. Besides his studies, he completed an apprenticeship to an Industrial Management Assistant at a machine manufacturer.

Kai Schaumann studies business administration at the University of Münster since 2009, focussing on management accounting and economics. Besides his studies, he gained work experience during several internships and works as a student employee in a German mid-tier company. With the first snowfalls, you will find him skiing in the Alps.

Jakob Schmidlein started his studies in Business Administration at the University of Muenster in 2010, where he is now pursuing his master's degree in accounting and finance. Besides several internships in Germany he did an exchange program at Strathclyde University in Scotland. In his spare time, Jakob likes to play squash and to travel.

Nik Tavakoli Darestani started studying Business Administration with specializations in finance and logistics at the University of Muenster in 2011. During his bachelor studies he interned at different management consulting firms and did an exchange program at the John Molson School of Business. Right now he is pursuing his master's degree with a major in finance.

Marius Vennemann started his studies in Business Administrations at the University of Muenster in 2011, where he is now pursuing his master's degree in Finance. He worked as an intern in several consulting firms and advises regional companies as a student consultant.

Christoph Picker (Coach) is a Ph.D. student at the Chair of Management Accounting. Being a former participant of the John Molson MBA International Case Competition, he now coaches case competition teams and conducts seminars on strategic management. Besides his major in accounting, Christoph took a particular interest in operations research during his studies at the University of Münster.

Robin Dresenkamp (Coach) studied Business Administration in Muenster from 2009 until 2014 with a specialization in Accounting and Finance. Besides several internships in Germany he studied one semester in San Diego (USA). After graduation Robin joined the Chair of Management Accounting as a Ph.D. student and conducts seminars on strategic management.

University Paderborn



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University of Paderborn – Faculty of Business Administration and Economics. With around 3,500 students, 33 professors and some 170 research and teaching staff, the faculty maintains a broad-based approach to both traditional and modern economic science, with equal emphasis given to business administration, international business studies, business information systems, business and human resource education and economics.

Mirko Brunk is currently in the first year of his Master in Business Administration. He specializes in the field of Accounting and Business Valuation. After finishing his Bachelor's degree in 2013 he gained work experience during internships in different industries ranging from auditing (PricewaterhouseCoopers Germany; audit of a major telecommunications corporation) and consulting (Horváth & Partners; implementation of a new financial consolidation system for a stock-listed company) to the automotive sector (SEAT Spain; current accounts invoicing department). In his free time he enjoys traveling and experiencing other cultures. brunkmirko@gmail.com

Nora Otters is pursuing a Master's degree in International Business Studies with a focus on Marketing and Economics. She participated in the Asian Studies in Business and Economics scholarship program, which included a semester spent at a university in Beijing, China. Nora has gained work experience as an intern in the marketing and sales departments at Wincor Nixdorf (a global provider of IT solutions and services), its Canadian subsidiary and at arvato, a global outsourcing services provider. Besides a passion for travelling and experiencing different cultures she practices equestrian vaulting and winter sports. n.otters@gmx.de

Massud Parwani is currently in the second year of his Master in International Business Studies at the University of Paderborn. He spent one year abroad at the University of Pablo de Olavide (Seville, Spain). He specializes in Finance, Accounting and Auditing. Massud gained work experience in the field of Auditing at KPMG Germany and worked as an Analyst at Baetge Analysis/Manager Magazin. In his free time, he enjoys playing soccer and travelling to experience different cultures. m.parwani@web.de

Katharina Stein is currently in the second year of her Master in International Business Studies at the University of Paderborn. She specializes in Marketing and International Management. As an undergraduate, she spent a semester at the University of Barcelona (Spain). Furthermore, several stays abroad in the U.S. and China have broadened her knowledge of cultural and global issues. She gained work experience as an intern in the project management department of Continental AG in Hanover (Germany). In her free time, she enjoys playing tennis, travelling and sailing. katharina.a.stein@gmx.de

Professor Dr. Bettina Schiller (Coach) leads the Centre for Risk Management and the department of Banking and Finance at the University of Paderborn, focusing her research on risk management. Since 2006, Professor Schiller takes the role of Academic Advisor for the Paderborn MBA ICC team. bettina.schiller@notes.uni-paderborn.de

Dr. Klaus Schüler (Coach) looks back to a long history with the competition, having won the third place with his team in 1997 and serving as a coach of the Paderborn team since 1999. Besides serving as a senior advisor to the financial services industry, Klaus gives back to the community by sharing his extensive knowledge with tomorrow's business leaders in his role as associate professor at the University of Paderborn and at the Cologne University of Applied Sciences. kschueler@klausschueler.de

Dr. Volker Seiler (Coach) currently has a PostDoc position (Akademischer Rat) at the Chair of Macroeconomics at the University of Paderborn, focusing his research on financial economics. After his participation as a team member of the 2006 MBA ICC team he decided to stay with the competition and coaches the team since then. volker.seiler@wiwi.upb.de



EURAM - Team Global consists of four alternate students from various competing schools around the world. This team was preselected one month before the competition and has been meeting via online communication tools to prepare themselves for the big week. With complementing skills and backgrounds, this team represents the true challenges that businesses face, in an increasingly global society.



Veronika Müller is currently in the second year of her Master in International Economics and Management focusing on macroeconomics, especially in global growth and cycle theories, empirical research, international relations and market development. Veronika gained work experience as an intern in the Merchandising/Marketing department of CHANEL and is currently employed at Dr. Ing. hc. Porsche AG in Stuttgart (Germany), assisting the sales and market development department successfully. During her Bachelors in Economics, Veronika spent a semester abroad at l'Institut Supérieur de Gestion in Paris, where she got acquainted with Brand Management, International Business and B2B Management. These experiences enable her to intensify intercultural skills, work in multi-national enterprises and socializing in English, German, French, Russian and a bit Japanese. Her hobbies include travelling, research of macroeconomics and economic policy, exploring foreign cultures/food and doing a lot of sports.

Olivier Llorca is an international student currently pursuing his master's degree in strategy and consulting at the Grenoble School of Management and his MBA at the Telfer School of Management in a double degree agreement. His previous work experiences include working as an auditor for one of the big four in Paris where he audited some of the largest French companies and project management in innovation in a French utility firm.

Alexandre Fadous is a construction manager, a civil engineer specialized in construction management. He has been involved in several projects ranging from 4 to 29 million dollar located in various countries such as Haiti, France, United States and in Northern Quebec. He speaks and writes French, English, Spanish, Arabic and Haitian Creole. His multilingual skills were a key success factor throughout his career. Alexandre's construction experience touches mainly projects such as museums,

hospitals, schools, tunnels, orphanage and mining. He managed multidisciplinary projects and accomplished the planned work in accordance with the timelines and quality requirements. He distinguished himself from his peers and co-workers with his energy, quick learning capabilities and an extensive expertise in problem solving.

Autum Maguire is a graduate of University of South Carolina with a B.A. in Marketing and Human Resource Management and Minor in Chinese, Autumn worked in retail management before deciding to pursue her MBA at The Darla Moore School of Business with a concentration in global supply chain and operations management. Graduating in May of 2015, Autumn plans to continue her career in global supply chain and operations. Influencing her decision to pursue an MBA is a love for learning about new cultures and studying abroad in China. She is also a proud member of the Darla Moore School MBA Student Government. Autumn.Maguire@mba.moore.sc.edu

Hendrik Klier (Coach) was a member of Team Düsseldorf at the 31st MBA ICC 2012 and is now a PhD candidate in Management at the Heinrich-Heine-Universität Düsseldorf. His research currently focuses on foreign market entry modes and the internationalization of SMEs. During his studies at the universities of Bayreuth and Düsseldorf Hendrik specialized in Human Resource Management, Sustainability Management as well as Supply Chain Management. He gained practical experience in the field of Human Resources. In his free time, Hendrik enjoys reading, watching movies and doing sports.

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Peter Engebretson is first-year MBA student at the Carlson School of Management. He holds a Bachelor of Arts degree in Geology from Colgate University. Before coming to Carlson, Peter worked on the BP oil spill in the Gulf of Mexico for 4 years as an Operations Manager.

Kate Gordon is a 2016 MBA candidate at the Carlson School of Management focusing on strategy and finance. She holds an A.B. in Chemistry from Washington University in St. Louis. Upon completing her undergraduate studies, Kate worked in the healthcare resource and supply management sector, focusing on long-term business strategy and marketing. In addition, she has experience in the non-profit sector supporting the food value chain in Africa.

David Hong is a first-year MBA student at the Carlson School of Management. He is originally from Minneapolis, MN, USA and prior to his MBA was a mechanical engineer at a medical device manufacturer. David is focusing his MBA education on Corporate Finance and Strategy and hopes to join a Fortune 500 company after graduation.

Kelly Meierhofer is a dual-degree candidate at the University of Minnesota pursuing a Master of Healthcare and Business Administration. She received her Bachelor of Science degree from St. Cloud State University where she majored in Biomedical Sciences while also playing NCAA Division 1 Ice Hockey for the Huskies. Prior to returning to school she coached College of St. Benedict Women's Hockey and worked as an analytical chemist at 3M.

Stephen Glomb (Coach) has been a Career Coach with the Carlson School of Management since 2009 and manages programming and career services for students in the Executive MBA program, as well as Carlson's specialty master's programs. Prior to working in graduate career services, he managed the Talent Assessment Team at Target Corporation, where he helped the organization design and implement employee selection processes to drive enterprise-wide talent strategies. He received his Bachelor of Arts degree in Psychology from Northwestern University, and holds a Ph.D. in Educational Psychology from the University of Illinois at Urbana-Champaign.

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Christina Bills is a second year MBA student concentrating in International Business. She graduated from Indiana University with a Bachelor of Arts in Linguistics, Germanic Studies, and Near Eastern Languages and Cultures in 2012. She has had a wide range of professional experiences including agricultural work, lifeguarding, and volunteer and substitute teaching. Outside of class and work, she enjoys almost any form of creating, from pottery to cooking to writing. Her goal is to work in education or for a nonprofit organization after graduating in May 2015.

Doreen Matthes is a second year MBA program concentrating in Human Resource Management. Before coming to the United States, she completed her Bachelor of Science in Economics and Management Science at the German University of Leipzig. Doreen has a proven track record in developing and fostering valuable relationships in the professional environment, having worked as an HR assistant and completed several HR internships in Germany as well as the United States. She plans on continuing her HR career, using her global mindset and affinity for communication, upon graduation with her master's degree in May 2015.

Kemilembe Mjungu is a tax consultant with five years of work experience with two of the big four auditing firms. Most of her experience has been in the indirect tax area especially value added tax (VAT). She is a second year MBA student with a concentration in Finance. She earned her undergraduate degree from University of Dar es Salaam, majoring in Corporate Finance. She has been a member of the Association of Chartered Certified Accountant (ACCA) since 2011. After graduation in May

2015, she plans to continue her career as an expert in indirect tax services.

Craig Maas is a first year MBA student with concentrations in International business and marketing. He received his Bachelor's degree from the University of Mount Union in 2014 with a major in Economics and a minor in Chemistry. Outside of classes and work, he enjoys competing in sports and is currently a member of the Kent State club soccer team. Craig will be graduating in May 2016.

Michael Mayo (Coach) is an Associate Professor of Marketing at Kent State University and has taught international marketing, marketing management, sales, international business and marketing ethics in the undergraduate, graduate and executive development programs. His research interests include international marketing, ethics and sales. His work has been published in The Academy of Marketing Science, The Journal of Business Research, The Journal of Personal Sales and Sales Management as well as a number of other peer reviewed journals and conference proceedings. He has served as Chair of the KSU Marketing Department and is currently the Director of Kent State University's Global Management Center.

Moore School of Business, University of South Carolina



The Moore School of Business is the top rated international business program on both the graduate and undergraduate level according to US News and World Report. There are more than 5 thousand students in the business school representing more than forty countries from around the globe.

Kyle Jansen is an International MBA candidate at the Moore School of Business at the University of South Carolina. Prior to his business education he served overseas as a Volunteer in the Peace Corps in Morocco for over two years and has traveled to several countries in North Africa and the Middle East. A graduate from Clemson University with a B.A. in Spanish and a minor in Entrepreneurship, Kyle has extensive international experience from studying and working in multiple countries in Western Europe and can speak four different foreign languages. Kyle.Jansen@mba.moore.sc.edu

Bailey Glenn is a Master of Human Resources candidate at the Darla Moore School of Business at the University of South Carolina. Born and raised in Charlotte, North Carolina, Bailey also completed her undergraduate studies at the University of South Carolina. There she majored in Business Economics and Human Resources with a minor in Geography. As part of various academic programs, Bailey has studied the unique challenges posed by international business operations both in the classroom and through a study abroad in Paris, France. bailey.glenn@mhr.moore.sc.edu

Alex Bill is an MHR candidate at the University of South Carolina working with the Center for Executive Succession. A constant learner with diverse interests, Alex volunteered teaching English in Ecuador and researched with Northwestern's Medical Social Sciences Department, while earning his Bachelors in Psychology and Criminology from Ohio University. After graduating, he co-founded an Internet services company promoting wheelchair-accessible travel opportunities, worked in sales for a bicycle shop and worked in mar-

keting and web development for a company that makes custom headphones. With friends, Alex enjoys cooking pizza, swing dancing and writing mediocre poetry. Alex-CharlesBill@gmail.com

Michael Peter is an MBA candidate at the University of South Carolina Darla Moore School of Business. Originally from Minneapolis, Minnesota, Michael has experience in finance, account management, and process improvement. He obtained his BA in Economics from Furman University after which he worked for 3M Company as an account analyst in Acquisition Integration and Divestiture space. He most recently completed a Lean Six Sigma team consulting project for Avaya, Inc. Outside of work and the classroom, Michael enjoys traveling, reading up on economics and sustainable development, and competitive sports. Following his graduation in May, Michael plans on beginning a career in Consulting

Patrick DeMouy (Coach) - Lecturer in the management department at the University of South Carolina. Fourteenth year as coach of the MBA case competition team. Owner DeMouy Consulting, a financial and managerial consulting company since 1991. Has worked in industry as an auditing manager, investment portfolio manager and investment counselor. Active in both civic and church organizations in the Columbia, SC community. Graduated with MBA from the University of South Carolina in 1982. Graduated from University of Virginia with BS in Commerce. demouy@moore.sc.edu



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Mike Pintar is currently enrolled in the University of Chicago's Weekend MBA program. Mike works as an independent consultant in the energy and utilities industry and provides expertise in developing business use cases, go-to market strategies and deregulated energy pricing. Previously Mike worked as an IT consultant for the largest energy and utilities companies in North America. Mike is focused on continuing his career as a consultant post-MBA and is pursuing concentrations in strategy, economics and finance. Mike is also an avid skier and he is leading the Booth Outdoors Club on their yearly ski trip to Lake Tahoe.

Victor Perez was born in Miami, Florida and holds a B.S. degree in Economics from the United States Naval Academy. He is currently enrolled in the University of Chicago's Booth School of Business Weekend MBA Program. He is an active-duty Navy Lieutenant serving in the U.S. Submarine Force. He recently left his submarine homeport in Hawaii to become an Assistant Professor of Naval Science at the University of Notre Dame while he completes his MBA. Victor is interested in consulting, but has not decided whether or not he wishes to leave the Submarine Force. For now, he is interested in learning as much as he can while pursuing his MBA in order to be able to make an informed decision when the time comes.

Shannon Nelson (Shane) is a first year MBA student at the University of Chicago Booth School of Business, concentrating in Entrepreneurship and Strategic Management. His background is in private bank

lending and he currently works to grow Goldman Sachs Bank's US mortgage lending market. Previously, he was involved in two start-up mortgage lending firms, including serving as President at one, and also developed a private bank high-net-worth lending platform at Charles Schwab & Co. Ultimately, his goal is use his entrepreneurial and private bank experience to provide private firms with strategic direction and growth opportunities.

Vishnu Kamath holds a Bachelor's of Science in Chemical and Biochemical Engineering from Rutgers University. He has spent 5 years working in various areas of Merck Sharp and Dohme, Inc.'s pilot plant, research and development, operational excellence, and supply chain organizations and has recently joined McKinsey and Co. as Project Manager, Procurement Systems. He also serves as Global Strategic Advisor for Vsoft Infoware, Inc. and is pursuing his MBA from University of Chicago Booth School of Business. In his spare time, Vishnu enjoys traveling, hiking, and playing sports, especially cricket.

Sean Moran (Coach) has a Juris Doctorate from American University-Washington College of Law and is currently finishing his second year as an MBA candidate at the University of Chicago Booth School of Business. Previously, Sean has worked as a Special Assistant United State Attorney, a Judge Advocate in the United States Army, as well as working for the North Atlantic Treaty Organization (NATO) and U.S. Securities and Exchange Commission. Currently, Sean is a consultant in the Aerospace industry.

University of Florida



The UF MBA Program is a part of the Hough Graduate School of Business within the Warrington College of Business at the University of Florida in Gainesville. The University of Florida is a member of the Association of American Universities, the higher-education organization composed of the top 62 public and private institutions in North America. The UF MBA consists of both full-time and part-time programs, totaling over 1,000 students, and was ranked by the Princeton Review as the Best Administered MBA Program in 2013 and 2014. Our full-time program is known for its intimate environment and collaborative culture.

David Price is in his first of two years as an MBA student at the University of Florida. From June of 2010 until August of 2014, David worked as a video producer at the Smithsonian Institution's National Museum of Natural History. There he helped some of the world's leading scientists communicate their research by producing over a hundred short films. David received a Bachelor of Arts in Economics from New College of Florida in 2010, defending a thesis on the favorable treatment of homeowners in the federal individual income tax.

Xiaoyu (Henry) Liu is currently a first year MBA Candidate at the Hough Graduate School of Business at University of Florida. Prior to attending the MBA program, Henry received his Master of Accounting Degree from University of North Carolina-Chapel Hill and Bachelor Degree of Business from Zhejiang University. Henry has work experience at China Central Television with procurement and budget planning. He has also held management positions at Beijing Capital with commercial real-estate projects. Henry is expected to graduate in April, 2016.

Matt Lukas is currently an MBA Candidate attending the Hough Graduate School of Business at the University of Florida. Prior to returning to school to obtain his MBA, Matt spent nearly six years working as a specialty lines underwriter for UnitedHealthcare, specializing in pricing and risk management for customized health plans designed for educational institutions. In addition to his studies, Matt is an MBA student govern-

ment representative and a UF MBA Ambassador. Matt received a Bachelor's in Finance from Florida State University in 2008. He will be completing his MBA in May, 2015.

Carly Escue is a two-year MBA student at the University of Florida (UF). She attended Belmont University in Nashville, Tennessee where she received her Bachelor's degree in English and Russian Studies in 2010. Prior to joining the Hough Graduate School of Business, Carly worked as an English instructor in both Seoul, South Korea and Moscow, Russia. At UF, Carly has earned a Marketing concentration and serves as the CEO of the MBA student business. She recently completed a Leadership Development Internship at General Electric, and she will be joining ExxonMobil as a full-time HR Advisor upon finishing her MBA in Spring 2015.

Jason Rife (Coach) is the Associate Director of MBA Career Services for the Hough Graduate School of Business at the University of Florida. Immediately prior to joining UF, Jason was a strategy consultant for McKinsey & Company, focusing on operational transformations and sales capability building. He has also held strategy, planning and program management roles at John Deere and ExxonMobil. Jason received a Bachelor's in Business Administration from Texas Tech University and an MBA from Duke University. He currently lives in Gainesville, FL with his wife and daughter.

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Sourya Datta has seven years experience leading transnational teams, managing projects for global clients, and solving complex problems. His experience in planning, designing and implementing supply chain strategies in both the United States and Asia Pacific makes him an ideal candidate for roles in operations management. Sourya holds a bachelor's degree in Electronics and Communication Engineering from Anna University, India. He is pursuing his MBA in operations management.

Keith Hoerburger has a proven track record of success by his previous employers. Keith is a highly creative individual with excellent analytical and problem-solving skills. He has displayed leadership and communication abilities, while engaging successfully with clients and cross-departmental collaboration. Keith graduated from the University of Maryland with a Bachelor's Degree on Economics and is currently pursuing a Master of Business Administration in Finance. Keith is determined to utilize his skills he has obtained from Katz to be a valuable asset in financial services or consulting field.

Kaushik Sampath wishes to leverage his acquired client and project management abilities along with his excellent people management skills to work in technology consulting or program/project management. Kaushik graduated with a bachelor's in electronics and communication engineering. At Katz, he is pursuing his MBA concentrating in management information systems and strategy.

Ankita Singh has been successful in bringing creativity and innovation in whichever projects she takes up. Her ability to pay attention to detail has helped her improve processes wherever possible thereby improv-

ing team efficiency. Effective interpersonal and communication skills, along with the ability to work collaboratively with people make her a good team player. Besides being tech-savvy, Ankita also has keen interest in working towards social causes. Being the Co-founder of Corporate Responsibility group at PB (India), she has conducted several events to raise awareness among people regarding social and environmental issues.

Avinash Anand has 5 years of experience in managing manufacturing operations, supervising large-scale projects and leading diverse teams. His ability to optimize business processes, lead by example and build relationships make him an effective leader and a solid team contributor. Avinash intends to utilize his MBA and leverage his leadership experience, technical acumen and problem-solving skills to pursue opportunities in Operations/Supply Chain Management. Avinash holds a bachelor's degree in Mechanical engineering from Manipal University and is pursuing his MBA in Operations and Finance.

Greg Coticchia (Coach) is an award-winning technology executive with over 25 years experience in high tech products and services. He currently serves the University of Pittsburgh as an Executive in Residence (EIR) for software and information technology. Mr. Coticchia has led or been a major contributor in two of the largest and most successful software companies in the world.

A graduate of the University of Pittsburgh in Industrial Engineering, where he also received his MBA, he currently teaches several courses including B2B marketing at the University Of Pittsburgh Katz School Of Business. He holds certificates in Entrepreneurial Management from Carnegie Mellon University and Professional Coaching from Duquesne University.



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Daniella De Tina is a 2012 Western University graduate, holding an Honours Specialization in Psychology. With a background in retail and neuroscience research she decided to pursue an MBA to explore the cross-functional areas of business and science. Daniella is currently enrolled in the Co-op MBA program at the DeGroot School of Business with a focus in strategic marketing. In her spare time Daniella volunteers in the Hamilton business community to help non-for-profit organizations build sustainable business models. After graduating, Daniella aspires to become a marketing professional while continuing to give back to the local business community.

Trevor Rauhala is a 2010 University of Guelph graduate, holding an Honours Bachelor of Arts in Political Science and is a recent graduate of the co-op MBA program at McMaster University. With a passion for sales and marketing, Trevor has spent his co-op work terms in commercial real estate, CPG and hospital administration. He recently returned from an academic exchange at the WHU, Otto Beisheim School of Management in Vallendar, Germany. Upon completion of his MBA, Trevor aspires to work in commercial real estate in Toronto, or maybe become the General Manager of a major professional sports team.

Briar Stimakovits is a 2011 University of McMaster University graduate, holding an Honours Bachelor of Commerce degree and a Bachelor of Arts in Sociology degree. Briar is completing a Co-op MBA with a Strategic Marketing specialization. Through her various co-op experiences with a medical supply company, a fashion retail company, and a document management company, Briar has developed and fine-tuned her marketing skills. She is currently MBA Association Director of Marketing and Co-Captain of the DeGroot MBA Games team. Upon completion of her MBA, Briar will combine her passion for fashion and marketing as a Buyer with a

major Canadian retailer.

Lindsay Urbanek - After completing her business degree at the University of Western Ontario, Lindsay decided that an MBA would be an excellent complement. While completing strategy roles in her financial co-op placements, she enjoyed her election on to the MBA Association and involvement in multiple MBA Games. Outside of this Lindsay can be found scuba diving in any city and climate possible, ranging from Ohio in early November to Cairns in Australia's peak of winter. Upon graduation, Lindsay will be taking the opportunity to visit Australia and re-dive the Great Barrier Reef before coming back to Toronto to pursue potential job opportunities.

Shelby Gorelle - A recent graduate from Queen's University, with a Bachelor of Arts (Honours) degree in Psychology, Shelby aspires to apply her passion for cultural research and her knowledge of human behavior to pursue a career in Brand Marketing. With previous marketing experience from various roles with entertainment and technology titan IMAX, Shelby has enrolled in the Co-op MBA program at the DeGroot School of Business to build her business knowledge and further develop her transferable skills.

Milena Head (Coach) is a Professor of Information Systems at the DeGroot School of Business, McMaster University and the Wayne C. Fox Chair in Business Innovation. Specialising in eBusiness and Human Computer Interaction, she has published over 95 papers in academic journals, books, and conferences. Milena is passionate about experiential learning and a strong proponent of the case methodology. Through her case analysis and presentations course, she coaches and prepares DeGroot MBA students for various national and international case competitions.

Goodman School of Business, Brock University



Based at Brock University in St. Catharines, Ont., the Goodman School of Business is accredited by the Association to Advance Collegiate Schools of Business international. The Goodman School of Business is home to more than 2,600 undergraduate students, 350 graduate students and has 7,000 alumni worldwide.

Nageena Naimi is currently enrolled in the traditional MBA program at the Goodman School of Business. She graduated from the Goodman School of Business with a Bachelor of Business Administration Honours with a concentration in Marketing. Nageena has worked on multiple projects with local businesses with a focus on developing business strategies, marketing strategies, and promotional plans. She has also worked with a local start-up to develop a comprehensive marketing plan. Nageena is currently working as a consultant with the Goodman School of Business Consulting Group and volunteers her time as the Director of Marketing for the Graduate Business Council.

Tylor Huizinga is currently enrolled in the MBA program with a concentration in Business Analytics. He completed his Honours BA in Psychology at Brock University and was a third and fourth author on academic publications in the area of psychopathy and interrogation techniques. He still assists in the production of academic research publications but this has slowed down since starting the MBA program. Tylor is currently employed as a Senior Teaching Assistant in the Department of Psychology and upon graduation will be employed by Bell Mobility as a Business Intelligence Specialist in their Graduate Leadership Program.

Huzaifa Faizan is a Masters in Accounting candidate at the Goodman School of Business while also completing the Masters of Science in Management degree. He has experience working in consulting, public accounting, teaching, and has helped start many non-profit organizations across Canada and the world. Huzaifa holds an Honour Bachelors in Accounting and Business with a minor in French studies. He has a passion for languages and travelling and studied on international exchange in France. He speaks four languages and has travelled to over 20 countries yet he hopes to continue to add to both these counts in the future.

Victor Stranges is currently enrolled in the MBA program with an Accounting concentration. Prior to pursuing his MBA, he completed a Bachelor of Kinesiology Brock University as well. Victor has worked in automotive manufacturing where he analyzed and budgeted costs to build and assemble parts. Victor plans on pursuing the CPA designation following his MBA graduation. Victor thoroughly enjoys traveling and most recently has spent a month in China for a student English promotion project. In his free time he enjoys golfing and getting outdoors. He also assists in coaching a local youth soccer academy.

Professor Eric Dolansky (Coach) is an Assistant Professor of Marketing at the Goodman School of Business, Brock University. Prior to arriving at Brock, Eric obtained his PhD and MBA from the Richard Ivey School of Business at the University of Western Ontario. He teaches courses in marketing, Marketing communications and marketing strategy. He conducts research into behavioural economics with particular attention to how people evaluate value and how variability affects decision-making. Eric has been fortunate to have had the chance to compete on the television game show "Jeopardy!" appearing on three episodes and winning two.

Professor Norman Chasse (Attending Conference, CPA, CA) is a full-time lecturer at Brock University in the Department of Accounting, Goodman School of Business and a graduate of both Brock University's MBA and Bachelors of Accounting programs. Norman has many years of practical experience working both in a corporate setting in a senior financial role and in public practice providing accounting, tax and assurance services. Norman is a strong supporter of student activities and presently volunteers as treasurer for the Canadian Foundation for the Study of Infant Deaths.



Haskayne has been a strong supporter of this competition for over 20 years and has won it 4 times, been in the playoffs just about every year, and in the finals 10 times. We consider this the "Olympics" of case competitions and congratulate JMSB on providing such an outstanding experience for students from around the world for so many years

Sue Duong - Following her undergrad degree in Mechanical Engineering from the University of Calgary, Sue has worked in the pipeline industry in a number of companies and roles. Her natural curiosity and outgoing personality led her to pursue an MBA to solidify her business acumen.

Alex Eakins earned her BComm in Marketing from the University of Alberta in 2010. She has experience in public affairs, media relations, corporate social responsibility, and stakeholder engagement and has worked at a large national grocery chain head office in varying roles for the last 4 years. She is completing the dual MBA/ Master of Public Policy program where she aims to combine her passions in Canadian food policy and corporate sustainability. Alex has traveled extensively to over 20 countries, including much of Europe and South East Asia, Iceland, Jamaica, and Israel.

Prem Eruvbetine earned his B.Sc. in Electrical Engineering from the University of Alberta. He has worked in big engineering, technology consulting and startups and gained diverse business and technical experience. Prem has traveled to India, USA and many European countries. He hopes to use his MBA degree to transition into a career in management consulting.

William Katz has earned a Bachelor's degree in facility management from the University of Alberta. As an undergrad, Will spent numerous summers volunteering as a first responder for various Red Cross organizations around the world including Canada, Israel, Australia and New Zealand. He is currently completing his combined Law/MBA joint degree at the University of Calgary and will pursue a career in Corporate Litigation.

Dexter Lam earned a BAsC in Chemical and Biological Engineering from the University of British Columbia specializing in biotechnology. Dexter has worked in research and development of biofuel technologies and as a consultant focusing on strategic sustainability and energy / carbon management. He currently manages a sustainability intrapreneurship team in one of Canada's top post-secondary education institutions.

Leo Donlevy (Coach) is a Senior Instructor in Entrepreneurship and has particular responsibility for the applied strategy project component of the Haskayne MBA. Following a career in the commercial printing industry as an owner and manager, he attained an MBA degree in 1995, and competed in the 1995 Concordia MBAICC. He has coached ever since, winning twice more as a Coach. In 1998 Leo authored the Canadian edition of *Small Business Management, Launching and Growing New Ventures* published by Nelson, now in its sixth edition. He has served on several local and national corporate, trade and non-profit Boards.

Larry A. Wood (Coach) joined the Haskayne School of Business at the University of Calgary in July of 1983 as a Professor of Finance and is a Fellow of the Financial Planners Standards Council. Larry has been awarded the Student Union's Superior Teacher award for the Haskayne School and the Master Teacher award for the entire University of Calgary. Larry has been active with Haskayne's Intercollegiate Business Competition teams, including coaching at the John Molson MBA ICC in 1995 and 1996. Larry is a long-time holder of the Certified Financial Planner (CFP) designation.



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Grece Aoun est d'origine libanaise et habite depuis six ans à Montréal. Elle est présentement étudiante au programme de MBA à HEC Montréal, et est titulaire d'une Maîtrise en Sciences Économiques de l'Université de Montréal. Auparavant, elle a travaillé dans les secteurs public et privé pour différents projets de financement de PME, et dans la gestion de crédit pour une multinationale. Grece est passionnée par l'entrepreneuriat et la création d'entreprise, et est une activiste pour la sensibilisation sur le rôle de la femme dans le milieu professionnel. À HEC Montréal, elle gère le club d'entrepreneuriat et a fondé le club Femmes et Leadership.

Marco D'Angelo étudie au MBA de HEC Montréal à temps plein depuis mai 2014. Auparavant, il travaillait chez SNC-Lavalin depuis 2005. Au cours de cette expérience, il a été affecté comme coordonnateur de chantier au Qatar où il a vécu en 2009. Il a ensuite travaillé comme responsable d'équipe pour le projet Xstrata Nickel de SNC. Ses neuf ans d'expérience lui ont permis de parcourir les domaines de la pétrochimie, l'aluminium et les mines. Dans son temps libre, Marco s'intéresse aux langues et aux jeux de stratégie.

Yuani Fragata complète un MBA à HEC Montréal, et détient un BA en Communications de Concordia et une MA en Multimédia Interactif de l'UQAM. Il a travaillé 15 ans pour CBC/Radio-Canada, le diffuseur public canadien, à la radio, la télévision et en médias numériques. En tant que Réalisateur-coordonnateur il était responsable d'une équipe créative de 20 personnes, et mena plusieurs grands projets allant de spectacles scéniques et des documentaires télévisuels à des refontes de sites web. Dans ses temps libres, il collectionne avec enthousiasme des vinyles de Miles Davis.

Mary-Gaëlle Poyade - Après des études en administration des affaires en France, Mary-Gaëlle y a

travaillé pendant 4 ans en tant que conseillère communication et marketing. Souhaitant enrichir son parcours professionnel avec une expérience internationale, elle part s'installer au Canada en 2009. Elle a travaillé depuis dans différentes OSBL pour lesquelles elle a conçu et mis en œuvre des stratégies marketing. Elle y a également développé ses compétences en gestion de projets de communication et en organisation d'événements. Cette année, Mary-Gaëlle mettra son expertise à profit pour organiser la 6^e édition du Défi Développement Durable HEC Montréal, en tant que VP Responsabilité Sociale Entreprise de l'Association des étudiants MBA-HEC Montréal.

Julie Wojcicki - complète un MBA à HEC Montréal et détient un double diplôme de Maîtrise et diplôme d'Ingénieur en informatique de l'Université de Technologie de Compiègne (France). Elle a travaillé huit ans pour une jeune entreprise innovante, éditeur de logiciels libres. Ses principales activités étaient la formation et le conseil en changement organisationnel dans le secteur de la gestion des connaissances. Durant cette année de MBA intensif, elle cherche à partager ses passions pour les jeux de stratégie et la randonnée dans le respect et la convivialité.

Sylvain Matte (Coach) a complété son MBA à HEC Montréal. Il y est chargé de cours depuis 14 ans dans les programmes de MBA, M.Sc., D.E.S.S., Certificat, en plus de 20 cours et séminaires dans 6 pays différents depuis 2004 pour la Formation des cadres à l'International. Côté professionnel, il offre des services-conseils en stratégie, efficacité organisationnelle, gouvernance en TI, impartition de services, gestion du changement et gestion de projet. De plus, il anime des programmes de développement et des ateliers sur le travail d'équipe, la transformation organisationnelle, le leadership créatif et l'innovation.

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Faith Kaplan has returned to the University of Manitoba as a full-time student and will complete the MBA Program at the Asper School of Business in 2015. She holds a Bachelor of Arts degree in Sociology from the University of Winnipeg and a Bachelor of Commerce (Hons.) degree in Marketing. Faith has held senior management positions in telecom, consulted in the non-profit sector, and worked in philanthropic engagement as a professional fundraiser. She is enjoying student life in the General Management stream as she prepares for the next iteration of her career as an entrepreneur.

Amandeep Sekhon is full time second year MBA student pursuing a dual concentration in Finance and International Markets. He holds bachelor degree in Agriculture (honors) with distinction from India and post-graduate diploma in Business Marketing from Canada. Prior to joining MBA, he has transcontinental experience in diverse industries ranging from Agricultural Marketing to Investment Banking. He is currently enrolled as Chartered Financial Analyst (CFA) Level 3 candidate. Post graduate school he hopes to pursue career in Investment Banking. He enjoys spare time reading, travelling and playing cricket.

Alireza Almaleki is an MBA student concentrating on healthcare administration, and general management. He holds a B.Sc. with a concentration in biology and microbiology from the University of Manitoba. Ali has sat on multiple board such as Give30 and Dignitas Manitoba; organizing large scale fundraising and awareness events for causes such as poverty reduction, as well as HIV/AIDS treatment and prevention across Can-

ada. Upon completing his MBA studies Ali hopes to pursue a career in medicine.

Brian Chipman - Born and raised in Winnipeg, Manitoba; Brian Chipman is in his second and final year as a part-time Asper MBA candidate. He is a full-time business analyst within the People and Patron Services department at True North Sports & Entertainment. In support of his career path, Brian is focusing on the Leadership and Organizations concentration stream of the MBA program. He plans to graduate in July of 2015. Brian acquired his undergraduate degree at the University of Manitoba where he majored in History and Religion.

Marilyn Brennan (Coach) is the senior vice president, governance and strategy, for Credit Union Central of Manitoba and an adjunct professor of the Asper School of Business, University of Manitoba, where she teaches in the MBA program. Previously, she served as a financial services consultant at one of Canada's largest accounting and consulting firms, and has held a number of senior managerial and executive positions at a major Canadian bank. Marilyn received her PhD in finance and her MBA from the University of Manitoba, and a BA in economics from the University of Winnipeg. She holds a number of financial services industry certifications and designations. She is an inducted member of the International Honor Society Beta Gamma Sigma and a fellow of the Institute of Canadian Bankers. She lives in Winnipeg, Manitoba.



The John Molson School of Business (JMSB) is one of Canada's top business schools, ranked the 20th best international school by Bloomberg and 4th in Canada by Canadian Business. It also has been ranked for five consecutive years among the Top 100 Business Schools worldwide by the Economist. The John Molson School of Business currently has over 7,700 undergraduate students and 1,400 graduate students.

JMSB has built its international reputation through its success at case competitions locally and abroad, experiencing tremendous success at the graduate and undergraduate level.

Simon Foucher holds a degree in Computer Engineering from McGill University and is currently working on completing his MBA in Business Strategy at JMSB. He currently works in Strategic Planning at MindGeek, a global leader in web content delivery. Prior to this he worked as an IT Solution Architect for Equifax, establishing the technology roadmap for the entire Canadian fraud products portfolio. Passionate about traveling and the outdoors, Simon is training to climb Kilimanjaro in February, and planning a trip to Everest base camp upon graduation from the MBA.

Lysiane Proulx is a part-time MBA student at John Molson School of Business since 2012. She holds a Bachelor of Commerce in International Management from McGill University and currently works at TELUS in a strategic development position focused on the health sector. Passionate about technology and marketing, Lysiane has been working in the healthcare industry for more than 8 years. She is fluent in French, English, Spanish and Portuguese and has a passion for travelling and discovering new cultures.

Elliott Altilia has a bachelor's degree in criminology and is in the final semester of his MBA. He currently works in business development and strategy at Sid Lee, an international award winning creativity agency. Aside from his passion for business strategy, Elliott is a two-time member of the Canadian National Kendo Team. His involvement in kendo has brought him around the world for various competitions and will be travelling to Tokyo in May of 2015 to compete in the World Kendo Championship.

Matthew Beck graduated from John Molson School of Business with a Bachelor of Commerce in Management in spring 2010 and currently plans to gradu-

ate from the MBA at John Molson School of Business in spring 2015. He has spent the last five years working for entrepreneurs with small businesses primarily in the finance and aerospace sectors. These years were spent in a mixture of roles that included accounting, optimization of business practices, human resource management and day-to-day office management. His interests include reading and watching movies.

Rachel Palaci-Olgun has a Bachelor's degree in Finance and human resources from McGill University and is in her final stages of completion of the MBA at John Molson School of Business. Her work experience has been in wealth management with RBC Dominion Securities prior to RBC Direct Investing, where she was an equity, fixed income, and derivatives trader. Rachel also teaches dance, and is a passionate soccer fan and trains for endurance swimming with Masters Swimming Canada.

Tim Field (Coach) is a Business Strategy Consultant and Senior Lecturer in Management at the John Molson School of Business, Concordia University (joining the Faculty in 2000). He is the former Miriam Roland Fellow in Business Ethics and is presently the Advisor to MBA Case Competitions. As a full-time faculty member, he is currently teaching in the areas of Strategy, Entrepreneurship and Business Ethics in both the MBA and undergraduate programs. His industry experience includes five years as an entrepreneur in both the automotive and marketing fields, ten years in the Aerospace industry, and currently as a management consultant at KOMAND Consulting (KOMAND.ca) having provided services to the Brewing, Retail, Biotechnology, Telecommunications, Aerospace, Manufacturing, and IT industries.



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Evgeni Gentchev is interested in pursuing careers in biotechnology, entrepreneurship, consulting, and marketing. Evgeni is fascinated with the idea of new challenges and would like to utilize the skills he learned during his Bachelor of Science degree. Evgeni started his own business as an Independent Business Owner (IBO) of a global nutritional supplement company in 2012. Furthermore, Evgeni was part of a research team in a molecular biology laboratory where he conducted research as a part of an undergraduate thesis project. The experience has given him the necessary skills to create experiments, conduct research and analyze data.

Ryan Donally is a former professional hockey player who returned home to Windsor to complete his Business Commerce and MBA degrees. He is an active participant in the local sports and academic communities, having coached both the LaSalle Vipers and Windsor Lancers, and most recently sat as the President for the Odette MBA Society. Ryan is also the founder of the Athlete Mentorship Program, which facilitates mentoring discussions for current youth athletes who are pursuing their dreams. He hopes to leverage his athletic, academic, and leadership experience into a position within the sports management industry.

Taylor Laporte has worked since he was first able to at a grocery store, Zehrs and has continued in this position for 10 years throughout his high school and postsecondary education. During his studies, Taylor acquired another position as a first level support consultant for IT Service at the University of Windsor. Since beginning this position, Taylor has moved up in the organization to helpdesk consultant and most recently to proj-

ect manager. Having enjoyed working in many different positions, Taylor is considering different career options revolving around entrepreneurship, marketing, project management, and information technology.

Usman Sadiq has two directions that he wants to go in. With an educational background in finance and his valuable part-time internship experience, he wants to pursue a career in the stock market dealing with securities and investments. However, he has developed interests in sports management and therefore is considering a future in the sports industry in a financial role in order to utilize his educational experience. Upon graduation from the MBA, he wants to see what direction seems to be the better fit for him.

Bilal Rammo, with an educational background in accounting, and currently pursuing his Chartered Professional Accountant designation, aspires to become a professional tax accountant. Upon his graduation from the MBA program, Bilal will focus on securing a position in the private sector to gain experience of real world businesses. Bilal's long term aspiration is to gain enough experience of all types of businesses, and apply his knowledge as a tax consultant. Bilal is very experienced, keeping busy from a young age working in his family business, a supermarket called Family Fruit Market. When at work, Bilal was keeping track of the books, while attending the University of Windsor in the Sciences.

Schulich School of Business, York University



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Stewart Walt is a first year MBA candidate at the Schulich School of Business, with a Bachelor of Fine Arts Majoring in Drama from the University of Calgary. Trained as an actor and published as a designer in his undergraduate degree, Stewart brings a unique set of theatrical skills that he now employs in both his MBA program and at case competitions. With an eagerness to travel and a propensity for hard work, Stewart hopes to become a consultant after his MBA.

Shreya Bhashykarla is a first year MBA candidate at Schulich School of Business. She has a Bachelor of Computer Science Engineering from Manipal University. She has had three years of experience as a Business Technology Analyst with Deloitte Consulting, India. During this time, she worked primarily with the health plans industry, which helped her achieve the designation of Professional by the Academy for Healthcare Management and America's Health Insurance Plans.

Onessia Sadoo is an international first year MBA candidate at the Schulich School of Business, from the island of St Lucia with a passion for case competitions. Her first experience started at John Molson School of Business where she obtained a bachelor of commerce in finance. With over five years of diverse work experience ranging from risk management and business analytics at Unicomer (a Latin American based conglomerate) to turn around management in her family business (based in St Lucia) she has developed analytical, problem solving and critical skills which is continuously developed in case competitions.

Ann George spent the last 4 years working as a high school Math and Chemistry teacher with one of Canada's largest school boards. She is currently pursuing an MBA at the Schulich School of Business, where she is specializing in Finance and Strategy.

Sobey School of Business, St-Mary's University



The Sobey School of Business at Saint Mary's University offers a unique blend of international perspectives and vibrant local character, preparing citizens of the world to lead sustainable and entrepreneurial businesses and communities. We provide a full spectrum of business programs from Bachelor of Commerce through MBA, EMBA, Master of Finance and Master of Applied Arts to PhD. Specialty programs like our Co-operative Management Education masters' degree and graduate diploma, and our Master of Technology Entrepreneurship and Innovation program round out our academic offerings. Our compact campus, world-renowned faculty and beautiful coastal location in Halifax make us Atlantic Canada's business school of choice.

Nicole Dube is a MBA student at the Sobey School of Business, Saint Mary's University. She graduated from Acadia University with a Bachelor of Arts in Psychology and later went on to receive an Honours degree in Applied Human Nutrition from Mount Saint Vincent University. She has worked as a dietitian in a hospital setting and as a consulting dietitian, owning her own consulting business.

Travis Gunn is a first year MBA student at Saint Mary's University. Travis has close to 10 years sales management experience and is currently the Director of Lawtons Home HealthCare (Lawtons Drugs). Travis also has significant governance experience and has held director positions on district health authorities and other community boards.

Ke (Doris) Tang is from China, and is a second year MBA student at the Sobey School of Business. Doris is a 2009 graduate of the Sobey School's Master of Finance Program. She is a Member of Beta Gamma Sigma. She has held an internship in a boutique investment bank in Hong Kong, and most recently worked in Enterprise Risk Service at Deloitte Touche Tohmatsu in China, from 2011 to 2012.

Sriram Srinivasan is a first year MBA student at Saint Mary's University. He hails from Southern part of India and is a certified Project Management Professional with more than twelve years of professional work expe-

rience. With a passion for project management, he aims to be a part of a Fortune 500 company in a senior management role in the next 10 years.

Eric MacPherson is a second year student in the EMBA program at the Sobey School of Business. Eric earned his BBA in Finance from St. Francis Xavier University in 2010. Prior to joining the MBA program, Eric spent three years in the oil and gas industry working on a large scale construction project northern Alberta. Upon graduation, Eric plans to pursue a career in the financial services industry.

Russell Fraich (coach) is an assistant professor of strategic management at the Sobey School of Business at Saint Mary's University. He earned his Ph.D. in Administration (Management) from HEC Montreal. Prior to academia, he worked for over fifteen years in a wide range of business, managerial and technical roles within the telecommunications industry in Canada, Germany and Sweden. He has a Master's degree in Electrical Engineering, and a Bachelor's degree in Engineering Physics from McMaster University.



Located in the heart of Ottawa, the Telfer School of Management is the proud academic home of some 3,800 students, 200 full- and part-time faculty members, and 25,000 alumni. Our accreditations from the three most demanding international ranking organizations (AACSB, EQUIS & AMBA) place our school in the top one percent of the world's business schools. Our programs are designed to produce high-performing leaders in business and healthcare, while our faculty members carry out research in a variety of fields, including our three areas of strategic focus: business analytics and performance, health-systems management, and innovation & entrepreneurship.

Dave Pouliot is a full time MBA student at the University of Ottawa and a member of the Case Competition Team. He holds a degree in law (LL.L) for which he obtained the Summa Cum Laude mention. He also graduated from the Quebec Bar School in 2014. Prior to completing his studies in law and joining Telfer MBA, he worked as a Detective-Sergeant for the Montreal Police. During his leisure time, he enjoys travelling and he works hard to decrease his scoring sheet on a golf course.

Brian Goodman is a political junkie turned MBA candidate who is working to leverage his experience in politics and as a lobbyist into an exciting career. He has worked at both the federal and provincial levels of government and, as a lobbyist, he has worked as a senior consultant at a multinational government relations firm and as a director at a national industry association. Originally from Manitoba, Brian has lived and worked abroad in China and in Chile. He also studied international business prior to beginning his MBA so is looking for a career that also contains an international component.

Natasha Gulati is a JD/MBA candidate at the Telfer School of Management with a passion for science. She completed her first year of law and a BSc. (Hons.) in Biomedical Science with a concentration in medicinal chemistry from the University of Ottawa. Previously, Natasha carried out research on tetrasubstituted olefin synthesis and conducted legal research on Canadian and international intellectual property law. On the weekend, you can find her cooking, volunteering or spending time outdoors.

Peter Yaraskavitch is a passionate problem solver that loves a challenge. Peter graduated with a BAsc - Chemical Engineering degree at the University of Waterloo, with distinction. For the past four years, he worked as a Process Engineer at Iogen Corporation, an alternative renewable fuel company which is currently developing a commercial process. He wants to leverage his technical background into new and exciting opportunities through his MBA. Outside of work, Peter enjoys traveling, snowboarding, and designing and building handcrafted furniture.

Hantz Prosper (Coach) has an MBA from the Telfer School of Management - University of Ottawa, and a degree in Mechanical Engineering from the University of Montreal. Hantz is a manager within the Offshore Oil and Gas Emergency Preparedness and Public Lands team at Natural Resources Canada. Hantz is also a part-time professor at the University of Ottawa, and coaches Telfer student teams in national and internationally business case competitions.

Université de Sherbrooke



Located in Canada, in the Province of Quebec, the Université de Sherbrooke is a French-speaking institution that offers the opportunity to benefit from an academic education that is recognized and valued around the world. The Université de Sherbrooke is host to more than 40,000 students from which more than 1600 foreign students are from 120 countries worldwide. There are 6975 employees at the Université de Sherbrooke, including 3400 professors, lecturers and clinical professors. Inaugurated in 1966, the Université de Sherbrooke offered the world's first francophone MBA and the first MBA program with business internship in Canada. Today, more than 800 students are actively involved in the program.

Nicolas Demers-Labrousse is a specialist in international relations and project management. Armed with a bachelor's and master's degree in Internal Relations, he has worked for the federal government for over 5 years. Recognized by his peers as a skilled communicator with strong analytical skills, Nicolas is a team player with a strong ability to negotiate persistently within short timeframes in order to achieve the best possible terms or outcomes. His professional background and the knowledge obtained during his MBA have allowed Nicolas to obtain the necessary tools in order to analyze and understand complex issues and offer effective solutions.

Sébastien Girard is a Civil Engineer specializing in road engineering and roundabout design. Since 1998, he has completed several road construction projects and specialized studies on behalf of the MTQ (Québec Ministry of Transportation), various municipalities and private businesses. Among his accomplishments are the extension of 8 km of Highway 410 in Sherbrooke (including five interchanges), the construction of a section of Highway 30 in Saint Constant, in addition to over 20 roundabouts throughout the province. Mr. Girard specialized in managing multi-disciplinary projects and has a thorough knowledge of all activities related to this kind of projects. He is able to coordinate phases in a logical schedule to achieve quality service in accordance with timelines. With his mastery of technical knowledge, creativity and remarkable ability to develop innovative solutions, Mr. Girard is a leading contributor to the client and his team. His experience is based on the diversity of his achievements, urban and rural, small and large-scale (\$0.1M to \$130M) projects with various levels of complexity.

Jean-Sébastien Chénier-Proteau, in the last 10 years, has played a key role in various professional sailing teams. Starting as a technician, he quickly graduated to becoming the Project Manager of a maxi trimaran competing at the highest level. Following his passion has led him to travel the world as of which he lived 4 years in Oman. Prior to his sports management career he obtained a degree of mechanical engineering from l'école Polytechnique de Montréal. Previous employers and teammates have recognized his sociability, analysis capabilities and strong commitment to projects. Always aiming at new opportunities to compete, he will be helping the team with his well-known speed of execution.

Dave Simoneau started his career as a mechanical designer where he was able to combine his analytical skills and his creativity in order to deliver innovative projects. His natural sales ability and his business mindset motivated him to quit his engineering job and start a new career in business development in the manufacturing sector. After having cumulated many successes, M Simoneau was promoted as a director of sales. Motivated by the desire to develop his business skills to another level, he engaged himself in a full time MBA program in 2013.

Professor Jean-François Guertin (Coach) is the MBA, MSc. and M.Adm. Program Director. Before undertaking a PhD in e-commerce, Mr. Guertin has spent more than 15 years in the business private sector. Within Bombardier Recreational Products, Jean François held several executive positions in the areas of marketing, sales, communication and product development. Over the years, Jean-François has presented scientific articles at national and international conferences.



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Des programmes de calibre international, une centaine de professeurs, des chercheurs aguerris, FSA ULaval allie performance, éthique et développement durable. Tout pour faire avancer le monde des affaires. Étudier dans un milieu effervescent au cœur d'une ville francophone et inspirante et pouvoir même étoffer son programme de cours en anglais, c'est tout ça, FSA ULaval. Ayant mérité les agréments de AACSB International de l'International Association to Advance Collegiate Schools of Business et EQUIS de l'European Foundation for Management Development, FSA ULaval forme et attire l'élite du monde des affaires.

Dominic Chainé termine présentement ses études au MBA en gestion urbaine et immobilière à l'Université Laval. Il a œuvré dans le secteur de la finance, de l'assurance et de l'immobilier pour différentes entreprises. Il travaille actuellement à titre d'analyste immobilier pour la division immobilière du portefeuille de placements de l'Industrielle Alliance.

Renée Durocher complète actuellement son MBA finance à l'Université Laval. Elle obtiendra prochainement le titre de Canadian Risk Manager et vise l'obtention du titre Chartered Financial Analyst. Ses implications dans plusieurs compétitions universitaires ainsi que ses résultats, lui ont valu de multiples bourses d'études. Renée a déjà exercé plusieurs postes en finance et elle débutera sa carrière en financement des grandes entreprises en juin prochain.

Kyriam Lachapelle est présentement étudiante au MBA en Stratégie et Innovation. Très impliquée durant ses études, elle a été présidente du Regroupement des Étudiants Entrepreneurs de l'Université Laval et a participé au volet académique de plusieurs compétitions, comme les Jeux du Commerce et le Happening Marketing. C'est avec fierté et une grande détermination qu'elle représentera l'Université Laval. Enfin, Kyriam est intéressée par l'international. Elle a réalisé un séjour d'études au Mexique et a travaillé en France. Sa participation au Concours International d'Étude de Cas John Molson 2015 lui permettra d'enrichir grandement ses connaissances. C'est avec fierté et une grande détermination qu'elle représentera l'Université Laval.

Amy Laliberté termine actuellement son MBA en Gestion des entreprises à l'Université Laval, où elle

a préalablement complété un baccalauréat en relations internationales et affaires publiques. Elle se passionne pour le monde des affaires, l'international, la politique, le web, les médias sociaux et le marketing. Son objectif pour la compétition : arriver en première place.

Alex Gélinas est présentement étudiante au MBA marketing à l'Université Laval. Avant de débiter son MBA, Alex a travaillé plus de 4 ans en marketing dans plusieurs entreprises, dont deux agences de communication. Pour sa participation au Concours, Alex mettra à profit ses compétences et aptitudes en marketing pour favoriser la réussite de son équipe.

Yan Cimon, C.D., Ph.D. (Coach), est professeur agrégé de stratégie à la Faculté des sciences de l'administration de l'Université Laval (Québec, Canada). Il est directeur adjoint du Centre interuniversitaire de recherche sur les réseaux, la logistique et le transport (CIRRELT, Québec) et membre associé des HEI. Ses travaux se concentrent sur les réseaux, les alliances, la gouvernance et la stratégie des firmes. Nommé « Chercheur-étoile 2010 », il a été titulaire de la Chaire invitée Fulbright en innovation à l'Université de Washington (Seattle). Il appartient à Alpha Iota Delta.

Patrick Deloye, MBA (Assistant Coach) - Chargé d'enseignement à la Faculté des sciences de l'administration de l'Université Laval, Patrick entraîne les équipes de finance des compétitions interuniversitaires depuis quatre ans et a rejoint cette année l'équipe du CEIC à laquelle il a participé en 2011. Grâce à son parcours professionnel hétéroclite, il enseigne différents cours tels que la finance corporative, les produits dérivés, la gestion du portefeuille et l'investissement immobilier.



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Joanne Drouillard - As an Accounting Instructor (Cost and Managerial Accounting) with Fanshawe College's Business School, Joanne provides academic leadership, curriculum development and fosters an effective learning environment for students. She is also Faculty advisor to the Fanshawe Accounting Association. Prior to this position, Joanne has held various financial analyst roles with companies like General Dynamics Land Systems – Canada and GLDS-C. She has an Honours BBA from the University of Western Ontario and is a Chartered Professional Accountant (CMA). She is currently pursuing her Masters of Business Administration from Laurier.

Matt Jones - As a business analyst for CCACs Information Systems team, Matt is responsible for the planning, oversight and deployment of technical projects for regional healthcare providers and over 450 staff members. He is also an advisor on several provincial healthcare committees aimed at improving technology practices. Matt has worked for the CCAC since 2004 in various roles with escalating responsibility. He has a diploma in Computer Engineering Technology from Conestoga College and is currently pursuing his Masters of Business Administration from Laurier.

Andrew Pieon - As an Alumni Relations officer, Andrew manages internal relationships between the Alumni Relations office and Faculty to engage Laurier's over 89,000 alumni. This includes marketing communications, event planning, budgeting, analyzing engagement metrics and strategic planning. Prior to this position, Andrew was Senior Recruiter for Laurier and has also worked as a Liaison Officer with the Chartered Professional Accountants of Ontario. Andrew has an Honours BA in Contemporary Studies, Psychology and from Laurier and he is currently also pursuing his Masters of Business Administration through Laurier.

Carri Rodgers-Rowley has 15 years in senior financial management roles within the wholesale, retail, and hospitality industries and, most recently, in post-secondary education administration at Fanshawe College. She is currently responsible for developing and maintaining a \$35M budget and has recently served as the Acting Chair of the School of Information Technology. Carri is a member of the PTA and the LDCSB Audit Compliance Committee. She is a Chartered Professional Accountant (CMA), and holds a diploma in Marketing, a BA in Administration and Commercial Studies, and is currently pursuing a Masters of Business Administration through Laurier. crodgersrowley@gmail.com

Carmel Branston (Coach) has attended the Molson competition as both a participant and as a coach. She has been a lecturer in at WLU teaching policy and international business for ten years. Carmel has a Bachelor of Mathematics from University of Waterloo and an MBA from Laurier. She is currently working on a PhD in Behavioural Accounting at Queens University. Carmel's work experience includes public accounting, coaching and training of entrepreneurs, teaching and real estate sales. cbranston@wlu.ca

Leah Young (Coach) is a Management Consultant with a focus on strategy, change management and marketing communications within service industries. She is a sessional lecturer at Laurier for policy, professional development and Canadian business. Leah has an Honours BA in English and an MBA from Laurier. She has over 20 years experience in marketing and delivering services, has developed a unique expertise in business-to-employee communications and has participated in several up-start business ventures. leyoung@wlu.ca

The 2014 Winners!

- First Place: University of Minnesota won the first place prize of \$10,000 at the 2014 John Molson MBA International Case Competition!
- Second Place: University of South Carolina received the second place and walked with a giant cheque worth \$7,000.
- Third Place: Third place went to University of Kaiserslautern, Germany, who was awarded with \$5,000 in prize money.
- Winner of the 2014 Richard Outcault Team Spirit Award: Michael Smurfit Graduate Business School

The Dr. J. Pierre Brunet Coach Award

Several years ago, The John Molson MBA ICC created the Dr. J. Pierre Brunet Coach Award to recognize the important contribution coaches make to The Competition.

Participants change year after year, but many coaches return, providing continuity to The Competition and to the business schools they represent. Coaches are champions of The Competition at their own schools, raising the level of awareness and enthusiasm of their students so they can meet the challenges that lie ahead. The Dr. J. Pierre Brunet Award was also created to recognize Dr. Brunet's unparalleled contributions to the John Molson MBA ICC as a faculty member, mentor, board member and chair, and for the countless other contributions he has brought to The Competition through his dedication, skill, wit, empathy and clear-mindedness. The award is presented annually to the team coach who best embodies Dr. Brunet's spirit for friendly competition and dedication.

The Richard Outcault Team Spirit Award

Richard Outcault was a member of Northeastern University's team during the 1998 Concordia International Case Competition. Three days prior to The Competition, his father passed away unexpectedly. Yet, per his father's wish, Richard rushed to join his team for their trip to Montreal. The team's commute turned into a 24-hour adventure due to Montreal's worst snowstorm in over a century.

The Northeastern team went on to capture first prize that year, but Richard was forced to miss the award ceremony to attend his father's funeral. Those who knew what Richard had been through were in awe of his physical and mental stamina, in addition to his humor, creativity and positive outlook. He, in turn, truly cherished his experience at The Case Competition. Two years later, a few days after attending a practice session of Northeastern's 2000 team, Richard himself succumbed to a rare infection. The Richard Outcault Team Spirit Prize was created by Northeastern University in conjunction with the organizers of The John Molson MBA International Case Competition to honor Richard and his unparalleled spirit.

The MBA ICC Judging Criteria

Analysis

- Identification of Issue(s) Score /10
- Validity of Assumption Score /10
- Depth of Analysis Score /10
- Generation of Ideas Score /10

Recommendations

- Consistency with Analysis Score /10
- Evaluation of Alternatives Score /10
- Justification for Recommendations Score /10

Implementation

- Consistency with Analysis Score /10
- Feasibility Score /10

Presentation

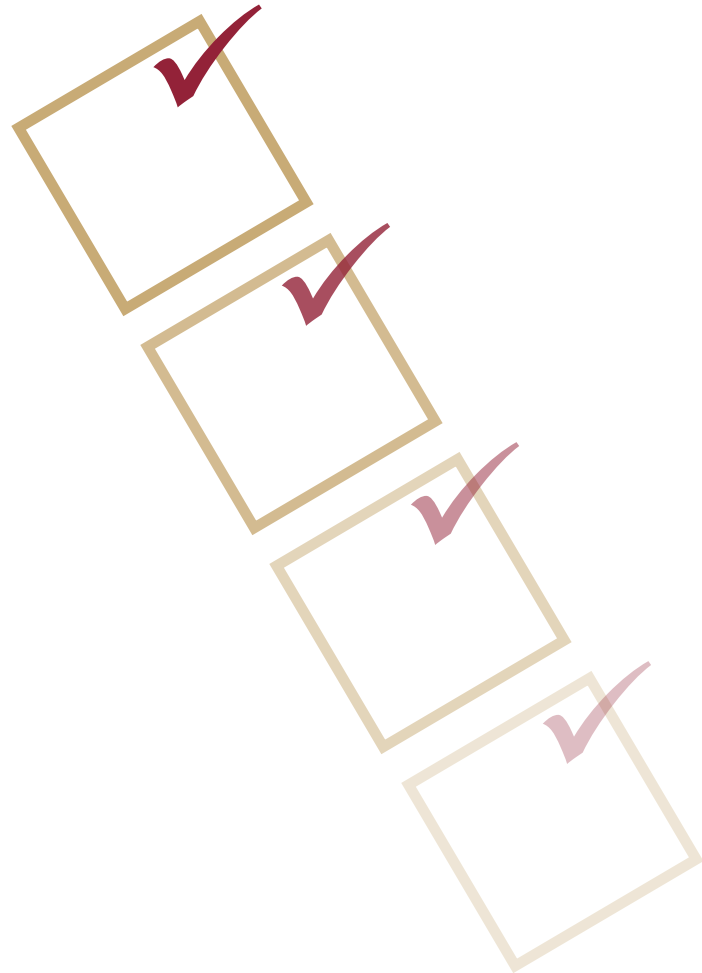
- Content & Delivery Score /10
- Conviction & Persuasiveness Score /10
- Time management Score /10

Question Period

- Ability to Clarify & Defend Presentation Score /10

In Summary

- What did the team do particularly well ?
- Where might the team improve ?
- Key Reason for Decision



Acknowledgements



The organizing committee and the Board of Directors for the 2015 edition of the MBA ICC would like to thank:

All the judges who over the past 34 years have donated their time and invaluable expertise, always ensuring a fair and challenging competition. As judges, year after year you have inspired some of the brightest business minds from around the world, in an event that undoubtedly will have an influence throughout their business careers. We hope to see you again next year in the 2016 edition!

The volunteers for participating in the 2015 MBA International Case Competition. This event could not be a success without your incredible help and engaging presence. Your efforts, experience and passion do not go unnoticed. We strongly appreciate your support and assistance during the preparation stages of the event as well as during the competition. We are always searching for the best volunteers and are extremely grateful to have you as part of the team.

The 2015 Sponsors. Since its inception in 1981, our competition has relied on the generous backing of its valued sponsors. We sincerely thank our loyal supporters for being part of this world-renowned international event and extend our warmest welcome to our new sponsors. The continued success of this competition would not be possible without all of you.

Thank you!

Congratulating the schools and coaches

John Molson would like to congratulate all of our participating schools in the 2015 John Molson MBA International Case Competition! With several new domestic and international schools competing every year, the John Molson MBA ICC retains its world-class status as the oldest and largest case competition of its kind around the globe. The level of preparation and dedication required to perform at this level would, of course, not be possible without the incredible guidance of each school's outstanding coaches. Congratulations to you all!

Alpha Corp

Kuan J

Eastford

Blair

[Signature]

Chimagne

[Signature]

Rachid Abouwhith

[Signature]



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