



**Concours International
d'Étude de Cas
MBA John Molson
John Molson MBA
International Case
Competition**

35
ans/years

**JANUARY 3RD TO 8TH, 2016,
FAIRMONT THE QUEEN ELIZABETH**



CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA

JOHN MOLSON

MBA INTERNATIONAL CASE COMPETITION

**INNOVATE.
CONNECT.
COMPETE.**

SCHEDULE

	Sunday January 3 rd	Monday January 4 th	Tuesday January 5 th	Wednesday January 6 th	Thursday January 7 th	Friday January 8 th
6:00		Yoga Session (6:00 - 6:45)	Breakfast (6:30 - 7:30)	Yoga Session (6:00 - 6:45)	Breakfast (6:30 - 7:15)	Yoga Session (6:00 - 6:45)
6:30						
7:00						
7:30						
8:00		Coaches Briefing (8:00 - 9:30)		B&G Breakfast (8:00 - 9:00)		Coaches Debriefing (8:15 - 9:45)
8:30		Pathfinder Career System	Case 2 (7:45 - 12:35)	Case 4: Live Case (9:15 - 15:55)	Case 5 (7:25 - 12:15)	Breakfast (7:00 - 9:30)
9:00		Opening Brunch (9:30 to 11:00)	Judges Breakfast (8:35 - 10:45)		Judges Breakfast (8:15 - 10:25)	
9:30			Presentation Series 1 (11:00 - 11:40)		Presentation Series 1 (10:40 - 11:20)	
10:00			Presentation Series 2 (11:55 - 12:35)		Presentation Series 2 (11:35 - 12:15)	
10:30			Cloud Horizon Lunch (13:00 - 14:15)	Judges Lunch (11:45 - 14:05)		Finals (10:15 - 16:00)
11:00			Case 3 - Short Case (14:45 - 17:35)	Presentation Series 1 (14:20 - 15:00)	EDC Lunch (13:15 - 14:45)	
11:30	Schools Registration (8:30 - 16:00)	Case 1 (11:30 - 16:20)	Presentation Series 1 (16:30 - 16:55)			
12:00		Judges Lunch (12:20 - 14:30)	Presentation Series 2 (17:10 - 17:35)			
12:30			Networking Cocktail presented by BRP (18:00 - 19:45)			
13:00			Coaches Dinner at Vertigo (20:00 - 22:00)			
13:30			Comedy Night (21:00 - 22:30)			
14:00						
14:30						
15:00						
15:30						
16:00						
16:30						
17:00	BNP Paribas Opening Ceremony (17:00 - 18:00)					
17:30						
18:00						
18:30						
19:00	Meet & Greet (18:00 - 20:00)					
19:30						
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1:00						

Theme Party
Montréal en Cirque
(22:00 - 1:00)

Bombardier
Final Banquet
(19:00 - 22:00)

Hockey Night:
Montreal vs. New Jersey
at the Bell Center
(19:00 - 22:30)

Mange & Mélange
at Vargas Restaurant
(19:00 - 22:00)

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WELCOME MESSAGES

INTERIM DEAN OF THE 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 annual John Molson MBA International Case Competition. Celebrating its 35th anniversary this year, the event is truly one of the highlights of the JMSB calendar.

Concordia has a proud case competition history that reflects our commitment to the idea that an important part of a business student's education occurs beyond the classroom. This is exemplified perfectly by this competition.

The competition's theme is fitting. Business schools, businesses and indeed, business students are always looking for new ways to innovate, connect and compete. I trust that all of the participants will have the opportunity to do just that over the course of the competition.

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

Sincerely,

A handwritten signature in blue ink that reads "Stéphane Brutus".

Stéphane Brutus
Interim Dean, John Molson School of Business

DIRECTOR OF THE MBA PROGRAM



In January 2016, MBA students from around the world will gather in Montreal for the 35th annual John Molson 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,

A handwritten signature in black ink that reads "Sandra B".

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

WELCOME MESSAGES

ORGANIZING TEAM

It is with great pride that we welcome you to the 35th edition of the John Molson MBA International Case Competition. We have long been a forum for transcending borders, allowing nations to put aside differences and celebrating the common pursuit of business & academic excellence.

We are the Olympics of case competitions as we host 36 top MBA schools from 19 different countries representing 6 continents. We benefit from the invaluable support of 270 judges from renowned businesses, 400 volunteers, and over 25 anchoring sponsors and donors.

As organizers for the 2016 competition, we are a group of passionate goal-oriented students who have embodied this year's theme to "Innovate. Connect. Compete" (ICC). We created a space where ideas were exchanged with no boundaries. We undertook each task with passion, vigor and consistency. As a result, we are proud to welcome 5 new countries, to have improved our sustainability efforts and have further elevated this competition's recognition at a global level. It has been an amazing journey to put together all the moving components and bring this great event to life.

We hope that you find your experience in Montreal both exciting and inspiring, and we have no doubt that you will all take home stories that will last a lifetime from your experience at the John Molson MBA International Case Competition.

We would like to thank all competing schools, sponsors, judges & volunteers for their unconditional support. This competition would not be possible without you.

We would also like to express our deepest appreciation to our Board of Directors for their guidance & leadership. A special thanks to our academic advisor, Bill Meder, for his incredible insights & his whimsical - yet effective - ways of bringing out the best in us. You are truly an inspiration and thanks to you we are now ready to move mountains.

The 2016 Organizing Committee
Cinzia, Sarah, Sean, Nidish
Andrea, Anju, Genevieve, Kristina, Miguel



Cinzia Roberto
Sarah
Sean
Nidish
Genevieve Redstone
Kristina
Miguel Ortega



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.



Diane Belliveau
District Manager - Quebec
Export Development Canada



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



Bitia Sehat, PhD
Healthcare Analyst at-
Caisse de dépôt et place-
ment du Québec



Giulia (Julie) Cirillo
Corporate Vice President,
Human Resources
Bombardier Recreational
Products Inc.



Patrick Lauzon
Senior Vice President
of Interactive Marketing
Services, TC Media



Jean Béland
Retired Managing Director
RBC Dominion Securities



Regis J. Rehel
President
Gestion Regis J. Rehel

Ken Brooks (Chairman)
Senior Vice president & Partner
Ernst & Young Inc. and
Ernst & Young Orenda Corporate
Finance Inc.



Klaus Kepper
Vice President Finance & Chief
Financial Officer
MethylGene Inc.



Nick Houseman
President
Zenith Jet



Peter O'Brien
Commercial Lawyer in Private
Practice & Company Director



Stephen Sharp
Vice President
PNC Bank Canada



Stéphane Brutus
Interim Dean
John Molson School of Business,
Concordia University



William Meder
Academic Advisor
John Molson School of Business,
Concordia University



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SPECIAL AWARDS

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 created to recognize Dr. Brunet's unparalleled contribution 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 the Northeastern University team at the 1998 Edition of the John Molson MBA International Case Competition.

Three days before the beginning of the 1998 tournament, Richard's father suddenly became terminally ill. However, Richard remained positive, and in accordance with his father's dying wish, he left his father's side to compete in the International Case Competition. Richard joined his team in Montreal just in time to experience the Great Ice Storm of 1998. In spite of all these tribulations, the Northeastern team took first prize that year! However, Richard missed the award ceremony to attend his father's funeral.

Unfortunately, the story only gets more grim, because in the year 2000, Richard succumbed to a rare illness. Those who knew the late Richard Outcault, and what he had been through in 1998, were in awe of his physical and mental stamina, not to mention his humour, creativity, and positive outlook. He, in turn, truly cherished the "MBAICC experience".



THE ORGANIZERS



CINZIA RUBERTO

Cinzia is a native Montrealer with a passion for travel and has set foot on 6 continents. She holds a BComm in Marketing from JMSB and worked in the travel industry for over 8 years before pursuing her MBA full-time. Cinzia is the organizer responsible for schools, volunteers and sustainability initiatives. She loves challenges and intends on having her start-up up and running by the time she completes her MBA in Winter 2017.

ca.linkedin.com/in/cinziaruberto



SARAH NASR

Having spent her earlier years in Dubai, Sarah combined her love for food and chemistry and decided to pursue a degree in Food Chemistry (obviously!) at McGill University. A burst of flavor, an incredible texture and a touch of creativity is her recipe for success, as she's been working in the food industry for the past 4 years. As her own biggest competitor, she seeks to push boundaries and aspires to be the best that she can be every day. After completing her MBA at JMSB, she aspires to find a career that will constantly challenge her.



SEAN SMOLKA

Sean is a native Montrealer and first year full-time MBA candidate. Having completed his BComm in Management he put his skills to use at the family business. Sean pursues an active lifestyle recognizing the importance of being physically and mentally fit. Post graduation, being never complacent, Sean will be looking for a new mentally challenging endeavour in management or finance. ca.linkedin.com/in/seansmolka



NIDISH PC

Born and raised in India, Nidish is a second year full-time MBA student at JMSB. After completing his bachelor's degree in engineering, he decided to use his skills to help businesses grow. His experience in the business circuit is diverse, ranging from Business development, Licensing & Merchandising, Account management, Marketing & Product development in the Entertainment and gaming sector. Highly ambitious, he constantly strives for excellence and finds joy in small things in life. Strongly driven by results and passionate about making a difference, Nidish expects to make a name for himself as an entrepreneur.

THE EXECUTIVE ASSISTANTS



MIGUEL ORTEGA

Miguel received his Bachelor of Science in Business Administration from the State University of New York College at Brockport where he graduated Summa Cum Laude. Prior to joining the John Molson School of Business to pursue a Full-time MBA, he worked for 4 years in Supply Chain Management and Logistics. Miguel is forever grateful to his late father from whom he inherited a great deal of wisdom and a passion for business. Miguel's area of interest and passion in business is Strategic Management. He enjoys working with others to accomplish extraordinary things. ca.linkedin.com/in/migueljortega



ANJU SUDDUL

Anju was born and raised in Mauritius, a small island in the Indian Ocean. In her 11 years in Montreal, Anju completed a BSc in Molecular Biology and an MSc in Pharmaceutical Sciences. After 5 years of experience in the pharmaceutical industry, she decided to pursue an MBA fulltime to diversify her career path. Currently a first year MBA student at JMSB, Anju enjoys taking on challenges that will help her learn and grow as a person. ca.linkedin.com/in/anjusuddul



GENEVIEVE REDSTONE

As a previous national champion in Tae Kwon Do and Pan American Championship bronze medalist, Genevieve never backs down from a challenge. Holding an M.Sc. degree in Experimental Medicine from McGill University, she has published her research in the Journal of Molecular Pharmacology and presented her work at the American Association of Cancer Research Annual Conference. Genevieve is currently pursuing her MBA full-time at JMSB and she is the Executive Assistant for Judges for the 2016 MBA ICC.



KRISTINA OUSMANOVA

Kristina has always been passionate about the arts and communications. She holds a BA in Art History and a graduate diploma in Public Relations, both from McGill University. Great at coming up with ideas, she felt she wasn't putting her creativity to good use at her job in the real estate industry. She decided to pursue an MBA to develop the business acumen necessary to turn ideas into reality. ca.linkedin.com/in/kristinaous



ANDREA CLARKE

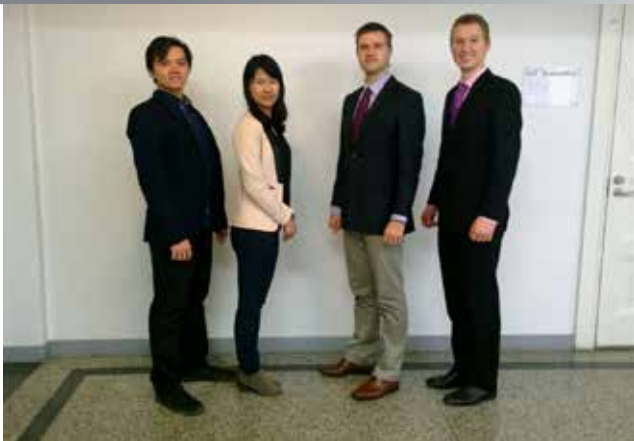
Andrea has a B.Sc in Cell and Molecular Biology and an M.Sc in biochemistry, degrees that she obtained while working in healthcare administration. An avid advocate of interdisciplinary approaches, she found herself gravitating towards public policy and management, which inspired her to pursue an MBA. Andrea is currently the director at Head & Hands, a local non-profit organization which follows a holistic, harm-reductive and non-judgemental approach to supporting youth. ca.linkedin.com/in/AndreaNClarke

2016 PARTICIPATING SCHOOLS LIST

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AALTO UNIVERSITY SCHOOL OF BUSINESS

FINLAND



JUNHUI WANG

I am an easygoing and enthusiastic girl from China. Currently, I am studying in a master's program in Strategy at the Aalto University School of Business. I am in the final stage of my studies and doing my master's thesis. I have been quite active in various extracurricular activities. I enjoy making friends from different backgrounds as I am eager to learn from everyone else. I love cooking asian food as well as eating good food.

LE SON HUYNH

Le Son Huynh has an inquisitive mindset and enjoys tackling difficult challenges. He has a get-it-done attitude towards any problem and believes you are the master of your destiny. He is writing his Master's thesis while working in a startup company that is trying to provide more environmentally friendly sources of protein for the world. In his free time, he plays a variety of sports and makes delicious foods. He loves nature, travelling and seeing the world.

VILLEVEIKKA KOIVUMAA

Villeveikka is a Finnish 5th year Master's student majoring in finance. His minor is multilingual business communication and he speaks five languages. He has work experience as an analyst and as a civil servant intern.

KIM BRANDER

Kim Brander has a Bachelor's degree from Arcada University of Applied Sciences majoring in Financial Management, which consists of Finance and Accounting. At the moment, Kim is studying Entrepreneurship in his Master's program at the Aalto University School of Business. Kim's work experience comes from banking, startups and consulting; his employers include Aktia, Prezi, Slush and Seidat. Kim's interests include sports, startups, and travelling. Kim speaks Swedish, Finnish and English.

CHRISTA UUSI-RAUVA COACH

Christa Uusi-Rauva (DSc, MSc, MBA) works as a specialist in teaching development at the Aalto University School of Business and as a freelance presentation skills trainer. She completed her doctoral studies in International Business Communication at Aalto in 2010, and has several academic publications that focus mainly on environmental communication in organizations and the media. In the industry, she has worked in purchasing, marketing, and customer financing at e.g. Kesko and HewlettPackard.

BARNA BUSINESS SCHOOL

DOMINICAN REPUBLIC



ISRAEL BALLONET I have a degree in Industrial Engineering and I'm currently on my final year of the MBA program. I work for an international corporation. I'm responsible for operations & commercial activities for 3 countries in the Caribbean and that has given me the opportunity to develop as a manager under different circumstances, cultures and people. I love sports and one of my dreams is to become a general manager of a team. In my free time you'll find me watching some basketball game or playing piano.

SANTIAGO LAPAIX A diverse and dedicated Industrial Engineer certified in Production & Inventory Management and current MBA Candidate, with a deep knowledge of operations and supply chain accumulating 10 years of broad based Medical Devices sector experience and accomplishments in high pressure, time sensitive businesses, including top Fortune 500 companies. A proven track record encompassing many aspects of worldwide supply chain including global sourcing, project management, logistics & operations management.

ESTEFANY MARTE Former professional classical ballerina. Changed my point shoes for plastic boots to run my family's agribusiness. Happily married with a swedish James Bond. Daughter of two wonderful dominicans and little sister to 7 people. I have run the family business for 5 years now and I have learned tons from doing and making my own mistakes.

JORGE ENRIQUE YUNEN Born in Santiago, Dominican Republic, February 15th 1988. Civil Engineer graduate in 2010, with a magister degree in construction administration (2014). Currently working in Estrella, a construction company in the Dominican Republic as Commercial Cordinator. Love sports, especially golf, tennis, baseball, basketball and football. As a junior was a 4-time national golf champ and represent the country 2-times in the Junior World Golf in San Diego, CA.

RYAN RODRIGUEZ Civil engineer. Interested in networking and experiencing challenging environments. I have decided to study an MBA to complement my technical education with a managerial insight. My favorite sport is swimming, and I practice it at least 3 times a week. Since I'm from Dominican Republic, weather makes this possible the whole year. My most notable strength is my will. I keep continuously setting new goals to myself and focus in results. My most notable threat is my perfectionist behavior.

FERNANDO BARRERO COACH He is associate professor of finances and head of the research department of Barna Business School, in the Dominican Republic. Prior to joining Barna BS, he was assistant professor at INALDE Business School in Bogotá, Colombia, where he received several teacher recognition awards. He has been Academic Director of several executives programs on Corporate Finances in South America and the Caribbean. He has also taught a variety of executive education programs in the Dominican Republic, Colombia, Guatemala and Ecuador for leading multinational companies from Europe and the USA.

GUILFORD GLAZER FACULTY OF BUSINESS

ISRAEL



AVIGAYIL HEIMOVITZ

Avigayil Heimowitz, 30, is currently a student in the MBA Social Leadership program at the Ben Gurion University of the Negev. Avigayil also currently directs the Beer Sheva local alumni program for, 'Ein Prat- The Midrasha'. Ein Prat runs educational programs where young adults come together from across Israel's religious and political spectrum to forge a new paradigm for Israeli society.

ELISHA GOLBAR Student in the GGFBM MBA Social Leadership Program at BGU, received his BA in Political Science at BGU. For the last six years, Elisha has worked at the "Adanim" youth village, for youth at risk with mental and emotional challenges.

GILI SWARY Due to her interest in people and cultures and by acknowledging their relevance to today's world of business, Gili majored in Sociology-Anthropology and Business for her B.A. She spent her last semester at Sciences-Po University in Paris. Gili is studying for an MBA in Social Leadership and working in Maala- Business for Social Responsibility- Israel's leading CSR advocate. She aspires to develop innovative solutions for the funding shortfall faced by the social sector like Social Impact Bonds.

SHACHAR LIRAN-HANAN Shachar Liran-Hanan is a BGU graduate in Psychology and Education, and now working towards her MBA in Social Leadership at BGU's GGFBM. Shachar is the executive director of an organization called "My Truth", a grassroots educational organization comprised of Israeli Defense Force reservists who seek to share the values and experiences of Israeli soldiers.

HADARA STEINBERG Hadara Steinberg is working as project manager at MindCET, center for technology innovation in learning and education. Her main

focus is running the HUB in Yerucham, which includes both facilitation and managerial work. She has previously worked with Youth at Risk as a counselor, director and educational consultant. Hadara has also worked in the Ayalim association as a manager for student villages in the Negev, where she formed connections and collaborations with the local town councils.

MEITAL MAGID COACH Meital Magid is a Strategic consultant. Meital previously worked for leading Israeli consulting companies and in different management functions in the top financial institutions in Israel. Today, as the owner of Magid Consulting, Meital provides consulting services and guidance services through "tailor made" workshops and business seminars to various companies in the Israeli market. Meital also delivers academic lectures in BA and MBA programs focusing on developing different skills that are required from students hoping to enter into the "business world" upon graduation. Meital holds a B.A. in Management and Economics and a MBA (from the Honors MBA program) from Ben-Gurion University.

DR. YARON LAHAV COACH Holds a BA and MA from the Hebrew University of Jerusalem and PhD from Emory University. His research fields include behavioral economics, behavioral finance, experimental economics, experimental finance, international tax and transfer pricing. He has worked in bio-technology and agriculture and in the Israeli aerospace industry. Dr. Lahav has taught at a variety of universities in Israel and abroad. He is a leading volunteer in the Paamonim Organization which focuses on comprehensive solutions to debt and poverty through individualized mentoring and guidance in family finance.



MILÁN NGUYEN To fulfill my dream of being an economist I became a student of the Corvinus University of Budapest. Since 2012 I have applied to numerous student organizations in order to train myself in every possible aspect of the generalist way of life. I was an active member of and took advanced courses in the Advanced Financial Mathematics Student Organization and the Heller Farkas College of Advanced Financial Studies. Currently I am attending MSc Finance, but would like to delve into management as well.

MÁTÉ PÁL I am first year student in Business Development Msc in Corvinus University of Budapest, where I also did my Bsc in International Business. I have previous work experience in the field of startup environment and community building in Central European Startup Awards and British Chamber of Commerce. I'm interested in entrepreneurship and high-tech industry. In my free time I enjoy traveling, learning languages and cycling.

ALINA UJHIDY I am currently in the second year of my Master in Business Development. I specialize in the field of Corporate Finance, which provided me the solid bases on thinking and solving poorly defined tasks and problems. In addition, during my first year at the university I got accepted to the oldest and most prestigious college for advanced studies in my country, where I had the possibility to take part in different extracurricular activities. Recognized by my peers as a skilled communicator with strong analytical skills, I learnt to understand business contexts and synthesize complex situations.

SZABINA SÓTHY As a Corporate Finance Msc student I am interested in financial projects, business valuation. Having a degree in International Business I am highly interested in international strategy. My exchange semester in Norway had a notable impact on my field of interest, so I write my master thesis about energy industry focusing on energy production in emerging countries. In my future career I would like to work on consultancy projects, having the possibility to get deep insight into different industries

PROF. LILLA HORTOVANYI PH.D. (COACH) is the head of strategic management department at Corvinus University of Budapest. Mrs. Hortovanyi attended short-term, executive programs at Harvard Business School and Babson College. She is a co-author of articles in international refereed journals in the field of strategic management and entrepreneurship. As the former manager of Cisco Entrepreneur Institute responsible for EMEAR-South, she has been involved as a consultant in a dozen R&D projects and startups.

ANIKÓ KRAFT (COACH) Junior Advisor at the Climate Change and Sustainability Services team of KPMG Hungary, specializing in Corporate Responsibility (CR) reporting, assurance, sustainability strategy and compliance. This is Anikó's second year teaching students in solving case studies at the Corvinus University of Budapest. Anikó obtained a masters diploma in Regional and Environmental Management as well as the MIM degree from CEMS Global Alliance. Anikó speaks Hungarian, English, Spanish and is a beginner in German.

EGADE BUSINESS SCHOOL

MEXICO



DANIEL VALENZUELA RODRÍGUEZ

has a degree in Mechatronics Engineering and Specialization in Manufacturing. He is studying an MBA with concentration on Global Business Strategy. Over the past ten years, Daniel has been working in the automotive industry as Engineering and Maintenance Manager for Bridgestone Monterrey Plant. After John Molson ICC 2016 he will pursuit Operations Management Position. He is married with Patricia, and father of twins Julia and Luca.

MARLENE KELLENBERGER CORRAL

I was born and raised in Baja California, Mex. and I have a degree in Industrial and Systems Engineering from Universidad de Monterrey. For six years I have worked for two different Management Consulting Companies where I got to live in Equator, Peru and the US mainly and got to work in different industries such as telecommunications, construction and food processing. I am currently a full time MBA student at EGADE Business School in Monterrey, Mex. and I enjoy rock climbing and mountaineering.

ALEJANDRO SÁNCHEZ VICTORIA

Industrial Engineer with 14 years of Aerospace Industry experience; being Customer & Product Support and Supply Chain the main areas of focus. People oriented with Global Mindset, studied in Memphis, TN one semester; worked in Bilbao, Spain 17 months and Phoenix, USA other 2 years.

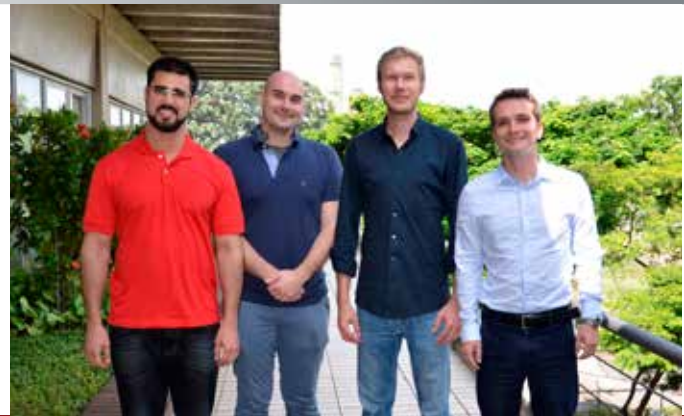
Passionate for different cultures and travel, been to 43 different countries and counting. Married for 3 years, first baby on the way due in March.

FEDERICO ANDRES SALAZAR GARZA

Federico is on his last year as an MBA, specializing in International Strategy. He got his B.A. in International Business from Tecnológico de Monterrey, where he is currently a Research Assistant. In the past, he served as State Representative for ProMéxico, the Trade and Investment agency of the Mexican Government, helping companies develop their business internationally, as well as guiding multinationals wanting to invest in Mexico. In his spare time, he is working on developing a winery.

MARTHA CORRALES ESTRADA

(COACH) Dr. Martha Corrales is a Full Professor in Business Innovation based on Information Technologies at EGADE Business School, Tecnológico de Monterrey, Mexico. She is since 1997 active member of the National Research Council, Level 1. Her research lines have been in the areas of business social networks, collaboration models and virtual work models; effectiveness in distance learning; innovation systems and industrial clusters and their impact in the digital economy. Dr. Corrales is Director of the Case Research Center at EGADE Business School. She is Past-President and a founding member of ALAC, the Latin American Case Association, also part of NACRA, North America Case Research Association and WACRA, World Association for Case Method Research and



ADAM DUGAN STROTT has a background in media production and digital marketing. Having identified Brazil's two hundred million person market as the next great space for digital media development, he is currently earning his MBA in International Business at Fundação Instituto de Administração (FIA) in São Paulo. After having learned Portuguese while in Brazil, he enjoys studying languages and history in his free time.

FELIX HAUBOLD an Audiologist with 10 years' experience working with Germany's largest chain of hearing aid clinics in managerial positions. Starting his career in Germany, he successfully managed and integrated an acquisition. He was then seconded to Singapore to open the companies' first clinic outside of Europe. He successfully grew the business, managed cross cultural teams and business development. Besides his strong professional expertise, he has been very successful in building strong business relationships. He is pursuing his MBA in International Business at FIA.

MARCO GEHLEN is a MBA candidate that works at EMBRAER as a systems integrator and leading six sigma projects. His background includes a master in aeronautics and international projects developed in Brazil, USA and France. As part of his social initiatives, he is a volunteer professor in a non-profit course to low income youth. He lived in three different countries,

speaks Portuguese, English and French. Focused on people and results he gets motivated by hands-on challenges and resistance sports.

ANDRÉ TORRES works as International Trader at a Brazilian multinational company part of ULTRA Group. He has 4 years' experience in developing new business into several different markets at emerging economies. His focus is mainly China, South Africa and India having successfully implemented sales growth strategies and managed sales channels in those countries. After experiencing a multicultural business environment, he is pursuing an MBA at FIA. Challenge driven, likes sports and enrolling into social programs.

PROF. MAZZERO (COACH) a mathematician by University of São Paulo (USP), holds a MBA in Marketing, MBA in economic & financial management, MSc in Business from USP and is currently a Ph.D. student at the same Institution researching technology forecasting & strategy. Her professional experience includes more than 16 years in multinational pharmaceutical companies in Business Intelligence. She has been a professor for postgraduate students since 2008 for research & market analysis and joined FIA in 2013 teaching International Management for the International MBA.

HEINRICH HEINE UNIVERSITY DÜSSELDORF

GERMANY



SARAH DANIEL Sarah is a second year master student at HHU, majoring in International Financial Markets and International Trade. She earned a bachelor's degree in Economics from the University of Heidelberg. In order to gain international experience she spent one year in Milan, Italy, and a semester abroad in Hong Kong. As a working student at the Cologne Institute for Economic Research she was able to put her theoretical knowledge into practice. In her leisure time, Sarah enjoys to go for a jog and to travel.

TIMON GOTTSCHAL Timon is a first year master student at HHU, specializing in Entrepreneurial Management and Entrepreneurial Finance. In 2014, he earned a bachelor's degree in economics and enriched his studies with a semester abroad at the California State University of Fullerton (CSUF). He gained practical experience in the field of entrepreneurship and finance being a working student and as part of his apprenticeship as a bank clerk. In his free time, Timon enjoys playing tennis.

ANJA KIEVELITZ Anja is a second-year master student in Business Administration at HHU, majoring in Controlling & Audit, Finance, and Taxation. She spent parts of her studies abroad at the Universidad de Alicante, Spain, and the Ecole Supérieure de Commerce de Pau, France. During several internships, she gained practical experience in the field of Taxation, Controlling and Auditing. In her free time, Anja likes to play the piano, read and do sports. She is also passionate about foreign languages and travelling.

PETER MANDEL Peter is a second-year master student in Economics at HHU, majoring in Econometrics. He earned a bachelor's degree in Business Administration from the University of Göttingen with a major in Strategic Management. Peter enriched his studies through several internships, for example at Toshiba TEC Corporation in Tokyo. Peter gains profound practical insights working for a strategy consulting firm as a Junior Consultant. In his leisure time, Peter practices Wing Chun and travels around the world.

LAURA MOLL Laura is a second-year master student at HHU, majoring in Marketing, Entrepreneurial Management and Entrepreneurial Finance. She earned a bachelor's degree in Business Administration with a major in Corporate Financial Management from the University of Essen. Laura enriched her studies with a semester abroad in San Diego. She gained practical experience during an internship in Key Account Management with focus on sales and marketing. In her free time, Laura enjoys to travel and to do sports.

CHRISTIAN SCHWENS COACH Christian is a full time Professor in Management at the University of Düsseldorf. He won the Spirit Award while participating in the MBA-ICC in 2004. His research interests include international entrepreneurship, internationalization of SMEs and corporate entrepreneurship.

RÜDIGER HAHN COACH Rüdiger is a Full Professor of Management at the Universität Hohenheim, focusing on Strategic Management and Sustainability. In 2014, he received the Dr. Pierre Brunet Coach Award. He was part of the top-ranked Team Düsseldorf in 2005 and has been coaching ever since. He holds a PhD from the Universität Düsseldorf and he previously worked for two years in an advertising agency in Germany and for an NGO in India. He is an avid amateur photographer and intrigued traveler.

HENDRIK KLIER COACH Hendrik was a member of Team Düsseldorf at the 31st MBA ICC 2012 and is now a PhD candidate in Management at HHU. His research currently focuses on foreign market entry modes and HQ-subsidiary relations. During his studies at the universities of Bayreuth and Düsseldorf, Hendrik specialized in HRM, Sustainability Management as well as Supply Chain Management. He gained practical experience in the field of HR. In his free time, Hendrik enjoys reading, watching movies and doing sports.



NIKLAS JOHANNESSEN I am currently pursuing my masters degree in Business Strategy. Before starting university, I spent a couple of years (as we Swedes do love our gap-years) in China and Taiwan both working and studying mandarin. During my studies I've complemented my learnings with internship experiences at H&M Expansion and NEFAB Asia. On the personal level I have a background in show jumping at national levels and still tries to ride as often as I can. Very excited to be here in Montreal!

LEONARD BERGSTRÖM As a person I am very ambitious; I have an solution-focused mind and would never hesitate to work hard to solve problems independently or as a team. Furthermore, I have a combined my education with extracurricular activities and work-life experience. I am an outgoing person who enjoys new challenges and interacting with other people. My main strengths lies within leadership, communication and advanced analytic tasks.

SOFIE ANDERSSON Age: 25. From: Stockholm. Team role: Finance. Passions: Teamwork, competitions and winning! When not solving cases: Cross-fit classes, cooking and tube-diving. Master of Science: Corporate and financial management. Most recent full time position: Head of corporate relations at University Student Union. Favourite Canadian: Sandra Oh. Career ambition: Management consultant. Motto: Everything is possible!

NICOLE JOHANSSON My name is Nicole Johansson. I am born in Swedish but British at heart. I am currently studying my master in International Marketing and Brand Management at Lund Univeristy. During the second half of 2014, I lived in Montreal where I studied at HEC Montréal and learned about important things such as poutine and warm clothes in winter! I have a wide international background and over three years of experience within the communications industry.

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.

MÜNSTER SCHOOL OF BUSINESS AND ECONOMICS

GERMANY



Münster School of
Business and Economics

Chair of Management
Accounting and Control

JOHANN REH Johann started his studies in Business Administration at the University of Muenster in 2011, where he is now pursuing his master's degree in accounting. Besides several internships in Germany he studied one semester at the California State University in Fullerton (USA). In his spare time, Johann likes to play soccer and to go to the gym.

LENNART RANDAU Lennart studies Business Administration with a specialization in Accounting and Information Systems at the University of Muenster. During his bachelor studies in Economics he spent a semester in Madrid, Spain. He gained practical experience from consulting and controlling internships that he now uses to advise regional companies as a student consultant.

CHRISTOPH NITSCHKE Christoph studied Business Administration as an undergraduate in Berlin and Grenoble and joined the University of Muenster in 2013 to pursue his master's degree in accounting and economics. Besides his curriculum, he gained work experience during several internships in Germany and Belgium. In his spare time, Christoph likes to play tennis and to travel.

DANIEL GAYK Daniel started his studies in Business Administration at the University of Muenster in 2012, where he is now pursuing his master's degree in Accounting. He is a former participant of the John Molson Undergraduate Case Competition in Montréal in 2015 and he did an exchange program in Finland. Scandinavia is his favourite area in Europe, not only because of the great opportunities to go (ice-)fishing, but also thanks to his passionate sport "floorball".

JULIAN FELDEVERT Julian is a graduate student of Business Administration with a specialization in Accounting and Finance at the University of Muenster. He worked as an intern in several companies and did an exchange program at the University of York in England. Besides his studies he works as tutor for cost accounting and cost management.

JAN DIEBECKER COACH Jan is a Ph.D. student and research assistant at the Chair of Management Accounting. He studied Business Administration at the University of Muenster from 2008 to 2014. A semester abroad in India and several internships contributed to his intercultural competence and professional experience. Besides his major in accounting, Jan took a particular interest in empirical accounting research as well as sustainability research during his studies at the University of Muenster.

ROBIN DRESENKAMP COACH Robin 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 research assistant. He conducts seminars on strategic management as well as coaches case competition teams.



Nanyang Business School



SHENG JIE TAN Sheng Jie is a Nanyang-Waseda Double Degree MBA candidate, currently based in Singapore (Nanyang Business School). He was previously pursuing his career at Singapore Airlines, as an SIA Overseas Managers Scheme Candidate. His work at Singapore Airlines is primarily in the field of strategic planning/negotiations, with an emphasis on non organic growth opportunities via joint venture/ codeshare agreements. During his personal time, Sheng Jie is an avid footballer & table tennis player.

DEEP DABHOLKAR Deep Dabholkar is pursuing his MBA at The Nanyang Business School, Singapore. He completed his Bachelors in Engineering in India and Masters in Industrial Engineering at Purdue University, USA, before joining Deloitte as a Consultant in their Chicago Advisory group. After this enriching experience, he moved to Arbor Advisory Group, a consulting startup. Deep is an avid sports enthusiast and loves playing tennis and Ultimate Frisbee. He also cares deeply for environmental and CSR initiatives.

PRIYANKA KHOSLA Born and raised in Delhi, Priyanka is currently pursuing her MBA from the Nanyang Business School, Singapore. She has over 4 years of strategy research and consulting experience across various sectors including FMCG and pharmaceuticals. In particular she has expertise in areas, such as, strategy consulting, business development, market research, and competitive & growth benchmarking. A self-confessed foodie, Priyanka also practices yoga and enjoys reading.

PIERRE VINARNIC Pierre is currently pursuing his full-time MBA at Nanyang Business School in Singapore, in the Banking & Finance track. Prior to that, he studied at ESSEC Business School in France in the MSc programme, with a specialisation in market finance. While being a student, he completed several internships in France in venture capital as well as on the trading floors, for cash equity and structured products.

PROF. VIJAY SETHI COACH

NATIONAL UNIVERSITY OF SINGAPORE

SINGAPORE



SAURABH SEKHSARIA Born and brought up in the city of dreams – Mumbai, India – I am eagerly looking forward to this wonderful opportunity to meet new people and make many new friends! Currently, I am the Vice President of the Marketing Club at the NUS MBA. Prior to this, I was the Revenue Manager for Western India for the Taj Group of Hotels in charge of the Sales, Marketing and Pricing functions. Previously, I worked in Financial Research for a global hedge fund, DE Shaw. I enjoy sports, Nature & community service

SANTHOSH DONKADA Santhosh Donkada is an experienced professional with 7 years experience at General Electric in the Energy sector, excellent imaginative & interpersonal skills, and proven expertise in leading teams across diverse functions such as Research and Sales. He is an MBA student at NUS Business School & holds a MS in Mech. Engineering from Purdue University. He is credited with 11 patents with commercial value > 50MM USD and recognized with GE India's highest award for groundbreaking early-career work.

LISA TIANCHAN GONG With various Finance Business Partnering experiences, she has worked in different industries such as FMCG, High-Tech and Public Financial Service, including companies such as McDonald's, NetApp and KPMG in Shanghai. As a public accountant who has worked with different functions such as

sales, marketing, IT and supply chain, Lisa is inspired to be the bridge between Finance and the Business. She loves running and reading in her spare time. lisa.gong@yahoo.com

AVA LEUNG Holds a Bachelor of Business Administration (BBA) Degree from the Chinese University of Hong Kong. Prior to pursuing her MBA with the National University of Singapore, Ava had worked in the Hong Kong Trade Development Council for 4 years and was held responsible for overseeing trade promotion initiatives for multiple service industries covering clients from over 100 countries & regions. Ava is also the Vice President for the Sports Club and the Fashion & Luxury Club.

WAI KWAN LEUNG

SOO JUAN TAN (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.



REMI BODE

My name is Remi Bode, I am 21 years old and born and raised in the Netherlands. By Individualizing people I can find their strengths and figure out how they fit best in the bigger picture. I am an achiever, I take satisfaction from being busy and productive. I am not taken back by hardships and seldom experience stress. As an arranger I can organize and focus but be flexible as well. I like to think about how all the pieces and resources can be arranged for the maximum results.

JASPER KROON

My name is Jasper Kroon and I am 23 years of age. I completed my bachelor of business administration in Amsterdam and I am proud to represent Nyenrode at the John Molson Case Competition this January in Montréal. Therefore, this adventure presents a great opportunity for me to achieve my objectives at Nyenrode. I have affinity with Finances, which will also be my role in our team.

LISANNE FIJNHEER

My name is Lianne Fijnheer, a Dutch student of 23 years old. Before starting my master of science I obtained my bachelors of business administration at the Hotel Management School

Maastricht. Throughout this study I finished two internships abroad and followed one exchange program at Universidad Deusto in Spain. The new challenge for me is this Case Competition in Montréal!

ALEXANDROS VISSER

My name is Alexandros Visser, 21 years old and ready to start my early professional life at Nyenrode. I have been raised in an international environment being half Greek half Dutch. I started my professional career as a sales captain at a direct sales agency. After finishing a bachelor in International Business and Management, my aim was to continue pursuing an international oriented educational and professional career. The values of Nyenrode perfectly fit my personal objectives as all students.

MAXINE HASSING COACH

I am beyond excited to be returning to the 2016 John Molson MBA case competition, this year as a coach. Having experienced what the case competition entails myself I find it inspiring and very enjoyable to have supported our beloved universities team during their preparations and to assist them in reaching their best possible results. I am proud to be the driving force behind such a dedicated and enthusiastic team and look forward to what the adventure will bring us.

PORTO BUSINESS SCHOOL

PORTUGAL



FRANCISCO CUDELL has a degree in Mech. Eng. He started his career in Portugal but quickly moved around the world. South America, Africa and lately the Middle East have been his destinations. Currently is a MBA student at PBS, but over the past 4 years has been working in the energy sector as Operations Manager for an international power company. His international experience allowed him to gain multicultural business experience and to manage projects and operations in particularly diverse environments.

PEDRO VILAS-BOAS has a degree in Civil Engineering from University of Minho. Currently he is an MBA Candidate at Porto Business School, Class of 2016. Over the Past eight years, Pedro Has been working in the Construction industry as a Commercial and Project Manager in road infrastructures in countries such as Mozambique, Swaziland and Angola. Through his experience in multicultural environments, Pedro has gained multiple international relationships.

SILVIA DUARTE has a degree in Industrial Design from ESAD-2007 currently is MBA Student at Porto Business School. Her career started has a lighting designer, developing, creating and leading design projects for the French market. She was awarded the Young Designers Award by CPAI, 2008. In 2011, Sílvia began her entrepreneurial path when she founded her first start-up in Product Design Industry. Her entrepreneurship project was triple awarded in 2012 by Universidade de Coimbra, AiMinho, and IPL.

RUI ROSAS has a degree in Electronics and Telecommunication Engineering from University of Aveiro and a Post-Graduation diploma in Digital Business from Porto Business School. Currently is an MBA candidate at Porto Business School. Over the past ten years, has been working as project and technical design manager in the Telecommunication industry, mainly within the Transports and Utilities area, in countries such as Algeria, Brazil, Mozambique, Norway, UK and Portugal.

RENATA MELO (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.

THE AMERICAN UNIVERSITY IN CAIRO

EGYPT



MEDHAT SAUDI ABDELBASET MOHAMED

Business consultant and tendering management professional with 10+ years of experience in the field of Telecommunication. Intense Experience in customer consultancy and Pre-sales domain, including information gathering, strategy definition, financial strategy and risk analysis. Intensive Computer Experience and excellent MS Office Skills. Fast learner, active, hard-worker, highly motivated and co-operative, Sociable and open to experience, stable under pressure and excellent at team work.

AMR SOLIMAN MOHAMED REDA MOHAMED

Amr Soliman has a strong academic and professional background in business and finance. He holds a bachelor degree with high honors in business administration with concentration in finance and minor in economics. Also, he is in the second and last year of his MBA degree. He worked across different industries like banking, construction, cement and pharmaceuticals in the different areas of finance. Currently, he holds the position of finance business partnering manager at GlaxoSmithKline in Egypt.

AAMER ELDESOUKY YEHIA IBRAHEM

Is a petroleum engineer. Over the past five years, he has been working full-time with Badr AlDeen Petroleum Company "Joint Venture with Shell". Aamer graduated from Suez Canal University with a Bachelor of Science (Petroleum Refining and petrochemical engineering) in 2009 He is on a process of strengthening his engineering academic and practical background, his first step is a master's degree which he has been awarded in 2013.

His next step is the PhD degree, which he is about to be awarded, and also he is about to obtain his MBA from the school of business at AUC.

YASSIN BAHAA-EL-DIN

Yassin works as a Telecom Engineer at ENPPI, Egypt. Since 2011, he has been responsible for design, procurement and field activities in the Oil & Gas industry. He received his BSc. in 2010, in Electronics & Comms. Eng. from Ainshams Uni., Egypt, and is currently pursuing his MBA at The American Uni. in Cairo. He is also the founder of Eshteki.com, A complaints network, that aims to provide better services and products for the Middle East. Yassin is a British Citizen living and working in Egypt.

KEVIN O'CONNELL (COACH)

is a Professor of Practice at the AUC School of Business and Associate Dean for Executive Education. He held the Willard W. Brown Chair of International Business Leadership from 2011 to 2014. Professor O'Connell holds concurrently the post of Associate Dean for Strategic Planning at the AUC School of Continuing Education. Specializing in graduate programs and executive education, he teaches leadership, general management, and finance. He is also a Visiting Professor at ENPC Paris Tech in France. He has more than 25 years experience as a senior executive, with a broad track record in financial control and business planning & analysis in both small and medium sized enterprises and large multinational companies. Professor O'Connell graduated magna cum laude (with high honors) from Harvard University, holding a liberal arts degree. He additionally holds an MBA from Stanford University's Graduate School of Business.

UNIVERSITY OF CAPE TOWN

SOUTH AFRICA



BRADLEY WICKHAM Bradley is a marketing information and communications professional. He currently heads up Customer Insights for one of Africa's largest e-commerce retailers. Prior to enrolling for his MBA at the University of Cape Town's Graduate School of Business, he consulted extensively to large FMCG multinationals and retailers in South Africa. Prior to this, he lectured post-graduate marketing research courses at UCT's School of Management. Bradley also holds a Masters in Marketing and has a passion for education and entrepreneurship.

JOY-MARE DE WET Joy is a qualified geneticist with a B.Sc Honours degree in Human Genetics, and started her career in an academic teaching hospital doing cancer research. She made the transition into the pharmaceutical industry where she spent most of her time in the Oncology market. Her work experience entails not only roles in South Africa, but also market development in Namibia and Angola. Joy decided to embark on the MBA to broaden her business knowledge and experience outside of the healthcare sector.

MARCIA MOTLANTHE Marcia is currently completing her MBA at the University of Cape Town's Graduate School of Business. She obtained her Bachelor of Commerce majoring in Economics and Finance from UCT in 2006, and followed that by obtaining her Postgraduate Diploma in Marketing Management from UCT in 2007. Before enrolling to complete her MBA, Marcia worked in consumer insights at Unilever, and in a brand consultancy role at Millward Brown, a global research agency, part of the WPP group.

SARAH WATROUS Sarah has a background in marketing, specifically in the hospitality sector. She obtained her Bachelor of Science at Western Washington University, located outside of

Seattle. Prior to moving to Cape Town to complete her MBA, she worked for a privately held hospitality company, focusing on generating revenue for private golf country clubs, boutique hotels and conference centers. In addition, she spent eight years working as an independent contractor for the Professional Convention Management Association as their operations director, supporting the volunteer board in their membership efforts for the Pacific Northwest Chapter. Post-MBA, Sarah is looking at opportunities in project management, marketing, or global not-for-profit organizations, with the long-term objective of working globally in both developed and emerging markets.

JOHANNES SCHUELER COACH German-born Johannes moved to South Africa in 2002 and has since been 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.

RALPH THOMAS COACH Ralph Thomas completed his MBA at the University of Cape Town's Graduate School of Business in 2015. 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.



ANUSCHKA GUMMEL Anuschka is currently in the third year of her Master in Industrial Engineering and Management minoring in Mechanical Engineering. She specializes in the field of Intellectual Property Rights and Strategic Management. Anuschka gained work experience as an intern with Continental in the Purchasing Department for turbochargers. In her free time she enjoys dancing. anuschka.gummel@t-online.de

SOPHIE MENTGES Sophie is currently in the first year of her Master in Business Administration. She specializes in the field of Marketing, Strategic Management and Human Resource Management and Organizational Behavior. Sophie gained work experience as an intern with the Logistic and Human Resource Department of Robert Bosch Sdn Bhd in Penang/ Malaysia. In her free time, she plays the piano and enjoys volleyball as well as other sports. Furthermore, she likes travelling to experience different cultures.

CHRISTOPHER PÜTZ Christopher is currently in the first year of his Master in Industrial Engineering and Management minoring in Chemistry. He specializes in Strategic Management, Finance and Marketing. Christopher gained work experience as a working student in different departments of the

foil manufacturing company Pütz GmbH + Co. Folien KG. In his free time, he is competing in international Rock'n'Roll dance and acrobatics with his sister.

AAMIR FAKIR MOHAMED LAKDAWALA Aamir is currently in the second year of his Master in Computer Science and minoring in Economics. He specializes in the field of Information systems. Aamir has more than 2 years of corporate experience working for MNC's like Capgemini and Ernst and Young before deciding to pursue back academics again. Aamir is now working in a project for an Automobile client at the Department for Computer Graphics and Human Computer Interaction. In his free time, he enjoys watching movies and playing cricket.

LUCAS PFISTERER COACH Lucas teaches at the Management Department of the University of Kaiserslautern in the area of Marketing with a focus on Strategic Marketing and Customer Value Creation. He holds a Master in Industrial Engineering and Management with a minor in Mechanical Engineering of the University of Kaiserslautern. Lucas is currently enrolled in a PhD Program at the University of Kaiserslautern in the field of Marketing. Amongst others, he has gained work experience as a management consultant in the medical technology industry.

UNSW BUSINESS SCHOOL

AUSTRALIA



ALEJANDRO ESCOBAR is a full-time MBA candidate at Australian Graduate School of Management and also works remotely as an environmental consultant for Tetra Tech, Inc. in the Washington D.C. area. He holds an Environmental Engineering degree from his native Colombia and a Masters in Environmental Management with concentration in resource economics and policy from Duke University. He was a self-proclaimed couch potato until completing his first triathlon in 2006 and has finished over 80 events since, including 4 Ironman triathlons.

CHRISTINE SAVAGE, originally from Orlando, Florida, is a second year full-time MBA candidate at the Australian Graduate School of Management, where she is an Editor-In-Chief of the MBA Student Magazine and Vice President of the Women In Leadership Club. She worked as a Mechanical Engineer pre-MBA in the aerospace/defense industry and her professional interests include strategy, operations management, and technology.

SHANE SIMON is an MBA candidate and the Finance Club President at the Australian Graduate School of Management. Prior to the MBA, he worked as an Equity Derivatives Trader for a San Francisco based hedge fund and as a Technology Banking Analyst structuring and underwriting bespoke financing facilities for VC-backed start-up through IPO tech companies in San Francisco and the Silicon Valley. He also holds a Masters in Finance from the University of New South Wales and a B.S. in Finance from Santa Clara University.

AINA TUGBOBO is originally from Nigeria, is a full-time MBA candidate at Australian Graduate School of Management and also holds a B.Sc. in Economics. Prior to the MBA, she worked as a contract analyst in an Oil and Gas company in Nigeria. She loves Sydney especially in summer but is looking forward to beautiful Montreal too.

ROBERT LUDWICK (ALTERNATE) is a Montreal native and a full-time MBA candidate at the Australian Graduate School of Management. Upon completion of his Bachelor of Commerce at McGill University in 2010, Robert spent a year in Seoul, South Korea teaching English as a second language to Korean children. When he returned to Montreal, he rejoined the tourism start-up he worked for during his studies. In 2012, Robert relocated to Australia and worked in Queensland's solar energy sector before joining the AGSM in Sydney.

SCOTT MULLER (COACH) Has over 25 years' experience in executive management roles and extensive academic experience as an Adjunct Faculty at the Australian Graduate School of Management (AGSM) at UNSW. After a distinguished career with the Royal Australian Navy, Scott was appointed the General Manager of Negotiations for Enterprise Services at the Commonwealth Bank of Australia. During his tenure at the AGSM, Scott has developed a range of masters-level courses in Economics, Corporate Finance, Business Optimisation Modelling and Operations Management.



UNIVERSITÄT PADERBORN
Die Universität der Informationsgesellschaft



SIMON FRÖHLICH In my studies I focused on accounting and finance topics. I deepened my knowledge especially in controlling topics by doing the diploma at “Controller Akademie AG” additional to studies and part time working as a student consultant. This enabled me to manage first consulting projects with focus on finance and controlling for Seeboth Consulting and also working as a Controller for an IT-Company where I gathered international experience by being responsible for controlling of the US-Business.

CATHARINA KOHNEN Catharina Kohnen is a second year Master of International Business Studies student concentrating in Human Resources and International Management. To broaden her knowledge of global issues she studied for a semester at the Memorial University of Newfoundland (Canada) and at the University of Vigo (Spain). Catharina works in the Executive Compensation department of hkp group, an international consulting firm. Besides travelling and experiencing different cultures she practices and coaches rowing.

JAN LODDENKEMPER I'm currently in my first year of my Master in Management Information Systems. During my Bachelor's degree in Business Information Systems (finished this year) I went abroad for one term to the Telfer School of Management in Ottawa, Canada. Since the beginning of my studies in 2012 I'm working for a medium-sized scaffolding provider as an IT project manager leading a team of five developers in order to develop a smartphone app for time-tracking and documentation purposes.

RICHARD REILENDER Richard Reilender is currently in the second year of his Master's degree in Management Information Systems. During his Bachelor's degree in Business Administration which he finished in 2014, he worked as a working student in the field of Accounting and Cost Management. Besides his master studies he is gaining work experience in a local consulting company and different IT departments of companies all over Germany. In his spare time, he loves to dance and play soccer.

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.

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.

UNIVERSIDAD DE CHILE

CHILE



RENE OSWALDO AYALA GUADRON

René Ayala, MBA from the University of Chile, Electrical Engineer graduate in El Salvador, with working experience as a business analyst for AES. At AES he understood that there is always a better way to do the things and improve results through teamwork, a good understanding of the business and what customers and shareholders want to increase the value of the company.

LUIS ENRIQUE LASSO DE LA LASTRA

Industrial Engineer and SCM professional with experience in the FMCG industry and proven track record of success working multiple geography-category combinations and product supply roles/disciplines like Supply and Demand Planning, Inventory and Initiative Management, Customer and Distributor Logistics within a multicultural and multifunctional organisation responsible of superior, effective and efficient selling, distribution, shelving and merchandising within our LA distributor markets.

DAYRA TERESA QUINTERO ARAUJO

I'm from Venezuela and I have worked my whole professional life in Human Resources. I love to work with people and to help them develop their skills. Nowadays, I live on my own in Panama City.

MATILDE SERGENT ROVERSI

I was born in Venezuela. I graduated as a Civil Engineer in 2013 but I wanted to growth as a better professional. So, I decided to move to Panama and began the Master of Business Administration. During that time I also worked as a Civil Engineer in the design of the new stormwater system and on the project management of the food assembly line for Copa Airlines. Nowadays, I'm looking to move to Canada, where my boyfriend lives and works. My hobbies are cooking, dancing flamenco, being outdoors.

ISMAEL OLIVA COACH

MICHAEL SMURFIT GRADUATE BUSINESS SCHOOL

IRELAND



UCD Michael Smurfit
Graduate Business School



JAMES OWENS

Technology strategist and business consultant with extensive experience advising large scale public sector and multinational clients positioned as a trusted client advisor. Commercially focused, role involves highlighting opportunities for improvements to provide enhanced business or technical benefit for clients working closely with practice partners on key accounts.

DAVID CASHMAN

David is a senior engineer who specialises in the integration of renewable energy solutions into the electricity system. He is currently employed by EirGrid, the Transmission System Operator for Ireland. His main interests are in energy systems, strategic planning and analytical problem solving. David has a BE and PhD in electrical engineering and is currently pursuing his MBA at the UCD Michael Smurfit Business School. He was a finalist in the Engineers Ireland Engineer of the Year in 2014.

CONOR CONNOLLY

In Year 2 of an Executive MBA in University College Dublin, Smurfit Business School. Undergraduate degrees in Logistics & Supply Chain Management (Dublin Institute of Technology) and Leadership, Management & Defence Studies (Military College, National University of Ireland Maynooth). A serving military Officer, currently working as an analyst in the strategic planning branch of Defence Forces Headquarters. Has served in a variety of appointments including a UN peacekeeping mission in Lebanon.

CORMAC KELLEHER

PROFESSOR PATRICK GIBBONS COACH

Patrick is the Jefferson Smurfit Professor of Strategic Management at University College Dublin (UCD), Ireland and is Academic Director of Executive Development at the School. He is also holds visiting positions at Nanyang Business School in Singapore and the European School of Management and Technology (ESMT) in Berlin. He graduated with a Ph.D. in Strategy from the University of Pittsburgh.

OLAYAN SCHOOL OF BUSINESS - AUB

LEBANON



FATEN ABDEL AHAD

Faten Abdel Ahad is a strategic, multidisciplinary communication designer who enjoys the creative challenge and continuously pushes herself to produce the best work possible. She is currently an MBA candidate where she fulfills her personal interests in marketing, management, and entrepreneurship and persists to make a major leap in her professional learning curve. Faten is now working on her final project, writing a strategy case study on a successful entrepreneurship in her home country Lebanon.

ELISSAR SAMAHA

Elissar Samaha is a Lebanese Electrical Engineer. She is currently an MBA student at Olayan School of Business-AUB. She is looking for new opportunities in the business field where she can leverage her engineering way of thinking and her MBA degree.

ABDEL KADER JAWHAR

Seeking a position with a growth-oriented organization operating in the sales and consultancy field, which allows me to utilize my academic experience, and expand on my professional experience. Skills: Highly motivated, a dynamic team leader; able to bring energy, enthusiasm, and humor to motivate team members to achieve potential and meet objectives, innovative, enthusiastic, and uncompromising work ethic, team oriented, B.S. In Mechanical engineering.

MIRA MNEIMNEH

I am currently working at the financial planning or budgeting office at the American University of Beirut (AUB). Earlier, I have worked in revenue and receivables accounting at (AUB) as well. Before that, I was an associate in the assurance line at PricewaterhouseCoopers. I did my Bachelor of Business Administration in accounting and finance at (AUB) and graduated with distinction. Then, I completed my CFA level 1 before I decided to go for my MBA at (AUB) as well.

HAGOP PANOSSIAN COACH

Hagop Panossian is a full time faculty member at the Olayan School of Business of the American University of Beirut. He has been teaching management and strategic management courses since 2001. He has taught also economics and management courses at Lebanese American University from 1996 till 2012 on part time basis. He has a Master's degree in Management and a B.S. degree in Computer science from the Lebanese American University. His professional experience as a co-owner and a manager of his family business, Vapa burners, has contributed significantly to the success of his academic career.

JOSEPH M. KATZ GRADUATE SCHOOL OF BUSINESS

PENNSYLVANIA, USA



BHARATH NAIDU I am driven by a keen interest to formulate efficient, cost-effective business solutions and products leveraging technology with a sure-fire, steady and logical approach combined with zeal to stay ahead by constant learning, using leadership with team-work. I have worked as a software engineer & product manager in the past and am keen to leverage my MBA to bridge business & technology.

MAX GUTIERREZ Max D. Gutierrez is concentrating in Marketing and Finance. He earned a BA degree from the University of Arkansas where he majored in English with a minor in Medieval and Renaissance Studies. Prior to Katz, Max worked as a secondary marketing analyst at a mortgage bank. As a problem solver, he analyzed loan closing variance and initiated a project to mitigate future variance. Most recently, Max refocused the Transmission & Substations Key Performance Indicator program at PPL Electric Utilities.

MADHUMITHA SOWNDARARAJAN Madhumitha is an HR professional with 4 years of experience and a passion for combining data analytics and technology to Human Capital management. Her experience in HR ranges across various domains such as employees relations, performance management, HR analytics and HR technology. Having worked with startups and Multinational corporations in India and USA, she is very adaptable to change and adept at working with people from diverse cultures.

MANJUNATH NELLAIAPPAN I am an enthusiastic and open-minded collaborator aiming to apply my experience and skills as an MBA student, engineer and flexible problem solver . I'm excited to contribute to a dynamic team- developing, improving, and refining innovative and revolutionary products to make a positive impact on society. Currently, I am an MBA student(Operations) from the Katz Graduate School of Business. I have an undergraduate degree in Mechanical Engineering and previously worked as a Design Engineer.

MATTHEW E LEFKOWITZ

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.

KENT STATE UNIVERSITY

OHIO, USA



ROUHOLLAH SHIRZEHGHAGH

CurrentLly an MBA-Finance student at Kent State University. I got my undergrad from University of Pune in India. Before joining my MBA Program I worked for about 5 Years as manager assistant in contract section of Ati Saz Gharn Co. Ltd. My job was supervising the construction contracts of the company up to \$10 million from the beginning of the auction procedure till the last payment of the contract. Now I'm studying finance to be a top level financial analyst.

HANNAH M. MEESALA

I am an MBA student with 10 years of experience in the software field. I have a master's degree in computer applications and a bachelor's degree in electronics. I have worked with big clients from all over the world U.S - Microsoft, Wal-Mart, Baker Hughes, Dun & Bradstreet;UK - Vodafone;Canada - Cancer Care Ontario. My Strengths are excellent communication skills, a good team player and I can take bricks and bouquet with a smile on my face.

KISHORE KUMAR RAJU

Kishore Kumar Raju is pursuing MBA in Finance at Kent State University. He works as a Statistics Lab Instructor in his university. He worked as a Project Executive at Enersprit Pvt Ltd before joining MBA. He worked as a Supervisor at Devi Industries while pursuing his undergraduate degree in Mechanical Engineering. He did his summer Internship at Novatech India that opened up opportunities for him to explore the financial world.

LINGLING XIA is a Full-time MBA student at

Kent State University in the United States. Prior to the program, she has a medical background in her bachelor degree and has worked for more than 3 years in Education, Real Estate and Healthcare industries. As an International project assistant and Progress Manager, she traveled to west Africa and European countries and assisted the success of International partnerships. She loves Latin dance, swimming, basketball, hiking, racing.

CRAIG S. MAAS

Craig Maas is a second year MBA student with concentrations in Marketing and International business. He received his Bachelor of Arts in Economics with a minor in Chemistry from the University of Mount Union. He will be graduating in the spring of 2016 and is looking forward to pursuing challenges outside of academia.

ILGAZ ARIKAN COACH

received his Ph.D. from the Ohio State University. Prior to his current position at Kent State University, He has authored articles and chapters in academic and professional journals and books on entrepreneurial firm strategies, the choice between initial public offerings and mergers and acquisitions, impact of animosity between nations on firms' international market entry and governance choices, strategic alliances and joint ventures. Professor Arikan teaches courses in International Strategy, Managerial Economics, Entrepreneurship, and Strategic Management. He does consulting to small and mid-size firms in emerging markets in international market entry and strategy formulation.

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ARIZONA, USA



Eller COLLEGE OF
MANAGEMENT
THE UNIVERSITY OF ARIZONA.

JAMES REIN

James Rein is thrilled to be on Eller's first-ever JMMICC team. After studying Biomedical Engineering and Music Cognition at Northwestern University (2010), James sought out opportunities in education and music, including a year teaching English in Lyon, France. Now in his 2nd year, he aspires to do marketing analytics in music, retail, or healthcare. He loves meeting people from different countries, playing ping-pong, and eating. De plus, il est impatient de rentrer dans la francophonie!

RICHARD TRIANA

With a creative spirit and engineering background, Ricky Triana has served as an educational specialist with Governments and Non-Profits. Currently, he is pursuing a dual Masters in Business and Marketing at the University of Arizona's Eller College of Management. In his programs, Ricky is recognized for his strategic mindset and engaging style. His innovative product concepts earned him international case competition honors with Henkel and 3M.

JASON MARIETTA

Jason has extensive experience in the food and beverage industry working for both Anheuser-Busch Inbev and General Mills - Yoplait. In his most recent position as a systems engineer, he

focused on driving efficiency through lean/six sigma fundamentals. Through his MBA, he plans to transition to a healthcare consulting role. Specifically, Jason is interested in accountable care organizations and how they impact the quality and efficiency of healthcare delivery.

JONATHAN FERNG

Recognized leader who can create and apply novel approaches to inspire and engage peers and students. Strong educational and scientific background with over 4 years of research and mastery of research techniques. Proven ability to collect, analyze, and concisely communicate results in presentations and publications.

KRISTY RUIZ COACH

Kristy Ruiz is the Full-Time MBA Program Director at the University of Arizona Eller College of Management, where she partners with over 200 students, faculty, team members, and alumni to enhance the Eller Experience. She served on the Graduate Business Student Services Association board and was recognized as one of top 40 Under 40 professionals. Prior to Eller MBA, she managed case competitions and was co-advisor to the UA Students In Free Enterprise (SIFE) team that won the 2008 U.S. competition and advanced to World Cup.

MOORE SCHOOL OF BUSINESS

SOUTH CAROLINA, USA



BRETT BURNS, a native New Jerseyan, is an International MBA candidate at the Darla Moore School of Business at the University of South Carolina concentrating in Global Supply Chain and Operations Management. He has a BS in International Business from the University of Delaware. His primary work experience is in the logistics and chemicals industries. He can also speak fluent German and has completed internships in the US with Mercedes-Benz USA and in Germany with Daimler AG. Following graduation, Brett will begin his career in a Leadership Development Program with the world's largest chemical company.

ROSS HOGAN is originally from Chicago, IL and attended the University of Notre Dame, where he obtained a degree in Finance. His professional experience includes five years with Bank of America in Los Angeles and two years with National Material Trading, an iron and steel brokerage firm in Chicago. Given his exposure to international markets with National Material Trading, he chose attend the University of South Carolina's Moore School of Business for its International MBA program. As a part of the program he completed a semester in Guadalajara Mexico and an internship in Panama City, Panama. Ross will be joining a global investment management firm, in August of 2016 as a Senior Associate in Charlotte, NC. He recently learned to surf while living in Panama and he also enjoys playing basketball, tennis and golf.

SAM ERVIN is an MBA student concentrating his studies on a blend of marketing, analytics, and supply chain. He served four years active duty in the U.S. Navy as a Gunner's Mate and rescue swimmer. As a sailor and a graduate student, he has traveled throughout Europe and the Mediterranean. He enjoys observing consumer behavior, learning about culture, and expanding language skills. In his free time he enjoys Crossfit training and spending time outdoors in the South Carolina lowcountry.

ASHLING GRIFFIN is a Masters of Accounting candidate at the Moore School of Business at the University of South Carolina, concentrating in Business Measurement and Assurance. She holds a Bachelor's degree in Finance and Accounting from the University of South Carolina and graduated with honors from the South Carolina Honors College. Ashling is currently pursuing her Certified Public Accountant license. After graduation, Ashling will begin her career as an analyst for a consulting group specializing in financial institutions. An avid equestrian, Ashling continues to enjoy athletics such as horseback riding, yoga, and running.

ELEANOR GARDNER is a first-year MHR Candidate at the University of Carolina's Darla Moore School of Business. After graduating summa cum laude from William and Mary with a B.A. in International Relations, she taught English in Peru for a year and then worked with a campus nonprofit to increase freshman membership and engagement. She gained experience working as an HR Assistant at a design-build firm in Charlotte, NC, before joining the MHR program in the fall of 2015. Ellie was recently elected the VP of Leadership and Development of USC's SHRM chapter, and is particularly interested in HR in the global context. She enjoys running and cooking in her downtime.

PATRICK DEMOUY COACH Lecturer in the management department at the University of South Carolina. 17th year as coach of the MBA case competition team. Owner DeMouy Consulting, a financial and managerial consulting company since 1991. Married with three children (26 year old daughter and 18 year old twin boys). 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.

ASPER SCHOOL OF BUSINESS

MANITOBA, CANADA



TOM EPP Born and raised in Winnipeg, Manitoba, Tom is a full time student in his 2nd and final year of the Asper program. Tom holds a bachelor's degree in mechanical engineering and has recently transitioned over from research and development manager, into an engineering sales role to better align his long term career goals. He is enjoying the hectic student life but looks forward to graduating in the spring of 2016 and pursuing a new career opportunity in Vancouver.

AMANDA L. MACDONALD

Amanda Macdonald holds a BComm (Hons) degree in marketing and entrepreneurship from the Asper School of Business. She is completing her 2nd year of the MBA program with a concentration in Finance. Amanda has years of experience in the energy industry, holding marketing positions at Manitoba Hydro and now its international consulting subsidiary MHI Ltd. Amanda volunteers for Habitat for Humanity, is a member of the Young Associates, and is the Chair of the Asper MBA Students' Association.

JESSE J. PERRY Jesse Perry has a BComm (Hons) degree from the Asper School of Business with a double major in Marketing and Management of Organizations and is in his third and final year as a part-time Asper MBA candidate. He is a Planning and Performance Officer for Manitoba Hydro, the electric and natural gas utility in Manitoba, where he has worked for the past 8 years. In support of his career path, Jesse is focusing on the Leadership and Organizations concentration stream of the MBA program.

ERIC POSTMA Eric Postma is in his final year as a part-time MBA student with a concentration in Leadership and Organizations. He has over 10 years of experience in online marketing and communications and has worked in media, entertainment, professional sports, and post-secondary education. Eric holds a Bachelor of Arts (Hons) degree in Media and Communications from Providence University College. Eric enjoys cycling, reading and spending time with his wife Anita and their six-month-old son Sam.

JUDITH JAYASURIYA COACH

Holds a BA in Labour Studies, BComm (Hons) majoring in Management of Organizations and International Business and an MBA. She currently serves as the Acting Director of Alumni Relations. Her 13 years of experience with the University of Manitoba has allowed her to cultivate a background in project management and strategy resulting in Judith leading large scale institutional projects. Judith is also an instructor at the University of Manitoba's Asper School of Business.

MARILYN BRENNAN COACH SVP, Governance & Strategy, Credit Union Central of Manitoba (Coach) is an Adjunct Professor at the Asper School. Marilyn received her PhD and her MBA from the University of Manitoba. She holds a number of financial services industry designations, including an ICD.D from the Institute of Corporate Directors. She is an inducted member of the International Honor Society Beta Gamma Sigma and a Fellow of the Institute of Canadian Bankers

JOHN MOLSON SCHOOL OF BUSINESS

QUEBEC, CANADA



JOHN MOLSON
SCHOOL OF BUSINESS



RACHEL ABOURBIH

Prior to graduate studies and during her MBA, Rachel worked in a Montreal-based law firm practicing corporate commercial law and assisting corporate entities and entrepreneurs in a variety of industries. Rachel's passion for new challenges and interest in business development and strategy made the MBA program particularly appealing to her. Rachel enriched her studies by participating as an EA in the 2015 Competition and gained practical experience through an internship in management consulting.

CATHERINE SUMAGUE

Catherine Sumague, a native to Montreal, is expected to complete her MBA in the Spring 2016. Her extensive work experience in Sales & Marketing has aided her in making innovative business decisions while keeping an unrelenting focus on results. Never one to stay complacent, she is always looking for her next challenge. Her key to staying balanced is leading a healthy active lifestyle, which includes running and yoga. ca.linkedin.com/in/catherinesumague

SAMIE LI SHANG LY

Samie Li Shang Ly is a current MBA and PhD student at Concordia University in Business Technology Management and Business Intelligence. She also has an MSc in Marketing Research with a focus in Branding and Retailing. Her current projects involve using technologies to help knowledge management and innovation creation in universities and corporations. On her spare time she trains as a barista and loves coffee, teas and cocktail making.

NADIM SHAMSEDDINE

Born in Beirut, Lebanon, Nadim came to Canada 8 years ago to pursue his graduate engineering studies. He holds a Masters of Industrial Engineering degree from Concordia University with emphasizes on supply chain management and is currently in the last semester of his MBA degree. Nadim has more than 5 years of consulting experience for enhancing warehousing

operation, improving and reducing waste in the supply chain, as well as optimizing procurement cost.

DANIEL MARINESCU ALTERNATE

Daniel has an academic background in Biochemistry and Biomedical Engineering at McGill University. He has three years of experience in the clinical research industry for major pharmaceutical companies. Since then, Daniel has begun his MBA, specializing in business intelligence and data analysis. He has recently begun to work at McGill University in the Business Intelligence unit and is excited for a flourishing career looking forward.

TIM FIELD COACH

Tim Field, the Miriam Roland Fellow in Business Ethics, joined Concordia University in 2000. Currently he is teaching in the Management Department of the John Molson School of Business in the areas of Strategy, Entrepreneurship and Business Ethics in both the MBA and undergraduate programs. In addition, he is a Senior Strategy Consultant at Komand Consulting (komand.ca). His industry experience includes; ten years in the Aerospace industry, five years as an entrepreneur in both the automotive and marketing fields and currently as a management consultant having provided services to the Retail, Biotechnology, Telecommunications, Aerospace, Manufacturing, IT and Brewing industries.

CEDRIN LAW COACH

Cedrin Law is the Global Senior Product Manager for Ultrasound Training Solutions at CAE Healthcare in Montreal. After finishing his Bachelor's and Master's in Pharmacology at the University of Western Ontario, Cedrin began his career in the pharmaceutical industry in various roles of increasing responsibility. Cedrin is an alumnus of the John Molson School of Business' (MBA 2013) and during his time here was actively involved in case competitions. Following graduation he left the pharmaceutical industry and is currently working in healthcare simulation. His expertise is in sales and marketing strategy in healthcare.

UNIVERSITÉ LAVAL

QUÉBEC, CANADA



UNIVERSITÉ
LAVAL

Faculté des sciences
de l'administration

ESTHER LABALETTE Étudiante au MBA-Gestion des entreprises, également détentrice d'une maîtrise en architecture de l'Université Laval, je possède près de 10 années d'expérience en tant qu'architecte et gestionnaire sur des projets d'envergure. Recrutée il y a plus de 2 ans, j'oeuvre à titre de gestionnaire de projets pour le Nouveau complexe hospitalier du CHU de Qc; projet réalisé selon du Lean Healthcare. Parallèlement à ceci, elle combine rigueur professionnelle et académique pour son MBA.

AMANDINE MARTEL Amandine termine un MBA en gestion des entreprises, détient une maîtrise en marketing et communication de Sciences Po Paris. Elle a travaillé en France auprès d'un entrepreneur démarrant son école de pâtisserie ; et en Ontario en tant qu'agent de développement économique et marketing pour une association à but non-lucratif dans le Nord-Ouest de l'Ontario. Dans le cadre de ses cours de maîtrise, elle a mené plusieurs missions étudiantes de conseil en marketing et stratégie et y a pris goût !

SARAH-JEANNE LAPOINTE Étudie présentement au MBA Global Business de la Faculté des sciences de l'administration de l'Université Laval. Après avoir terminé son baccalauréat en journalisme à l'Université Concordia avec une mention d'excellence, elle a obtenu divers postes dans le domaine des communications et des médias, notamment auprès de Webedia, une compagnie parisienne d'édition web. Son expertise : le marketing et la gestion des communautés web. Son objectif de carrière : évoluer à l'international.

NANCY TREMBLAY Nancy complète actuellement son MBA finance à l'Université Laval tout en visant l'obtention du titre de Chartered Financial Analyst, dont elle a réussi les niveaux I et II. Au cours de son parcours

universitaire, Nancy s'est engagée activement dans la communauté étudiante et elle a effectué plusieurs séjours à l'étranger afin d'enrichir sa formation. Elle débutera sous peu une carrière dans le domaine de la finance sur les marchés mondiaux des capitaux.

CAROLINE PALARDY Caroline est présentement étudiante au MBA -services financiers. Elle est détentrice d'un baccalauréat en droit avec mention au tableau d'honneur 2011-2012 de la Faculté de droit de l'Université Laval, soulignant l'excellence de son dossier scolaire. Elle a poursuivi ses études au deuxième cycle universitaire afin d'obtenir un diplôme d'études supérieures spécialisées en droit notarial de la même université en 2013 et est notaire depuis 2014.

YAN CIMON (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 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.

HASKAYNE SCHOOL OF BUSINESS

ALBERTA, CANADA

HASKAYNE
School of Business



RISHABH GANDHI Rishabh earned his Bachelor's degree in accounting and Master's degree in finance from India. He has experience in the Financial services industry. Rishabh has worked as an individual contributor and team lead for asset management, wealth management, financial planning and Investment Banking while performing roles of regional sales manager and wealth advisor in India. Rishabh is completing his MBA (Finance) focused on enhancing his business valuations and corporate advisory expertise. Rishabh has extensively traveled in southeast Asian countries and has keen interest in playing snooker and sketching.

RAM INDER SINGH KOHLI Ram earned his Bachelor's degree in Electronics and Design Engineering from India. He has experience in Information Technology Industry. He has worked in various IT projects in healthcare, telecom, banking and finance industries from India for clients based in various geographical locations of the world. He has seen the complete software development lifecycle performing various roles of software developer, quality assurance, tester and program analyst. As a final year full time MBA (Finance) student, he is focussed on acquiring financial skills to use his MBA Degree to transition into a career in commercial banking. He is an avid follower of soccer especially the English Premier League.

ANDREA MAMCHUR Andrea completed her undergraduate degree in Management and Organization Studies at Western University and worked for a Big 4 accounting firm before making a career change and becoming a registered nurse. She has worked in numerous roles in the health care industry and after completing her MBA hopes to utilize her diverse skills working in health care administration. She has been fortunate to travel to over 15 countries including much of Europe, Morocco and Singapore.

KENDRA SCURFIELD Kendra graduated from Gonzaga University with a Bachelor's of Business Administration, with a marketing concentrate and a B.A. Communications with a public relations focus. Kendra grew up in a family enterprise, and has experience in brand management, creative direction, and strategy. She has traveled extensively in Europe and Asia. Kendra is pursuing her MBA in pursuit of the opportunity to transition into a leadership position within her family business.

ALEX WALKEY Alex completed a Bachelor of Commerce degree in Information Systems at the University of Cape Town, South Africa. He has travelled to 20 countries in Africa, Europe, Asia, and North America and has 9 years work experience in diverse fields including manufacturing, IT and analytics, SCM, production, and sales & marketing. Alex is using his MBA (and the associated opportunities, like case competitions) as a capstone to round-off his varied experience and mature as a professional.

LARRY A. WOOD COACH Larry A. Wood joined the Haskayne School of Business at the University of Calgary in July of 1983 as a Professor of Finance. Since 1989, Larry has taught Personal Financial Planning and was recently appointed as a Fellow of the Financial Planners Standards Council. Larry has been active with Haskayne's Intercollegiate Business Competition teams, including coaching at the John Molson MBA International Case Competition in 1995 and 1996. Larry is a long-time holder of the Certified Financial Planner (CFP) designation.

LEO DONLEVY COACH Leo joined the Haskayne School of Business in 1995 as a Professor in Entrepreneurship, Marketing and Strategy. 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, successfully defending Calgary's 1994 championship. 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.

HEC MONTRÉAL

QUÉBEC, CANADA



HEC MONTRÉAL

KIM BERGERON She obtained her Law degree from University of Montréal in 2009. Member of the Montreal Bar since 2011, her practice focused on due diligence in real estate financing at a subsidiary of the Caisse de Dépôt et placement du Québec. She is currently completing her MBA at HEC Montreal. Regularly involved in volunteering activities, she has been involved in various not-for-profit organizations. Passionate about karaoke and public speaking, she is president of the HEC Toastmasters Club.

DENIZ ERAS Has a BCom from McGill University in Strategy and International Management and worked in Corporate Finance for 10 years. He has lived in 7 countries, and worked at Siemens, Yellow Pages Group, and lastly at Warner Bros. Entertainment in a gaming studio start-up. His projects ranged from M&A, Forecasting, Restructuring, Business Transformation, and Strategic Planning. He is an MBA student at HEC Montreal where he is VP Corporate Affairs at the student association. His hobbies are soccer, travel.

GERT KONGEHL Gert has been self-employed throughout his career specializing in business development and sales. He has an international background spanning from Central to North America. He is a pragmatic leader looking to continuously develop his business skills and is known for his versatility to adapt in today's changing business world. Gert has a passion for traveling, exercising and networking in business and social circles.

CHRISTOPHER SHARP Holds a degree in Mechanical Engineering from Concordia University. In addition to pursuing his MBA studies, Chris is also the director of the Case Interview Club. Prior to the MBA Chris worked in the Aerospace and Defense sector as an engineering project manager. Chris is an avid public speaker, holds a six sigma green belt, is a member of the Professional Engineers of Ontario and speaks English and French. In his free time Chris enjoys mountain biking, backcountry camping and swimming.

CAROLINE CRAWFORD Born and raised in Winnipeg, Manitoba, Canada and has a Bachelor of Arts (Honours) in Language and Linguistics from Queen's University. She has studied Danish, Spanish, French, German and Latin. Caroline moved to Montreal in 2011 and worked at McGill University in academic administration and human resources. She loves workplace efficiency, public speaking, and is passionate about personal finance. Her hobbies include hot yoga, knitting, reading murder mysteries, and playing video games.

SYLVAIN MATTE COACH received his MBA from HEC Montréal where he has been a lecturer in MBA, M.S., Certificate and Executive Education programs since 2001, with 20+ graduate courses delivered abroad since 2004. Professionally, he consults locally and abroad in corporate strategy, organizational efficiency, IT governance, strategic sourcing, change management and project management. Sylvain also facilitates development programs and workshops on organizational transformation, project management, teamwork & team dynamics, creative leadership, creativity and innovation.

LAZARIDIS SCHOOL OF BUSINESS AND ECONOMICS

ONTARIO, CANADA

LAZARIDIS
School of Business & Economics



The Lazaridis School of Business & Economics is one of the most prestigious and selective schools in Canada. Lazaridis School programs are recognized across Canada as both leading and innovative. Our students become products of what Canadian businesses need: smart, motivated, knowledgeable, and professional employees. By providing a real-time laboratory in which to experiment and apply theoretical learning, the Lazaridis School helps students develop a better understanding of how to work together to analyze situations and manage organizations. We teach our students to think for themselves, ensuring they can adapt to a world of ever-growing complexity. We believe immersive learning is the key to that preparation. From day one, Lazaridis School students work in teams tackling real-world problems that exist now.

We have more than 6,000 students enrolled in our full- and part-time undergraduate, graduate and diploma programs, making us one of the largest business schools in Canada.

CARMEL BRANSTON COACH

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

DEGROOTE SCHOOL OF BUSINESS

ONTARIO, CANADA



DeGroote
SCHOOL OF BUSINESS
EDUCATION WITH PURPOSE



BEHLOOL KHAN Behlool is a second year Co-op MBA student at the DeGroote school of Business specializing in Health Services Management. Prior to his MBA, Behlool attended the University of Waterloo where he completed a Bachelor's of Science degree in Biochemistry. Shortly after graduating, he worked in a wealth management firm but he quickly transferred thereafter to a startup to do Business Development. Behlool has completed co-op's in the CPG, Pharmaceutical and Venture Capital Industries and is eager for his new challenge.

LEA MATULOVIC Lea is a 2012 McMaster University graduate, holding an Honors Bachelor of Commerce Degree. After graduation, Lea gained experience working as a strategy analyst for a consulting company and as a project manager for a post secondary institution. Based on a desire to complement her undergraduate degree and work experience, Lea returned to McMaster University and is currently pursuing her Co-op MBA. Lea is actively involved in shaping the student experience in her role as President of the MBA Association. Upon completion of her MBA, Lea would like to pursue a career in strategy consulting.

JILLIAN WATSON Jillian is a 2012 Western University graduate, holding an Honours Specialization in Cellular and Developmental Biology. Jillian is completing a co-op MBA with a specialization in finance and has experience working in capital markets and big data analytics. Jillian is very involved in Women in Capital Markets and is the Chair of DeGroote's inaugural case competition. In her spare time Jillian enjoys travelling to different parts of the world and is planning a trip to South America in the near future. Upon completion of her MBA, Jillian will apply her passion for strategy as a Management Consultant within the retail industry.

ANDREW WINNETT Andrew is a graduate from Carleton University with a Bachelor of Arts in Economics. With a professional focus on accounting and finance, Andrew has experience in corporate finance, valuations, and venture capital. In his spare time, Andrew enjoys travelling: he has visited Europe, Latin America, and recently completed an exchange at EDHEC Business School in France. Upon completion of his MBA, Andrew aspires to work in a finance role for an organization with international operations to leverage his fluency in foreign languages.

JESSE BRUNT Jesse is a recent graduate of Western University (2014) holding a Bachelor of Science degree specializing in Kinesiology. Jesse looks to pursue his passion for market research and apply his skillset to a career in the finance sector. Having obtained previous research experience at the Ivey Business School, Jesse has enrolled in the Co-op program at DeGroote to expand his business acumen and broaden his professional network. Jesse continues to maintain his involvement in the minor hockey community and the health care field throughout his MBA. Upon graduation, Jesse aims for a successful career in Capital Markets.

MILENA HEAD COACH Milena is a Professor of Information Systems, the Wayne C. Fox Chair in Business Innovation and the Academic Director of the EMBA program at the DeGroote School of Business. Specialising in eBusiness and Human Computer Interaction, she has published over 100 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 DeGroote MBA students for various national and international case competitions.

MEMORIAL UNIVERSITY OF NEWFOUNDLAND

NEWFOUNDLAND, CANADA



ANGELA AVERY

Angela works in marketing for Memorial University. Prior to this she worked at ABInBev in a variety of roles (e.g. marketing, sales and global management trainee), where she received the ABInBev top performer award for programming excellence. She is an honours grad from Memorial's Commerce (Co-op) program, where she was President of Enactus Memorial and was awarded various awards and scholarships. She is the mother to a 2 year old son and enjoys learning about dinosaurs in her spare time.

LINDSEY HEWITT

Lindsey owns a successful consulting company in St. John's but hails from the small town of Creston South. Prior to starting her business she spent time working in the public and not-for-profit sectors, focusing on research, and evaluation. She graduated from Memorial with an honours degree in Business Administration and received the Award of Excellence of her graduating class. Lindsey is in the final year of her MBA Program. In her spare time she loves hiking and skiing with her dog, Lola.

RYAN STACK

Ryan graduated from Memorial University of Newfoundland in 2010 with a Bachelor of Commerce (Co-operative)(Honours) degree, followed up by pursuit of the Chartered Accountant (CA) designation. He has worked for multi-national oil companies, IT organizations,

public accounting firms large and small, and an airport. He currently offers financial and business consulting services through his own consulting company. He has a keen interest in current events, history and education.

NEAL WILLCOTT

Neal graduated from Memorial University of Newfoundland in 2013 with a Joint Honours Bachelor of Science degree with dean's list distinction. While working on his MBA he also serves as Vice President of the MUN MBA Students' Association. His professional work includes working with StartupNL as the youth and student coordinator also working as a business consultant specializing in business strategy and finance. Neal considered becoming a biomedical engineer, but thought it was too hard to say.

DR. PEGGY COADY COACH

Peggy Coady won the 1996 Concordia Cup as a member of the winning team from Memorial University. She is currently teaches accounting and is the Associate Dean for the MBA Program at Memorial. Peggy has been involved in coaching MBA case teams for over 10 years and during this time has won the Richard Outcault Spirit Award and the Dr. J. Pierre Brunet Coaching Award at the John Molson MBA International Case Competition.

TELFER SCHOOL OF MANAGEMENT

ONTARIO, CANADA



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JOHN POPOLI

John has a background in Industrial Engineering, Operations and Supply Chain Management. He has a Lean Six Sigma Black Belt (LSSBB) and he is Certified in Production and Inventory Management (CPIM) by APICS. He has focused his career on Process Improvement in both business and manufacturing environments. He has lead business transformation efforts through information and communication technology initiatives. He is currently pursuing his MBA at the Telfer School of Management

MARK STUCKLESS

I graduated with from Hofstra University with a Bachelor's in International Business. I won the 2009 CAA Student Athlete of the Year award for my performance in the classroom and on the baseball field. Since then I have worked in customer service and finance at Cintas, Edward Jones and Chase Bank. I took a 3 month trip around the world, visiting 20 countries in 2013.

LAURA NUNNO

She completed a Bachelor of Arts (Honours) in French Studies and Art History from Queen's University, where she studied abroad in the UK and Italy. She is currently enrolled in a bilingual French and English, dual JD-MBA program. Prior to her studies at the University of Ottawa, Laura worked in a law firm, attended an Italian language school, and became a yoga instructor.

TAVIS WIEGAND

6.5 years management in the developmental services sector. Managing 25 staff across 3 locations and an annual budget of \$1 million. Strong mentoring and coaching background, helping several staff advance in their career. Substantial human resources experience: onboarding, staff development, leadership development, termination, and organizational change.

SARTAJ SIDHU Has a Bachelor of Civil Engineering from the Thapar Institute of Engineering and Technology. Is currently writing a book called "Risks in Contracting: a pragmatic perspective". Also, worked on anti-corruption compliance project for JCM capital offering the company detailed model for detecting and preventing any corruption activity.

HANTZ PROSPER COACH

Hantz Prosper is a Mechanical Engineer with a MBA. For the past eight years he has taught at the Telfer School of Management, at the University of Ottawa; MBA- and undergraduate-level business courses focused on strategic thinking, problem-solving and analysis. Hantz is also Deputy Director at Natural Resources Canada responsible for offshore oil spill initiatives. What moves Hantz most is energy efficiency and green energies; HR and organizational behaviour/structures and planning; people development and improving/changing processes. Hantz also writes poetry and enjoys time with his three children and wife.



ANDRÉ MORIN A consulting engineer who follows several paths simultaneously. Besides being a project manager and an industrial mechanical design engineer, he is also a musician and an infantry officer in the Army Reserve of the Canadian Armed Forces. His engineering course taught him to solve problems analytically and in a structured way. His musical career allowed him to develop his creativity. Finally, his military career has given him the opportunity to hone his leadership skills while surpassing his limits. Mr. Morin is motivated by challenges and finding innovative solutions to complex problems.

MARTIN PROULX Passionate by the financial markets, their operations and challenges, Martin Proulx worked for more than 15 years in major Canadian financial institutions as a Financial Planner (PI.Fin .) and a Chartered Investment Manager (CIM). Mr Proulx specialized in the business development of wealth management by establishing strategies and advices on key fiscal issues and on the value creation for companies as well as for individuals. Winner of several prize distinctions over the years, Martin decided to undertake an MBA program to perfect his knowledge to become a business strategist and tackle greater challenges.

JOSÉE LAMOUREUX A scientist in genetics and immunology. Following her Ph.D. studies, she has worked in R&D laboratories, as a research associate, leading project teams and managing research personnel as well as graduate and undergraduate students. Meanwhile, she developed project management skills and obtained a PMP certification. Josée is also involved in her community as volunteer for non-profit organisations and contributes as a treasurer in a minor sport association. Recognized by her peers as an efficient teammate, she has strong abilities in project management using the PODC management process.

FREDERIC LAVOIE A successful entrepreneur who started his international journey while he was developing a patented harvest technology for bioenergy during his master degree in agricultural engineering. Then he spin-off his project and sold machines in dozens of countries before being part of an important ag-machinery manufacturer succession by merging his company. He almost doubled the turnover by re-engineering products and developing a worldwide selling network. His leadership, creativity and pragmatism rewarded him with international innovation awards as well as national business awards. After selling his shares, he engages himself in a full-time MBA program and plans business acquisitions afterward.

HUGO BERNIER Started his career in education as a science teacher. Through his implication in various management comities, he gained experience in project management, event organisation and marketing. His dynamic personality and communication abilities allowed him to build strong business relationships. Driven by challenges, his background as an elite athlete and coach in many different sports makes him perform at his best when the pressure is strong and the stakes are high. His leadership earned him the position of president of the MBA's student association of the University of Sherbrooke.

JEAN-FRANÇOIS GUERTIN, PH.D 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 many scientific and business articles at national and international conferences.

GOODMAN SCHOOL OF BUSINESS

ONTARIO, CANADA



Brock University

ABDUL R RAHIMI

Abdul R Rahimi is currently enrolled at the MBA program at Goodman School of Business. He graduated from University of London's Kings College with a Masters in Pharmaceutical Technology. He currently works at Goodman MBA Consulting as a manager and speaks 5 languages. He previously worked as a pharmaceutical manager with experience in technology transfer, product development, commercialization, scale-up, and launch in North America, Europe, and Japan. In his free time, he enjoys playing soccer.

KAJSA CIROCCO

Kajsa Cirocco is currently enrolled in the MBA program at the Goodman School of Business with a concentration in Human Resources Management. Kajsa holds a Bachelor of Arts double major in Psychology and Liberal Arts from Brock University. She has prior work experience in conflict resolution and customer relations management, and currently works for Goodman MBA Consulting as a business consultant. Kajsa is fluent in English and Italian and also is an active volunteer in the Niagara community.

YANQI WANG

Yanqi Wang is currently enrolled in the MSc program in the stream of Finance at Brock University. Before coming to pursue his master degree, Yanqi acquired his double-bachelor degree of Finance and Law in Xi'an Jiaotong University back in China. He has a comprehensive knowledge of Economics, Finance, and Accounting, which could be justified by the fact that he has passed CFA level 3 and FRM Part 2 and that he is currently employed as a Teaching Assistant of two MBA courses at Brock University.

ANG LI

Vera Li is currently enrolled in the MBA (ISP) at the Goodman School of Business with a concentration in Marketing. Prior to pursuing her MBA, she has experience working in accounting and teaching in one University in China where she completed her Bachelor of Accounting. She plans to pursue future career in marketing strategies and marketing communication. In daily life, Vera likes practising Japanese laido and collecting movie soundtracks.

NORMAN CHASSE COACH

Norman has been a full-time lecturer in the accounting department at Goodman School of Business, Brock University, since 2008. Prior to teaching, Norman spent ten years working in industry in a senior management capacity and several years at public accounting firms providing tax, accounting and auditing services. Currently, Norman is also the treasurer for Baby's Breath/Souffle de Béb , a national Canadian charity. This is his third year coaching a team for the John Molson MBA International Case Competition.

ERIC DOLANSKY COACH

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.



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SUSTAINABILITY

Sustainability is an integral part of the John Molson School of Business (JMSB). The Corporate Knights ranked the school's JMSB MBA as the 12th Greenest MBA program in the world. As the largest event at JMSB, it is crucial that we, the John Molson MBA International Case Competition (MBA ICC), reflect the school's dedication to sustainability.

In honor of the 35th anniversary of the MBA ICC, we have leveraged local and Concordia-based cooperatives as suppliers, and partnered with local non-profits to minimize waste. In that same motion, we will be one of the first events to seek certification as a part of the Sustainable Events Initiative (SEI) project at Concordia University.

Some of our other initiatives include:

Choice of Hotel - Our venue, Fairmont the Queen Elizabeth Hotel, is one of the "greenest" hotels in Montreal

Events - All of our events are held within walking distance of our venue and are accessible by Montreal's underground tunnels or by public transit

Communications - Only recycled paper will be used for 100% of our printing needs, and whenever possible printing will be replaced by soft copies of documents

Donating Leftover Catering - Whenever possible, we will be sending all untouched catering leftovers to a local charitable organization that will help redistribute these meals to the community

Composting - Composting all of our organic waste



We wish to extend a big Thank You to friends of the competition for their in-kind contributions!



PAST YEARS' WINNERS

In 2016, as in previous years, first place winners will walk away with the **Concordia Cup** and a cheque worth **10,000\$CAN**. Second and third place winners will be awarded 7,000\$ and 5,000\$. The winners of the 35th edition will also see their university added to our past winners list.

2015

- 1st Nanyang Business School (Singapore)
- 2nd Porto Business School (Portugal)
- 3rd Moore School of Business (USA)

2014

- 1st Carlson School of Management (USA)
- 2nd Moore School of Business (USA)
- 3rd University of Kaiserslautern (Germany)

2013

- 1st UTS Business School (Australia)
- 2nd Queensland University of Technology (Australia)
- 3rd DeGroote School of Business (Canada)

2012

- 1st Université Laval (Canada)
- 2nd University of Otago (New Zealand)
- 3rd Haskayne School of Business (Canada)

2011

- 1st Porto Business School (Portugal)
- 2nd Queen's University (Canada)
- 3rd University of Kaiserslautern (Germany)

2010

- 1st University of Calgary (Canada)
- 2nd Moore School of Business (USA)
- 3rd Nanyang Business School (Singapore)

2009

- 1st University of South Carolina (USA)
- 2nd University of Helsinki (Finland)
- 3rd University College Dublin (Ireland)

2008

- 1st HEC Montréal (Canada)
- 2nd Université Laval (Canada)
- 3rd John Molson School of Business (Canada)

2007

- 1st Université Laval (Canada)
- 2nd HEC Montréal (Canada)
- 3rd Universität Paderborn (Germany)

2006

- 1st John Molson School of Business (Canada)
- 2nd HEC Montréal (Canada)
- 3rd University of Münster (Germany)

2005

- 1st Haskayne School of Business (Canada)
- 2nd Sobey Business School (Canada)
- 3rd Wilfrid Laurier University (Canada)

2004

- 1st John Molson School of Business (Canada)
- 2nd Rotman School of Management (Canada)
- 3rd Haskayne School of Business (Canada)

2003

- 1st Université Laval (Canada)
- 2nd Schulich School of Business (Canada)
- 3rd University of Vermont (USA)

2002

- 1st University of Münster (Germany)
- 2nd Helsinki School of Economics (Finland)
- 3rd Northeastern University (USA)

2001

- 1st Université Laval (Canada)
- 2nd University of Vermont (USA)
- 3rd University of Calgary (Canada)

2000

- 1st University of Toronto (Canada)
- 2nd George Washington University (USA)
- 3rd University of Tennessee (USA)

PAST YEARS' WINNERS

1999

- 1st ESAN (Peru)
- 2nd University of Tennessee (USA)
- 3rd University of Otago (New Zealand)

1998

- 1st Northeastern University (USA)
- 2nd Concordia University (Canada)
- 3rd Richard Ivey School of Business (Canada)

1997

- 1st Richard Ivey School of Business (Canada)
- 2nd University of Tennessee (USA)
- 3rd Universität Paderborn (Germany)

1996

- 1st Memorial University of Newfoundland (Canada)
- 2nd University of Otago (New Zealand)
- 3rd University of Calgary (Canada)

1995

- 1st University of Calgary (Canada)
- 2nd Memorial University of Newfoundland (Canada)
- 3rd Queen's University (Canada)

1994

- 1st University of Calgary (Canada)
- 2nd University of Manitoba (Canada)
- 3rd University of Toronto (Canada)

1993

- 1st University of Otago (New Zealand)
- 2nd Dalhousie University (Canada)
- 3rd Memorial University of Newfoundland (Canada)

1992

- 1st University of Otago (New Zealand)
- 2nd Georgetown University (USA)
- 3rd Memorial / University of Windsor (Canada) (*draw*)

1991

- 1st Memorial University of Newfoundland (Canada)
- 2nd University of Saskatchewan (Canada)
- 3rd University of Toronto (Canada)

1990

- 1st Memorial University of Newfoundland (Canada)
- 2nd Université Laval (Canada)
- 3rd University of New Brunswick (Canada)

1989

- 1st University of Windsor (Canada)
- 2nd Memorial University of Newfoundland (Canada)
- 3rd Université Laval (Canada)

1988

- 1st Memorial University of Newfoundland (Canada)
- 2nd University of Ottawa (Canada)
- 3rd University of Alberta (Canada)

1987

- 1st Université de Sherbrooke (Canada)
- 2nd University of Ottawa (Canada)
- 3rd University of Alberta (Canada)

1986

- 1st Université du Québec à Montréal (Canada)
- 2nd Concordia University (Canada)
- 3rd Memorial University of Newfoundland (Canada)

1985

- 1st McGill University (Canada)
- 2nd University of Toronto (Canada)
- 3rd Université de Sherbrooke (Canada)

1984

- 1st Hautes Etudes Commerciales de Montréal (Canada)
- 2nd Concordia University (Canada)
- 3rd Université Laval (Canada)

1983

- 1st Dalhousie University (Canada)
- 2nd Université Laval (Canada)
- 3rd York University (Canada)

1982

- 1st McGill University (Canada)
- 1st Université du Québec à Montréal (Canada)
- 3rd Concordia University (Canada)

MBA ICC BY THE NUMBERS

“...a fantastic experience from start to finish. The competition challenged us – both as individuals and as a team – in ways we couldn’t have imagined.

Marc Low, 2013 participant

The John Molson MBA International Case Competition is the largest graduate-level case competition in the world. In 2016, we count...



36 Universities



19 Countries



6 Continents



150+ Participants



270+ Judges



300+ Volunteers

“If done right, nobody loses, everybody wins.

J. Pierre Brunet, former chair of the competition



Throughout our **35 year history**, more than **2,000 students** from over **75 global business schools** have analyzed and presented well in excess of **200 cases**, including **18 live cases** from internationally renowned companies, to over **2500 executive judges**. We have enlisted the support of over **5,000 volunteers** and have relied on the financial support of over **500 sponsors and donors** who have contributed in excess of **\$2 million** to fund the event.

EVENT DETAILS

SUNDAY, JANUARY 3RD

BNP PARIBAS OPENING CEREMONY

Location: Marquette, Fairmont Queen Elizabeth

Time: 5:00 PM - 6:00 PM

Invitees: Participants, Coaches & Special Guests

Dress Code: Business Formal

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

MEET & GREET

Location: St-François, Fairmont Queen Elizabeth

Time: 6:00 PM - 8:00 PM

Invitees: Participants & Coaches

Description: After the Opening Ceremony, come spend an evening in the St-François room getting to know your fellow participants and reconnect with old friends. Refreshments and light snacks will be provided. Come by the Molson Coors Suite to kick off the week's festivities!

MONDAY, JANUARY 4TH

YOGA SESSION

Location: Coaches' Room (Ramezay, 3rd floor), Fairmont Queen Elizabeth

Time: 6:00 AM - 6:45 AM

Invitees: Participants & Coaches only (30 spots)

Description: Start off the day with a yoga session to attain your optimal performance by relaxing your mind and body.

COACHES BRIEFING

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

Time: 8:00 AM - 9:30 AM

Invitees: Coaches

PATHFINDER CAREER SYSTEM OPENING BRUNCH

Location: Grand Salon, Fairmont Queen Elizabeth

Time: 9:30 AM - 11:00 AM

Invitees: Participants, Coaches & Special Guests

Dress Code: Business Formal

MANGE & MÉLANGE

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

Time: 7:00 PM - 10:00 PM

Invitees: Participants only

Dress Code: Business Casual

Description: After a tough day of competition, dinner is on us! What could be better than spending the evening having a few drinks and a delicious three-course meal with new friends. You will not be seated with your team members, so embrace the opportunity to meet people from around the globe.

TUESDAY, JANUARY 5TH

CLOUD HORIZON LUNCH

Location: Grand Salon, Fairmont Queen Elizabeth

Time: 1:00 PM - 2:15 PM

Invitees: Participants, Coaches, Judges & Special Guests

NETWORKING COCKTAIL BY *BRP*

Location: Grand Salon, Fairmont Queen Elizabeth

Time: 1:00 PM - 2:15 PM

Invitees: Participants, Coaches, Judges, Sponsors & Special Guests

Dress Code: Business Formal

Description: Expand your network! Come meet our sponsors, judges and volunteers over drinks in the Grand Salon. This is a great chance to meet some of the decision makers from Montreal's business community.

EVENT DETAILS

COACHES' DINNER

Location: Vertigo Stk + Bar, 1235 Robert-Bourassa (Meet in Lobby)

Time: 8:00 PM - 10:00 PM

Invitees: Coaches only

Dress Code: Business Casual

Description: It's time for coaches to get together for a fine dining experience worthy of Montreal's reputation.

COMEDY NIGHT !

Location: The Comedy Nest, 2313 Rue Ste-Catherine W

Time: 9:00 PM - 11:00 PM

Invitees: Participants only

Dress Code: Casual

Description: Experience a taste of Montreal's comedy culture with Just For Laughs comedian Joey Elias - you're in for a fun night !

WEDNESDAY, JANUARY 6TH

YOGA SESSION

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

Time: 6:00 AM - 6:45 AM

Invitees: Participants & Coaches only (30 spots)

BG COMMUNICATIONS BREAKFAST

Location: Grand Salon, Fairmont Queen Elizabeth

Time: 8:00 AM - 9:00 AM

Invitees: Participants & Coaches

HOCKEY NIGHT !

Location: Bell Center, 1909 Ave des Canadiens (Meet in Lobby)

Time: 7:00 PM - 11:00 PM

Invitees: Participants only

Dress Code: Casual

Description: Experience the most riveting hockey atmosphere in the world at the Montreal Canadiens' Bell Centre. Cheer on the "red and blue" as they battle the New Jersey and enjoy the authentic Montreal experience.

THURSDAY, JANUARY 7TH

EDC LUNCH

Location: Grand Salon, Fairmont Queen Elizabeth

Time: 1:15 PM - 2:45 PM

Invitees: Participants, Coaches, Judges & Special Guests

"MONTRÉAL EN CIRQUE" THEME PARTY

Location: Marquette, Fairmont Queen Elizabeth

Time: 10:00 PM - 1:00 AM

Invitees: Participants, Coaches, Judges & Lead Volunteers

Description: Let loose and dress up in your best circus costume! Fairies, unicorns, clowns, acrobats, lion tamers and more are all welcome! Enjoy a night of mystery and magic! After 1 AM, the festivities will continue in the Molson Coors Suite.

FRIDAY, JANUARY 8TH

YOGA SESSION

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

Time: 6:00 AM - 6:45 AM

Invitees: Participants & Coaches only (30 spots)

BOMBARDIER FINAL BANQUET

Location: Grand Salon, Fairmont Queen Elizabeth

Time: 7:00 PM - 10:00 PM

Invitees: Participants, Coaches, Board Members & Special Guests

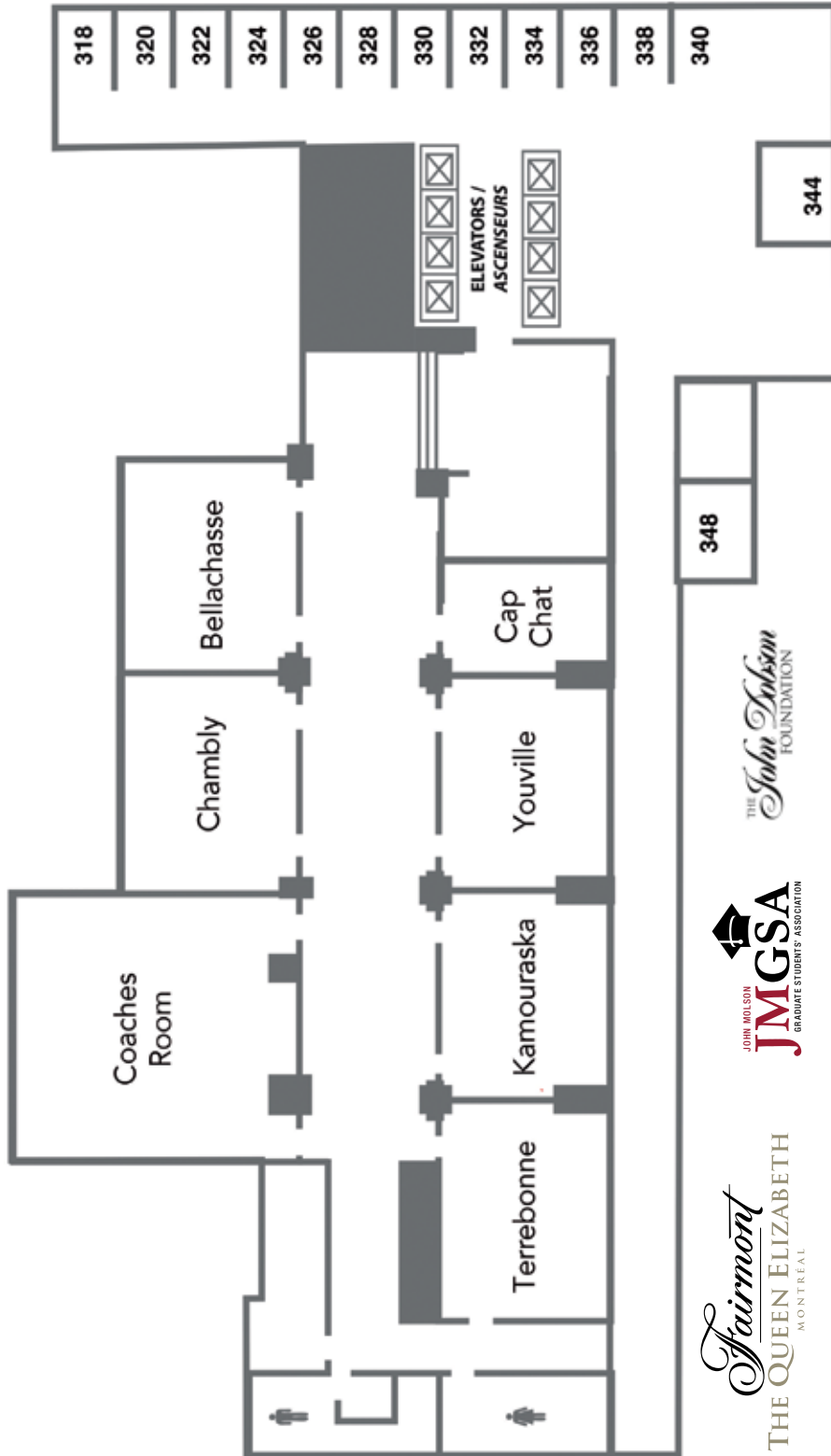
Dress Code: Formal / Business Formal

Description: Wrap-up a memorable week at our banquet and closing ceremony. Winners will be announced and awards will be handed out! Celebrate another unforgettable week with all attendees.

PREPARATION ROOMS

THIRD FLOOR

Preparation Rooms (3rd floor)



348

344



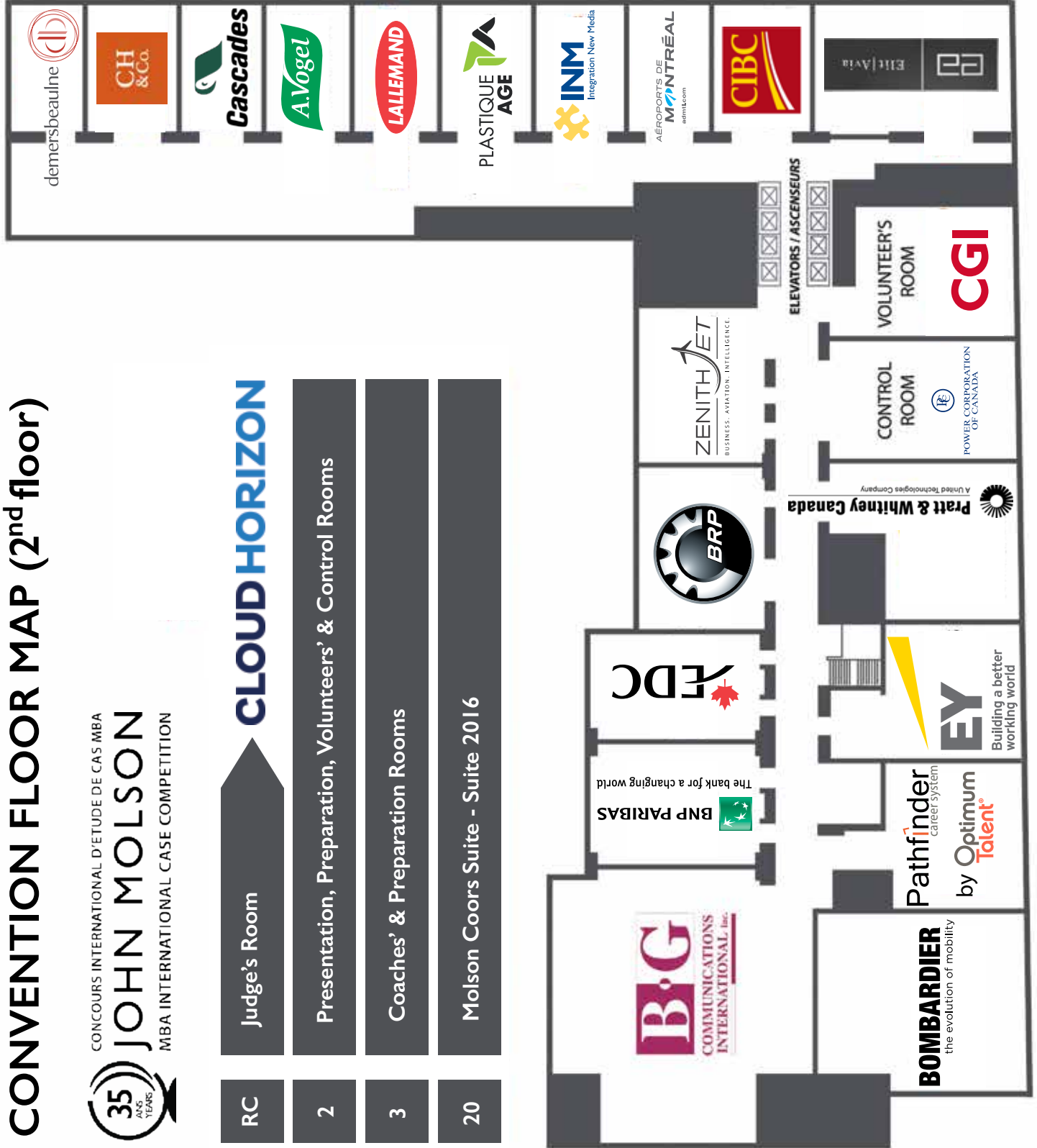
CONVENTION FLOOR MAP (2nd floor)



CONCOURS INTERNATIONAL D'ETUDE DE CAS MBA
JOHN MOLSON
 MBA INTERNATIONAL CASE COMPETITION

RC	Judge's Room
2	Presentation, Preparation, Volunteers' & Control Rooms
3	Coaches' & Preparation Rooms
20	Molson Coors Suite - Suite 2016

CLOUD HORIZON



COVENTION FLOOR

SECOND FLOOR



John Molson MBA International Case Competition
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