



CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA  
**JOHN  MOLSON**  
MBA INTERNATIONAL CASE COMPETITION

**HOTEL BONAVENTURE**  
**JANUARY 6-10, 2020**



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# IT'S SHOWTIME!

It is with great pride that we welcome you to Montreal. We are pleased to have you join us for the 39th edition of the John Molson MBA International Case Competition. We have brought together some of the most innovative MBA students from around the world to compete for the Concordia Cup, prestige, a cash prize and some serious bragging rights. This week, 36 teams will take the stage in front of a global audience and participate in a round-robin tournament. We are honoured to have the outstanding support of 300 judges, who are high-level business executives, 400 volunteers and over 20 generous sponsors and donors. We would like to thank each and every one of you for attending - this competition would not be possible without you.

We would also like to express our appreciation to our Board of Directors for their support over the past year. A special thanks to our academic advisor, William Meder, for his invaluable help, insights, guidance and witty charm. You have taught us how to communicate as effective leaders, and how to work cohesively as a team, and showed us how to think outside the box!

The 2020 Organizing Committee

Photo (from left to right): Ganesh Swami, Karine Prevost, Debanjan Biswas, Stephane Larin, Amrita Saluja, Pankajakshan Ramaswamy, Karine Paradis, Lauren Costain, Zane Ruiz

# 2020 COMPETITION SCHEDULE

Sunday January 5th	Monday January 6th	Tuesday January 7th	Wednesday January 8th	Thursday January 9th	Friday January 10th	
6:00		Breakfast 6:30 - 7:30		Breakfast 6:30 - 7:15		6:00
7:00	Opening Breakfast 7:00 - 8:25		Breakfast 7:30 - 9:00		Breakfast 7:00 - 9:00	7:00
8:00	Opening ceremony 8:30 - 10:00	Case 2 7:45 - 12:35		Case 5 7:25 - 12:15	Coaches' debriefing 8:15 - 9:45	8:00
9:00		Wave 1 Presentation 11:00 - 11:40	Case 4 (Live Case) 9:00 - 15:20	Wave 1 Presentation 10:40 - 11:20		9:00
10:00		Wave 2 Presentation 11:55 - 12:35		Wave 2 Presentation 11:35 - 12:15		10:00
11:00	Case 1 11:00 - 15:50	Lunch 13:00 - 14:00		Lunch 12:35 - 13:35	Finals 10:00 - 15:45	11:00
12:00			Wave 1 Presentation 13:45 - 14:25			12:00
13:00	Wave 1 Presentation 14:15 - 14:55		Wave 2 Presentation 14:40 - 15:20		Wave 1 Presentation 13:15 - 13:55	13:00
14:00	Wave 2 Presentation 15:10 - 15:50	Case 3 (Short Live Case) 14:35 - 18:00			Wave 2 Presentation 14:10 - 14:50	14:00
15:00		Wave 1 Presentation 16:55 - 17:20		Semi Finals 14:45 - 20:30	Wave 3 Presentation 15:05 - 15:45	15:00
16:00		Wave 2 Presentation 17:35 - 18:00				16:00
17:00						17:00
18:00	Matchups 18:00			Wave 1 Presentation 18:00 - 18:40		18:00
19:00	Opening cocktail 19:00 - 21:00	Coaches' dinner 19:15 - 22:15	Networking cocktail 18:00 - 21:00	Wave 2 Presentation 18:55 - 19:35		19:00
20:00		Mange & Mélange 19:45-22:45		Wave 3 Presentation 19:50 - 20:30	Final Banquet 19:00 - 22:00	20:00
21:00						21:00
22:00				Theme Party 22:00 - 1:00		22:00
23:00						23:00
0:00						0:00

# BOARD OF DIRECTORS



ANDREA POLATOS

On behalf of the Board of Directors from the John Molson School of Business International Case Competition I would like to thank each and every participant, coach, volunteer, Industry Leader, Judge, sponsor and everyone involved in making this annual case competition the biggest and best MBA case competition there is across the globe!

This year marks the 39th anniversary and we are filled with excitement and anticipation in witnessing tomorrow's business leaders perform at their highest levels. For those Universities and Business Schools returning to the JMSB ICC, we are thrilled to have you back and thank you for your continued support and participation. For those new Universities and Business Schools joining for the first time, welcome, we are excited to have you with us!

To everyone involved, we encourage you to make the most of your time here. Your experience will be what you make it, and your opportunities to connect and form valuable relationships will only be limited by the limits you place on yourself. The opportunities are priceless. Thank you all once again and enjoy this year's event!

Sincerely

Andrea Polatos

Chairman, Advisory Board, JMSB ICC



ANNE BEAUDRY

In January of 2020, the John Molson School of Business (JMSB) will be proudly hosting the 39th edition of the John Molson MBA International Case Competition. It is the oldest and largest competition of its kind and is entirely student-run.

The six-day event attracts thirty-six teams of four students from around the globe who vie for the Concordia Cup by analyzing business cases and presenting recommendations to a panel of judges, made of executives and business leaders. This world-class event presents an unparalleled opportunity for over 200 of the world's top business students to put their analytical and consulting skills to the test, to network with their international peers as well as local executives.

None of this is possible without the generous support of our 270 judges, 400-plus volunteers, and of course our sponsors. I hope to be able to count you among them.

On behalf of the John Molson MBA program, thank you for your support to the competition.

Sincerely,

Anne Beaudry, PhD

MBA Program Director

# BOARD OF DIRECTORS



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# SPECIAL AWARDS



## Dr. J. Pierre Brunet Coach Award

The Dr. J. Pierre Brunet Coach Award was created in 2006 to recognize the important contribution that coaches make to the competition. This includes preparing teams for months prior to the competition, and guiding them the week of the competition. Participants change year after year, but many coaches return –this continuity is beneficial to the competition and to the business schools they represent. They are also champions of the competition in their schools, raising the level of awareness and the enthusiasm of their students for the challenges that lie ahead. We gain valuable insights into the smooth functioning of the competition from coaches who take part in the coaches' briefings that take place at the beginning and end of the competition week. We also benefit from new coaches who bring fresh ideas to the table each year. Each year at the competition, we award the coach(es) from a school who demonstrate excellent mentorship. This award is presented at our Final Banquet.



## Richard Outcault Team Spirit Award

The Richard Outcault Team Spirit Award was introduced in the year 2000 to honour the memory of the late Richard Outcault, a former competitor at the John Molson MBA ICC. Richard was a member of the Northeastern University team in '98. Three days before the start of the competition, his 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 MBA ICC. In the end, his team took first prize! Richard missed the award ceremony to attend his father's funeral. The story only gets more grim as – in 2000 – Richard succumbed to a rare illness. Those who knew Richard at the competition, most notably his fellow participants, were in awe of his physical and mental stamina, not to mention his humour, creativity, and positive outlook. He truly cherished the "MBA ICC experience" and embodied the "team player" attitude. Each year, we honor Richard's memory by awarding a team that demonstrates genuine team spirit and collaboration. The winning team is announced at our Final Banquet.

# ORGANIZING COMMITTEE

## **Stephane Larin, Organizer – Sponsors**



Stéphane Larin has a background in sales and marketing and started his career in the IT hub of London, England. He subsequently took part in entrepreneurial projects in software and in health & fitness. He is currently pursuing an MBA with a focus on business strategy. Thanks to his proclivity for teamwork, competitive nature and interest in strategy, he has become highly engaged in case competitions both as an organizer and as a participant. He will be graduating in spring 2020 and aspires to join a dynamic team, in a role requiring critical thinking and complex problem-solving skills..

## **Karine Prévost, Organizer – Cases, Events & Judges**

Karine is a lawyer and holds both a Common Law and a Civil Law degree from the University of Ottawa. After starting her career in a business law firm in Quebec City, she worked several years in Nunavik, Quebec, where she held legal and management roles for a municipal housing bureau deserving the Inuit population. Currently pursuing her MBA, she is result driven and has a client focused approach. She enjoys working with people and helping others and looks forward to collaborating with judges and participants during the competition.



## **Zane Ruiz, Organizer – Schools, Sustainability & Volunteers**



Holding a seemingly eclectic professional and educational background has provided Zane Ruiz with a versatile skill set and broad perspective. Upon finishing his Doctor in Dental Surgery from Universidad San Sebastian in Chile, Zane moved to the north of Chile and opened a dental clinic only to find his true passion - business. Today, apart from the MBA course load, he spends his time either studying languages, doing Brazilian jiu-jitsu or just spending time with his portly dog “Mika”. The JMSB ICC will be his last milestone to complete his MBA at Concordia University.



# ORGANIZING COMMITTEE



## **Amrita Saluja, Organizer – Marketing**

Amrita Saluja has done her masters in Economics and holds a diploma in Advertising and Public Relations. She has worked as a copywriter in McCann WorldGroup and has a keen interest in Marketing. She has over five years of experience in teaching and believes in contributing towards the society. She has a creative bent of mind and loves to write stories and poems. A cat-lover, her free time goes in clicking pictures of her cats and scrolling cat videos on the internet.

## **Ganesh Swami, Organizer – Budget, Hotel, IT & Logistics**

Ganesh Swami is an MBA candidate at JMSB and Product Manager at E2IP TECHNOLOGIES. He has more than six years of experience in IT consulting with MNCs such as IBM, Deloitte, and HighRadius. He is passionate about startups. His passion led him to found two startups in India - Bystro and ExamSimplified. He was always fascinated about why there are so many "Fortune 500" companies exist in the western hemisphere. This led him to pursue his MBA from JMSB. Post MBA, he plans to pursue his career in Product Management and gradually shift towards owning greater responsibility.



## **Pankajakshan Ramaswamy, Executive Assistant – Volunteers**



Pankajakshan Ramaswamy has over 7 years of experience in technology consulting, he has donned many hats from automation specialist, product consultant, UAT consultant, business analyst to scrum master. A current MBA student at John Molson School of Business, He is interested in all things digital. He is actively invested in the MBA program and academics in general, organizing two case competitions, representing JMSB in a digital transformation challenge and teaching software project management at the postgraduate level. Post-MBA he would like to work in the product management domain

# ORGANIZING COMMITTEE

## **Lauren Costain, Executive Assistant – Judges**



Lauren Costain spent over five years working in the federal public service in Ottawa before deciding to pursue her MBA. She has focused her MBA studies on management and strategy, and sought out this experiential learning activity to gain more hands on experience with the coordination of large scale events. She holds a BA in Public Affairs and Policy Management from Carleton University.

## **Debanjan Biswas, Executive Assistant – Sustainability**

With a background in Engineering (Business Intelligence) for 4 years and Entrepreneurship for 4 more years now, Dev Biswas hails from Darjeeling Hills in India and is responsible for upholding the sustainability aspect of ICC 2020 and for taking care of ICC 2020 participants and volunteers in the Hospitality Suite in his role as EA Sustainability and Hospitality Suite. When Dev is not coaching clients on fitness and nutrition or playing the guitar and singing, Dev enjoys being the photographer for his friends and making sure his creative self is being fully utilized by those around him.



## **Karine Paradis, Executive Assistant – Logistics**



Karine Paradis, CFA, has 5 years of experience in commercial banking, working with middle-market and large international private companies. Karine oversaw a portfolio of 15 corporate clients, including syndicated and cross-border deals. She was also in charge of implementing the global Sustainable Finance objectives for the Quebec region. She holds a bachelor's degree in business administration finance, from Université Laval, and is currently pursuing an MBA at Concordia University.



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**And something you might not.**

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Export Development Canada is looking for the next generation of business leaders.

We offer undergraduate scholarships to Canadian students with a passion for international business and sustainability.

**Learn more at [edc.ca](http://edc.ca)**

**APPLICATION DEADLINE: FEBRUARY 14, 2020**



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# 2020 PARTICIPATING SCHOOLS



UNIVERSITY NAME	BUSINESS SCHOOL NAME	COUNTRY
Aalto University School of Business	N/A	Finland
Inspira	N/A	Brazil
Barna Business School	N/A	Dominican Republic
Ben-Gurion University of the Negev	Guilford Glazer Faculty of Business & Management	Israel
Brock University	Goodman School of Business	Canada
University of Ottawa	Telfer School of Business	Canada
Concordia University	John Molson School of Business	Canada
Fundação Instituto de Administração	FIA Profuturo Business School	Brazil
HEC Montréal	N/A	Canada
Heinrich Heine University Düsseldorf	N/A	Germany
Lund University School of Economics and Management	N/A	Sweden
McMaster University	DeGroote School of Business	Canada
Memorial University of Newfoundland	N/A	Canada
Nanyang Technological University	Nanyang Business School	Singapore
Narsee Monjee Institute of Management Studies	Mukesh Patel School of Technology Management and Engineering	India
Nyenrode Business University	N/A	Netherlands
Porto Business School	N/A	Portugal
Technische Universität Kaiserslautern	N/A	Germany
University College Dublin	Michael Smurfit Graduate Business School	Ireland
Universidad ORT Uruguay	N/A	Uruguay
Université Laval	N/A	Canada
University of Alberta	Alberta School of Business	Canada
University of Arizona	Eller College of Management	USA
University of Calgary	Haskayne School of Business	Canada
University of Cape Town	Graduate School of Business	South Africa
University of Manitoba	I.H. Asper School of Business	Canada
University of Paderborn	N/A	Germany
University of Rochester	Simon Graduate School of Business	USA
University of South Carolina	Darla Moore School of Business	USA
Wilfrid Laurier University	Lazaridis School of Business and Economics	Canada
Xiamen University	School of Management	China
University of Sherbrooke	N/A	Canada
West Virginia University	John Chambers College of Business and Economics	USA
University of Glasgow	Adam Smith Business School	Scotland
Technological University Dublin	College of Business	Ireland
University of Münster	Münster School of Business Administration and Economics	Germany



### **Ilari Hyttinen**

Ilari is currently a Master's student in finance at the Aalto University School of Business. He has had various job positions in the financial sector and sales, in addition to which he has been a competitive athlete. The thirst for new experiences and knowledge has driven Ilari to new positions, and his curiosity continues to encourage him to grasp every new opportunity. In his free time, he enjoys a good workout at the gym or in the pool, as well as spending quality time with his friends.

### **Katariina Helin**

Katariina is a final year Master's student completing her dual degree at the Aalto University School of Business in Strategy and CEMS Master in International Management. She has been active in Aalto University student union throughout her studies with projects in interdisciplinary teams. In her free time, she likes to play and produce electronic music.

### **Christa Uusi-Rauva (Coach)**

Christa works as a university lecturer in communication at the Aalto University School of Business. Her main passion is teaching presentation skills both at the university and in companies. In addition, she teaches pedagogical courses to the school's faculty. She holds a DSc (econ.) from the Aalto University School of Business and an MBA from Simon Fraser University in Vancouver. In her free time, she enjoys improv theatre, cycling, and being outdoors.

### **Lilliia Troianenko**

Lilliia is a first year Master's student at the Aalto University School of Business, studying Entrepreneurship and Innovation Management. She is passionate about marketing, digital transformation and startups. Lilliia has considerable experience in case competitions from companies such as McKinsey, P&G and Unilever. She has also worked in management consulting for 1.5 years. During her Bachelor's studies, she was an active member of the student government.

### **Nikolaos Magalios**

Nikolaos is an ex-military officer on the verge of a career change. He has managerial experience from the Greek Army, where he served as an officer from 1993 to 2015. He has a Bachelor's degree from the Hellenic Army Academy, a postgraduate degree in executive training, and a Master's in business administration from the University of Cyprus. He permanently moved from Greece to Finland in 2015, and is currently a Master's student in Management and International Business at the Aalto University School of Business. Nikolaos is married with three children, and he is an enthusiast of extreme sports and outdoor activities.



**UNIVERSITÉ  
LAVAL**

**Faculté des sciences  
de l'administration**

### **Olivier Bouchard**

Olivier est un passionné des relations industrielles et de la gestion des ressources humaines. Fort d'une expérience professionnelle d'une quinzaine d'années dans le domaine, il a développé une expertise aiguisée en relations de travail et santé et sécurité de la personne. Le développement des compétences et la formation, la gestion stratégique et la négociation collective sont aussi au cœur de ses activités quotidiennes. Depuis plus de 10 ans, Olivier partage son expérience de spécialiste en RH avec des étudiants de l'Université du Québec à Rimouski à Lévis, comme chargé de cours.

### **Michael Medeiros**

Michael est un gestionnaire polyvalent comptant sur près de 15 ans d'expérience, dont 7 dans le secteur bancaire. Ses forces résident principalement dans la mobilisation des équipes de travail, le gestion et recrutement d'employés, la gestion de projets et l'implantation de plans stratégiques. Nouvellement propriétaire d'une entreprise, Michal souhaite en acquérir d'autres à court et moyen termes pour éventuellement se dévouer davantage à l'entrepreneuriat.

### **Andre Gascon (Coach)**

André est professeur titulaire et directeur des programmes de 2e cycle à la Faculté des sciences de l'administration de l'Université Laval. Il détient un B. Sc et une M. Sc. en informatique et recherche opérationnelle de l'Université de Montréal et un Ph. D. en Business Administration de l'Université de Californie à Berkeley. André a reçu en 2008 le Dr.J.Pierre Brunet Coach Award.

### **Abboud Kassis**

Abboud compte près de 20 ans d'expérience dans l'industrie des hautes technologies, dont une dizaine comme gestionnaire. Grand technophile, M. Kassis met à profit son expertise notamment en finance corporative, en financement, en fusions et acquisitions, en négociation et en planification stratégique au sein de conseils d'administration de start-up technologiques, mais surtout de Seebox où il supervise les opérations comptables et financières, la gestion du risque, les ressources humaines ainsi que les volets légaux et de gouvernance.

### **Benoît Leclerc**

Benoît est un gestionnaire trilingue avec plus de 15 ans d'expérience en développement des affaires sur la scène internationale, en planification stratégique et en gestion de projets du territoire. Au cours de sa carrière, Benoît a développé une expertise pointue en système d'information géographique, en télédétection et en gestion des opérations et du réseau de distribution. Responsable des activités au Panama et en Équateur, M. Leclerc a développé au cours de sa carrière, une fine connaissance du marché latino-américain.

### **Catherine Pelletier (Coach)**

Catherine est directrice du service des communications et du recrutement à la Faculté des sciences de l'administration de l'Université Laval. Détentrice d'un BAA et d'un MBA en marketing, elle agit régulièrement comme chargée de cours en marketing et a entraîné à plusieurs reprises diverses équipes dans des compétitions tels les Jeux du commerce, le Happening marketing, etc.





### **Stephanie Ebreo**

Stephanie holds a Bachelor of Science in Kinesiology from the University of Waterloo, where she was a member of the Varsity Women's Volleyball team. She also holds a Post-Graduate Certificate in Human Resource Management from Sheridan College and has since worked in a number of industries including hospitality, manufacturing, oil & gas and most recently, healthcare. Serving as the MBAA President, MBA Games Team Member, DeGroote Leader and DeGroote Ambassador, Stephanie has been an active member of the DeGroote community throughout her MBA journey.

### **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. Specializing in eBusiness and Human Computer Interaction, she has published over 120 articles in academic journals, books, and conferences.

### **Annette Szeliga**

Annette is in her final semester of the co-op MBA program at the DeGroote School of Business. Prior to DeGroote, she completed her Bachelor of Arts at the University of Toronto with a focus on transnational studies and business. With both domestic and international experience in financial and investment roles, Annette is looking to explore further global opportunities within the finance industry. In her spare time, she enjoys learning new languages, exploring hip cafes and cheering on Bayern Munich.

### **Alexandra Beran**

Alexandra chose to pursue an MBA at the DeGroote School of Business after starting her own sports management company, eager to further develop her business acumen. Prior to DeGroote she completed a Bachelor of Arts & Science at McGill University, where she was also captain of the women's varsity tennis team and captured a national championship. Alexandra has a variety of experiences working at Scotiabank in multiple roles, including marketing and internal strategy, and most recently as an Associate at McKinsey & Company, based in Prague. She has also been actively involved in the MBA experience as an executive of the Women in Management Association and as co-chair of the MBA Games team.

### **Nicole Verni**

Nicole is in her final semester of the co-op MBA program at DeGroote School of Business. Prior to doing her MBA, she completed an Honours Bachelor of Science from the University of Toronto in Biochemistry, Molecular Genetics, and Microbiology. She is passionate about developing creative solutions to create sustainable change within the healthcare sector. Nicole will be joining Deloitte upon graduation as a Consultant on their Digital Care team. She is looking forward to using skills obtained through her MBA to solve business problems. In her spare time Nicole enjoys travelling to new destinations, baking, and performing in live theatre.



### **Adam Schwarz**

Graduating from the University of Toronto with an Honours Bachelor of Arts in International Development Studies, Adam has spent the last six years carving and recently, Adam rebuilt the diesel engine on his 1982 VW Westfalia and is a former CIS Swimmer. Adam is taking his MBA to build his career pathway, reach new networks across the business world, and will graduate this spring with a specialization in Sustainable Development and Global Energy Management

### **Youcef Brahim**

Youcef is currently pursuing his MBA degree at the University of Calgary. After his first year in the MBA program full time, Youcef has been working in federal government construction procurement and continues to do so along with his studies on a part time basis. Solving top-notch financial problems in the fields of business strategy and construction, he got truly interested in solving business cases and is eager to take the challenges outside the construction industry.

### **Cameron Welsh (Coach)**

Cam has been co-coaching Haskayne's John Molson team since 2017 and has Coached numerous Haskayne undergraduate teams over the past 15 years.

### **Larry A. Wood (Coach)**

Larry has been involved with co-coaching Haskayne's John Molson team since 1994. He is extremely proud to have been associated with this excellent competition for past 26 years.

### **Mahwash Waqar**

Mahwash belongs to the select global community of certified HR professionals from the Society of Human Resource Management, USA. During her career, Mahwash has led and assisted various developmental assignments, including design and operation reward programs, launch of employment structures, development of career progression channels and resource optimization plans. She has also presented her work on information systems implementation at conferences in South Asia. As Vice President of the Haskayne MBA Society, she aims to bring patronage to the MBA program through various skill-building and networking initiatives.

### **Graham Toombs**

Graham Toombs is currently pursuing his MBA degree in the University of Calgary. He is currently the VP Internal of the MBA society for the program. He previously worked in career consulting, and discovered a love for solving unique problems. He also has significant management experience, and is eager to take the challenge of solving business cases further.

### **Gibson Wan Zhong**

Gibson is currently pursuing his MBA in the evening at the University of Calgary. During the day, he works as a Petroleum Engineer for one of Canada's leading oil and gas companies. Most recently, he spent the summer on exchange in Denmark. Gibson's interest in the business world was born out of curiosity about why some businesses always seem to be able to offer more attractive products and services than others. Today, that curiosity has evolved into enjoyment of tackling business case challenges and working on developing strategies to help businesses differentiate themselves and offer more unique value to customers



### **Aditya Baid**

Aditya is a mechanical engineer but has been working in sales and marketing since graduation. As a marketing consultant, he worked in brand positioning and business strategy for early stage companies looking to scale. In his calmer moments, he enjoys film and media criticism and analysis.

### **Loretta Chan**

Loretta holds the CPA, CA designation and a BBA degree from the University of Hong Kong. She is an MBA Candidate at HEC Montreal. Specializing in M&A tax, she has 4 years of experience in assisting international clients in performing due diligence, deal closing and tax restructuring in Hong Kong, China and Malaysia. She loves traveling and took a career gap to reach all 7 continents and more than 60 countries at the age of 26.

### **Neha Sharma**

Neha has global experience in digital consulting of more than 11 years in 4 different geographies. She has worked in digital transformation initiatives, delivering value to reputed organizations by optimizing business processes while implementing innovative technologies. Neha is very eager to collaborate and learn from the highly proficient participants of the John Molson case competition.

### **Sylvain Matte (Coach)**

Sylvain 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, IT governance, organizational efficiency, change management, project management, creative thinking & innovation management. This will be his 8th presence as Coach.

### **Émilie L.Cayer**

With seven years of experience in philanthropy and holding a master in museology, Emilie was notably Director of planned giving and major gifts at the MMFA Foundation. She successfully participated in funding transformative projects in art therapy, education and artwork acquisitions. An attorney, she has worked in governance, art law and contracts. She is an active speaker and lecturer and is now broadening her perspective by pursuing a full-time MBA.

### **Arianna Foglietta**

Arianna was born and raised in Venezuela, moved to Montreal to obtain a B.A. from McGill University, and she is currently pursuing her MBA full time at HEC. Arianna has over six years of experience in retail, both in merchandise planning and store operations and her decision to go back to school was driven by the desire to pivot her career path and embark in new challenges. In her spare time, Arianna practices long-distance running and enjoys travelling.

### **Julie Wojcicki (Coach)**

Julie Wojcicki has been coaching MBA students for sustainability and strategy case competitions since 2015, developing their business acumen, presentation skills and team dynamic. Passionate about complex business transformations and team development, she provides consulting to her clients as manager in EY People Advisory Services practice. Julie Caroline holds an MBA from HEC Montréal and an M.S. in Computer Science Engineering from the Université de Technologie de Compiègne.





### **Akshay Joshi**

Akshay is currently pursuing an MBA at Concordia University. He is interested in the fields of entrepreneurship, strategy and consulting. He enjoys fast-paced, dynamic work environment and complex problem solving, which is what got him interested in case competitions. Akshay has a background in family business, and he has also worked for a start-up company taking on various roles simultaneously; both of which are assets when it comes to solving business cases. In his spare time, Akshay enjoys playing guitar and tennis.

### **Rachel Simmons**

Rachel is pursuing her MBA at the John Molson School of Business part-time, while working as program manager at McGill University. With a BSc. in Anatomy & Cell Biology and Anthropology, and an MSc. in Family Medicine, she brings her professional experience in health research, small business management and policy implementation & change to case competitions. When not at school or work, Rachel can be found in either the dance studio or the kitchen making way too much food for one person to eat.

### **Tim Field ( Coach)**

Tim Field, is a Business Strategy Consultant and Senior Lecturer in Management at the John Molson School of Business, Concordia University (joining the Faculty in 2000). He is the former Miriam Roland Fellow in Business Ethics and is presently the Faculty Advisor to the MBA Case Competition Program. As a full time faculty member, he is currently teaching in the areas of Strategy, Entrepreneurship and Business Ethics in MBA, EMBA and undergraduate programs.

### **Paul Bugnon**

Paul is currently pursuing his MBA degree at John Molson School of Business. He's an engineer by trade and a self-admitted numbers geek. He loves cracking business and technical challenges, so case competitions are a match made in heaven for him. He hopes his skills can help bring positive impact to society.

### **Genevieve Roch**

Highly involved in all aspects of her MBA degree at the John Molson School of Business, Genevieve strives to continuously learn and grow, while supporting and challenging her peers. She holds a BSc. Dietetics from McGill University. Having led many small-medium scale operations, she's developed a keen eye for assessing feasibility and problem solving. An avid outdoorswoman, she spends much of her time camping, whitewater kayaking and skiing.

### **Catherine Pepe**

Catherine is an experiential learning enthusiast who loves taking her education outside the classroom. Catherine chairs the position of VP Marketing for The John Molson Case Competition Committee as well as VP Sponsorship for The John Molson Women in Business Club. She is also an ambassador of the Biodesign program and is aiming to launch her med tech startup this spring. An entrepreneur at heart, Catherine loves the idea of a competition that uses real cases where students from every background can participate. It was shortly after beginning her MBA that she signed up for her first case competition where she was immediately drawn to the intensity and competitive atmosphere.



**University  
of Manitoba**



### **Matthew Stephens**

Matt Stephens is in his final term of the Asper MBA with a dual focus in Innovation and Leadership. Currently, Matt is a department manager at HEB Manitoba, administering pensions for Manitoba healthcare workers, and a board member at Prairie Places Inc., supporting independent living for individuals with intellectual disabilities.

### **Tara Chawla**

Tara is a marketing professional with over 9-years of brand management experience in the agriculture, manufacturing and digital media sectors. Tara is in her final year of the MBA program with a dual focus in Marketing and Leadership. In addition to pursuing an Asper MBA, Tara is currently working as a Marketing Manager for WorkerBee.TV.

### **Suroshree Das**

Suroshree is in the last year of her MBA program at Asper. She is currently working as a Portfolio Analytics Analyst at National Bank and has over three years of experience in the FinTech industry. She is also pursuing CFA and has passed CFA Level1. Prior to becoming a full-time MBA student, she was working as a Strategist for Goldman Sachs in the Prime Brokerage division in India.

### **Arly Akerstream (Coach)**

Arly is the Assistant Customer Marketing Manager for Western Canada with Labatt Brewing Company. She is an MBA graduate from Asper School of Business with a major in Sustainable Development. Arly is on the board for Beyond Borders ECPAT Canada- a nonprofit focused on eradicating child sex abuse and exploitation.

### **Meycee (Maria Carmela) Kalaw**

Meycee is a pharmaceutical professional with over 5 years of experience in leadership, quality, manufacturing, research, and continuous improvement. Alongwith working at Emergent BioSolutions as a Quality Supervisor, Meycee is also invested in the local community through active involvement at St. Emile (Music Ministry Chair) and Young Associates (Programming Committee Member) in Winnipeg, Manitoba.

### **Travis Bale**

Travis is in his final year of the Asper MBA with a focus in Finance. Travis has over 6 years of industry experience, during which he has spent time developing firmware for a variety of industrial embedded systems, and software for both the cloud and desktop. Currently, Travis leads a team of software developers in the development department at Payworks in Winnipeg, Manitoba.

### **Judith Jayasuriya (Coach)**

Judith holds a BA in Labour Studies, BComm (Hons) majoring in Management of Organizations and International Business and an MBA. She currently serves as the Business Manager for Undergraduate Medical Education. Her experience with University of Manitoba has allowed her to cultivate a background in project management, public relations and strategy, resulting in Judith leading large-scale institutional projects.

### **Aditya Kedia (Coach)**

Aditya is a MBA graduate from Asper School of Business and holds a master's degree in Electrical Engineering. He is currently working as a BI analyst with Bell MTS.



### **Alisha Srivastava**

Alisha is currently working towards her MBA from Telfer School of Management, University of Ottawa. She has 7 years of progressive work experience in Financial Services and Operations Management in Canada and India and has a proven track record of effectively handling complex projects and operations related tasks. She holds a Bachelor's in Engineering Degree and she has hands-on experience with several IT, Banking Tools and has played key role in effectively handling the full BA life-cycle.

### **Aditya (Addy) Bhatkal**

Addy is currently pursuing his MBA at The Telfer School of Management. He is the ex-Senior Copywriter for Marvel Studios in the Digital Media stream. His past experience stems from heading the digital strategy of brands such as Red Bull and TCS. His core strengths also lie in Business Development, a skill that he honed in a digital media start-up he spent 3 years at when online marketing was at a boom! He is also an ex-Investment banker with diverse experience straight off the trading floor with the emerging markets portfolio.

### **Shane Bartlett**

Shane Bartlett is an MBA Candidate at Telfer University in the intensive cohort. He has a Political Science Degree with a Concentration in International Relations and a Minor in English from the University of Carleton, where he graduated with Honours. He has over a decade of management and training experience, both in Canada and Rwanda. Shane is a co-founder and member of the board of FATE Consulting Ltd., a gender equality firm based in Rwanda. Shane is passionate about building sustainable companies and mentoring youth entrepreneurs.

### **A.Arun Subramanian**

Arun is an MBA candidate at Telfer School of Management, University of Ottawa. He has a Bachelor's degree in Technology in the field of Industrial Biotechnology. He has worked at a Fortune 500 bank for 5 years with experience in Forex, Treasury, Cash Management, and Retail credit.



### **Kaiti Valm**

Kaiti is a unit coordinator in a department of the Faculty of Medicine and Dentistry at the University of Alberta where she assists with research services provision. She is in her second year as a part-time MBA student in the natural resources, energy and environment specialization. She holds a master's degree in wildlife biology from Trent University and is just as happy to discuss coyotes as she is to talk about leadership theories or economics.

### **Nupur Thakor**

Nupur works as a Project Manager with the City of Edmonton. She is an MBA graduate from the University of Alberta and was a participant at the 2018 John Molson International Case Competition. She is excited to be back at this competition, this time as a Coach.

### **Udit Jain**

Udit is a full-time MBA student who is in his second year of studies. He brings lean and process improvement experience on the table and has recently completed his internship with TD in Toronto during this past summer 2019 for its process improvements and automation initiatives. He is a firm believer of disruptive innovation and how technology will shape our future for good.

### **Silvia Sorenson**

Silvia is a professional engineer with six years of downstream oil and gas experience in Alberta. She spent this past summer in Norway to gain an additional culture experience and to study natural resource management from a Scandinavian point of view. Her project focused on assessing the Norwegian petroleum wealth fund from a policy and a finance side.

She is also a PADI certified scuba diver and her most adventurous trip has been camping in the Serengeti for a week.

### **Ankesh Kumar**

Ankesh is a second year, full-time MBA student with a career in product design and development within the IT industry. Having implemented software solutions for the telecom giant Verizon to help them expand into the world of 5G, he firmly believes that technology is changing and evolving at a breakneck pace.

With that being said, he thinks that business professionals have a huge role to play in making a positive impact in the world using technology





Brock University

### **Puneet Rastogi**

Born and raised in Mumbai, India, Puneet is a Second-year MBA student specializing in Finance. Puneet is also the President of the Graduate business council and the Goodman Ambassador for the year. With a degree in Computer Engineering and a strong interest in Finance, Puneet has a rich and diversified experience working as a software engineer and Financial analyst for companies such as Infosys, Bank of America and BNP Paribas. He has a proven track record of leading teams and handling complex projects and assignments. After graduating, Puneet's goal is to join one of the top banks as an equity analyst and eventually become a fund manager. Puneet loves participating in competitive case competitions and has competed and won several internal as well as external competitions like the Brock consulting competition, Sunlife financial case competition, and the Queen's cup. He is an avid reader and enjoys stock research as a hobby. As a lover of nature, you can often find Puneet enjoying local treks. His other interests include soccer, volleyball, cryptocurrencies and blockchain technology.

### **Anna Cherdakova**

Anna has a degree in Business Hospitality from Niagara College. She is in her second year of the MBA program at the Goodman School of Business with a specialization in Business Analytics. She is looking forward to continuing her work in the field of Hospitality Revenue Management. For the last year she has also been able to serve as a President of Niagara College Chapter of Hospitality Finance and Technology Professionals, organization of finance and Technology minded professionals. The only acting student chapter in Canada. Anna is looking forward to participating in John Molson!

### **Piash Kumar Saha**

Prior to attending the Goodman School of Business Piash worked as a Digital Marketing Executive at a Startup firm. From building daily social media content to enhancing brand equity for the firm to planning for new products and enhancements, Piash gained valuable experience in managing teams, marketing technology, automation and cultivating a strong team camaraderie. During his time at Goodman, he is developing marketing and analytics skills by pursuing the marketing analytics stream. Although he does not plan to work in a traditional marketing setting, he is looking to leverage these skills to focus on business strategy, growth and scaling either in a small to a mid-sized firm or as a marketing consultant.

### **Unnati Makwana**

### **Jason Wagner**

### **Dr Norman Chasse (Coach)**



## **Audrey Gottlieb**

Audrey works full-time as a Management Consultant with Sun Life while completing her MBA at the Lazaridis School of Business and Economics. She holds a Bachelor of Biological Sciences and subsequently obtained a Certificate in Change Management and Leadership from the University of Toronto, with 7+ years of work experience across a range of industries including research, healthcare, education, financial services, and insurance. Audrey is a published author and a proud dual citizen of Canada and Switzerland.

## **Tony Dao**

Tony is in his second year of his MBA at the Lazaridis School of Business and Economics. Prior to this, he received his bachelor's degree in Economics from Western University. Tony's expertise lies in big data, financial analytics and operations from various industries, such as: e-learning, consulting, and foods and beverages. Outside of work and academics, Tony is an avid basketball fan (go Raptors!!) and works to perfect his March Madness algorithm (still far from perfect).

## **Eric Humes (Coach)**

Eric Fabian Humes completed his MBA from the Lazaridis School of Business and Economics in 2012. He was a past participant in the JMICC in 2012 and now lectures in the Policy department part time at Laurier. Eric was recruited out of school to work for Hewlett Packard where he worked for 6.5 years. Eric Left HPE in 2018 to pursue an opportunity with a start up software company IPFusion. Currently he handles all the sales, marketing and business development for the company. This is his 4th year as the Coach of the Case competition team.

## **Judy Tran**

Judy is a medical laboratory technologist at the University Health Network (UHN) in Toronto. Prior to beginning her MBA at the Lazaridis School of Business and Economics, she graduated with an Honours Bachelor of Science from the University of Toronto. She also completed an Advanced Diploma in Medical Laboratory Science at The Michener Institute of Education at UHN, where she was selected as Valedictorian for the Class of 2017. She has won over 30 local, national, and international awards for her academic achievements, leadership, and community involvement. She is also a published researcher, science outreach instructor, and avid foodie.

## **Shahin Safakhoo**

Shahin is an Aerospace Engineer pursuing his MBA at Lazaridis. He works at Amphenol, a Fortune 500 company. Starting as a Design Engineer, he naturally evolved into a Business Development role using his leadership skills to expand markets and build relationships. His solid technical foundation allows him to understand the challenges faced by customers and uniquely positions him to present innovative solutions. He finds reward in harnessing the full potential of his team to bring projects to fruition. In his spare time, he teaches Brazilian Jiu Jitsu, and cultivates many interests such as anthropology, horticulture and, of course, world traveling. Born in France, he is fully fluent in French and English.



### **Monia Giroux, CRIA**

Monia is the Nikon Optical Canada Human Resources Vice-President.

In 2001, she graduated from Laval University in Industrial Relations. Since she has specialized in labor relations and change management. Ms. Giroux is known for her negotiation and analytical skills. Having worked in companies of different sectors and sizes, such as manufacturing, telecom and optics have allowed her to understand, manage and react to different types of situations. Passionate about people and their behaviors, she has also developed an expertise in managing multidisciplinary teams.

### **Mathieu Turcotte**

Mathieu is a commercial strategy enthusiast, constantly looking for ways of improving current results. An avid learner and team player, he has worked for 15 years in the beer industry at Molson in multiple departments that have built his business competencies in marketing, trade-marketing, sales and procurement. For the last 5 years, M. Turcotte has polished his strategic thinking at Olymel, a leader in the “agrifood” industry, by adding category management skills and now evolving as commercial strategic director. His creativity, forward thinking and contagious positive attitude make him a key leader who can be trusted to increase business performance, looking onward and upward to reach the highest goals!

### **Jean-François Guertin, Ph. D. (Coach)**

Professor Jean-François Guertin is a Full Professor of marketing and has been with the University of Sherbrooke for the past 12 years. Before undertaking a PhD in e-commerce, Mr. Guertin has spent more than 15 years in the business private sector. Within Bombardier Recreational Products, Jean François held several executive positions in the areas of marketing, sales, communication and product development. Over the years, Jean-François has presented scientific articles at national and international conferences.

### **Eric Fournelle**

Eric has been a chartered professional accountant for twenty years. Eric is no stranger to the grocery industry, having spent over twenty years as a consultant and holds the position of controller at Metro. He has a solid expertise in data analytics. He helps the company make decisions by providing assurance about financial information. Prior to joining Metro, Eric worked for a consulting firm, providing professional audit services to private and public held companies, particularly in the grocery, pharmaceutical and home improvement retail. His colleagues appreciate his enthusiasm, energy and ability to solve technical problems.

### **Marie-Josée Lefebvre**

Recently appointed Director of Technical Expertise Development & Portfolio Quality in Commercial Lines at Intact Insurance, Marie-Josée Lefebvre has been working in the property and casualty insurance field for the past fifteen years and has held various management positions in the industry. In addition to her Business Degree, she also studied in Risk Management and Public Relations. These years of involvement have also earned her the designation of Fellow Chartered Insurance Professional of Canada (FCIP) and Canadian Risk Manager (CRM). Recognized by her peers as a skilled communicator, the EMBA program has been an opportunity for Marie-Josée to gain in-depth analytical skills that will enable her to work on the future of her organization.





**Darla Moore  
School of Business**

### **Patrick DeMouy (Coach)**

Lecturer in the management department at the University of South Carolina. 21st year as Coach of the MBA case competition team. Owner DeMouy Consulting, a financial and managerial consulting company since 1991. Married with three children. 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.

### **Carly Seneca**

Carly is an International MBA candidate at the Darla Moore School of Business concentrating on supply chain and operations management, business analytics, and global strategy. She has an undergraduate degree in Mechanical Engineering from Penn State University and 6 years of work experience in the automotive manufacturing industry. Her most recent roles were in industrial engineering and operations management, including positions abroad in both China and Germany. In her spare time, Carly enjoys hiking, travelling, and fitness.

### **Caroline Wright**

Caroline is an International MBA candidate specializing in marketing, data analytics and global strategy at the University of South Carolina's Darla Moore School of Business. She graduated from Saint Joseph's University with dual degrees in International Business and Sports Marketing. Post-graduation, Caroline worked within the consumer goods industry for Reckitt Benckiser and Pinnacle Foods. Her work experience is focused in sales and marketing. In her free time, Caroline enjoys spending time with friends and family, traveling and Pilates.

### **Jason Cline**

Jason is an international MBA candidate specializing in supply chain/operations and business analytics at the University of South Carolina's Darla Moore School of Business. He graduated from the University of Hawaii at Manoa with a BA in Chinese Language. Jason's work experience includes leading joint-service teams in the US Army as a Cryptologic Communications Interceptor. He also worked in contract manufacturing as the Director of Business Development, focusing on SEO, supplier/customer negotiations, new product development, sales, and direct marketing. In his free time, Jason enjoys soccer, scuba diving, free diving, and hiking with his wife and three dogs.

### **Wes Treiber**

Wes is an international MBA candidate at the Darla Moore School of Business at the University of South Carolina specializing in marketing and business analytics. After graduating from the University of South Carolina with BS in Marketing, Wes worked for Citrix Systems in Raleigh, North Carolina. His work experience is focused on cloud software consulting, client retention, and in-product marketing. He was responsible for all SMB cloud business clients in Georgia and Florida. In his free time Wes enjoys golf, basketball, southern cooking, military history, and volunteering at the North Carolina Museum of Art.

### **Will Richardson**

Will is an International MBA candidate at the University of South Carolina's Darla Moore School of Business specializing in operations and business analytics. After graduating from the South Carolina Honors College with degrees in Biology and Philosophy, he completed a Master's degree in Science and Religion at the University of Oxford. His work experience includes two years teaching in South Carolina public schools as a high school science teacher. He enjoys hiking, tennis, reading, and traveling in his spare time.



### **Sean Dozier**

Sean is currently pursuing his STEM MBA degree at Simon Business School with a specialization in Strategy and Consulting. After studying Spanish in Mexico. Sean joined a 2018 FORTUNE No. 20 'World's Most Admired Companies' in Financial Services where he deployed a brand-new risk management system enterprise-wide. Sean also gained consulting experience solving operations problems for a tech savvy Energy Sector client in Houston. During his free time Sean enjoys exploring culture through food, being in the great outdoors, and practicing game strategy.

### **Krishna Mythili**

Krishna is currently pursuing MBA in University of Rochester, Simon Business School specializing in strategy and Business Analytics. Prior to Simon, Krishna worked in SAP Labs as Techno-functional consultant to aero-space and defense clients. Obsessed with taking up challenges and solving business problems, she offers pro bono consulting services on pricing, project management, business development strategies etc. to non-profits working on small budgets. Her interests include understanding business psychology, experimenting in kitchen, and writing poems.

### **Wayne France (Coach)**

Wayne is the Executive Director of Experiential Learning at the Simon Business School, where he works with students, faculty and staff to bring corporate and public experiences into the curriculum. Wayne has a BS in Mechanical Engineering and an MBA from the University of Rochester/Simon Business School and has spent his career so far in Manufacturing, Banking and now Education.

### **Rajnandini Kothadiya**

Rajnandini is currently pursuing MS Finance at Simon Business School - University of Rochester. She holds a Chartered Accountancy degree (equivalent to US CPA). Prior to Simon, she has worked with Grant Thornton LLP in the auditing department and her experience includes auditing clients from various industries such as automobile, manufacturing, software, healthcare, real estate, etc. In her spare time, Rajnandini loves to read fiction, travel, dance and listen to music.

### **Xiaoyi Li**

Xiaoyi is also known as Vanessa Li. She is currently pursuing towards her MBA degree in University of Rochester, Simon Business School. She is concentrating on strategy and pricing, with the goal of pursuing a consulting career. Prior to Simon, she was a senior associate at EY. As a CPA in China, she worked in the auditing industry and helped three companies went public on the Hong Kong Exchange. In her spare time, Vanessa loves to travel, enjoys good movie and music, and running both in the gym and outside.

### **Dorian Strong**

Dorian is currently pursuing his STEM MBA degree at Simon Business School with a specialization in Strategy and Pricing. After studying Psychology and Neuroscience at Pennsylvania State University, Dorian joined the Center for Interdisciplinary Research on Nicotine Addiction at the University of Pennsylvania where he assisted in the development of a \$3+ million NIH-funded research study. During this time, Dorian gained experience in internal consulting to increase operational efficiency and became increasingly interested in the business side of healthcare research - leading him to pursue his MBA. During his free time Dorian enjoys exercising, meditating, and trying new restaurants.



### **Anuj Asthana**

Anuj is a Master of Business Administration and Master of Management Information Systems candidate at the University of Arizona. Before he joined Eller, he worked as a technology consultant and a business developer and helped his company in client acquisitions. He aims to bring out the best in his teams through positive interpersonal relations and strong synergy. With an agile mindset, he is working towards a career in product management.

### **Andy Bartels**

Andy received his BA in criminal justice from Northern Arizona University and joined the Army after completing his degree. He served as an intelligence analyst and linguist, specializing in Persian-Farsi. Andy is completing his MBA with a focus in business intelligence, he hopes to blend a marketing concentration with technological resources for implementation. Andy has worked on consulting projects for the Arizona Geological Survey to produce an economic impact report and Hexagon Mining to conduct market analysis for new markets in China and India. After graduation he hopes to work in the marketing field specifically market research. In his free time Andy likes to travel, hike and find excellent craft beer.

### **Richard Triana (Coach)**

Richard Triana graduated with an MBA and Master of Marketing from the University of Arizona in 2016, and with a BS in Science, Technology, & Society from Stanford University. As a student he competed in the John Molson International MBA Case Competition in 2016 and was recognized in other competitions for his ability to answer questions and present effectively. He was part of the partnership that advanced to the international finals for competitions with Henkel and 3M. He currently works at Sunquest Information Systems as Marketing Program Manager.

### **Loran Shamis**

Loran just graduated with her Master of Business Administration concentrating in Marketing and Master of Planning in December 2019. Loran holds a bachelor's degree in Sustainable Built Environments and has experience in a variety of topics such as local consumerism, wealth management, and economic development. Loran is interested in the collaboration of the public and private sectors to deliver equity to the community. In her spare time, Loran practices yoga, enjoys reading, and spends time with her family.

### **Lauren Betlach**

Lauren is a second year Master of Business Administration candidate at the University of Arizona. She is specializing in marketing and is currently working at McFarlane Toys in the Public Relations and Media Department. Lauren received her bachelor's degree in Business Administration at the University of North Carolina Greensboro, where she also competed as a Division I Athlete.





### **Justin Bosley**

Justin is from Parkersburg, West Virginia USA, and is pursuing a Masters of Business Administration from West Virginia University. Previously, Bosley received his Bachelor's Degree in Business Administration from West Virginia University at Parkersburg. During his undergraduate degree, Bosley worked as a Marketing Director at Bosley Rental & Supply, Inc. in Parkersburg, WV. In addition, during that time he was also named to the Coca-Cola West Virginia All-State Academic Team for academic excellence and service to the community. Bosley is also a proud Eagle Scout. After graduation, Bosley plans to pursue a career in business consulting, or finance.

### **Ashley Bruner**

Ashley is from Morgantown, West Virginia USA and is an MBA Candidate at West Virginia University. She graduated in 2019 with a B.S. in Accounting from WVU's College of Business and Economics. Currently, she is a graduate assistant with WVU's Encova Center for Innovation and Entrepreneurship, assisting in efforts to help young entrepreneurs in West Virginia succeed and start businesses in the state. After she completes the MBA program, Ashley hopes to stay in West Virginia either in the non-profit sector or in consulting, working to help solve problems for local businesses and helping to attract people to the community.

### **Ryan McCarty**

Ryan is from Parkersburg, West Virginia USA, and he is pursuing a Masters in Business Administration at West Virginia University.

Ryan Graduated from West Virginia University with a Bachelors of Science in Mechanical Engineering and a Bachelors of Science in Aerospace Engineering in May 2019. Throughout pursuing his undergraduate degree, he has held internships with Barrios Technology, Mesker Door, and Constellium Rolled Products.

Currently, Ryan works for the West Virginia University's Vantage Ventures part time. Ryan plans on using all of his degrees after he graduates in order to pursue management in engineering.

### **Alan Napier**

Alan is pursuing a Master's Degree in Business Administration at West Virginia University. He completed his undergraduate studies at Indiana University - Bloomington, earning a Bachelor of Science degree in History, and a Bachelor of Science Degree in Decision Sciences, Management and Organization Theory and International Business from The Kelley School of Business. During his career, Alan has managed several large IT and consulting projects before pursuing a career in financial planning and investment management. Alan currently owns and operates small businesses and resides in West Virginia, USA.



### **Zohar Gershoni**

Zohar did her bachelors in Social Work at Ben-Gurion University of the Negev with honors. During her BA studies she worked and volunteered in various non-profit education-oriented organizations, various local communities and in mental care institutions. She was also the student union's coordinator for gender equality and prevention of sexual harassment in the academy, while assisting victims of sexual assault. Today, she is an MBA student at the Mandel institution for social leadership. Zohar currently works in the public sector, as a coordinator for a social program assisting high risk youth in the Israeli periphery.

### **Noam Kleifeld**

Noam holds honors BA in politics and sociology from Ben-Gurion University. Noam is a social activist, and believes in the ability of people to change their immediate and distant environment. As a part of this, she established a social venture to increase civil involvement in politics, managed an organization that works to improve the cultural aspect in the periphery, and today she works as a Content and Administration Coordinator in a Hub for social entrepreneurship of the JDC.

### **Maayan Hadass**

Maayan holds a BA in social work from the Ben Gurion University. Originally from Yavne, Maayan is a social activist and participates in various NGO's. After her army service as an officer in the Educational Unit, she participated in The Jewish Agency's international development program 'Project TEN' in India. Maayan is currently working as the Head of Community Relations, in the employment center in Be'er-Sheva. Currently she is an MBA student at the Mandel institute for Social Leadership.

### **Ahinoam Mauoda**

Ahinoam did her bachelors in Management and Israel Studies from Ben-Gurion University of the Negev, before joining the Mandel Social Leadership MBA program. After her army service, Ahinoam worked in an NGO that is aiming to connect teenagers across the orthodox-secular spectrum in Israel. During her B.A., Ahinoam did an internship in the "Gav-Yam Negev" Hi-Tech Park in Be'er-Sheva. In addition, she had participated in the Arni C. Thorsteinson Study Exchange Program in cooperation with the University of Manitoba and Asper School of Business in Canada. She also worked as a teaching and research assistant at Ben-Gurion University. Over the past year, she has been working at Pareto Group Ltd, one of the leading consulting firms in Israel which advises senior managers in the Government, the public sector and leading public companies.

### **Igor Ronin**

Igor completed his B.A studies in industrial and management engineering and currently is an MBA student in the Mandel Program for social leadership & management in Ben-Gurion University of the Negev. Igor currently works as a manager of "Scientific Leadership" Youth Program and coordinates STEM studies in different cities in Israel. During his B.A studies Igor got a scholarship from the ISEF foundation and volunteered as a mentor for low social-economic status kids.

### **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. Currently as the owner of Magid Consulting, Meital provides consulting and guidance services through tailor-made workshops.



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### Van van der Merwe Zyl

Van is an investment analyst working in Cape Town. He also gained professional experience in the assurance and banking industries, where he worked with FMCG, agri-processing and manufacturing companies. Prior to enrolling in the modular MBA programme at UCT GSB, he studied accounting & was awarded the CFA charter. In his case-team for the JMICC, Van Zyl's primary responsibility is to analyse and forecast the financial impact and viability of the strategic recommendations.

### Shivani Ghai

Shivani is currently pursuing her MBA at the University of Cape Town's Graduate School of Business. She has helped clients around the world make their facilities safer and more reliable through the implementation of Risk-Based Inspection and Mechanical Integrity Programs. She holds a Bachelor of Science in Aerospace Engineering from Texas A&M University. In the future she hopes to be part of an organization that demonstrates a culture of empowerment, sustainability, and innovation. Her passions include travel, hiking, yoga and educating and empowering the young and restless.

### Jane Obree

Jane is currently completing her MBA at the University of Cape Town's Graduate School of Business. After completing a Bachelor of Commerce degree in Finance and Economics at UCT, she was selected for a leading retailer's Graduate Programme where she gained in-depth retail experience across various business units including Marketing, Finance, Operations, Merchandising and Supply Chain. She has since worked for two of South Africa's largest retailers in Fashion Merchandising and Planning and is passionate about driving sustainability in fashion retail.

### Johannes Schüler

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 provides consulting services 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.

### Rihana Hoosain (Coach)

Rihana is currently completing her MBA at the UCT Graduate School of Business. Her professional experience spans over 12 years in the technology and telecommunications sectors where she held several key strategic roles focussed on innovation, product development, M&A and go-to-market strategy. She currently heads up the Product & Innovation business unit at a leading telecommunications provider in South Africa. Her passion for technology started with her education in computer science at the University of the Western Cape where she later completed a Bachelor of Commerce Degree in Finance and Economics. Rihana was a participant at the 2019 John Molson International Case Competition and returns this year as a Coach on the UCT GSB team.

### Kate Herringer

Kate is completing her MBA at the UCT Graduate School of Business. She qualified as a chartered accountant in 2013 after completing a Business Science degree with honours in finance and accounting from UCT. She is currently working as a senior executive in the corporate finance department at Mazars.





### **Amanda Cimino**

Amanda is a food engineer, by Unicamp, and is currently pursuing the International MBA at FIA. She has been working in R&D for 9 years, first in Cargill's Innovation Center of Latin America and since 2017 in Tate and Lyle's development team. She has developed social jobs in local communities, implementing food factory and processes. Amanda also works in an integration project between academy and industry, mainly sponsored by Tate and Lyle and Unicamp.

### **Haruka Seki**

Haruka is currently pursuing her MBA degree at FIA Business School. She has a Bachelor's Degree of Business in Tourism and Hospitality. In the past 10 years, she has lived and worked in Hong Kong, Australia and China and has built her career in hotel, healthcare and retail industry. She is fluent in Japanese, English, Mandarin, Cantonese and Portuguese.

### **Mauricio de Lima**

Mauricio is a Sr Manager of Operations and Planning at Ubisoft Entertainment. He built his career working in different fields and companies, from IT in a Bank, Logistic in a Commodity Trading Company, Operations in a Video Game company to Business Development and Strategy in Esports. Developing strong relationships is the foundation of everything he does, both professionally and personally. MTech in International Business and Foreign Trade at Anhembi Morumbi University and currently pursuing the International MBA at FIA.

### **Rodrigo Diogo da Silva**

Rodrigo has a Civil Engineering Degree, a Project Management Post Graduation at FGV and is an International MBA Student at FIA. He has more than 10 years of experience in Supply Chain and is responsible for External Manufacturing Sourcing at Mondelez International in Brazil.

### **Prof. Samantha Mazzero (Coach)**

Prof Samantha is the academic director of Profuturo-FIA's International MBA. She is a mathematician from the University of São Paulo (USP), holds an MBA in Marketing, MBA in economic & financial management, and MSc and Ph.D. from USP in Corporate Foresight & Strategy area. Her professional experience includes more than 18 years in multinational pharmaceutical companies in Business Intelligence and Marketing. She has been a professor for postgraduate students since 2008 for research & market analysis, segmentation and targeting. She joined FIA in 2013 to teach International Management for the International MBA.

### **Gino Olivato (Coach)**

Gino has an engineering degree in electronics and an MBA in Technology and Innovation (FIA 2006). He has been working at the Intelligent Transportation System market for the past 12 years. He has completed his Masters Degree in Business Administration at FIA Business School in April 2018.



# Insper

## Décio Paula Neto

Born in the state of São Paulo, Brazil, Décio has a degree in Journalism by Unesp (Universidade Estadual Paulista), a Master's degree by Universidad Complutense de Madrid and he is currently pursuing Executive MBA at Insper. His professional journey encompasses from content production for media companies to design and execution of corporate communication and marketing strategies in Brazil and Latin America. He played a major role in marketing specialties such as branding, internal communication and advertising. His most recently held position was as the leader of International Marketing of Itaú, the largest privately-owned financial institution in Latin America.

## Nahana Caetano

Nahana, an Insper MBA candidate, comes from a strategic planning and project management background, with experience both in FMCG and in software development. Graduated in Law and Business Management, and with a previous MBA in Strategic Planning, she has been able to lead M&A and integration initiatives, develop roadmaps for inorganic growth, plan and implement major operational model restructuring, and develop category expansion to other market segments in Brazil.

## Romilson Teles

Graduated in 1995 in Electrical Engineering, Post Graduate in Administration in 2006. Professional Development in Industrial Environment in companies like Eaton, Siemens and SICK sponsors for more than 20 years. Focussed on business targets and people development in order to inspire senior management to challenge himself and deliver better

## Tobias Walzberg

Tobias is an agronomist graduated from the "Escola Superior de Agricultura Luiz de Queiroz" (ESALQ - USP) in 2014 and is currently pursuing an Executive MBA degree at Insper/SP. His Professional experience has been built in Investments and Real Asset Management within the Agricultural sector. Tobias is responsible for Business Intelligence activities at Westchester Group Investment Management in Brazil, focusing mainly on financial modeling of agricultural properties, and the preparation of approval materials for investor analysis. In addition, Tobias is responsible for the analysis of new investment opportunities and development of investment strategies within the Latin American agriculture market.

## Leonel Molero

Doctor degree from the University of São Paulo - FEA, where he also obtained his Master Degree in Finance. Bachelor's degree in Business Administration from Fundação Getúlio Vargas. Author of the book: Derivatives – Trading and Pricing (Derivativos: negociação e precificação). Published several articles in academic journals such as: The Australian Journal of Agricultural and Resource Economics, Brazilian Business Review and USP Research periodic and other publications. I am professor in Financial dDrivatives for classes in MBA in Finance and courses for treasurers in companies and banks.



### **Ismael Almandos**

Ismael Almandos, was born in Minas, a small town in Eastern Uruguay. At an early age his parents moved to Montevideo, the capital city of the country, so that his father could study engineering there. Following in his father's steps, Ismael now holds a Bachelor's in Electrical Engineering from UDELAR and is pursuing an MBA at ORT University. After graduating from university, Ismael specialized in telecommunications and worked in the field of service providers, system integrators and as a professor of computer networks at ORT University. Nowadays Ismael lives in a house near the beach of Montevideo with his wife and 4 year old son. His passions are writing computer programs and practicing with his son the Uruguayan national religion: soccer.

### **Lucia Bacigalupi**

Lucia Bacigalupi was born in Paraguay, spent her childhood between Uruguay, Mexico and Argentina and now lives in Uruguay. She holds a Bachelor's degree in Architecture from ORT University, a Master's Degree in Architectural History and Theory from the University of Edinburgh and is an MBA candidate. Lucia's favourite activity is to get lost in a new city (mostly because she has no sense of direction) and discover its history and culture through its architecture. Lucia hopes that completing an MBA will allow her to successfully run a studio and leave her own mark wherever she lives.

### **Claudia Rodriguez**

Claudia is currently pursuing her MBA degree in ORT University after completing her Degree in International Affaires at UDELAR. She leads a team of 20 people as a Customer Care Manager at Ralesur S.A. DB Schenker partner in Uruguay where she has been working for the past 24 years. Claudia studied drama and despite no longer being an actress she still enjoys theater very much. Her current passions are patchwork and quilting. Claudia has been married to Emiliano for 21 years and their 19-year son, Esteban, started college this year.

### **Daniel Segovia (Coach)**

Daniel Segovia holds a degree in Communication Sciences, an MBA and a Post Graduate Degree in Business Intelligence and Marketing Metrics. He has worked in the e-commerce industry for more than 8 years and he is currently working as a CRO for one of the largest e-commerce companies in Uruguay. As a philosophy of life, he believes that there are no dogmas in the world that cannot be changed and that each person can be a leader in it. He has been vegan for more than four years and a Sempai in martial arts for more than twelve.

### **Prof Luis Silva-Domingo (Coach)**

Professor Silva-Domingo is the MBA Director at the Universidad ORT Uruguay. He holds a PhD in management control systems of outsourced activities (UV, Spain) and an MBA from UCD (Ireland), and is an Industrial Engineer (UR, Uruguay). After a corporate career in strategy design and management control systems, he has kept an intense consulting activity that nurtures his lectures and his research. He has lead projects for small companies to MNCs, for non-profit organizations, for state-owned organizations, and for international institutions such as Interamerican Development Bank, United Nations Development Program, and European Union.

### **Joanna Peluffo Velarde**

Joanna Peluffo Velarde is currently pursuing her MBA at ORT University. Joanna works as a Post Investment Specialist at Uruguay XXI (National Investment Promotion Agency) and an independent research assistant with a special focus in international trade in services (ALES, IDB). Joanna is passionate about staying on track by helping others which is why she runs a renowned Uruguayan book club which actively promotes reading and literacy. She also joined the Global Shapers community to connect with young leaders to undertake impactful local volunteering projects to improve her community.





### **Anne-Kathrin Anderie**

Anne-Kathrin is currently in her second year of her Master in Business Administration with Technical Qualification minoring in Process Engineering. She specializes in Marketing and Digital Transformation Management. Anne-Kathrin gained work experience in Product Marketing while interning at Hager Group. In her free time, she enjoys to play tennis and travel.

### **Caroline Kalbfuß**

Caroline Kalbfuß is currently in the third year of her Master studying Industrial Engineering and Management with a minor in Process Technology. She specializes in Marketing and in Resource and Energy Economics. As an intern and working student she gained work experience in process technology and business administration in Germany as well as in Canada. In her free time, she enjoys horse riding and skiing, and to travelling with friends.

### **Christopher Pütz**

Christopher teaches at the Management Department of the University of Kaiserslautern in the area of Marketing with a focus on Strategic Marketing. He holds a H11:H13 master's in industrial engineering and management with a minor in Chemistry of the University Kaiserslautern. In his Master he specialized in Strategic Management, Finance and Marketing. Christopher is currently enrolled in a PhD Program at the University of Kaiserslautern in the field of Marketing. He gained work experience as a working student in different departments of the foil manufacturing company Pütz GmbH + Co. KG. In his free time, he competes in international Acrobatic Rock'n'Roll with his sister.

### **Jim-Henrik Hummel**

Jim is currently in the first year of his Master in Industrial Engineering and Management minoring in Mechanical Engineering. He specializes in Operations Management and Marketing. He gained work experience as a working student in different departments of the ventilation, air condition and cooling system company Air Concept Hamburg GmbH. In his free time, he enjoys traveling, participating in rugby and soccer matches.

### **Marcel Mallach**

Marcel is currently in his last year of his Master in Business Administration with Technical Qualification minoring in Mechanical Engineering. He specializes in Entrepreneurship and Marketing. Marcel gained work experience during an internship at Bosch Rexroth's logistics department. Further, he attempted a startup which provides innovations in accessories. During his studies, he spent one semester in Oulu (Finland) and one semester in Barcelona (Spain). In his leisure time he enjoys photography, sports, hiking and traveling .



### **Dario Foese**

Dario is a second-year master student in Economics at HHU Düsseldorf, majoring in Competition and Regulation. In 2017, he graduated with Bachelor's degree in Economics and Political Sciences from the University of Cologne. To gain further academic and professional experience, he spent a semester abroad with an included internship in Washington DC, USA. In addition to his academics, Dario was trained as a reserve officer in the German Army, where he serves part-time as an officer in the airborne forces.

### **Johannes Klein-Peters**

Johannes is a second-year master student in Business Administration at HHU Düsseldorf, majoring in Corporate Management, Johannes builds upon his Bachelor studies in International Management at the University of Applied Sciences Düsseldorf. Johannes deepened his communication and analytic competencies at ERGO Insurance in the field of Marketing and currently, he currently works in Corporate Strategy and M&A at Hüttenes-Albertus, a hidden champion in Düsseldorf.

### **Kathleen Weymann**

Kathleen is a second-year master student in Business Administration at the HHU Düsseldorf. She focuses on management, sustainability, and finance. After earning her Bachelor's degree in Business Administration in 2018, she did an internship in the field of sustainability audit in Frankfurt. Currently, she gains further practical experience through her working student employment in sustainability consulting.

### **Lena Schätzlein**

Lena is a PhD candidate at the Institute of Sustainability Management at the HHU Düsseldorf with a focus on Impact Investment in Social Enterprises. Previously, she worked as a project manager in the service sector. Lena holds a B.Sc. in Business Management and Economics and an M.Sc. in Sustainability Management.

### **Sven Wauschkuhn**

Sven studies Business Administration at HHU Düsseldorf. He graduated from the University of Applied Sciences Düsseldorf with a Bachelor's degree in International Management. He currently is a working student in a business consultancy advising entrepreneurs and start-ups. Sven volunteers as a personal consultant of a displaced family from Syria. His favorite activities on a Sunday are playing soccer or spikeball, enjoying a Scorsese movie, or watching the NFL.

### **Laura Schäfer**

Laura is a second-year master student in Business Administration at HHU Düsseldorf. After earning her Bachelor's degree at the University of Applied Sciences in Mönchengladbach in 2018, she worked as intern at the HQ of Volkswagen in Wolfsburg, Germany focussing on procurement and negotiations. She currently gains further practical experience through her working student employment in a consulting firm specialized in purchasing, supply chain management, and lean production.

### **Prof Dr Rüdiger Hahn (Coach)**

Prof Rüdiger is the Henkel-Endowed Chair of Sustainability Management at the HHU. He participated in the MBA-ICC in 2005 and was a Coach 2006 - 2016 (JP Brunet Coach Award 2014).

### **Hagen Jander**

Hagen holds a B.Sc. in Information Systems and an M.Sc. in Economics. He is currently a doctoral candidate at the Chair of Management at the HHU Düsseldorf. From 2012 to 2014 Hagen worked as an IT consultant and solution architect for a multinational software corporation. Since 2014, he has been working for an international management consultancy in Frankfurt.



### **Albert Gorlick**

Albert studied International Business and successfully obtained a bachelor's degree. While working in Spain in the IT dept..., his interest in IT topics sparked and he decided to pursue a Master's in Management Information Systems at Paderborn University, with a strong focus on data science. During his master's, he spent a semester abroad in Athens, and is currently working in IT consulting.

### **Marvin Klose**

After completing his Bachelor's studies, he worked for three years as an IT consultant for an agricultural machinery manufacturer. During this time, he lived one year in China, working in a project within a subsidiary of the company. Currently, Marvin is pursuing his master's degree in Management Information Systems at the Paderborn University. Besides working and studying, he loves traveling, playing soccer, and running.

### **Clara Reed**

Clara is currently completing her master's degree in Taxation, Accounting, and Finance at Paderborn University. She has worked in the tax department of an internationally operating automotive supplier and in an IT restructuring project for HR processes in a multinational company operating in the food processing industry. Currently, she is a member of the Student Council, the Paderborn Racing Team, and loves to travel.

### **Matthias Balkenhol (Coach)**

Matthias is pursuing his Master's degree in Business Administration and Economics with a focus on finance and is in his final semester. Prior to joining Paderborn, he completed an apprenticeship as a banker and worked as a consultant at a regional bank. In addition to studying, Matthias is very interested in golf, soccer, and hiking, and spends some time on the trails of his homeland. The responsibility as a Coach appeals to him very much.

### **Rico Heuchel (Coach)**

Rico is pursuing this Master's degree in Business Administration/ Finance at Paderborn University. He spent a semester abroad in Sendai (Japan) and Graz (Austria). Rico's interests are in the field of banking, financial markets, and risk management. He has already gained working experience at the Association of German Banks in Brussels, at the German Stock Exchange, at the Deutsche Bundesbank, and at KPMG in Frankfurt. Having worked at the Chair of Controlling in the past, he is currently a research assistant at the Chair of Finance. After participating in the competition in 2019, he is looking forward to Coaching the UPB - Team this year.

### **Jona Vogel**

Jona is pursuing his Master's degree in Business Administration at Paderborn University. He holds a Bachelor's degree in Business Administration from the Nordakademie and gained valuable insights in the fields of Business Development, Controlling, and Sales during his dual studies. Currently, he works as a Business Developing Manager and is responsible for controlling, forecasting, marketing, and the transformation and optimisation of operational structures. Besides working and studying, he is the treasurer of the Paderborn Model United Nations Club.

### **Louisa Vogt**

Louisa holds a Bachelor's degree in International Business studies with a focus on Human Resource management. After completing her bachelor studies, she spent 9 months in New York City as an intern in the Human Resource department of an international fashion company. For her master's degree in International Business Studies, she returned to the Paderborn University. Since then she is working in the university's startup incubator, where she developed interest for innovation and consulting. In her leisure time, Louisa likes to travel, cook, and meet family and friends.





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### **Carolyn Krohn**

Carolyn started her master's degree in Marketing and Information. Besides her studies she engages in student clubs such as Enactus and Venture Club Münster. During her studies and volunteer work she spent several months in Sevilla, Spain and León, Mexico.

### **Theresa Humpe**

After completing her bachelor's in business administration at Münster University, Theresa has started her master studies in accounting. She is currently working as student assistant at the Chair of International Accounting. As a member of the University Münster Case Club, she helps to organize the annual international case competition in Münster.

### **Robin Büchter**

Robin is a graduate student at WWU Münster in Germany with a major in Accounting and a minor in Management. After his Bachelor, Robin gained work experience in Corporate Finance, M&A as well as management accounting in two management consultancies. His professional focus lies in management accounting and reporting in the context of the current megatrends. Robin uses his leisure time for sports, especially pole-vaulting and hurdle running.

### **Simon Jeurissen**

Simon is currently pursuing his Master of Science degree in Accounting and Finance at Münster University. During his undergraduate studies in Germany and Finland, Simon has gained work experience in audit, management accounting and finance. In the last two years, Simon participated in case competitions in the US, Europe, and Asia. Furthermore, he has worked as a Teaching Assistant in an undergraduate case study course at Münster University and is also head of the local case club. In his spare time, Simon loves to travel and does all kinds of sports.

### **Florian Droese**

Florian is currently in the first year of his PhD program at the University of Münster. His research focuses on Management Accounting. During his Master's degree, which he majored in Accounting, he spent a semester abroad in Norway and gained practical insights in the sales controlling department of a retailer. He also volunteers for an organization that aims to reduce the inequality of student eligibility for working-class children in Germany. Together with his Coach partner Simon, he is looking forward to an exciting competition and meeting interesting people from all over the world.

### **Florian Bunn**

Florian is currently writing his master's thesis as a part of his M.Sc. in Accounting and Management at University of Münster. Florian completed internships in audit, M&A, corporate business development and strategy consulting. Florian is currently working as a graduate research assistant at the University of Münster and has worked abroad in China, UK and Ireland. In his spare time Florian loves to travel and swim.

### **Bastian Kerber**

Bastian is currently pursuing his master's degree in Business Administration with a focus on Management at University of Münster. During his undergraduate studies in Germany and his following employment, Bastian collected work experience in strategy consulting and implementation. Furthermore, he acquired skills in project management methods and communication. Bastian was able to gather valuable intercultural competences since he worked in an international company and studied one semester abroad. In his leisure time, he likes to sail and to play all kinds of sports such as soccer and compete in triathlons and marathons. .



UCD Michael Smurfit  
Graduate Business School

### **Jitesh Goyal**

Jitesh is a consulting professional with more than 13 years of experience in delivering B2C and B2B solutions. Over the course of his career, he has worked across a broad spectrum of industries in areas of operations strategy, marketing and workforce transformation. He is currently working as Analytics & AI Senior Manager in Accenture's Global centre for innovation, The Dock in Dublin, Ireland. In his current role, Jitesh works in multi-disciplinary teams to shape new propositions and develop innovative solutions. Jitesh holds an engineering degree and is currently in his second year of the UCD Smurfit E-MBA program.

### **Mark Noonan**

Mark is a chartered accountant with over 15 years of experience working across multiple industries including FMCG, Hospitality and Sports. He is currently working as the Head of Finance for PepsiCo Ireland and is based in Dublin, Ireland. In his current role, Mark leads the finance team and is also part of the leadership team for the Irish business developing strategic and operational plans to grow the market.

### **Sheila Courtney**

Sheila is a Project Manager with over 7 years experience in the pharmaceutical and biopharmaceutical sector. She has worked in multiple manufacturing and support roles in small biotech companies as well as large multinational companies. In her current role, Sheila leads new business assessment at a contract pharmaceutical manufacturing site. Sheila is a Chemical & Bioprocessing Engineering graduate from University College Dublin and a Chartered Member of IChemE. She is currently in the second year of the EMBA at the Smurfit Business School, University College Dublin.

### **Aisling Murphy**

Aisling is a qualified pharmacist with over 10 years of experience across retail pharmacy and the pharmaceutical industry. Aisling is currently a senior health economist in Novartis Ireland and is based in Dublin. He leads the health economics team which is responsible for obtaining national reimbursement for medicines, along with generating evidence of the value the said medicines bring to the healthcare system. Aisling holds a masters in both pharmacy and health economics; and is currently in her second year of the UCD Smurfit eMBA program. Outside of work Aisling is a keen open water swimmer.

### **Fiona Leavy**

Fiona is a community pharmacist with over 7 years patient care and people management experience in Ireland and the UK. Fiona is currently working across a chain of retail pharmacies based in Dublin. Fiona is accountable for the legal and ethical professional medicine decisions in store. Fiona holds a Masters of Pharmacy degree from the Robert Gordon University in Aberdeen and is currently in her second year of the EMBA in Smurfit Business School, UCD. Fiona enjoys keeping fit and is hoping to represent UCD Smurfit at the MBA Rugby World Cup being held at Duke University in April 2020.

### **Professor Patrick Gibbons (Coach)**

Professor Patrick Gibbons was appointed Jefferson Smurfit professor of Strategic Management in 2003. He graduated with a PhD in Strategic Planning and Policy from the University of Pittsburgh. His educational qualifications at Bachelor's and Master's levels were gained at UCD. Before entering academia, he worked in a number of financial and corporate strategy roles.



### **Yannick Fryters**

Yannick is currently pursuing towards her MSc degree in Business Management at Nyenrode Business University. During her Bachelor in Hotel Business Administration she has lived in Barcelona for 6 months, travelled through Asia and Costa Rica. Yannick has been working in the hospitality and marketing industry ever since she was young and continues to do so along with her studies. By attending the course Case Based Leadership during her MSc, Yannick got truly interested in solving business cases and is eager to take on every challenge that crosses her path. In her spare time, Yannick loves to enjoy good food, spend time with friends and family, ski and snowboard, and dance.

### **Juan Perez**

Juan is currently pursuing towards his MBA degree in Nyenrode University. After his exchange studies in Singapore last spring, Juan has been working in investment banking and continues to do so along with his studies. Solving top-notch financial problems in the field of banking, he got truly interested in solving business cases and is eager to take the challenges outside the financials. He has also gained work experience in asset management while working in a Family Office. In his spare time, Juan loves to travel, enjoy good food and lift weights in the gym.

### **Willem Van Donge (Coach)**

A returning Coach who's hoping the team is as successful in the case competition this year as in last year's beer pong competition. Looking forward to meeting teams and Coaches from all over the world. Really proud of his motivated and eager to perform team of Nyenrode students. Willem lives in Amsterdam, loves running and going to the gym almost as much as eating and drinking.

### **Jesper Mentink**

Jesper is currently pursuing towards his MSc in Management degree at Nyenrode Business University. During his Bachelor and Master study, Jesper worked on a variety of real-life company projects, did an internship in Romania and Dubai as Business Analyst, and studied in Austria in order to gain additional knowledge in the field of economics. Solving business cases and participating in case competitions motivates him to get the best out of himself. Besides school and work, he loves to travel, play rugby, and enjoy food for obvious reasons.

### **Govind Mallurwar**

Govind is currently pursuing his MSc in Management at NBU. Along with studies, he is presently taking hands-on experience in Sales and Operations planning at a leading FMCG company. Before started studying at NBU, Govind has worked for 3 years in Consumer Goods Industry. He is truly passionate about Supply Chain and Operations and keen to solve business challenges in the domain of emerging technology and its impact on businesses. Govind loves to spend his leisure time listening to music or traveling.

### **Koen Bouwmeester**

Koen is currently pursuing towards his MSc degree at Nyenrode Business University. Next to his MSc he also gained work experience in asset management while working in a Family Office, and managing his University's investment fund. During his BSc in Marketing, he went on exchange to Malaysia and held some jobs in retail & private banking and at a stock brokerage firm. He will bring creativity, marketing and finance knowledge to his team. When he's not being serious, he's drinking beers with his friends.





### **Gustavo Moutinho**

Gustavo is currently pursuing towards his MBA degree in Porto Business School, University of Porto. After finishing his studies in chemical engineering he went to work in the biggest brewing company in Portugal. After 5 years he decided to take a chance in Africa and accepted the challenge of managing the operations of an international beverages group in central-Africa (based in Angola). Solving complex industrial cases has been part of his daily routine. Business management was always an objective and the decision of pursuing an MBA degree was a natural step to take. In his spare time he enjoys traveling, mountain biking and rock climbing.

### **Bernardo Pequito dos Santos**

Bernardo is currently pursuing towards his MBA degree in Porto Business School. For the last years, he has been working in the venture capital industry investing in tech-based startups and doing business problem-solving and strategic advisory to those companies. He also is very interested in digital marketing and communication due to his experiences as an entrepreneur. Previously, he has also gained financial experience while working at an audit firm. Bernardo is also a strong supporter of volunteer educational causes and cooperates with a financial literacy ONG. In his spare time, Bernardo loves to play soccer, travel, cook and music.

### **Marta André**

Marta has 9 years of overall professional experience: in petrochemicals and the textile industry. She possess a technical knowledge in both these areas as well as managerial skills, having managed a team and led several key projects for the companies she has worked at. Marta has essentially worked in positions related to operations and commercial. Currently she is a MBA Magellan Candidate.

### **Laura Fernandes**

Laura Fernandes has Consulting experience in IT Software deployment, in the Architectural design of Finance, Logistics and Production Areas, as stepping stone for its deployment and operationalization, focusing on optimal production and efficiency gains. Project manager in ERP - Project steering and timeline plan, with coordination of resources. Operational intervention in the architectural alignment of the complete solution. Case solving truly involves a delicate combination of structured reasoning, soft skills and team work. Looking to improve all these skills and evolve to Strategy Consulting, within the MBA Course.

### **Prof Renata Blanc (Coach)**

Prof Renata Blanc holds a degree in Economics from FEP School of Economics and Management, MBA from Porto Business School and PhD in Business Sciences from FEP. She is a Professor at FEP School of Economics and Management and Porto Business School, dedicated to several areas from Management Control to Entrepreneurship and Business Case Analysis. She is the Director of the Full Time MBA at Porto Business School - The Magellan MBA (since 2017). Renata is also a senior consultant in the areas of management and strategy at Porto Business School. She had past experience in auditing and consulting at Deloitte & Touche



### **Johanna Sjoebloom**

Johanna has recently returned to Sweden and is currently undertaking an MSc in International Marketing and Brand Management at Lund University. The last seven years she has spent working and studying abroad – in six different countries. She has a long experience in working with various markets, particularly with establishing a company in a new Nordic country. As a result, Hanna enjoys an international setting with all the challenges and rewards that brings. If there is time left over, skiing is high on the priority list, especially, when she can jump into her red ski instructor uniform and teach.

### **Anna-Maria Ostermann**

Anna-Maria truly missed living abroad and thus moved to Sweden for her Master. She was ready for a change after working in Germany for two years and wanted to embark on new adventures. Growing up and working on a farm, her passion lies with agriculture and the food sector, so she used her business degree to work in marketing for an international agricultural machinery company. Anna-Maria is always up for a good challenge as she tries to live by Francis of Assisi's quote to "Start by doing what's necessary; then do what's possible, and suddenly you are doing the impossible".

### **Mats Urde (Coach)**

Mats is a researcher, teacher, and advisor in strategic brand management. He has a long track record of practical experience from projects with Electrolux, ABB and IKEA among others. As associate professor, he heads Lund Brand Management Group. He works with field-based research on Volvo, the Nobel Prize Foundation, and the Swedish Monarchy. He published one recent Harvard Business Review article, and two HBS cases. Mats heads the case-based master course Strategic Brand Management and Reputation. Mats have received the students' "The Teacher of the Year" award. In his spare time Mats like sailing and Icelandic horse riding.

### **Ákos Nagy**

While it might be difficult to pronounce his name the first time, you will find Ákos easy to talk to. After having his finance MSc completed, he has spent four years as management consultant, internal process consultant and financial controller in two countries. Nevertheless, his inner geek drew him back to university in pursuit of a second degree: IT. Nothing excites Ákos more than untangling a complex case of digital transformation after a morning jog. If this sounds like fun, and you are looking for someone to discuss the future of business with, do give him a shout!

### **Gustaf Nordin**

Gustaf is pursuing an MSc in finance. However, he sees it as a socially acceptable excuse to spend days researching stocks - his passion. Gustaf has been the president of the university's finance society, in and out of London on summer internships and a small-cap analyst at one of Sweden's largest asset managers. Anything with a long-term angle catches Gustaf's attention; as such, he co-built one of Sweden's largest sustainability rankings. Gustaf is a notorious optimist and can't wait for the next opportunity to crack a business joke. You'll often find him with a 10-K on his spare time.



Adam Smith  
Business School



### **Erick Omar Trujillo Nunez**

Erick holds a Bachelor of Economics and a MSc in Banking and Financial Services from the University of Glasgow. He has worked over three years for one of the largest construction companies in Mexico as a Financial Analyst, where he also held the position of Investment Analyst. Currently he is the President of the Latin American Society of the University of Glasgow and is pursuing his MBA at the Adam Smith Business School.

### **Sorawit Tantrakulcharoen**

Sorawit began his career as a Quality Services Engineer in the automotive industry and within a year, Sorawit was promoted to be Project Leader, working for BMW to assist them with a local transportation project, involving the re-design of a new logistics plan. Sorawit has strong managerial experience, and is an extremely creative entrepreneur and businessman, with wide-ranging experience in many different industries, providing him with the ability to achieve his business goals early on in his career.

### **Alison Gibb**

Alison Gibb joined the Adam Smith Business School in 2016, following an extensive career in industry where she gained substantial international experience marketing. Alison has a wealth of experience as a marketer having held a number of senior roles in a variety of sectors, which include food and drink as well as electronics. She is an active member of the Marketing Society Scotland and is currently serving as a member of their advisory council. Her strengths include brand positioning, brand management, marketing project management, communications and executional excellence.

### **Jaime Gallardo Tarango**

Jaime is pursuing his MBA at University of Glasgow focusing on Change Management. His background as Engineer and his experience in government institutions in B2B and B2C activities gave him the opportunity to shift his perspective in business. His projects have been for changing people mindsets, systems, strategies and negotiation which all combined bring him the vision to study more and learn in an international high ranked university to develop and improve his skills and knowledge.

### **Katie Lombardo**

Katie is pursuing an MBA at the University of Glasgow. She recently earned an MLitt with Distinction in Renaissance Art History from the University of Glasgow. She has worked for cultural exhibits and film festivals, including National Geographic's All Roads Film Project, the Gold Coast International Film Festival, New York Comic Con and Downton Abbey: The Exhibition. In 2018 she was a contestant on Jeopardy!, the beloved quiz show.

### **Dijuan (Julie) Cao**

Dijuan has over 5 years' working experience in marketing gained in the industry of FMCG and healthcare. She started her career as a management trainee in Carlsberg China, where she built her expertise on managing integrated marketing campaigns. Her recent role was a product manager expanding e-commerce business for a leading healthcare company in China. Coming from a background of Journalism, Dijuan values interpersonal relations and aims to bring out the best in her team. Now as an MBA candidate in the University of Glasgow, Dijuan is focusing on building her leadership skills, strategic thinking and international perspectives.





### **Jane Maher**

Based in Dublin Jane is a Global Brand Manager in the FMCG industry, specifically in the Irish whiskey business. Her experience stretches across marketing, sales & operations in the US & EMEA regions. In addition Jane has extensive understanding of whiskey and takes every opportunity to educate others on the history, craft & science behind the process. Previously, she lived and worked in California for 4 years managing the fast-paced growth of the Tullamore DEW business in the US by implementing the brand's growth strategy, managing distribution and building key partnerships.

### **Sarah Jane McGuigan**

Sarah Jane is an Operations Director for a fast scaling Irish tech start up. She has an undergraduate in Marketing and a Msc in Human Resource Management. She's worked with both large multi-nationals and small start-ups bringing them through seed and series funding. Her strengths are problem solving, execution and taking strategy and aligning it to individual departments to support delivery. She has strong relationship building and analytical skills and enjoys fast paced, changing environments where a need for agility is key.

### **Dr Pat Kenny (Coach)**

Dr Pat Kenny is a Senior Lecturer in the College of Business Technological University Dublin where he teaches Strategic Management to final year undergraduates and on the MBA program. He has a Bachelor of Business and Legal Studies degree from University College Dublin, a Master of Business Studies degree from Smurfit Graduate Business School at University College Dublin and a PhD from the University of Stirling.

### **Graeme Phelan**

Graeme Phelan is a senior project Manager in Bloomberg's Dublin office where he oversees implementation of their core Data Management System for large financial institutions around the globe. Graeme, along with his wife Angela is also the owner of a number of successful restaurants in Dublin. In his spare time, when not studying for his MBA, Graeme enjoys rock climbing, writing and long distance running.

### **Dean Murphy**

Dean is a motivated self-starter with over 10 years' experience running his own motor transport business. He has founded two other companies and been involved in numerous partnerships in his professional career. His degree in business and legal studies gave him the scope he needed to grow the company. Being involved in every aspect of the business has given Dean a wide range of skills desirable in business. The MBA has further broadened his horizons and he is currently researching new business avenues.



### **Betsy Jimenez**

Graduated from Architecture at Universidad Iberoamericana (UNIBE). Outstanding student of Smart and Resilient Cities Program at ELISAVA in Barcelona. MBA 2018 student at BARN Management School. Business owner of an Architectural Firm. Passionate about business, technology and improving life quality of human beings through design and technological disruptions.

### **Alexander Diaz**

Mechanical engineer from Instituto Tecnológico De Santo Domingo (INTEC) with a MSC in Maintenance Engineering. Procurement Analytic Champion. MBA 2018 student at Barna Management School. Currently working as a Regional Procurement Process and Performance Manager, leading the cost strategy for 6 countries at AB-InBev. Passionate about results and teamwork. Loves good beers and working for a higher purpose.

### **Nathalie Duarte**

Industrial Engineer graduated from Instituto Tecnológico de Santo Domingo (INTEC) in 2014, with a master's degree in Supply Chain Management and currently an MBA student at Barna Management School. Experienced Business Controller with a demonstrated history of working in the Food & Beverages (FMCG) industry. Currently working as Sales Controller at Nestlé. Passionate about the business environment, process improvement, technology and getting to know different cultures while traveling the world.

### **Loren Medrano**

Graduated from Social Communications at Pontificia Universidad Católica Madre y Maestra (PUCMM) in 2016. Maximum Excellence Winner getting a summer internship at most important newspaper in Spain: El País. MBA 2018 student at BARN Management School. Currently, working as Premium Beer Marketing Manager at AB-InBev. Young Lions Marketers Winner 2019. Positively passionate about Brand World & Corporate Social Responsibility.

### **Dr Fernando Barrero**

He is associate professor of finance and head of the research department at Barna Management School in the Dominican Republic. Prior to joining Barna MS 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 in corporate and entrepreneurial finances in South America and the Caribbean. His research interests lie in the role angel investors play in the development of entrepreneurial initiatives and how to enhance the growth of angel investment culture in Latin America. He is also an active member of the angel investment network in Colombia and the Dominican Republic.

### **Alternate Participants**

**Miguel Lopez**

**Karla Soriano**



### **Naijie Zhang**

After acquiring his bachelor's degree in management of Science from Logistics Engineering University Of PLA in 2007, he had been spending 12 years in logistics and freight forwarding industry while the function covered customer service, operation and Sales. The employers include global top players in this industry, Bollore Logistis (France) and FMS Logistics (Germany). He is now taking the One MBA program, a global executive MBA, in Xiamen University for improvement which may benefit both his employer and him.

### **Fan Zhang**

Zhang Fan is currently in the last year of the MBA program in Xiamen university. He has worked in companies such as Asus and Dell as a province Manager. He now plans to go into Investment after completing his MBA.

### **Hua Chen (Assistant Coach)**

CHEN is currently working at MBA center of Xiamen University as admission officer. She has more than ten years of experience in this area. In her opinion, business education is becoming more and more popular and important in China, and admission plays a key role in the competitiveness of business schools. It's a challenging work to target better students, and to improve enrollment quality, and she enjoys the challenges.

### **Juan Qu**

Juan Qu is currently in her second year of the 3-year MBA study in Xiamen University. She is interested in studying business case and strategy and enjoys her MBA class. During her 9 years of working time, she has worked in Lenovo global supply chain for 7years and in Lenovo Hong Kong AI Lab.

### **Wenhua Wu (Coach)**

Dr. Wenhua WU, former director of MBA Education Centre, is a full professor of Human Resources Management in School of Management in Xiamen University. She received her PhD degree in Management Science from Hunan University. She was a visiting academic at the University of Manchester from September 2001 to August 2002. Currently, she teaches Organizational Behaviour & Leadership, Human Resources Management for MBA students. Her interest of research has led her to publish articles in such journals as Modern Management Science, Management Review, and Research on Economics and Management. Dr. WU also had a wide range of work experience, with responsibilities for consulting services in several large companies.

### **Xiaoqi Han**

Han Xiaoqi, is currently in his second year of OneMBA program in XMU(Xiamen University). After acquiring the master degree from CAUC (Civil Aviation University of China), he has worked as engineer for 10 years in Xiamen Airlines, and took in charge of fleet remote diagnose and performance management in recent years. His passionate is not only in aviation industry, but also in outdoor sports, include hiking, skiing, diving, running. His life belief is keeping challenge himself and experiencing diversity of the world. Now he devotes himself into the business management study as his next challenge.





### **Julia-Adrienne Leuchtgens**

Julia is currently working towards her MBA degree at Nanyang Technological University in Singapore. She is a candidate of the double degree with the University of St. Gallen in Switzerland where she recently pursued her Master in Strategy and International Management. Julia has gathered extensive market management and key account management experience across different industries such as the insurance and tourism industry. Her strong multi-cultural background, international experience and passion for people have developed her ability to grasp the dimensions of complex situations quickly and adapt to new, diverse environments.

### **Peiqian Wang**

Peiqian is currently an MBA participant at Nanyang Technological University. As a Chartered Accountant from China, she brings with her extensive professional knowledge in finance and accounting. During her career in KPMG, she took charge of IPO engagements and assisted clients list on Hong Kong Main Board successfully. In addition, she has developed cultural intelligence through cross-cultural collaboration. Outside of work, she is actively involved in aiding education programs and hope schools, aimed at improving elementary education in underdeveloped regions in China. Furthermore, she shares a passion for sustainability and environment protection.

### **Akshay Regulagedda (Coach)**

Akshay leads data-science product initiatives at a global utilities firm, Sembcorp, acting as an interface between data science teams and business. He graduated from Nanyang MBA in 2015, and has been assisting teams prepare for the John Molson Case Competition every year since then. He also has a previous work experience in consulting and in civil-service, where he managed asset portfolios for a Singapore government board. In his spare time, Akshay loves to make Lego creations and explore new playgrounds with his daughter and wife.

### **Sai Krishnan Sundaram**

Sai is currently pursuing his MBA at Nanyang Technological University - specializing in Strategy and Innovation. After his undergraduate degree in Computer Science, he worked as a Product Manager at Ford Motor Company, managing a cloud-based global B2C product under the Digital Marketing portfolio of the company. Being an Agile development enthusiast, he specializes in planning product strategy, design and delivery, and managing lean teams and stakeholders. He is fluent in software development using web technologies and process automation. On the personal front, Sai is passionate about 'Structural Photography' and runs a blog about the same. He is also an active collaborator in various rural development and educational service initiatives taken by a non-denominational organization in India.

### **Muthamma Ganesh Malanda**

Muthamma is pursuing her MBA at Nanyang Technological University. As a CMA and a data analytics enthusiast, she has gained solid experience in the field of risk assurance and internal audit on a global platform. Muthamma has a keen eye for problem-solving and identifying business risks. During her time at PwC, she developed strategic capability to develop insights and deliver industry specific business solutions. She has led teams towards identifying financial misstatements and provided operational cost savings ranging from USD 40k - 6 million to multiple clients pan industries. With a breadth of interests, Muthamma is a trained Indian classical dancer and is a fitness enthusiast who plays squash. She also enjoys travelling and exploring new cultures.



### **Christina Fong**

Christina holds a Bachelor of Mechanical Engineering from Memorial University and has 5 years of work experience in the oil & gas industry. She is currently completing the MBA program part-time and is the Customer Success Lead at CoLab Software, a St. John's based tech company. Colab is a design review and issue tracking platform that is built for manufacturing teams and is changing the way engineers collaborate at some of the world's most innovative Fortune 500 companies. In her spare time you can find her sailing Newfoundland's beautiful coast or hiking in the summer, and snowboarding in the winter

### **Evan Foote**

Evan holds a Bachelor of Commerce from Memorial University and has worked in business lending and advisory-based roles since graduating. He currently is a commercial client relationship manager with Scotiabank in St. John's. While completing his MBA part-time, Evan spends most of his free time travelling/preparing for mountaineering adventures, working as a photographer, and performing with local bands. He has recently successfully summited the Matterhorn in Switzerland and intends to start the seven summits in 2020. His band, Tangerine Machine, has also recently released their debut album on streaming platforms worldwide.

### **Dr. Peggy Coady (Coach)**

Peggy is a faculty member in accounting and is the former Associate Dean for the MBA Program at Memorial University. Peggy won the 1996 Concordia Cup as a member of the winning team from Memorial University. Peggy has been involved in Coaching MBA case teams for almost 20 years and during this time has won the Richard Outcault Spirit Award, the Dr. J. Pierre Brunet Coaching Award and the 2017 Concordia Cup.

### **Curtis Whelan**

Curtis holds a Bachelor of Ocean and Naval Architectural Engineering from Memorial University. He has worked in various industries including: shipbuilding & design, transmission, renewable energy, and oil & gas. Curtis is a Project Lead for Growler Energy in the Renewable Energy sector. He is a strong consulting professional, skilled in project management, decision and risk analysis, construction execution, and early project framing. Curtis spends his free time playing baseball, golfing, reading, and enjoying the outdoors

### **Kim Sheppard**

Kim holds a Bachelor of Commerce from Dalhousie University and recently moved back to her birthplace of Newfoundland & Labrador to pursue her MBA. Kim's career has spanned various industries, from IT to not-for-profit health care. With strength in project coordination and process reengineering, she has held positions in several organizations including IBM and BMO Bank of Montreal. She is currently working with the Federal Government of Canada in St. John's. She spends her free time practicing yoga, baking, and spending quality time with her rescue dog.



**SCHOOL OF  
BUSINESS MANAGEMENT**

### **Hardik Doshi**

Hardik has always had a penchant for business. As a freshman, Hardik founded ArtistikIndia.com, an E-Commerce platform that supports local artists by selling their art globally while incubating their careers. Having won multiple personality competitions through high school, including Mumbai's largest, Vogue in 2011. His focus has now shifted towards Business Plan competitions. He has won a few, hosted by various colleges and companies such as Jai Hind college, NMIMS University and V-Guard. Hardik is also the recipient of The Harvard Diplomacy Award at Harvard's WorldMUN 2017 in Montreal. He was recently also awarded The Resolution Fellowship by The Resolution Project at Madrid in March 2019. He was awarded for founding Project Dakshata, a social venture that has developed a unique surface coating that is mosquito repellent, water proof and heat resisting to reinforce crop storage facilities and houses in rural India.

### **Anirudh Singh**

Anirudh has always had a keen interest in business plan and ideation competitions. Anirudh and team were the Finalist in the Social Impact Category (Global Rank-5) at GOMC, 2017. He also served as the vice-chairperson of the IET student chapter of NMIMS' MPSTME. He has participated in various technical and management competitions and represented his institute at the national level. He was a regional finalist in ACM ICPC 2016. Last year, Anirudh and team were second-runner up at V-Guard Big Idea Business Plan Contest 2018. He has also successfully completed a research project in Digital Marketing, which got published in McGraw-Hill.

### **Udit Bali**

Udit has always maintained a balance between academics and Co-curricular. He has taken part in various competitions - both business and technical. He was a regional finalist in ACM ICPC and represented NMIMS at the national level. One of the most noticeable victories was that at the V-Guard Big Idea Business Plan Competition where Udit and team bagged the second runner-up position. Udit and team were the Finalists in the Social Impact Category (World Rank 5) at GOMC, 2017

### **Arushi Agwarwal**

Arushi has always enjoyed being an all-rounder and apart from academics she has been actively involved with several school and college committees. Currently acting in the capacity of Joint General Secretary- International and Alumni Affairs with MUN Society, MPSTME. She also plans to complete her CFA charter by 2024 and has just passed Level 1. Arushi has a deep understanding of regulations introduced by regulators in wake of Financial Crisis 2008-09 with primary focus on Liquidity and OTC derivatives space.

### **Yashodhan Karulkar (Coach)**

Professor Yashodhan Karulkar spent over 20 years in leadership roles in Indian and multi-national companies across the entire spectrum of sales, business development and brand management. His areas of interest are Sales and distribution management, Brand management, Services marketing and Marketing strategy. He has won the Best Faculty Award at the institute for the year 2018-19 for his contribution. He has also published several research papers and case studies in the area of brand management and marketing communications.

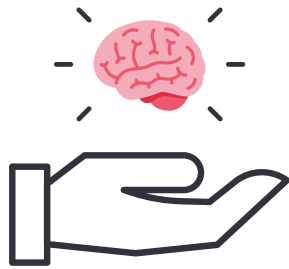


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# SUSTAINABILITY

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

Last year, we obtained certification under the JSG's sustainable Event Initiative and obtained level 5 under the BNQ standard, which is the highest level achievable.

This year will seek to build on last year's level 5 BNQ score, looking for new ways to incorporate sustainable initiatives and evaluate itself against the best possible standards.

Our sustainable activities include:

**Events** - All events during the competition held outside our venue will be within walking distance of Hotel Bonaventure and are accessible by Montreal's underground tunnels or by public transport.

**Communications** - We will use recycled paper for 100% of our printing needs, and whenever possible, we will replace print-outs by electronic documentation.

**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** - We will be composting all of our organic waste throughout the competition.





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## BUSINESS OWNERSHIP

The Bob and Raye Briscoe Centre in Business Ownership Studies supports teaching and research in the area of business ownership and entrepreneurship at the John Molson School of Business. The Centre is dedicated to knowledge creation and applied practice while providing an environment for students and faculty to cultivate ties with the business community.

# BOB & RAYE BRISCOE CENTRE



# BRISCOE

BUSINESS OWNERSHIP CLUB

## THE CENTRE'S ACTIVITIES

### The John Molson Master Certificate in Business Acquisition

- This unique program will teach you:
- How to identify a business to acquire
- Assess the risks and determine the business value
- Prepare your offer and negotiate the best possible deal

### MBA Elective Course on Entrepreneurship through Acquisition

- Where to find a business to buy
- Evaluating a business
- Determining how much to pay for the business
- Negotiations and closing the deal

### Business Case Writing

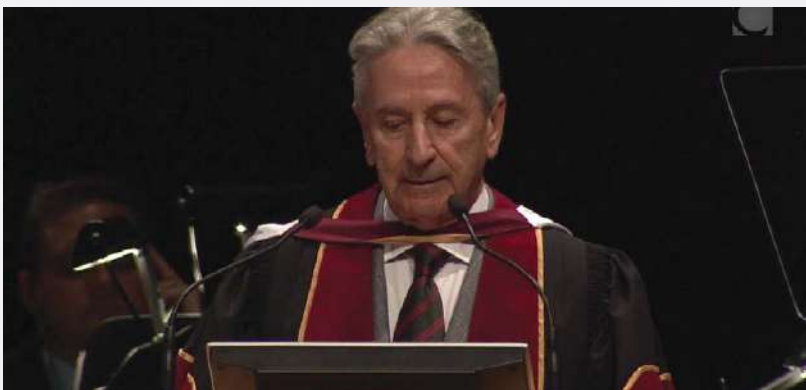
- Evaluate problems from a business owner's perspective.
- Find creative ways of tackling real corporate problems
- Gain insights into an unfamiliar industry
- Polish your problem-solving, analysis and presentation skills.



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## BRISCOE BUSINESS OWNERSHIP CENTRE



The Briscoe Business Ownership Centre  
and the Institute of Cooperative  
Education present:

## CEO SHADOWING PROGRAM

- Intensive Internship of 12 to 16 weeks where you work on daily basis with a CEO.
- You will be exposed to most of the strategic discussions and challenges of the organization.
- You will have access to the unique and challenging role of a business owner/leader.
- You will develop communication skills and self-confidence through engagement with top professionals from the industry.

# EVENT DETAILS

## **SUNDAY, JANUARY 5th 2020**

### **MATCH-UP DRAW**

Location: Hotel Lobby

Time: 6:00 PM – 7:00 PM

Invitees: Participants & Coaches

Dress Code: Casual

## **SUNDAY, JANUARY 5th 2020**

### **SUCCESSFINDER EVENING COCKTAIL**

Location: Hospitality Suite (2454) Hotel Bonaventure 900 Rue de la Gauchetière O, Montréal, H5A 1E4

Time: 7:00 PM – 10:00 PM

Invitees: Participants & Coaches

Dress Code: Casual

## **SUNDAY, JANUARY 5th 2020**

### **COACHES BRIEFING**

Location: EDC Hotel Bonaventure 900 Rue de la Gauchetière O, Montréal, QC H5A 1E4

Time: 7:00 PM – 8:00 PM

Invitees: Coaches and Special Guests of John Molson School of Business

Dress Code: Casual

## **MONDAY, JANUARY 6th 2020**

### **OPENING BREAKFAST**

Location: Salon Bombardier Hotel Bonaventure 900 Rue de la Gauchetière O, Montréal, QC H5A 1E4

Time: 7:00 AM – 8:25 AM

Invitees: Participants, Coaches and Special Guests of John Molson School of Business

Dress Code: Business Formal

## **MONDAY, JANUARY 6th 2020**

### **BRISCOE OPENING CEREMONY**

Location: Salon Bombardier Hotel Bonaventure 900 Rue de la Gauchetière O, Montréal, QC H5A 1E4

Time: 8:30 AM – 10:00 AM

Invitees: Participants, Coaches and Special Guests of John Molson School of Business

Dress Code: Business Formal



# EVENT DETAILS

## **MONDAY, JANUARY 6th 2020**

### **E2IP HOCKEY NIGHT**

Location: The Bell Centre 1909 Ave. des Canadiens-de-Montreal (Meet at the Hotel's Conference Floor Registration Desk at 5:45 PM)

Time: 7:00 PM – 10:00 PM

Invitees: Participants Only

Dress Code: Casual

Description: When in Canada, Experience the most riveting hockey atmosphere in the world at the Bell Centre – home of the Montreal Canadiens! The Montreal Canadiens are playing the Winnipeg Jets.

## **TUESDAY, JANUARY 7th 2020**

### **CGI LUNCH**

Location: Salon Bombardier 900 Rue de la Gauchetière O, Montréal, QC H5A 1E4

Time: 1:00 PM – 2:00 PM

Invitees: Participants, Coaches and Special Guests of John Molson School of Business

Dress Code: Business Formal

## **TUESDAY, JANUARY 7th 2020**

### **SUCCESSFINDER LUNCH**

Location: EDC Hotel Bonaventure 900 Rue de la Gauchetière O, Montréal, QC H5A 1E4

Time: 1:35 PM – 2:30 PM

Invitees: Judges and Special Guests of John Molson School of Business

Dress Code: Business Formal

## **TUESDAY, JANUARY 7th 2020**

### **RBC COACHES DINNER**

Location: 1 Place Ville-Marie, 41st floor (Meet in Hotel Lobby prior to departure)

Time: 7:15 PM – 10:15 PM

Invitees: Coaches and Special Guests of John Molson School of Business

Dress Code: Business Formal

Description: This is your chance to take your game face off for a few hours and spend the evening getting to know the other coaches in an elegant but laid-back atmosphere. You will be treated to fine food and wine from one of Montreal's most beloved steakhouses.

# EVENT DETAILS

## **TUESDAY, JANUARY 7th 2020**

### **FLIGHTHUB MANGE & MÉLANGE**

Location: Vargas Restaurant, (Meet in Lobby) 690 Blvd. René-Lévesque Ouest H3B 1X8

Time: 7:30 PM – 10:30 PM

Invitees: Participants Only

Dress Code: Business Casual

Description: After a tough day of back-to-back cases, 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!

## **WEDNESDAY, JANUARY 8th 2020**

### **E2IP JUDGES LUNCH**

Location: Salon Bonaventure 900 Rue de la Gauchetière O, Montréal, QC H5A 1E4

Time: 11:30 AM – 12:30 PM

Invitees: Judges and Special Guests of John Molson School of Business

Dress Code: Business Formal

## **WEDNESDAY, JANUARY 8th 2020**

### **NETWORKING COCKTAIL**

Location: Salon Bombardier 900 Rue de la Gauchetière O, Montréal, QC H5A 1E4

Time: 6:00 PM – 9:00 PM

Invitees: Participants, Coaches, Volunteers, Judges and Special Guests of JMSB

Dress Code: Business Formal

Description: Join us in the grand ballroom and mingle your way around with our sponsors, judges and volunteers. This is a great chance to meet some of the decision makers from the Montreal business community.

## **THURSDAY, JANUARY 9th 2020**

### **EDC LUNCH**

Location: Salon Bombardier 900 Rue de la Gauchetière O, Montréal, QC H5A 1E4

Time: 12:35 PM – 1:35 PM

Invitees: Participants, Coaches and Special Guests of John Molson School of Business

Dress Code: Business Formal

# EVENT DETAILS

## **THURSDAY, JANUARY 9th 2020**

### **FLIGHTHUB JUDGES LUNCH**

Location: Salon Bonaventure 900 Rue de la Gauchetière O, Montréal, QC H5A 1E4

Time: 1:15 PM – 2:30 PM

Invitees: Judges and Special Guests of John Molson School of Business

Dress Code: Business Formal

## **THURSDAY, JANUARY 9th 2020**

### **CLOUDHORIZON THEME PARTY**

Location: Salon Ville Marie 900 Rue de la Gauchetière O, Montréal, QC H5A 1E4

Time: 10 pm onwards

Invitees: Participants, Coaches and Special Guests of John Molson School of Business

Description: Take your time machine back in time and bring back the magic and craziness of 80s.

## **FRIDAY, JANUARY 10th 2020**

### **BOMBARDIER FINAL BANQUET**

Location: Salon Bombardier 900 Rue de la Gauchetière O, Montréal, QC H5A 1E4

Time: 7:00 PM – 10:00 PM

Invitees: Participants, Coaches, Sponsors, Competition Board Members and Special Guests of John Molson School of Business

Dress Code: Business Formal

Description: Wrap up a memorable week at our banquet and closing ceremony with all attendees. We will announce our winner, first and second runners-up as well as our Pierre Brunet Coach Award and Richard Outcault Team Spirit Award. Watch out who lifts the Concordia Cup!





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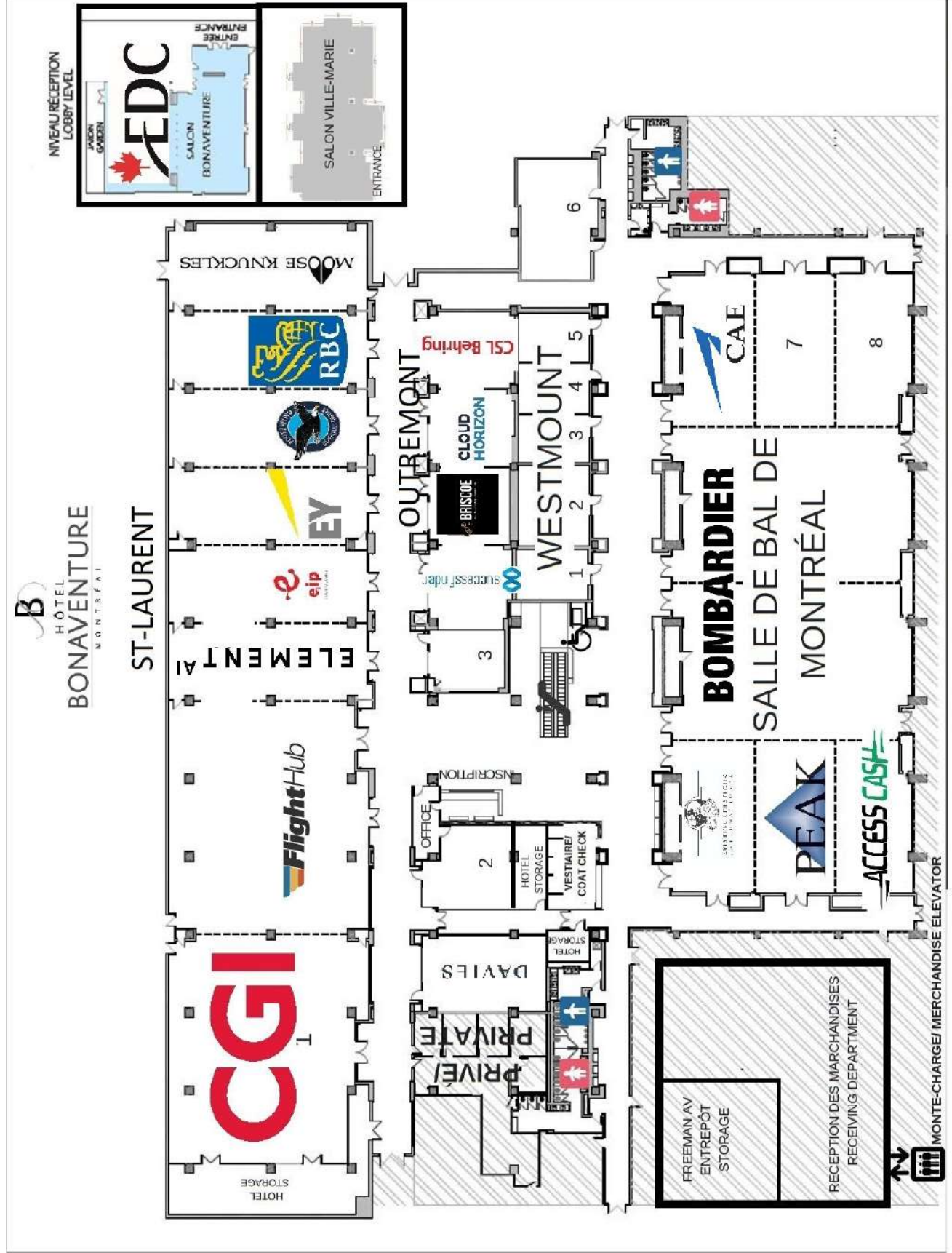
**RBC Future Launch**

Empowering the youth of today for the jobs of tomorrow.





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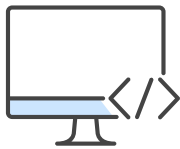




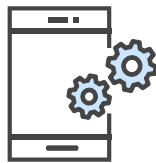


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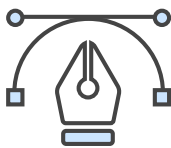
**Mobile  
Applications**



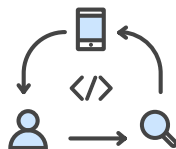
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**Chatbots  
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**User Experience  
Design**



**Research &  
Development**



**Technology  
Consulting**



**Business  
Intelligence**

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