



CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA

JOHN  MOLSON

MBA INTERNATIONAL CASE COMPETITION

HOTEL BONAVENTURE
JANUARY 1-6, 2018

2018 COMPETITION SCHEDULE

(Event details on pages 62-63)

Monday January 1	Tuesday January 2	Wednesday January 3	Thursday January 4	Friday January 5	Saturday January 6
6:00					
7:00	Opening Breakfast 7:00 - 8:25	Breakfast 6:30 - 7:30	Breakfast 7:45 - 8:55	Breakfast 6:30 - 7:15	
8:00		Case 2 7:45 - 12:35		Case 5 7:25 - 12:15	Breakfast 7:00-9:30
9:00	Briscoe Opening Ceremony 8:30 - 9:55				Coaches' debriefing 8:15-9:45
10:00	Coaches' Briefing 10:00 - 11:00	Wave 1 Presentation (11:00 - 11:40)	Case 4 (Live Case) 9:15 - 15:55	Wave 1 Presentation (10:40 - 11:20)	
11:00		Wave 2 Presentation (11:55 - 12:35)		Wave 2 Presentation (11:35 - 12:15)	Finals 10:15 - 16:00
12:00					
13:00	Case 1 11:30 - 16:20	Lunch 13:00 - 14:15	Wave 1 Presentation (14:20 - 15:00)	Lunch 13:15 - 14:45	Wave 1 Presentation (13:30 - 14:10)
14:00	Wave 1 Presentation (14:45 - 15:25)	Case 3 (Short Case) 14:45 - 17:35	Wave 2 Presentation (15:15 - 15:55)		Wave 2 Presentation (14:25 - 15:05)
15:00	Wave 2 Presentation (15:40 - 16:20)			Semi-Finals 15:15 - 21:00	Wave 3 Presentation (15:20 - 16:00)
16:00					
17:00				Wave 1 Presentation (18:30 - 19:10)	
18:00				Wave 2 Presentation (19:25 - 20:05)	
19:00			Networking Cocktail 18:00 - 21:00	Wave 3 Presentation (20:20 - 21:00)	Bombardier Final Banquet 19:00 - 22:00
20:00		Mange et Mélange 19:30 - 22:00			
21:00	Hockey Game 20:00 - 22:30				
22:00				Theme Party 22:00 - 1:00	
23:00					
0:00					



It’s showtime.

It is with great pride that we welcome you to Montreal .We are pleased to have you join us for the 37th 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, whom are high-level business executives, 400 student 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 thank you to our academic advisor, Bill 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 2018 Organizing Committee
Photo (from left to right): Misbah Natour, Karolyn Courville, Jesse Prent, Harshita Nigam,Aleksey Cameron, Kuldeep Patni, Ela Profka,Adriano D’Angelo, Jean-Simon Castonguay

Board of Directors



On behalf of the Board of Directors of the John Molson School of Business International Case Competition, I would like to thank you for your support of the John Molson MBA ICC – 37 years running and among the most prestigious of its kind in the world!

At Concordia, we believe that much of a student's education occurs beyond the classroom consistent with “Getting your Hands Dirty” the third of JMSB's nine strategic directions.

Through case competitions like the MBA ICC, participants have the opportunity to get their own hands dirty and develop many competencies that are essential for business leaders. Due to the generous participation of industry supporters, the event also provides an occasion for students, sponsors and professionals to connect and develop valuable partnerships and long-lasting relationships. On this 20th anniversary of my own participation as a student in the infamous “ice storm” edition of the ICC, I can safely say that the memories and the experience of the ICC will last a lifetime!

Best of luck to our competitors – we hope you make the most of this experience and that you will embrace Montreal and embrace the world!

Ken Brooks, MBA
Chairman, Board of Directors, JMSB ICC
Board of Advisors member, JMSB
Senior Vice President, EY



This week, we welcome students from around the world to the 37th annual John Molson MBA International Case Competition. This student-run event provides an exciting and challenging opportunity for participants to test their skills, intuition and stamina in an intensive week-long case competition.

We also thank our generous sponsors for their contributions as well as judges and volunteers for donating their time to our competition. Your generosity provides the backbone of the competition allowing the John Molson MBA ICC to help showcase the talents of MBA students and bring the vibrant Montreal business community to an international stage.

On behalf of the John Molson MBA program, I welcome you all to the competition and to Montreal.

Bonne chance à tous,

Sandra Betton, PhD
Associate Dean and MBA Director, JMSB



Jean Béland
Retired Managing Director, RBC



Diane Belliveau
District Manager of Quebec,
Export Development Canada



Anne-Marie Croteau, PhD
Dean, JMSB,
Concordia University



Chris Chandler
President & CEO, Access Cash



Ronald Dahms
President, Optimum Talent



Patrick Lauzon
Director, Board of Attraction
Group & Pneux Touchette Distr.



William Meder
Academic Advisor, Concordia
University, John Molson MBA ICC



Bita Sehat, PhD
Business Intelligence Associate,
Foster Rosenblatt



Regis J. Rehel
President, Elopak (Americas)



Andrea Polatos
Senior Director
Bombardier Business Aircraft



Diane Lanctôt
President
Lanctôt Ltd.

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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.

The Organizing Committee

Meet the team behind the scenes.

Each year, the John Molson MBA International Case Competition is organized by a team of 9 current MBA students from the John Molson School of Business. They work diligently for up to a year planning everything from sponsorships to recruitment to logistics, and much more. This competition is when they showcase the fruits of their labor.



Aleksey Cameron

Organizer for Sponsors

Aleksey Cameron has over five years' of entrepreneurial experience in the food & beverage and real-estate industries and several years' experience volunteering in oncology support services. With experience in both for-profit & not-for-profit sectors, she has developed a versatile skill set and a passion for helping others. Her areas of expertise include entrepreneurship, small business ownership, management, and business strategy. She holds a BA in French Language from Concordia University and is currently pursuing an MBA. Post MBA she will be joining Accenture as a Consulting Analyst and continuing to build her real-estate empire on the weekend.



Jean-Simon Castonguay

Executive Assistant, Volunteers

Jean-Simon was born and raised in Montreal. He completed his bachelor's degree in economics and politics before entering the banking industry. He worked as a financial adviser and a credit analyst before returning to school full-time. He is expected to graduate in spring 2019. Jean-Simon enjoys working with people and helping others. On that note, he took on the task of recruiting, training, and managing the volunteers for the John Molson MBA ICC. He has strong interests in management and finance.



Karolyne Courville

Executive Assistant, Judges

Karolyne worked in the health care industry as a nurse clinician in both post-operative and long-term care. She has played many roles, such as accreditation coordinator, clinical counsellor and is currently project manager for a software development project. On her free time, she loves to travel, learn, and participate in long distance running competitions. Her passion for creating, problem solving, and management have led her to pursue an MBA. With a history of community engagement, she is now looking for ways to get involved in case competitions and networking opportunities.



Adriano D'Angelo

Executive Assistant, Sustainability

Adriano has a bachelor's degree in Exercise Science and Athletic Therapy from Concordia University. He subsequently went to work in youth ministry for the Catholic Archdiocese of Montreal, helping church communities to build their youth ministry programs and coordinating projects with community partners. He's always ready to discuss working out, rugby or food and is passionate about businesses using their resources to help improve their local communities. Post-MBA, he is looking to continue on a path that will tap into his strengths as a leader and deepen his understanding of business and economics.



Kuldeep Patni

Organizer for Budget, Hotel, IT and Logistics

Kuldeep Patni, born and raised in India, is an entrepreneur, disruptor, strategist, sports enthusiast, and a go getter with a passion for consulting, technology, leadership and team management. Currently pursuing his MBA from John Molson School of Business, he has 6 years of experience in project management leveraging business acumen, creative problem solving and collaborative team working. He is driven by his passion for technology and creating innovative business solutions and is currently pitching his entrepreneurship ideas in the fields of Social Media, Information Technology and Web Designing to potential investors and VCs.



Jesse Prent

Organizer for Cases, Events, and Judges

Jesse Prent's professional background crosses multiple industries, including food, film, and molding and casting. His diverse experience, working with different levels of responsibility, have made him uniquely sensitive to fundamental requirements for a successful organization. He has an innate creativity and attention to detail, traits that he's reinforced through work in different fields. His creativity, specifically, in the context of his experience, makes him particularly well-suited for out-of-the-box strategic thinking. He is currently pursuing his MBA to further develop these skills in a team-driven environment, supplementing his education with strategy board games.



Ela Profka

Organizer for Schools, Sustainability and Volunteers

Born in Greece, Ela lived in three different countries before her parents decided to settle in Albania. Ela graduated at Stony Brook University in New York with a double major in Business Management and Economics. She worked in accounting at a Swiss luxury goods company in NY, and later at a Canadian oil and gas company in Albania. In 2016, Ela started her MBA once she realized she wanted to change career paths and pursue more creative fields, such as marketing and start-ups. Her interests include hiking and camping, swimming, binge watching Netflix, and world domination.



Misbah Natour

Organizer for Marketing

Born in France and raised in the Gulf. Misbah has spent the last 10 years in Lebanon where he earned his Bachelor's in Business Administration from the American University of Beirut and then went on to work at Leo Burnett in Beirut, one of the most prestigious ad agencies in the MENA region. During his tenure at Leo Burnett, he was worked on projects that won awards like the Cannes Lions or the Dubai Lynx. He decided to pursue his MBA to help him reach new heights in the communications world. He is also a die hard movie fan as well as the self-proclaimed king of geeks.



Harshita Nigam

Executive Assistant, Logistics

Born and brought up in New Delhi, India, Harshita has more than 3 years of experience in diverse fields such as, consulting operation, air logistics planning with multinationals like, Aon Hewitt. She developed an interest in logistics, predominantly in an international environment, while working for Cathay Pacific Airways. She is highly passionate about what she does and taking a deep dive into detailing is an unavoidable activity for her. She started MBA program at John Molson School of Business in Winter 2017. She believes that being EA Logistics for MBA ICC is the perfect opportunity for her to understand and learn the dynamics of this field to its core. After graduating from the program, she aspires to contribute highly to the industry.

2018 Participating Schools

UNIVERSITY NAME	BUSINESS SCHOOL NAME	COUNTRY	PAGE
Aalto University School of Business	School of Business	Finland	7
American University of Beirut	Olayan School of Business	Lebanon	8
Barna Business School	N/A	Dominican Republic	9
Ben-Gurion University of the Negev	Guilford Glazer Faculty of Business & Management	Israel	10
Brock University	Goodman School of Business	Canada	11
Clarkson University	David D. Reh School of Business	USA	12
Concordia University	John Molson School of Business	Canada	13
Fundação Instituto e Administração	FIA Profuturo Business School	Brazil	14
HEC Montréal	N/A	Canada	15
Heinrich Heine University Düsseldorf	N/A	Germany	16
Lund University School of Economics and Management	N/A	Sweden	19
McMaster University	DeGroote School of Business	Canada	20
Memorial University of Newfoundland	N/A	Canada	21
Nanyang Technological University	Nanyang Business School	Singapore	22
Narsee Monjee Institute of Management Studies	Mukesh Patel School of Technology Management and Engineering	India	23
Nyenrode Business University	N/A	Netherlands	24
Porto Business School	N/A	Portugal	25
Putra Business School	N/A	Malaysia	26
Technische Universität Kaiserslautern	N/A	Germany	27
University College Dublin	UCD Michael Smurfit Graduate Business School	Ireland	30
Universidad ORT Uruguay	N/A	Uruguay	31
Universidad Panamericana Guadalajara	Business and Economics School	Mexico	32
Université Laval	N/A	Canada	33
University of Alberta	Alberta School of Business	Canada	34
University of Arizona	Eller College of Management	USA	36
University of Calgary	Haskayne School of Business	Canada	37
University of Cape Town	Graduate School of Business	South Africa	38
University of Manitoba	I.H. Asper School of Business	Canada	39
University of Paderborn	N/A	Germany	41
University of Pittsburgh	Joseph M. Katz Graduate School of Business	USA	42
University of Rochester	Simon Graduate School of Business	USA	43
University of South Carolina	Moore School of Business	USA	46
University of Windsor	Odette School of Business	Canada	47
Wilfrid Laurier University	Lazaridis School of Business and Economics	Canada	51
Xiamen University	School of Management	China	52



FINLAND

Casimir Kontio

Casimir is currently pursuing towards his MSc degree in Finance at Aalto University. After his exchange studies in Singapore last spring, Casimir 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, Casimir loves to travel, enjoy good food and lift weights in the gym.

Kimi Päivärinta

Kimi believes in data-driven world and always seeks ways to combine technology and business. Currently he is working on his masters in Big Data and Large-Scale Computing at Aalto University in Finland. From the same university he holds B.Sc in both Information Technology, and Finance. He has gained work experience while studying from software development, M&A, and data analytics. In his leisure time he enjoys running and working on miscellaneous coding projects.

Valtteri Viitala

Valtteri is an M.Sc. in Finance student at Aalto University in Helsinki. After his exchange semester spring 2017 in Singapore, he graduated as B.Sc. in Finance. He is very intrigued about business strategies and understanding causal relationships. He loves to debate and hardly ever loses. Besides his studies, he has part-time and summer internship working experience in the fields of investment banking,

retail banking and insurance. In spare time he is a huge sports fan, plays hockey and tennis himself and likes to watch and analyze top-level European football. He's also enthusiastic about traveling and always up for an adventure.

Nicky Tuominen

Nicky is an M.Sc student majoring in Economics. He enjoys challenges and always pushes himself further to develop his skills. He is a natural team player who aspires to improve the team's dynamics. After returning from his exchange semester in Madrid last Spring he graduated as B.Sc majoring in Economics and developed an interest of working abroad. With experience from music, entertainment business, finance and sales Nicky contributes to his team with a broad understanding of the big picture. During his leisure time he likes to sing, play guitar, and sail.

Christa Uusi-Rauva (Coach)

Christa's main passion is teaching presentation skills and helping people find their ability to inspire others. She works as a university lecturer in business communication and as a specialist in teaching development at the Aalto University School of Business. In her free time, she enjoys biking, hiking and improvisation theater.



LEBANON

Hiba Chehade

Hiba is a Computer and Communications engineer pursuing an MBA at the American University of Beirut. She has pursued internships in several fields throughout her studies: she interned in an engineering firm, a finance startup, and a governmental organization. Her curiosity to learn about different industries prompted her to participate in business case competitions, whereby she got exposed to different fields and got the chance to work with team members coming from different backgrounds to solve real-life business challenges. In the future, she would like to work in the public sector and apply all that she has learned to improve her country.

Jessica Abou Jaoude

Jessica is a 24 year old graduate student pursuing her Masters in Finance degree at the American University of Beirut while working as a Graduate Assistant. Before joining the Master's Program, Jessica worked for 1 year at the multinational corporation, Diageo, as a Junior Accountant. Similarly, Jessica completed two internships at Lebanese banks and was the 2014 Bloomberg Campus Ambassador at Notre Dame University-Louaize. She also received several awards for her academic excellence and was a member of the OSB team who won the University of Münster Case Challenge 2017.

Raghd Abdul Khalek

Raghd is currently an MBA student at Olayan School of Business in Beirut. He previously obtained a BSc in civil engineering from the University of Balamand, and proceeded to get an MSc in Structural Engineering from the University of Surrey, UK. Raghd spent the next two and a half years in Abu Dhabi, working as a Structural Engineer, and designed a variety of commercial, educational and residential projects. In his free time Raghd enjoys reading about politics, philosophy and the occasional novel, while also trying to find a sport that he does not find boring.

Karmah Chehaitly

Karmah is a graduate student at the Olayan School of Business at the American University of Beirut (AUB). She is currently pursuing her Master's degree in Finance on a part-time basis, while also working with Deloitte & Touche M.E in Beirut as an Experienced Associate in Audit. She graduated in May, 2015 from AUB with a Bachelor of Arts in Economics and a Minor in Theatre. She has been working with Deloitte since then and has been involved in the audit of several companies across different industries including banking, insurance, retail, and academic and health care Institutions.

Rif El Zein

Rif El Zein is a business graduate and is currently an MBA student at the American University of Beirut. Prior to pursuing her MBA degree, Rif worked for a global shipping company for three years. She rotated through various departments, Commercial, Documentation, Accounting, and HR departments; hence, she was able to gain multidisciplinary insights into the complex processes of a shipping company. Rif's interest in the case competition resulted from the belief that working on cases was the perfect opportunity to combine theory and practice. In the future, Rif would like to become an entrepreneur.

Hagop Panossian (Coach)

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



DOMINICAN REPUBLIC

Gustavo Yunen

Gustavo was born as a Mexican and raised as a Dominican. He comes from a family of Doctors with a lot of history in the DR and although the tradition was getting a MD degree, this didn't stop him from pursuing his dreams in the business world. After 5 years in retail and a bachelor in Business Administration he decided he needed to step up his game and that's when he joined the 2016 MBA at Barna Management School. Gustavo is currently managing the sales and marketing team of one of the family's businesses in healthcare.

Diego Abreu

Proactive, ambitious but simple man. Diego is a civil engineer working his 3rd year as Project Manager at Right Construction, where he has been able to develop interesting local projects adding value to the touristic, corporate, and health industries. On the other hand, he has an active participation on creating low cost households' ecosystems for this 3rd world country. Excellence, innovation and complexity motivates him to higher purposes.

Yurilyn Chez

Yurilyn is half Chinese and half Dominican, Born in the Dominican Republic. She earned a dual degree in Business Administration with minors in Management and International Business at the age of 21. She has worked for several international organizations such as Hilton Hotel & Resorts and Oikocredit International. She is now currently working as a Junior Sales Manager for the managing group of the most recognized supermarket chain in the Dominican Republic, Centro Cuesta Nacional. She enjoys traveling and experiencing different cultures, which is why she is considering doing a minor in psychology and or consumer behavior later on.

Yurissa Chez Gaston

Yurissa, 31, Civil Engineer. Started her own business along with her nowadays husband, at the early age of 22 when they noticed the opportunity to open a cafeteria beside a medical clinic, a year later after a successful startup sale decided to enter the Automotive Sector funding Auto Spot. In five years they started up and successfully sold two car dealerships. Auto Gallery is their new startup with two branches; are partners Building Software which owns the best car dealership CRM and Administration software for DR and own a construction company to build the structures of their dealers.



Gina Guzman

Born on the last day of the year in 1985, Gina is a very caring, loyal, responsible young woman. She is lucky number 3 in her household (4 kids in total). She studied Economics in DR, and has an MSc from Boston University in Administrative Sciences. She's been working for 4 years at BanReservas (a state owned Bank and the biggest in the country) at the Treasury Department. In her free time, she likes to read and watch movies and tv shows. Her dream job would be to be a film and tv critic.

Catherine Espallat

Is a psychologist, passionate with cultures and their people, that is why she has lived abroad several times, in countries like Belgium and Taiwan. She comes from a small town called Moca, where life was simpler than the one she has today. Now she works at one of the main Universities of the Dominican Republic, where she is in charge of the formation of more than 700 employees. With her MBA she is looking forward to develop a new business related to service and ethnics.

Saulio Noel Flores Camarena

Noel studied Marketing at the PUCMM and by 2013 he found out his passion is the Market Research, and in that year He started to work in Alpha Consulting. Noel was hired as jr analyst, and soon started scaling positions, and later on became Research Manager by 2014. Noel is in charge of creating research solutions that meet the needs of his clients, and in his years on charge the principal accounts that he has been managing are Nestle, Altice, Molinos Modernos and Financial institutions. Nowadays Noel is coursing and MBA in Barna and is working on the implementation of new market research methodologies in the country.

Fernando Barrera (Coach)

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.



Brock University



ISRAEL

Eran Rozen

Eran's main passion in life is to create meaningful social impact through business methods. Eran is 30 years old and spends most of his time between surfing, nature, reading and social entrepreneurship. He is the Co-Founder of Bike For The Fight foundation which raised more than 600,000 USD for cancer research. Since March 2016 Eran is the CEO and Co-Founder of Bkind, a social startup that creates a platform for acts of kindness between people. Eran has a BA in Physical Therapy (rector's outstanding award) And today he is a student at the Mandel Social leadership MBA.

Ittai Trifman

Ittai is a student in the Mandel Social MBA program in BGU. He works as a facilitator for Maslan – the Southern help center for victims of sexual violence. He gives lectures and workshops on prevention of sexual harassment to all audiences. In addition, he is a facilitator in LEAD, an organization promoting young leadership. Ittai has worked as editor in chief of the student newspaper at BGU, as well as a teacher in many organizations including a community garden, a science class for children and more. Ittai served in the intelligence corps in the army. He lives in Be'er Sheva with his wife.

Yonatan Arnon

Yonatan is an experiential educator and social activist who spends his time between community organizing, yoga and movement. Yonatan aspires to organize diverse communities to confront social injustices and to create communal experiences for young adults integrating spirituality and arts. Yonatan is the founder and spiritual director of a young adult Jewish community in Ber Shebba. Yonatan works as a grant and content writer for the Jewish agency. He also facilitates dialogue seminars between minorities and Jewish citizens of Israel. Yonatan holds a B.A in Jewish philosophy and Theater from the Hebrew University. During his degree Yonatan was awarded first place in a young director's competition following a play he wrote and directed. Being chosen a representative of the Art faculty in the Hebrew U. Student Governing Board, Yonatan produced and participated in art shows both on campus and around Jerusalem. Yonatan has served between, 2013-2016 as the Jewish Agency Israel fellow to Columbia/Barnard University's Hillel, combining experiential and Jewish education.

Klil Atad

Born and raised in Tel Aviv, Israel. 30 years old and married to Adam. In the past 8 years been working as a social project manager in different NGO's. Started in a community development organization in Nepal (TBT) coordinating long term holistic community development programs in rural villages. After two years, went on a delegation in Mekelle, Ethiopia, trying to eliminate intestinal worm diseases. Coming back to Israel, joined the Jewish Conservative movement working at its youth movement. Today, the head coordinator of the education wing of the "Jewish Parliament Watch". Has a B.A in education, international relations and political science, and in the Mandel MBA in Social Leadership.

Noga Pfeffermann

Noga is an experienced Director, Educator, and Entrepreneur. She is passionate about leading Grassroots Social Change and strongly believes in Collective Impact. Last year she Co-Founded and managed "Young Politician" at Ben-Gurion University, a political training program for female students. She is currently working as a Community and Operations Manager at "Different Talk", a joint venture of Google, Lautman Foundation and Shaharit organization that strives to revise the Israeli social media discourse. She holds a B.A in Political Science and Communications from the Hebrew University (graduated with honors) and today she is a student at the Mandel Social leadership MBA program.

Meital Magid (Coach)

Meital Magid is a Strategic Consultant and owner of Magid Consulting, which provides consulting and guidance services to various companies in the Israeli market through customized workshops and business seminars. Meital also serves as an academic lecturer for BA and MBA programs focused on developing the skills that are required from students to successfully enter the "business world" upon graduation. Meital previously worked as a consultant for leading Israeli consulting companies and served in different management functions in the top financial institutions in Israel. Meital holds a B.A. in Management and Economics and a Honors MBA from Ben-Gurion University.

CANADA

Ashwani Janagam

Ashwani has a Post Graduate in Biotechnology from India and now she is pursuing her MBA and is in her final semester at the Goodman School of Business with the goal of improving her knowledge in Operations, Project Management and Strategy. She has also participated in many case competitions all throughout her MBA where she improved her skills and also a part of winning team. Ashwani has passion for bringing positive change to the organizations besides improving her skill set. She intends on pursuing her career path that will bring together her knowledge in Biotechnology and management.

Braden Day

Braden graduated with a Bachelor of Business Administration (honours) degree earlier this year and is currently a first year MBA student at the Goodman School of Business located in St. Catharines Ontario. While Braden is not studying for his academics he enjoys playing the piano and taking his dog swimming in Lake Ontario. Braden is also a member of the academic honour society Beta Gamma Sigma, and is an active member of his community. Braden doesn't give up easily; he always finds the positives in life and works around obstacles to achieve his goals.

Pulkit Anupbhai Modi

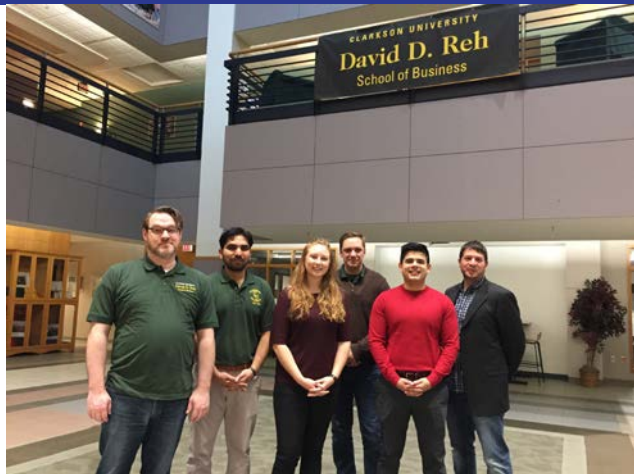
Pulkit was born and raised in India. He has a bachelor degree in Engineering from GTU, India and is a first year MBA student at Goodman where he is involved in Governance Committee for Graduate Student Association. His diverse background includes 2 years of professional experience in B2B sales of plastic extrusion machineries, being a market researcher for cost effective hygiene products in Indian sub-continent, completing a semester at Kansas State University and other significant extracurricular activities with charity organisations. Outside of school, Pulkit will either be with books or with dogs.

Carson Bender

Carson graduated from the University of Calgary with an oil and gas engineering degree. He has experience working with unconventional oil assets as a reservoir engineer. Carson is pursuing his MBA to transition from a technical role to a leadership position. It was at the Goodman School of Business where Carson developed a love for the financial sector and ended up majoring his MBA in Finance. One day Carson hopes to utilize both his MBA and engineering backgrounds at a start up energy company.

Norman Chasse (Coach)

Norman Chasse, MBA, CPA, CA, has been a full-time lecturer in the accounting department at Goodman School of Business, Brock University, since 2008. Prior to teaching, Norman worked in the wood packaging industry as a corporate controller and also spent several years at public accounting firms providing tax, accounting and assurance services. In addition to volunteering his time for student activities at Brock, Norman is also the treasurer for Baby's Breath/Souffle de Béb , a national Canadian charity. This is his fifth year coaching a team for the John Molson MBA International Case Competition.



USA

Katherine Phillips

Katherine Phillips is enrolled in the 1-year MBA program at Clarkson University. After volunteering in South America for a year, where she met many adventurous Europeans, she chose to complete her undergraduate degree in International Business from Brunel University in London, England. This allowed her to continue traveling and exploring the world. Katherine seeks to channel a love of knowledge and curiosity into a career in innovation management.

Abhilash Sikenpore

Abhi is a simple, fun-loving and easygoing guy who is also very passionate towards the work he gets into. He has a plethora of knowledge to dodge multiple situations in life or a team due to his background as an avid sailor for close to 7 years. Sailing also gifted him with all-round exposure to many cultures, countrymen, and almost 42 countries. His stint as a sailor provided him with resilience to tough conditions and adaptability. Abhi is also a very well-rounded sportsman who took part in multiple competitions related to athletics, Badminton, Cricket and many more. All the aspects which he accumulated as a sailor or from his life as an army kid, is a testimony of his commitment, adaption, and leadership.

Juan Perez

Juan Perez is an MBA Student at Clarkson University currently pursuing a Global Supply Chain Management Concentration. Juan studied at SUNY Potsdam as an undergrad focusing on a major of Community Health and a minor of nutrition. After SUNY Potsdam, worked for the Cornell Cooperative Extension St Lawrence County as a nutrition educator. Juan is always constantly trying venture out into new experiences and learn different information. Some of Juan's hobbies include triathlons, traveling, promoting health education, and wearing Hawaiian Shirts. After graduation Juan is looking for a job in Supply Chain or Financial Consulting.

Zachary Lewis

Zachary Lewis graduated with distinction from Clarkson University in 2008 with a Bachelor of Science in Physics. Upon graduating, Zachary commissioned as an officer in the United States Army in which he currently serves. Zachary has deployed to both Afghanistan and Iraq in addition to being stationed in Germany. He is currently working as an assistant professor at the Army Reserve Officer Training Corps program at Clarkson

University and is nearly complete with his Master's in Business Administration with an accounting certificate.

Dr. Jay Vega (Coach)

Dr. Vega received his Ph.D. in Accounting from the University of Texas at San Antonio in 2014. He holds an MBA from Colorado State University - Pueblo and a BSBA degree in Statistics with a minor in Accounting from the University of Denver. He has published several articles in peer-reviewed journals such as the Accounting Research Journal, Asian Accounting Review, Accounting & Finance, the Journal of Accounting and Finance and the International Journal of Economics and Finance. Dr. Vega received the "Best Ph.D. Student Paper" award at the 2013 Southeast American Accounting Association Conference and recently received a 2018 William Fulbright Foreign Scholarship Award. His research interests include regulation, capital markets, risk, auditing, fraud, compensation, and earnings management.

Dr. Tyson Mackey (Coach)

Dr. Tyson Mackey is an Assistant Professor of Strategy at Clarkson University. His research focuses on pushing the boundaries of research methodology in strategic management—particularly in the areas of corporate diversification and corporate social responsibility. He has published his research in Strategic Management Journal, Academy of Management Review, Strategic Organization, among other outlets. His Ph.D. is in Business Policy and Strategy from the Ohio State University. He also has an MBA and a BS in economics from Brigham Young University.

Rex Parappilly

Rex Parappilly has eight years of experience in the oil & gas, pulp & paper, and wastewater treatment industries. He received his B.A.Sc. in Chemical & Biological Engineering from the University of British Columbia and currently holds a Professional Engineer (P.Eng.) designation. Rex has worked in various engineering roles specializing in strategic development planning, project management and execution, production optimization, operating cost management, process optimization & safety, and environmental stewardship. He is currently pursuing an MBA at John Molson School of Business with a focus on management and strategy.

Adnan Ali

As an industrial engineer (B.Eng. 2011) with a rich background in the service industry, Adnan is passionate about making life more efficient, and especially keen on Lean, continuous improvement, and data-driven decision-making. He continues to develop skills in strategy, finance and management consulting, while earning his MBA at JMSB. Adnan currently holds a hybrid role of Process Engineer and Project Manager at the McGill University Health Centre's Quality and Patient Safety department, as well as an Associate Director position in his family's childcare business.

Vanessa Karras

Vanessa has over five years of experience in the music industry. She managed large scale events, before opening her own management services company. She managed artists' finances, marketing, touring logistics and relationships with diverse stakeholders. She obtained a bachelor of arts with distinction, double majoring in jazz guitar and in arts administration. She is now pursuing her MBA at the John Molson School of Business, and leading the case competition program. She will be joining McKinsey and Co as a management consultant following graduation.

Anne Morinville

Anne Morinville has 7 years of experience in the pharmaceutical industry combined with 8 years of experience in clinical research in the public and private sector. She

CANADA

also has experience running her own consulting business. Anne received her Bachelor of Science, as well as her Masters and Ph.D. in Pharmacology from McGill University. She has been involved in most aspects of drug development, including target and molecule identification, pre-clinical validation, as well as design, implementation and management of clinical trials. She is currently pursuing her MBA at the John Molson School of Business with a focus on strategy and management.

Geoff Weissbach

Geoff Weissbach is a 2nd year Concordia MBA student with his Bachelors, a B.Sc. in Biology from Concordia University. Geoff represents the John Molson School of Business as a Director on the Concordia Graduate Students' Association as well as the acting Vice President of Events on the John Molson Graduate Students' Association. Geoff is currently working as an Operational Excellence Professional for Medtronic, Inc. a global leader in the Medical Technology industry, and has over 10 years of experience in this field. Geoff is also a core team member for both Medtronic Montreal's Philanthropy Group and their Medtronic Women's Network.

Timothy Field (Coach)

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

Matt Beck (Coach) Cedrin Law (Coach)



HEC MONTRÉAL



BRAZIL

Guilherme Galli

Guilherme holds a bachelor's degree in Marketing from University of São Paulo and he is a post grad in Finances by Fundação Dom Cabral. Has 6+ working experience in multinational companies and he is currently a district sales manager at Groupe L'Occitane in Brazil. Developed his career in Marketing at Unilever and in Sales & Operations in the fast fashion industry at C&A Modas. Has been to over 70 countries in the world, took a gap year to travel the world in 2014-2015 and lived in Germany for 1 year. Besides English and Portuguese, Guilherme speaks German and Spanish.

Henrique Costa

Henrique Costa is a Materials Engineer graduated by the University of São Paulo, and currently taking an MBA at FIA Business School for International Management. In his professional career, he has almost 10 years acting in technical sales and customer assistance in the Steel, Oil & Gas and Hygiene industries, and is currently a Key Account Manager in Sandvik Hyperion.

Bruno Silva

Bruno is an Automation Engineer, holds a specialization in Qualification and Validation for Pharmaceutical Industry and currently pursues a MBA degree at FIA for International Management. Has 9+ years' working experience in process engineering, project management and operations leadership roles, 7+ of which in the pharmaceutical industry.

He is currently a Manufacturing Science & Technology (MS&T) Expert at Elanco Animal Health for Latin America, member of the advisory council for the Global Head of MS&T regarding people management, has led global and intercontinental projects, leading remote multicultural teams including members from North and Latin America, Europe, Asia and Oceania.

Helena Prado

Helena Prado is the owner of M2 Press and has more than 10 years of experience in communication strategies for B2B and B2C companies. Graduated in journalism from Mackenzie University with a post-graduation in Institutional Journalism from PUC and attending a MBA at FIA, she has a vast experience in branded content, retail, business, technology, culture & entertainment. She has been appointed as Cirque du Soleil's Quidam tour press agent in Brazil, and currently leads the PR and content strategies for dunhumby - the world's leading customer science company.

Samantha Mazzero (Coach)

Prof. Mazzero is a mathematician by University of São Paulo (USP), holds a MBA in Marketing, MBA in economic & financial management, MSc in Business from USP and is currently a Ph.D. student at the same Institution researching Corporate Foresight & strategy. Her professional experience includes more than 17 years in multinational pharmaceutical companies in Business Intelligence. She has been a professor for postgraduate students since 2008 for research & market analysis and joined FIA in 2013 teaching International Management for the International MBA.

Jonathan Dupuis

Jonathan is an attorney who practices in the civil litigation and labour law sectors where he oversaw negotiations of large-scale agreements and ensured regulatory compliance of business activities. He holds a Bachelor of Laws (LL.B.) from the Université de Montréal and is now pursuing an MBA at HEC Montréal where he is also the founder of the Law Club. Jonathan is known for his pragmatic leadership style and strategic thinking. He is actively involved in the Marketing and International Development Committees of the Young Bar of Montreal where he organized the 2017 Annual Conference.

Marc-Olivier Gendron

Marc-Olivier has a Bachelor of Business Administration as well as his Chartered Financial Analyst (CFA) designation. He has more than four years of experience in portfolio management, and is looking for a career in the Startup ecosystem after his MBA. He wants to eventually start his own business, most likely in the Fintech industry. He has strong analytical skills, an ability to see the big picture and a very creative business mindset. At HEC Montréal, he leads the MBA Finance Club, is a member of the Community of Practice BigData and is part of the Creative Destruction Lab program.

Stephanie Langlois

Stephanie holds a BComm from JMSB and is pursuing her MBA full-time at HEC Montreal. She has three years of experience in software sales and her decision to go back to school was primarily driven by an interest to learn more about marketing and corporate strategy. This interest, her competitive spirit and her ability to thrive under pressure are what encouraged her to participate in this case competition. Stephanie is also very passionate about travel therefore, before settling down in Canada she hopes to get the chance to work abroad for a few years.

CANADA

Samuel McNicoll

Samuel has a Bachelor of Mechanical engineering from Sherbrooke University and is currently pursuing an MBA at HEC Montreal. During the last three years, he was developing products in the powersport industry with all the major OEM in the business. He thrives on finding the right angle for every problem. He also has a keen interest in finding new creative entrepreneurial idea and has participated in different events toward that goal like start up week-end. In his free time, he is always looking for new places where to pursue his landscape photography passion.

Yi Quan

Yi was born in China, raised in Japan, and schooled in Canada. She graduated from Queen's University in Engineering Chemistry, and has over three years of experience in project management and operations through working as a field engineer in the energy sector. While completing her MBA, Yi is the Vice President of Corporate Social Responsibility of the MBA Student Association, and is organizing the HEC Corporate Responsibility Challenge case competition. Yi seeks challenges to make positive impacts and to maximize her potential. In her spare time, Yi is passionate about weightlifting, yoga, and traveling.

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 and process improvement, strategic sourcing, change management, project management, creative thinking and innovation management. Sylvain also delivers development programs and facilitates workshops on organizational transformation, project management, teamwork & team dynamics, consulting practices, creative problem solving, and creative leadership. This will be his 7th presence as coach.



GERMANY

Nina Pawelczyk

Nina is a first-year master student at the Heinrich-Heine-University Düsseldorf, specializing in Marketing and Entrepreneurial Management. She spent one year in the United States as an awardee of the German congress youth exchange scholarship. In 2016, she graduated with the bachelor's degree of Business Administration from the University of Applied Sciences Düsseldorf. Nina gained multifaceted practical experiences during her bachelor's program and enriched her experience in the field of Marketing during an internship at Red Bull. Nina spends her free time with a lot of sports such as soccer and tennis.

Julia Scheib

Julia is a first-year master student in Business Chemistry at the Heinrich-Heine-University Düsseldorf. After earning her bachelor's degree in 2015, she spent a semester in Spain as an exchange student enriching her studies by attending additional courses in both business and chemistry as well as deepening her Spanish language skills. During several internships in the fields of supply chain management and corporate controlling, Julia gained practical experience and valuable insights in operational work. In her free time, she enjoys going for a run, travelling and strategic board games.

Lea Steinbach

Lea is a second-year master student at Heinrich-Heine-University Düsseldorf, majoring in Corporate Management. She earned a bachelor's degree in International Business from the University of Applied Sciences Dortmund and worked part-time in the HR Department of Evonik Industries. In order to gain international experience she spent three months in York, UK and enriched her studies with a semester abroad in Durban, South Africa. After receiving her bachelor's degree she worked as an HR Business Partner responsible for Talent Management for the Evonik Nutrition & Care GmbH. In her leisure time, Lea enjoys to do aerial yoga and to travel.

Kristina Sonnenschein

Kristina is a second-year master student in Business Administration at the Heinrich-Heine-University Düsseldorf, majoring in Entrepreneurial Management and Finance. In 2016, she earned a bachelor's degree in finance, which was combined with an apprenticeship as a bank clerk. Kristina gained practical experience in her apprenticeship, through her working student employment in a development bank and her internship in a microfinance institution in Cambodia. In her free time, she likes doing yoga and traveling.

Hauke van Mark

Hauke is a first-year master student in Business Chemistry at Heinrich-Heine-University Düsseldorf, specialising in Entrepreneurial Finance. As an enrichment to his studies he spent a semester abroad at Gothenburg University in Sweden with a strong focus on medicinal chemistry. Previous to his master Hauke gained practical experience through internships and as a working student in areas like innovation management, business development and Mergers & Acquisition. In his free time, he enjoys playing Ultimate Frisbee, running and music festivals.

Sarah Türk (Coach)

Sarah was a member of Team Düsseldorf at the 34th MBA ICC 2015 and is now a PhD candidate in Management at the Heinrich-Heine-University Düsseldorf. Her research currently focuses on entrepreneurial intentions. During her studies at the universities of Münster and Düsseldorf Sarah specialized in Management, Marketing and Human Resources. As an enrichment of her academic education, she spent parts of her studies abroad at the Corvinus University in Budapest and working for a social organization in Mauritius. During several internships, she gained practical experiences in strategy and financial consulting. Sarah is passionate about travelling and doing sports.

Peter Mendel (Asst. Coach) Christian Schwens



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SWEDEN

Iris Politiek

Iris is passionate about sharing stories about people and brands in order to create value, especially for companies with a social mission. She is currently pursuing a master's degree in International Marketing and Brand Management to build upon this interest on a strategic level. Iris has gained experience in customer experience design, retail and content marketing by working at a FinTech startup, Randstad, Stenden, and Boots. Her motto is a quote from Pippi Longstocking: "I have never tried that before, so I think I should definitely be able to do that."

Jesper Sundström

Jesper is currently pursuing a Masters degree in International Strategic Management. Jesper is looking forward going back to Canada, a country he fell in love during his six months stay. He builds upon his work experience in project management and sales through his function as sales manager in a student consulting firm. In addition, Jesper has gained interesting insights into the Asian business culture through his exchange in Hong Kong. In his future career, Jesper strives to combine his passion for strategy with his creative mindset developing businesses for future success.

Timothy Liljebrunn

Timothy gained rich international experiences through living, working and studying in Singapore, Norway and the US. After finishing his bachelor in Business Administration, he decided to extent his academic competences in IT and Information Systems. Timothy has been dedicated to volunteering within student organizations in Lund alongside his course, with his current position being manager at a student consulting agency. Combining his interests in technology and communication Timothy sees himself as a future leader in the tech industry, but first he needs to do the "Swedish classics" (running, skiing, cycling, and swimming), something every Swede needs to endure.

Kaisa Vaino

After several years of working for mainly PwC, Kaisa decided to return to studies and is currently pursuing Master in Accounting and Finance with specialization in Corporate Financial Management. She has vast international experience having lived, studied and worked in Switzerland, Australia, Philippines, USA and Sweden in addition to her home country Estonia. She effortlessly adapts to new environments with great enthusiasm in order to explore her boundaries. Her love of cats becomes clear in her voluntary work for cat shelters, also have you seen her cat socks? Professionally she makes figures sing by capitalizing on her financial and business intelligence experience making her the financial expert of the team.

Mats Urde (Coach)

Mats is a researcher, teacher, and advisor in strategic brand management. As a consultant, he has a long track record of practical experience from working with Electrolux, ABB and IKEA among others. As an associate professor, he is the head of the Lund Brand Management Group, which aims "to develop useful tools and theoretical frameworks for application to the practice of brand management". In his research, he has introduced the strategic orientation brand orientation (identity-driven) balancing market orientation (image-driven). Among his case studies on identity-driven organizations are Volvo, the Nobel Prize Foundation, and Constitutional monarchies. As a teacher, Mats is responsible for two master courses: Strategic Brand Management, and Corporate Brand Management and Reputation (fully case-based). Mats have received the students' "The Teacher of the Year" award, and the Lund University pedagogical prize. In his spare time Mats like sailing and Icelandic horse riding.



CANADA

David Bar

David is a second-year Co-op MBA Student at the DeGroote School of Business. Prior to that he completed his undergraduate degree with honours at the University of Waterloo in the Environment and Business Co-op program. Upon completion of his undergrad, David applied for and received government approval to start a social enterprise conducting electronic waste recycling practices in Kitchener-Waterloo. Since returning to school, David has transitioned his career into the Capital Markets finding experience in equity research and investment banking, the latter of which he will be returning to upon graduation.

Jesse Brunt

Prior to enrolling at the DeGroote School of Business to pursue his MBA, Jesse completed his BSc at Western University, specializing in Kinesiology. Upon entering the Co-op MBA program at DeGroote, Jesse began positioning himself for a career in finance. After three successful co-ops in Corporate Banking, Debt Capital Markets, and Fixed Income Sales & Trading, Jesse will be joining Scotiabank in 2018 after graduation. At Scotia, Jesse will briefly join the Investment Banking team before starting the Sales and Trading Rotation Program. Jesse is an avid reader, hockey player, guitarist, and is looking forward to travelling Europe after graduation.

Nadia Eghbali

Nadia holds a Bachelor of Science degree from McMaster University, with a major in life sciences and minor in psychology. Upon graduation in 2015, she began the DeGroote MBA co-op program and is currently completing a specialization in strategic marketing. Her work experiences include healthcare marketing, B2B marketing, and analytics in the retail industry. Nadia is actively involved in shaping the MBA student experience in her role as Director of Communications of the MBA Association and a DeGroote Leader to the incoming class. She looks forward to applying her

MBA experience in a rewarding role in brand management upon graduation.

Kelly White

Kelly has a passion for strategy. Whether it's deciding on the optimal grocery shopping trip for the week, or deciding the future of a company, Kelly leverages his interdisciplinary education in Knowledge Integration to come up with the most effective solution. After his MBA, Kelly is looking forward to pursuing a career in technology innovation strategy in a consulting capacity and in the future, starting his own business. When he's not strategizing, Kelly enjoys being a Toronto Raptors fan, woodworking at his farm, cooking meals he finds on YouTube, and camping in the great outdoors of Northern Ontario.

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 100 papers in academic journals, books, and conferences. Milena is passionate about experiential learning and a strong proponent of the case methodology. Through her case analysis and presentations course, she coaches and prepares DeGroote MBA students for various national and international case competitions.

CANADA

Krista Gruber

Krista is a final year MBA student at the Faculty of Business Administration at Memorial University who is from Mount Pearl, Newfoundland. Her work experience includes time with Open Systems International Ltd. in Minnesota, United States where she was an International Business Development Research Analyst.

Priyank Narvekar

Priyank is a final year MBA student at the Faculty of Business Administration at Memorial University who is originally from Mumbai, India. Priyank has extensive work experience as an Advisory Software Engineer with IBM.

Jeff Ward

Jeff is a final year MBA student at the Faculty of Business Administration at Memorial University who is originally from Pasadena, Newfoundland. He is currently on leave from Shell Canada where he is a Process Engineer and Business Advisor.

Chris Jerome

Chris is a final year MBA student at the Faculty of Business Administration at Memorial University who is originally Bangalore, India. Her work experience is as a Analyst with Goldman Sachs in India.

Tom Cooper (Coach)

Tom is an Associate Professor in Strategic Management at the Faculty Business Administration at Memorial University who is originally from St. John's, Newfoundland. Tom has a PhD from the Warwick Business School, University of Warwick and worked for seven years as a Senior Manager in consulting for PWC in London, United Kingdom.



SINGAPORE

Komal Goyal

Komal is a former EY professional who has accumulated 2+ years of working experience in risk advisory, fundraising via corporate partnerships and strategic planning. She is currently a double-degree student pursuing M.A. in Strategy and International Management from University of St. Gallen, Switzerland and MBA from NTU, Singapore. Her working experience in a multi-national, Big 4 advisory firm, with demanding clientele and professional team has helped her appreciate client needs and deliver impactful insights in a structured manner. Her voluntary experiences with philanthropic organizations have taught her the art of working with limited means. She is passionate about travelling, adventure sports and genuinely enjoys new experiences.

Lokesh Gupta

Lokesh brings with him over 5 years of market research and data analytics experience in management consulting and technology industries. He successfully led a team of 2 analysts during his time at Bain & Company to conduct 10+ strategic and commercial due diligence for leading private equity funds in the EMEA region. This included assessing target attractiveness and competitive positioning of BeerCo assets worth ~\$8 billion in Eastern Europe. Lokesh has significant experience of researching company and industry trends for clients across domains such as technology, telecom, consumer goods, retail, and change management while working in diverse global teams.

Olga Kotenko

Olga is a current MBA candidate and has a versatile skill set with experience in risk management, written and oral communication. With 5+ working experience in banking regulation Olga validated risk models of top tier Russian banks, which improved banks' practices and led to a more resilient banking sector. She developed local regulation on credit risks and

represented the interests of the regulator in an international organization, setting industry standards. Having lived in Russia, Switzerland and Singapore, Olga has an international mindset and is passionate about personal development, science, and charity.

Tan Teck Soon

Teck Soon has experience working in several regional sales and business development roles in the B2B space serving a myriad of customers in the Asia-Pacific region. He graduated with a degree in Applied Chemistry and currently has deep interests in finance and technology. Fluent in Japanese, he has experience working in translation and teaching. He has also embarked on the CFA program to leverage on his quantitative and analytical skills. Outside of work, Teck Soon teaches English and Japanese to students of various proficiency levels. He also thoroughly enjoys travelling, with a penchant for UNESCO heritage sites around the globe.

Akshay Regulagedda (Coach)

A semi-finalist at the John Molson Case Competition in 2014, and subsequently a coach for NBS teams in 2015 and 2016, Akshay has interests in formulating corporate strategy through design and analytics. He currently works as a manager at JTC Corporation, Singapore's principal developer of commercial precincts. In his spare time, he likes to learn new languages and explore new playgrounds with his wife and daughter.



INDIA

Agastya Sanjai

Passionate about putting products into the hands of people, Agastya is the global winner of the Google Online Marketing challenge; bringing 4+ years of hands-on experience across high-technology, social entrepreneurship, and product teams. He has experience in growth marketing, pricing, analytics, and product marketing with previous stints including adidas India; leading the C-Suite strategy for data-mining teams with a London startup, and cross-functional product development with Fortune 500 clients. Agastya enjoys speed-listening and sharing audiobooks, non-fiction, and running. He will graduate with dual-degrees in Engineering (IT) & MBA at NMIMS University in 2018.

Shreya Jain

Shreya draws on diverse corporate exposure with MNC's across consulting, banking, media and several pharmaceutical manufacturers. She is passionate about journalism, winning accolades for a fictional documentary about religion evolution and conflicts based in 2050. She currently champions the Sibling Advocacy Campaign, parented by the Global Autism Project, New York; aimed at forming a global community of similar-minded individuals. Her interests in funding venture financing and manufacturing have helped transpire a fuel-efficient vehicle to compete against 100 international teams at Shell Eco Marathon, Singapore; Shreya attributes her perspective risk-taking appetite to competitive basketball and perspective to traveling and networking.

Raunak Marwaha

With his undergraduate majors in computer engineering backed by a deep understanding of fin-tech and economics—Raunak is a highly motivated individual who has represented his country and university in a leadership capacity at the Harvard World MUN in Italy and carried out a project in the domain of IoT at CommunicAsia, held in Singapore. His portfolio of



work spans all the way from building a financial integration roadmap under the Swachh Bharat Mission, analyzing WASH funding policies of developing nations with KPMG to making OEM sales deals at Hewlett Packard Enterprise and deciding pricing strategies at Canon.

Siddhant Mehta

With a strong background of telecom engineering, coupled with a large passion for entrepreneurship, Siddhant clinched Semifinalist status at the Enactus India National competition, whilst presiding over the social entrepreneurship wing of the university. In the 4+ years of experience accumulated with his work experience in Reliance Communications, Accenture and BookMyShow, the largest aggregator of events in India, Siddhant cofounded 3 social ventures including spearheading the R&D of an inexpensive mechanical washing machine, to promote hygiene among the slum dwellers, a widely acclaimed project appreciated by the Chief Minister of Maharashtra in India.

Rajesh Prasad

An IIT and IIM alumni, Prof. Prasad is the domain expert in Marketing at NMIMS University - bringing in fresh perspectives through his very innovative and interactive method of academic delivery. His Corporate achievements include heading Sales and Marketing of one of India's biggest Steel Companies to leadership position; nurturing one of the biggest Aluminium Companies of Nigeria as CEO; spearheading Corporate mergers in the domain of Power Generation at an International scale; heading Commercial Functions of one of the biggest Construction Companies of India as a Board of Management Member and pioneering savings through International sourcing of specialized items.



NETHERLANDS

Matthijs Trimpe Burger

The son of a Dutch father and an English mother, Matthijs grew up in a military family and spent time working for the Dutch government after finishing his Bachelor's program. When the opportunity presented itself, he fully committed to studying full-time once more and pursuing an MSc in Financial Management. Matthijs is a hard-working and driven leader that enjoys being challenged and pushed to his limits. The John Molson MBA Case Competition is a challenge he is excited to overcome and one in which he is expected to flourish.

Jimmy Ramsteijn

Jimmy Ramsteijn, 24-year-old student at Nyenrode Business Universiteit in the Netherlands. Worked within the financial sector for a few years, but couldn't let go of the student life, so started his MSc in Financial Management. Besides numbers he likes to travel and Montreal was still on his wish list. Looking forward to the case competition and super motivated together with his team members. These young Dutchies are ready to surprise everyone in Montreal.

Myrthe Van Erp

Myrthe van Erp can be described as an ambitious and determined young professional. She is not afraid to embark on a new challenge. Her enthusiastic and positive personality motivates the people around her. She has a creative mind-set and loves to crack her brains on difficult matters, and to come up with innovative solutions. She studied at the Hotel Management School Maastricht whereby she learned a lot on both professional and personal level. Thereafter she decided that she wasn't done studying yet so she enrolled in the Master Financial Management at Nyenrode

Business University in Breukelen.

Victoria Peset Bijleveldt

Victoria was born in Valencia on the sunny eastern coast of Spain. Up to the age of 19, she lived in this beautiful country in Southern Europe after which she moved to the city of Amsterdam in the Netherlands. She studied Russian Studies at the University of Leiden and is currently at the end of her Master's degree at Nyenrode Business University. In her spare time, she enjoys meeting friends, horse-riding or relaxing with a good book. Automobile and vodka enthusiast.

PORTUGAL

Alexandre Santos

Alexandre holds a masters in electrical and computer engineering. After graduation, he worked in Switzerland as research engineer in the fields of augmented reality and later in Sweden as Business analyst in IT. Enthusiastic and passionate about technology, Alexandre has always showed a great interest for business and management which led him to take part in his entrepreneurship endeavours and apply to his MBA programme.

Ana Ferreira

Ana Ferreira is a Biologist with a Master degree in Conservation Biology. She has been working at CIIMAR – Interdisciplinary Centre of Marine and Environmental Research (Porto University) as a Researcher, where she has been coordinating research and practical implementation projects related to urban water management. For the last two years she has been focused on green solutions in cities (green technologies) using ecology and biotechnology tools to achieve better water management and quality, while increasing citizens wellbeing and biodiversity. Such experience led her to work as a consultant to implement nature-based solutions in partnership with public and private entities.

Pranjoy Yadav

Pranjoy is an engineer from India with a Bachelor degree in computer science technology. He started working with lyogi Technical services as TSE then he joined Genpact India and worked in the capacity of process developer where he worked on client relationship model and software. For last one year he was working with Priya Infotech, a computer solutions company, where he was appointed as Client Relationship Manager.

Andreas Tuhafeni Salom

Andreas, born in Namibia. He served in the Namibia Airforce. He then left the force to study for a B.Eng. in Mining Engineering at NUST - Namibia. During his studies, Andreas has served in University Student Council as Sport SRC and other leading capacity, he was responsible for all the sport code in the campus, managing and organising sport events local and abroad. In 2012 he spends summer in Germany at TU Clausthal as exchange student. Andreas has also work for both underground and surface mines. Prior to attending the Magellan MBA, he has M.Sc. from University of Porto in Mining.

Renata Blanc (Coach)

Over the past years Renata Blanc de Melo has gained experience in academic, consultancy and financial environments. With Arthur Andersen/Deloitte&Touche she has gained experience in management consulting at a wide range of areas. She was involved in consultancy projects in several sectors: industrial, services and public. She is an Assistant Invited Teacher at the Faculty of Economics and teaches in several Executive Education and In-Company programmes at Porto Business School. She is presently Director of The Magellan MBA (PBS Full-Time MBA Program).



MALAYSIA

Azim Harun

Azim Harun holds a degree in Psychology and a post graduate diploma in the field of Public Management. Currently pursuing his MBA, Azim works as a Principal Assistant Director with the government. He has worked in finance, procurement, office management, human resources and policy development in various departments. He has also worked as a diplomat with the Malaysian Embassy in the US. His interest revolves around Human Resource, management and finance. As an MBA student, he has taken part in the Mai Bangkok Business Challenge and won the 99 pitch competition as well as best report for the group.

Cheah Fuh Yuen

Cheah Fuh Yuen (LLB(Honours)) was a practising lawyer specialising in general conveyancing, conventional and Islamic loans. He is currently undergoing Master of Business Administration in Putra Business School. He was the Vice President of Putra Student Association. He is adept in the areas of corporate governance, finance and strategic management. He has participated in various business and case competitions including National Investment Banking Competition in Toronto, Siam Commercial Bank Future Leader Challenge in Bangkok (Semi-Finalist), Swiss Innovation Challenge in Kuala Lumpur (Top 25), Amalgamation (Merger & Acquisition) 2017 Case Competition, and 8th PPM Regional Business Case Competition (Finalist).

Kogillavanan Munusamy

Kogillavanan Munusamy graduated in Computer Science and also holds a post graduate diploma in Public Management. He works as a Principal Assistant Director with the government. Prior to his study leave, Kogilavanan has worked in various departments involved in budgeting, procurement, policy development and border security. He has also been seconded to a semi government organization which serves as a regulator for laws involving communication and multimedia. His interests are in the fields of Strategic Management, information technology as well as process management. He has compete in various international business competition and won numerous awards along the way.

Khairul Shahril Amin

Khairul Shahril is a government officer currently on his sabbatical leave to pursue his MBA at PBS. He graduated in Hotel & Tourism Management from Mara University of Technology. Khairul has worked at the Ministry of International Trade and Industry in-charge of monitoring export, transit and transhipment of strategic products as well as the state of Perak as a senior assistant director in charge of development projects. He also has experience working in the retail industry holding several positions mainly in procurement and marketing department before joining the government. His interests are in marketing and International Business.

Chan Jing Wen

Chan Jing Wen graduated from University Malaysia Sabah with a Bachelor of Science in Mathematics and Economics. At present she is pursuing her MBA at PBS and she is active with Putra Students association serving as the vice secretary. She is proficient in Mathematics, finance and economics. She is hardworking and dedicated in achieving her goals. She is passionate in giving back to society and hopes to become a social entrepreneur once she graduates. This competition would be her maiden involvement any international business competition.

Dr. Ahmed Razman (Coach)

Dr. Ahmed Razman Abdul Latiff is the Senior Lecturer and Manager of Community Development & Impact of Putra Business School (PBS). He holds various qualifications in the field of accounting, finance as well as corporate governance from universities in the United Kingdom as well as Singapore. He is the Vice President (Finance) of Case Writers Association of Malaysia and an Associate Member of Malaysian Institute of Accountants. Due to his expertise, he has been featured regularly as a commentator in radio programs and TV talk shows in Malaysia. He has also provided consultations to various government and private organizations.



GERMANY

Marco Haßdenteufel

Marco is currently in his second year of his Master in Business Administration with Technical Qualification minoring in Mechanical Engineering. He specializes in Entrepreneurship and Marketing. As an intern and subsequent as a working student he got insight into the automating of utility vehicles at a startup. Together with a fellow student he is founding a company that provides innovations in accessories. In the time that is left Marco enjoys sports like windsurfing, snowboarding and bicycling.

Julia Todea

Julia Todea is currently in the second year of her Masters studying Business Administration with a technical Qualification in Mechanical Engineering. She specializes in Sustainable Development and Marketing. Julia gained work experience in the tourism industry while doing an internship for one semester abroad in Ericeira, Portugal. In her free time, she enjoys to travel, surf and run.

Lukas Renner

Lukas is currently in the second year of his Master in Business Administration with Technical Qualification minoring in Mechanical Engineering. He specializes in Sustainable Management and Marketing. Lukas spent a semester abroad at Tec de Monterrey – University of Monterrey (Mexico) focusing on Marketing. He gained work experience as a responsible manager of a business partner in the indirect sales management of IBM. In his free time, he enjoys traveling to developing countries and participating at soccer matches.

Kevin Schmitt

Kevin is currently in the first year of his Master in Industrial Engineering and Management minoring in Mechanical Engineering. He specializes in Strategic Management and Marketing. Kevin spent a semester abroad at



HEC Management School – University of Liège (Belgium) focusing on Entrepreneurship and Marketing. He gained work experience as a project leader in the Maintenance department at HOERBIGER Corporation of America in Pompano Beach Florida (USA). In his free time, he enjoys participating in a student consultancy group and training for half-marathons.

Christopher Pütz (Coach)

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 Master 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. Christopher gained work experience as a working student in different departments of the foil manufacturing company Pütz GmbH + Co. KG. In his free time, he is competing in international Rock'n'Roll dance and acrobatics with his sister.

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IRELAND

Gearoid O'Briain

Gearóid has spent ten years in the military as a pilot and is currently a flight instructor and head of training for the Irish Air Corps. He has flown several military aircraft including Ireland's presidential transport aircraft, serving for two Irish presidents. He is one of a small group qualified for ceremonial and display flying, as well as live weapons firing from aircraft. Gearóid runs Ireland's largest unmanned aviation school and is the head of sales and marketing for a software company developing unmanned search & rescue solutions. Gearóid enjoys public speaking, reading, and working on innovative team projects.

Ruth Lalor

Ruth has spent ten years working in clinical research, currently as Director of Business Process Improvement at ICON Plc, a top tier multi-national clinical research organisation. Having completed a PhD in molecular pharmaceuticals, Ruth spent a number of years in the project management of global clinical trials before becoming a certified lean six sigma black belt and moving into operational excellence. Ruth is the recipient of the UCD Michael Smurfit MBA Achiever scholarship 2016 and outside of work and studying, she enjoys entertaining for friends and family, reading and travel.

Maria Barry

Maria Barry is a Senior Medical Information Manager in Novartis Global Services Centre Dublin. She completed a Bachelor of Science in Pharmacy in Trinity College Dublin and completed a Masters in Clinical Pharmacy in Robert Gordon University Aberdeen, Scotland. Maria spent 5 years working as a Clinical Pharmacist in Our Lady's Children's Hospital Crumlin, the largest pediatric hospital in Ireland, before she joined Novartis in 2014 as a Medical Information Manager. She was a member of the UCD Michael Smurfit Ladies MBA Touch Rugby World Cup team in 2017 and recipient of the UCD Michael Smurfit MBA IMAGE scholarship 2016.

Andrew Gebelin

Andrew Gebelin is Senior Director of Research for EMEA and Latin America at Glass Lewis, a global corporate governance advisory firm. Key accomplishments in his 11 years there include developing a new analytical

framework for executive compensation, managing international team expansions, and planning strategic acquisitions and external partnerships. Andrew has lived on three continents and speaks four languages. In his free time, he can often be found practicing yoga or hiking over mountains. He has a B.A. in International Relations and Spanish from Whitworth University (Spokane, Washington).

Paul Donnelly

Paul is a business operations lead with Shire Pharmaceuticals based in Dublin, Ireland. He previously worked for five years in the company's global outsourced manufacturing group concentrating on supply chain and technology transfers. Earlier in his career, Paul was a senior consultant and project manager with DPS Engineering, an international consultancy specialising in process design and project delivery for large scale clients in the pharmaceutical and microelectronics industries. Paul holds a degree in chemical engineering and masters in operations management. He is also a keen triathlete and has a passion for travel.

Prof. Pat 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. Prior 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 with KPMG, Jefferson Smurfit Group, The Investment Bank of Ireland and An Post (The Irish Post Office). He also held the position of Vice President of Staff and Administrative Systems at UCD. His previous academic positions were held at the University of Pittsburgh, Nanyang University, Singapore and the Pennsylvania State University. His current research interests revolve around control practices of MNCs, the impact of strategic planning systems on organisational behaviour and performance, and the application of social theory to strategic process research.



URUGUAY

Gustavo Moreyra

Gustavo Moreyra is an Engineer graduated from Universidad de la República (Uruguay). He works at Quanam since May 2001. Nowadays, he is as a Team Leader in the Business Analytics area. He lived in several Latam countries as a consultant for institutions such as Presidencia de la República, Santander Bank, Carabineros de Chile, Santiago University, Minera Escondida, MiBanco Perú, and so on.

Camila Pérez Basso

Camila Pérez Basso currently works in MoMaT, an investment firm dedicated to the ATM business in the United States. She holds a degree in Architecture, and has worked in architecture firms from Uruguay and United States, specializing in project management, design and budget analysis.

Daniel Segovia

Daniel Segovia holds a degree in Communication Sciences. He has specialized in electronic commerce and for 5 years he has been leading commercial teams. He is currently General Manager of Vertical Services at woOw! a leading ecommerce company in Uruguay.

Elisa Marizcurrena

Architect, graduated in 2012 who works independently with three other partners, doing design and construction works. She also collaborates in her family's farming business.



Luis Silva-Domingo (Coach)

Professor Silva-Domingo is the MBA Director at Universidad ORT Uruguay. He holds a PhD on 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 on 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 to MNC, for non-for profit organizations, for state-owned organizations, and for international institutions such as Interamerican Development Bank, United Nations Development Program, and the European Union.



MEXICO

Janeth Alicia Venzor Carbajal

Janeth has a double degree in International Business which has allowed her to broaden her skills to manage multicultural challenges. She works as a team lead in HP in the Supply Chain Organization establishing processes and creating integral solutions for different projects. She loves traveling, embracing new cultures and experiences. From her traveling, she is able to have a very open mind and a global approach when solving problems. Before joining HP, Janeth was an intern in a government organization where she realized the importance of finance and now she is pursuing her master degree in that subject.

Sandra Berenice Fernández Rodríguez

Sandra is an Industrial Engineer. She specialized in social impact projects and now she is working as project manager in the construction of a platform of factoring based on intelligent agents and machine learning to determine the risk of granting loans. She's passionate about projects that can solve social problems. She had the opportunity to study in Japan and Israel. Thanks to that she has witnessed the impact of using vital tools such as information technology and quality systems in creating business models with high added value. For this reason, she's interested to develop a consultant firm for micro and small enterprises.

Andrés Villegas Covarrubias

Andrés is a Financial Engineer with passion for it and also for Commerce. He works for the company Alse Mexicana where he has been able to help the company grow together with the sister company ABUS México, being strongly involved in markets of locksmiths and security. His activities go from working to studying, from finance to marketing or even mountain biking. Also, he is eager to go to Montreal.

Rodrigo González Olson

Rodrigo is COO at Constructora Monte. His work now focuses on vertical construction, residential urbanization and the paving of hydraulic concrete streets for the Mexican government. Before coming to Monte, Rodrigo worked as project manager at Grupo DMX, and while there, he was involved in the construction of 100+ pharmacies across Mexico in 2015 among other multisite projects such as cinemas and convenience stores. Rodrigo earned a major in Civil Engineering and administration from Universidad Panamericana and is currently in the pursuit of a masters in finance at the same university. He's an enthusiastic sailor and vivid traveler.

Claudio Guillermo Vázquez Beas (Coach)



CANADA

Marilyn Croizer

Marilyn complète actuellement ses études en marketing analytique à l'Université Laval. Elle est également détentrice d'un BAA spécialisé en Marketing et en management. elle prend goût aux compétitions universitaires : Défi Marketing 2015 et premier prix en marketing à la compétition Hermès 2016. Les domaines qui la passionne sont l'étude du comportement et de la psychologie du consommateur ainsi que les études de marchés. Passionnée, entreprenante, déterminée, elle adore relever de nouveaux défis personnels et professionnels, comme en témoigne son nouveau poste de coordonnatrice d'opérations aux salles des marchés financiers

Anthoni Hinse

Anthoni poursuit un MBA en Stratégie d'affaires et innovations à l'Université Laval. Il est aussi détenteur d'un Baccalauréat en Administration des affaires profil management et entrepreneuriat. Il a participé au profil international qui lui a permis d'étudier une session à l'Universidad de Navarra. Tout ce qui touche à l'investissement et au domaine des affaires le passionne. L'immobilier, la bourse, la technologie, l'innovation, le management, les modèles et les stratégies d'affaires. La compétition internationale d'études de cas MBA John-Molson sera l'occasion pour lui de repousser ses limites et il ne compte pas négliger les efforts pour réussir à la remporter.

Francis Matte

Francis est étudiant au MBA Global Business et détenteur d'un baccalauréat en études internationales et langues modernes. Il a été délégué puis président de la délégation lavalloise pour la simulation de la Ligue des États arabes. Une compétition interuniversitaire de diplomatie et gestion de crise où il a su développer ses compétences de leadership, de communication et de négociation qui lui ont permis d'obtenir le second prix en gestion de crise. Ses domaines d'intérêts sont l'économie internationale, les questions de collaboration et de gouvernance ainsi que les stratégies d'entreprise, la prise de décision sous-incertitude et l'évaluation de projet

Dany Ouellet-Tremblay

Dany Ouellet-Tremblay est sur le point de compléter un MBA en finance à l'Université Laval. Dany est très impliqué et cherche toujours à exceller. Il vise à obtenir l'accréditation du CFA Institute dont il est candidat au niveau 3 et il est président du



Club d'Investment Banking de l'Université Laval. Dany vient également de compléter un stage à la Caisse de dépôt et placement du Québec (CDPQ) en revenu fixe. Il a travaillé pendant plus de 4 ans sur une plate-forme de forage pétrolier en Alberta, avant d'entamer son cheminement universitaire.

Frédérique Grenier

Frédérique Martineau-Grenier termine son MBA en Marketing Stratégique à l'Université Laval. Elle est détentrice d'un Baccalauréat en Administration des Affaires spécialisé en Marketing et en Entrepreneuriat. Elle connaît bien l'environnement des compétitions académiques, ayant à la fois été participante et auteure de cas académiques pour la compétition Hermès de l'Université Laval. Celle qui carbure aux défis a réalisé plusieurs contrats de stratégie marketing et d'analyse de marchés pour de grandes compagnies Québécoises ainsi que dans la Silicon Valley, à San Francisco.

Cimon Yan (Coach)

Yan Cimon, C.D., Ph.D., est professeur titulaire de stratégie à la faculté des sciences de l'administration de l'Université Laval (Québec, Canada). Il est le directeur du Centre Interuniversitaire de Recherche sur les Réseaux, la Logistique et le Transport (CIRRELT, Québec) et membre associé de l'Institut Québécois des hautes études internationales (HEI). Ses travaux se concentrent sur les réseaux, les alliances, la gouvernance, les modèles d'affaires et la stratégie des firmes. Nommé "chercheur étoile 2010", il a été titulaire invité de la Chaire Fullbrighth en innovation à l'université de Washington (Seattle). Il appartient à Alpha Iota Delta.

Patrick Deloye (Coach)

Patrick Deloye, MBA, est chargé d'enseignement à la faculté des sciences de l'administration de l'Université Laval. Il enseigne au département de finance, assurance et immobilier depuis 6 ans divers disciplines tel que l'économie, l'investissement immobilier, la finance corporative et de marché. Participant au CIEC en 2011, il a rejoint l'équipe de coach depuis maintenant 4 ans.



CANADA

Nupur Thakor

Nupur Thakor completed her undergraduate degree in Economics in India and has since then worked in a diverse set of roles ranging from Quality and Risk Management to Retail Management. She has also worked as a Freelance Choreographer for national and international events and continues to follow her passion even during her MBA by taking on part-time dance projects. She likes interacting with people, learning about different cultures and constantly strives to be involved in a plethora of activities for personal growth and development.

Abby Verstraete

Abby Verstraete has a Bachelor of Commerce degree from the University of Alberta where she majored in business economics and business law. She has spent five years working within the public sector in the ministry of agriculture. She has worked with local food producers coaching them in areas of business strategy, human resource management, marketing and business planning. Abby spent her summer interning at MNP LLP with their management consulting team. She enjoys discussing business start-up ideas, learning about new industries, and expanding her knowledge in international business culture.

Mackenzie Nugent

Mackenzie Nugent is focusing his MBA on international business. After studying politics and history in his home town of Edmonton during his undergraduate, Mackenzie set out to explore the world. Over the last decade, he has worked and studied across Argentina, Australia, the UK, South Africa and Canada while visiting nearly 40 countries

in between. These diverse global experiences have inspired Mackenzie to try to learn something from every culture, while employing these lessons in his personal and professional life.

Morgan Tien

Morgan Tien has an Undergraduate degree in Environmental Engineering from the University of British Columbia and is completing her MBA part-time while working as a Production Engineer for Dow Chemical. Morgan has been with Dow Chemical for 5 years, and has a passion for ensuring manufacturing processes are conducted safely and minimizing their impact on the environment. Morgan is excited and honored to be a part of the University of Alberta Molson team and is greatly looking forward to the experience!

Dr. Richard Field (Coach)

Dr. Richard Field is a professor of Strategic Management and Organization at the Alberta School of Business. This is his second year at the John Molson case competition

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USA

CANADA

Uday Dipta

Uday has a Bachelors in Computer Science and has an experience of working in an IT Consultancy firm and a Non-Profit organization in India. Uday is passionate about Data Analytics and Financial management and also loves to explore new places in his free time. He is currently pursuing his MBA (in Finance) from University of Arizona and in the long run, he aspires to get into Entrepreneurial Finance.

Shawn Davis

Shawn is a 2nd year MBA student in the Eller College of Management at the University of Arizona concentrating in MIS project management with an undergraduate degree in Finance from the University of Kansas. His most recent role prior to the MBA program was in an advisory capacity to healthcare organizations operating their own health plans. He serves as Operations V.P. of the local chapter of Net Impact and is a co-founder of Healthcare Entrepreneurs Administrators and Leaders (HEAL), a new University of Arizona cross-departmental campus organization. Shawn is pursuing a consulting role in Healthcare IT.

Matthew Sassu

Matt is a Master's of Business Administration and Master's of Optical Sciences candidate at the University of Arizona. He earned his Bachelor's degree in Astrophysics at the University of Colorado at Boulder. Between his undergraduate and graduate years, he spent five years in Seattle working at several companies, including Microsoft, as an optical and software engineer. His goal after finishing school is to enter the aerospace industry, leveraging his engineering and business knowledge. While living in Seattle, he began dancing competitively in the style West Coast Swing and competed in numerous events in the Pacific Northwest.

Katie Zajicek

Katie received her bachelor's degree in Biochemistry, Biophysics, and Molecular Biology and is pursuing her MBA and MS in Finance at University of Arizona. She strives to use her background in science and current education in both entrepreneurship and finance to develop solutions for the medical and technology industries. While in the McGuire Entrepreneurship Program, she is currently developing a product for launch. She is driven by her passions for analytics and innovation and provides a unique perspective on the fusion of business and science.

John Miranda (Coach)

John Miranda has a BS in Computer Science from University of Michigan and an MBA with a concentration in Finance from University of Texas. John worked at Ford Motor Company, followed by Intel Corporation where he is a markets insights manager, managing Intel's cross-company program for sensing early technology usage trends that inform the business units' product planning teams and Intel's corporate strategy group. Prior roles include running software engineering teams, strategic planning, and finance. Outside Intel, John serves on University of Arizona's Eller MBA Industry Advisory Board, enjoys photography, travel, and hiking.

Derek Brandschwei

Graduating with a degree in Mechanical Engineering from the University of Calgary, Derek has more than 12-years of industry experience, the majority of which he has spent in the oil and gas industry as an individual contributor, and in leadership roles. Derek also took two years to start and operate his own e-commerce company. Through the MBA program, Derek strives to broaden his business knowledge, gain exposure to different industries, and to expand his leadership acumen. Having travelled to more than 26 countries around the world, Derek avidly enjoys learning, swimming, and pursuing excellence.

Nicole Drozdak

Nicole holds a Bachelor of Commerce degree in Finance from Dalhousie University and has spent the last several years working as a management consultant with Deloitte Consulting focused in corporate strategy and operations. She has experience in the energy and resources, financial services, and agriculture industries and has worked on a global project spanning across 18 different countries. She has completed projects in oil and gas strategy, change management, IT strategy and energy regulation. Nicole is pursuing her MBA to continue to refine her leadership skills and gain exposure to different industries.

Bharath Nuthanakaluva

Bharath graduated from Andhra University, India with a B.Eng. degree in Mechanical Engineering. He has traveled to over 10 countries in Asia, Europe, and North America while working in offshore Oil and Gas exploration. He also worked in energy, engineering, plastics, agri-trading, and logistics services. Bharath is using his MBA, and case competitions to enhance his varied experience. He has a

keen interest in downhill skiing and kayaking.

Femi Onafalujo

Femi obtained his Bachelor's of Science in Mechanical Engineering from the University of Manitoba. His 7 plus years in the Oil and Gas industry has seen him transition through roles in Operations, Engineering design and Project management. Femi is taking the Haskayne MBA program as a means to improve his business acumen and to hone his leadership skills. Born in Nigeria, Femi has lived in three countries and visited several others. He enjoys board games and playing soccer in his spare time.

Eva Peng

Eva grew up in China and earned her bachelor's degree in Beijing. She pursued a master of science degree in chemical engineering from the University of Alberta. Upon graduation, Eva spent more than 4 years as an engineering professional in the oil and gas industry. She has participated in various internships and study exchange programs in France, Germany and the USA. As an avid traveler, she has visited a total of 27 countries in Europe, Asia and the Middle East. Eva believes that her MBA experience will enhance her global vision, critical thinking and problem solving.

Larry A. Wood (Coach)

Cameron Welsh (Asst. Coach)

Kendra Scurfield (Asst. Coach)



SOUTH AFRICA

Sian Wanjiru Kiri

Sian is currently doing her MBA at UCT and holds a Masters of Engineering degree in Chemical Engineering from University of Leeds. Prior to her MBA, she worked as a consultant for a boutique consulting firm based in Kenya. Her main area of focus was on developing and implementing change management programmes mainly in the financial and healthcare sector. She also has previous experience in facilitating and implementing process improvement programmes in agriculture and manufacturing sectors. She has worked across Kenya and Ethiopia as well as the United Kingdom.

Caroline van der Merwe

Caroline holds a BA degree in Politics, Philosophy and Economics from the University of Stellenbosch with an honours in International Relations from UCT. She is currently completing her MBA at the UCT Graduate School of Business. Caroline works as a director at one of South Africa's top emerging incentives companies, specialising in employee and trade channel incentives. She works with leading organisations in the manufacturing, motor, health, financial services and FMCG sectors to develop and implement innovative strategies to improve business performance and drive growth.

Tarryn Carolus

Tarryn is completing her MBA at the UCT Graduate School of Business. She began her career as an investment analyst for a boutique asset consulting company, located in Cape Town. She worked closely with large multinational retirement funds, in constructing and amending their respective investment portfolios. Prior to her MBA, she obtained a Bachelor of Commerce (Honours) majoring in Financial Analysis and Portfolio Manage-

ment from UCT, as well as acquiring the Certificate in Performance Measurement (CIPM) designation from the CFA Institute.

Bongani Chidakwa

Bongani is a Mechanical Engineer whose worked in the mining industry in Zimbabwe. He chose to pursue an MBA at the best business school in Africa because he believes Africa is the next major frontier in business. He was also part of the 2017 UCT GSB Varsity winning speaking team and is a winner of Odgers Berndtson CEO for a Day program. His short to medium term goal is pivoting into consulting then starting his own company 2 to 3 years post MBA in manufacturing. He is an avid Real Madrid football fan and likes to read autobiographies.

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 consulted to automotive and tech corporates such as BMW, Porsche, Pirelli and AMD and developed extensive experience in the fields of applied Operations Management, Strategy and Leadership. Johannes sees Cape Town as an ideal location to live up to his passion for entrepreneurship, innovation and emerging markets and to follow his academic interests by lecturing at UCT.

CANADA

Haneen Shouman

Haneen Shouman holds a Bachelor Degree in Engineering from the Lebanese University. She is completing her 3rd year of the MBA program at the Asper School of Business, focusing on Entrepreneurship and Innovation. Haneen has 10 years of consulting experience in industrial automation in the oil & gas, manufacturing, and smart cities industries. Currently, she leads the customer success team at Hippo CMMS, a leader in maintenance management. Haneen is a passionate supporter of women in technology.

Nicole Peloquin

Nicole Peloquin is in her final year of the Asper MBA with a dual focus in Entrepreneurship and Leadership. She has over 9 years' experience working in retail trade in the oil and gas industry. Nicole has completed her CPA designation and holds a BA in Political Sciences from the University of Winnipeg. She is the Vice-President of Athena Leadership, an organization dedicated to advancing young women in leadership through mentorship, networking, community involvement and peer collaboration.

Aditya Kedia

Aditya Kedia holds a Master's degree in Electrical Engineering from the University of Manitoba. He is in his final year of the MBA program at the Asper School of Business with a dual concentration in Finance and Entrepreneurship. He has over 9 years' combined experience in trading, real estate development and software development. Currently, Aditya is working as a market research analyst with Bell MTS and is also the vice-chair of the Asper MBA Students' Association.

Adam Ellis

Adam Ellis is in his final year as an Asper MBA student. He has a Bachelor of Arts (Hons) degree in Economics from Lakehead University. Adam is a business consultant with Online Business Systems, with industry experi-

ence in financial services, retail and telecommunications. Adam enjoys playing rugby, hiking and reading.

Ian Frank

Ian Frank is finishing his MBA while working as a consultant at MNP. A graduate of the University of Toronto with a BA (Hons) in Geography, Ian worked in First Nations, environmental, and urban planning with HTFC Planning + Design. An interest in the intersection of people and place has led to ongoing advocacy for the role of business in urban design and community renewal. As a board member of the Winnipeg Trails Association, he applies corporate strategies to a grassroots organization.

Judy Jayasuriya

Judith Jayasuriya (Coach) holds a BA in Labour Studies, BComm (Hons) majoring in Management of Organizations and International Business and an MBA. She currently serves as the Business Manager for Undergraduate Medical Education. Her experience with the 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. Judith is also an instructor at the Asper School of Business.

Matt Schaubroeck

Matt Schaubroeck (Coach) holds an MBA with focus on both entrepreneurship and international business. He is co-founder and CEO of a technology startup based in Winnipeg, focused on the building automation industry. He has prepared and presented detailed business strategies for clients worldwide. Matt has over 5 years' experience as a communications and public relations professional, with background in brand crisis management and media relations.



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GERMANY

Niclas Montag

Niclas is completing his final Master's year in mechanical engineering and economics concentrating on Entrepreneurial Management and Innovation Management. He used to work for a research department at the University focusing on supply chain management and has previous work experiences such as product development for a multinational IT-Hardware company. He is currently supporting young entrepreneurs in terms of business model coaching and holding workshops and trainings within the university's incubator program. Niclas has always been ambitious and competed in several sports such as canoeing, snowboarding, climbing and mountain biking.

Erman Yalcin

Erman completed his Bachelor of Science in Business Administration at the university of Paderborn. He was one semester abroad at the university of Zurich and do a gap year after his bachelor as a consultant in different companies. His main focus is on supply chain management and in particular process management. Starting from his first experiences in this area he still focused on process management and want to gain more expert knowledge in this area. Currently he is studying International Economics and Management at the university of Paderborn. He loves doing sports and is a passionate soccer fan of Besiktas Istanbul.

Malte Obst

Malte is an industrial-engineering student who loves to leave his personal comfort zone and seize unique opportunities. In his studies, he focuses on product development and innovation management but uses every free minute to improve his skills in entrepreneurship. Besides his studies, the former board leader of a student consultancy is now working as a freelancer on a digital

transformation project. In his free time he is enjoying nature while hiking, golfing and hunting.

Katharina Fanenbruck

Katharina Fanenbruck is a student at Paderborn University completing her Master studies in both International Economics and Management and Business Administration. While graduating in International Management (B.Sc.) she spent one semester at the ASU in Savannah. Subsequently she did an internship at SCHÜCO, gaining first practical experience in the field of corporate development. To deepen the focus on M&A she did an internship at a consultancy working for private equity funds. While writing her Master thesis in cooperation with several companies from the finance sector, she can barely wait to start working as a consultant by the mid of 2018.

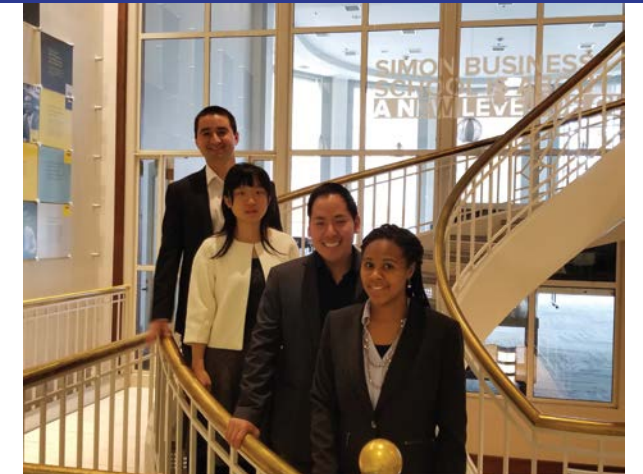
Mladen Milicevic

Mladen is a first-year Masters student of Industrial Engineering focusing on Innovationmanagement and Product Development. He has gained experiences while working as a Marketing and Sales Consultant, President of a Junior Enterprise and Process Engineer for the marketleader in ATM production. Since the beginning of his academic education Mladen was interested into gaining experiences and taking responsibility on projects and jobs. He has a passion for technological innovations and new challenges. This is why he will be going on an internship to China, working for the german strategy consultancy UNITY AG. In his leisure time he is very interested into sports, especially into playing and watching football.

Lucas Pieper (Coach), Tjark Rosenau (Coach)
Klaus Schüler (Asst. Coach), Bettina Schiller (Asst. Coach)



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USA

Jacob Sondergard

A strong believer and catalyst for continuous improvement, Jake has a long track record of strategic decision-making, innovative problem solving, project management, and strong interpersonal communication skills. Through an unwavering belief in his values and work ethic, as well as a passion for industrial manufacturing, he thrives in exploring new perspectives and developing new strategies for value-driven results.

Srilakshmi Vijayalakshmi Kavikkal

Srilakshmi Kavikkal is a driven and result oriented professional who has 3 years of professional experience in the information technology industry. She has been noted for her ability to identify customer needs with her skills in data analytics and seamlessly translate them into viable business models. Her zeal to lead her team from the front and willingness to work outside her comfort zone are key strengths which have contributed to her success. Sri intends to leverage her experience, skills and the business acumen from Katz to pursue challenging opportunities in the fields of Information Systems and Product Management

Aruagha Ndukwe

Aruagha is a believer in data driven decision making. He is highly skilled in complex problem solving and is able to analyze difficult problems from multiple dimensions. Using his data analytics and financial modelling skills, he consistently incorporates uncertainties to assess risks associated with possible solutions

Ethan Guswiler

Ethan Guswiler is an ambitious and hardworking financial

professional, with a talent for in depth data analysis. In his work, he has exhibited both critical thinking skills and client-focus. After completing his Master of Business Administration with a concentration in Finance, Ethan is focused on pursuing a career in corporate finance.

Ananya Gupta

Ananya Gupta has always been driven by his passion for using innovative technology to change lives. He is a creative problem solver and leader with demonstrated success in product research and development in the mobile and wireless communication technology industries. He seeks to leverage his 5+ years of experience in these areas towards product management roles within a company focused on R&D and sustainable growth.

Greg Coticchia (Coach)

CANADA

Steven Chew

Growing up, Steven was heavily involved in the Boy Scouts and loved the outdoors. He also loved music and played the viola for 10 years. Steven attended Bryant University for Business Administration with a minor in Communication. After graduation, he started working as a National Account Manager at a growing and farm supply company named Farmtek. While at Farmtek, Steven started a power washing company in Norwalk CT named "Perfect Exteriors LLC". Then he decided to move into operations and work for XPO Logistics for 5 years before starting at the Simon Business School.

Cameron Shaw

Cameron is a first year MBA at Simon Business School concentrating in Finance and Strategy. Her professional experience is mainly in international development. After college, she joined the Peace Corps in Suriname working with a local museum, and later coached small businesses through disasters planning. Cameron also co-founded the U.S.-Africa Chamber of Commerce – a networking and mentorship association for small enterprises with footprints in Africa. She is passionate about frontier markets, and curious which countries will form the next wave of BRICS countries. Personally she like puzzles such as the Rubik's Cube and enjoying Indian food.

Tiantian Wang

Tiantian Wang is an MS in Marketing analytics candidate at Simon Business School. She has rich work experience in consulting (mainly in healthcare industry), marketing research, and commercial bank.

As a personal interest, Tiantian is fond of language and education, and now serves as the Teaching Assistant in Modern Languages & Cultures School of UR. Before coming to Simon, Tiantian earned a bachelor of management in accounting and a bachelor of art in English literature from SJTU, one of the top 3 universities in China. Tiantian's favorite sport is swimming. She likes literature and Chinese calligraphy as well.

Brett Welcher

Brett is an experienced company spokesperson and communications strategist that has supported leaders on the corporate and world stage. After graduating from Syracuse University, Brett served in the U.S. Department of State where he facilitated the strategic planning and execution of the Obama Administration's foreign policy and development agenda. He's also worked as a spokesperson for Wells Fargo and recently counseled executives at Lockheed Martin on change management and employee communications. As a 2019 MBA candidate, Brett is seeking to transition his corporate strategy and executive communications experience, along with the analytical and economic fluency he's developing at Simon Business School, into a leadership development opportunity.

Wayne France (Coach)

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CANADA

Jessica Chao

Jessica is an International MBA candidate at the Darla Moore School of Business at the University of South Carolina specializing in Global Supply Chain and Operations Management. After graduating with honors from The University of South Carolina with a double Major in International Business and Finance, and a double Minor in Chinese Studies and French, Jessica worked as a Merchandise Planning Business Analyst at Target and then spent four years at Spanx, where she was a Demand Planning Manager. She is currently President of the Graduate Consulting Club at the Moore School. She loves to travel, read, and do yoga in her free time.

Kevin Lehman

Kevin is specializing in Finance and Data Analytic as an International MBA student graduating this May from the University of South Carolina's Darla Moore School of Business. His undergraduate degree is in Mechanical Engineering from Colorado State University. Kevin speaks fluent English, Spanish and Portuguese. His background is extremely unique, from working as an engineer in Chicago to starting a business in a third-world African country. Most recently, Kevin worked at an international asset management firm in Buenos Aires. In his free time, he is most passionate about basketball, golf, lacrosse and kite-surfing. While living in Chicago, Kevin founded and coached a high school lacrosse team that won the Chicago City Championship in its second year!

Rachel Lunsford

Rachel is a student in the Master of International Business program at the University of South Carolina's Darla Moore School of Business. She completed her undergraduate degree also at the University of South Carolina, studying finance, international business, and Spanish and graduated summa cum laude. Rachel was recently awarded the Rotary Global Grant to pursue a Master of Philosophy in International Relations and Politics in the United Kingdom next academic year. Rachel and her team won 1st place at the UNICC International Case Competition in Pamplona, Spain during spring 2017. She plans to pursue a career in consulting and enjoy traveling, music, sports, and reading in her free time.

Singhal Munan

Munan is an International MBA candidate at the Darla Moore School of Business at the University of South Carolina specializing in Finance. After graduating from The University of Illinois- Urbana Champaign with a BS Systems Engineering, Munan went on to work for Lockheed Martin in Orlando, FL and then progressing to Fort Worth, TX. His experience includes completion of the Operations Leadership Development Program, and most recently, as corporate certified auditor for the Aeronautics division with responsible for suppliers across North America. In his free time, he enjoys reading, being outdoors, and spending time exploring new places.

Samantha McFadden

Samantha is a first year student in the Master of Human Resources program at the Darla Moore School of Business at the University of South Carolina. She completed her undergraduate degree in Philosophy from the University of California, Berkeley before coming to South Carolina. Samantha was recently selected to attend the National Academy of Human Resources annual event as an honorary graduate student for her professional and academic achievements. Samantha plans to pursue a career in change management and process improvement. In her spare time, Samantha enjoys hiking, rock climbing, and backpacking.

Patrick DeMouy (Coach)

Lecturer in the management department at the University of South Carolina. 19th 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.

CANADA

Ashley Routliffe

Ashley Routliffe completed a Bachelor of Commerce degree, concentrating in Marketing and is now an MBA Candidate for Managers and Professionals at the University of Windsor. Ashley has taken a non-traditional career path working in Finance, Human Resources and now the Recruitment field. What this non-traditional path has taught her is to be adaptable and up for any challenge thrown her way. Outside of Ashley's professional life, she loves crossfit, her cat Bejoux, travelling and giving back to the community. Most recently she completed the Ride to Conquer Cancer – a 200km bike ride where all donations benefit the Princess Margaret Cancer Center.

Paul Brereton

Paul, a recent immigrant to Canada from Tallahassee Florida, is a graduate with distinction from the Odette School of Business with a Bachelor of Commerce degree. As a non-traditional student, he brings a considerable background in law enforcement, technologically enhanced surveillance, quantitative analysis, and data visualisations. Paul plans to integrate his MBA and leverage his past work experience to find a career on the cutting edge of big data as it applies to operations, predictive modelling, and artificial intelligence.

Arjun Verma

Arjun is an emerging leader and MBA Candidate at the Odette School of Business with a strong background in finance, negotiation, and business development. He has a BBA from University of Guelph and an Advanced Diploma in Business Administration. With over 5 years of experience across many sales-driven and client-oriented industries, Arjun is recognized for setting business records and creating brand loyalty by establishing long-term client relationships. Driven to grow as a business leader who has the ability to combine law, financial strategy, and the utmost ethical standards with the art of management, Arjun strives to be a

game changer in the world of business.

Justin-Peter Stefanizzi

Born and raised in the small town of Sault Ste. Marie, Justin-Peter Stefanizzi received his undergraduate degree in Business Administration from the University of Algoma. While at Algoma he also worked at a public accounting firm and obtained relevant experience along the way. Moving to Windsor a short three months ago he is now in pursuit of his Master's, as well as obtaining his CPA designation. Justin-Peter will always enjoy a challenge, and looks forward to this opportunity.

Dane Rife (Coach)

Dane's background is in Project & Operations Management. Working in the Audio Visual industry within the GTA for over 7 years has given Dane the resources and skills to succeed within an ever emerging environment. Dane is a recent graduate from the Odette School of Business MBA program and holds specialized diplomas in entrepreneurship and an honours degree in business. Dane will be leading his recently formed team of MBA Candidates to the world's stage in Montreal. This Odette team is a combination of 3 unique MBA programs offered at Odette.



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CANADA

Mel Laufer

Melanie is a Senior Analyst at Canada Pension Plan Investment Board (CPPIB). In her current role, she is responsible for presenting spend analysis on a quarterly basis, proposing budgets during business planning discussions, and year end reviews of market data spend for business partners across the organization. This role complements Melanie's analytical and inquisitive nature and her passion for helping others and building relationships. Melanie holds an Honours Bachelor degree in Economics and a Minor in Finance from McMaster University. She is currently pursuing her MBA/MFin at Wilfrid Laurier University to advance her knowledge in the investments and portfolio management space. Being the only female in her program, Melanie is passionate about supporting women in the financial industry through attending women's luncheon events with the FISD Association. When she is not working or continuing her education, Melanie can be found playing team sports, running, and keeping up with her social network.

Lauren Miele

Lauren is a creative communications professional and passionate storyteller with experience across various lines of business and fields of expertise, including community relations, communication strategy, social media marketing, and employee engagement. As the Manager of Marketing and Customer Strategy at TD Securities, Lauren leads the development and execution of strategic and tactical marketing initiatives, budgets, and plans – both internal and external – for the TD Securities North American Retail, Wealth, and Commercial lines of business. She holds a Bachelor of Journalism degree from Ryerson University and is currently pursuing her part-time MBA at Wilfrid Laurier University, with an expected completion date of March 2018. Lauren strongly believes in giving back to the communities where she lives and works, which includes her current roles as the Co-founder/Co-chair of the Lazaridis Toronto MBA Social Committee and as a member of the TD Securities Women in Leadership Communications Committee. Outside of work and school, Lauren enjoys a good game of Scrabble®, the delicious thrill of trying new restaurants, and traveling the globe to explore this big and beautiful world.

Alexandrea Tkaczyk

Alexandrea is currently a full-time MBA student and human resources (HR) professional with a passion for understanding the future of work. Before transitioning to full-time studies, Alexandrea held various positions at Wells Fargo and CIBC, where she was instrumental in developing and analyzing strategic HR programs, policies and procedures. Alexandrea has experience in multiple areas of HR including compensation design, talent management, and organizational development.

As a former varsity student-athlete, she received a Bachelor of Arts degree from Ryerson University and currently holds the Certified Human Resources Leader designation. Alexandrea stays connected in the HR community as a member of the HRPA's Professional Programs and Networking Committee. With a specialization in international business management, Alexandrea plans to use her MBA to help global organizations develop strategic total rewards programs and talent strategies. In her spare time, Alexandrea enjoys playing sports, traveling, and spending time with her family.

Michelle Lewis

As Senior Manager, Corporate Communications at Rogers Communications, Michelle provides internal and external communications support to the company's Enterprise Business Unit, a team of approximately 2,000 people that serves business customers with telecommunications services. Michelle combines her background in communications with the knowledge and skills she's attained pursuing her MBA to support her colleagues in developing and executing public relations campaigns, issues management, and employee communications. Michelle also helps oversee annual planning for the Corporate Communications department. Prior to starting her career in communications, Michelle completed her undergraduate degree in English Literature at McGill University. Outside of work and school, Michelle volunteers with the YMCA Greater Toronto Area, and depending on the season, can be found playing tennis with her family, biking, or skiing with her husband.

Eric Humes, Coach

Eric has two undergraduate degrees in Science, a Masters in Biotechnology from Brock University and an MBA from the Lazaridis School of Business and Economics. Eric works on strategic global accounts at Hewlett Packard Enterprise (HPE), where his sales training programs have been adopted internationally. He serves as National Cultural Ambassador for HPE Canada. Eric is a patent holder, an Ironman triathlete and a former competitor at the John Molson MBA International Case Competition.

Carmel Branston, Coach

Carmel is currently a faculty member in Business Policy and Strategy. Her background is eclectic and includes careers in public accounting, management training, real estate sales and education. Carmel competed at JMMICC for the Laurier team in 2004 and has been coaching since 2005.

Shoieb Akaram Ismail

Akaram has an undergraduate degree in chemical engineering and a masters degree in environmental engineering from McGill University. He is currently pursuing his MBA in Schulich school of business, to enter the field of Sustainability and Business Consulting. Akaram has 4.5 years of experience working as an engineer and consultant in water quality and resource management. Akaram is results oriented and has a strong background in safety culture. Akaram is a strong proponent of environment sustainability and believes companies can maintain financial profitability by following lean and green practices. Akram is an active volunteer in non profit organizations and enjoys hiking and long distance running.

Casey McKenna

Casey is a US native who moved to Toronto in pursuit of her career. She was originally an art student who later found a passion for problem solving and teamwork in a business environment. After graduation, she moved to Guangzhou, China, where she developed her skills in a career training and event planning role for the sales and marketing department at professional English training institution. She is now attending the Schulich School of Business to strengthen her ability to make a positive impact on her career and the people with which she works. She hopes to one day get involved in film and TV media in Toronto.

Haris Maqsood

Haris is an IMBA candidate at the Schulich School of Business. He is a Chartered Accountant from the Institute of Chartered Accountants of Pakistan and holds a Bachelor of Commerce Degree from the University of Karachi. He is also a CPA Ontario Finalist. Haris has previously worked with Big4s namely PwC and KPMG for a total period of 6 years and has also worked as a Financial Controller in one of the premier groups of the Kingdom of Bahrain.

Kirthika Umasuthan

Kirthika Umasuthan is a law student at Osgoode Hall Law School, and a MBA student at Schulich School of Business. She has her BA in international development studies and public policy from the University of Toronto. She has worked with several development and advocacy organizations in the North-East of Sri Lanka, such as Suriya Women's Development Centre and Adayaalam Centre for Policy Research. She completed her undergraduate thesis on the nexus between conflict and tourism in tsunami-impacted villages in Eastern Sri Lanka.

Leon Martynenko

Leon is currently pursuing triple specializations in Operations Management, Strategic Management and Organizational Studies at the Schulich School of Business. Leon's non-linear professional path across different industries led him to the realization that one of the most common challenges that many organizations face is the disconnect between strategic vision and the execution of that vision. As an organizational leader, Leon has encountered this issue himself and has developed an interest in the fields of Organizational Effectiveness and Operational Effectiveness. He hopes to help various organizations grapple with and solve similar challenges after his graduation.



CHINA

Yuxuan Lai

Lai Yuxuan, is currently at her third year of OneMBA program in Xiamen University. After acquiring the Bachelor degree in English from Fuzhou University, she has more than 7 years of project management and marketing experiences in high-tech industries, focusing on customer services and product development & promotion. During recent 4 years, she also cultivates her corporate finance and strategic capabilities to enhance the business value of her companies. Now she is challenging herself on enterprises integration management in bulk commodity trading industries in Xiamen Xiangyu Group.

Xiaofeng Wu

Xiaofeng Wu, now is in his 3rd year of global OneMBA program in Xiamen University. He is working with a German company as senior logistics manager; he has over 20-year supply chain management experience, 14-year working experience with international companies such as ABB, Dell, covering power transfer, computer, health caring, tannery and heavy truck industries. He wants to explore its knowledge and experience in other business area.

Xiangren Chen

Xiangren CHEN is currently in his last year of the 3-year MBA study in Xiamen University. He received the bachelor degree in Finance from Lanzhou University of Finance and Economics in 2005 and completed the Global OneMBA program in May 2017. He has more than 12 years' working experience in Finance and management in MNCs, and now he is working as VP for a Chinese pre-school education company in charge of Finance, operations, HR and IT.

Yiping Shi

Michael Shi (Yiping), is pursuing his MBA in Xiamen University, China and just finished in May the two years' OneMBA study. As a part-time student,

he is now working for Aramco Asia, subsidiary of world class energy company, Saudi Aramco, as sales manager. He took in charge of domestic and import polymer sales in China in last five years. Before Aramco, he has worked for DOW Chemical and Polyone in Shanghai and has more than 12 years' experience in sales & marketing area in petrochemical industry. He is preparing his MBA graduation paper focusing on industrial commodity sales.

Yifeng Shen (Coach)

SHEN Yifeng, former dean of School of Management, Xiamen University, and currently University Minjiang distinguished Professor of Finance. He received his MBA from Saint Mary's University, Canada, and PhD in Accounting from Xiamen University, China. He teaches corporate finance and investment. He also serves on board of several public held companies.

Xiao Song Lin (Coach)

Xiao Song Lin received his PhD from the Australian National University and currently is an associate professor at the School of Management, Xiamen University, China. His main research interests include Entrepreneurship, Strategy, Organizational Behavior. He is teaching MBA and BBA courses including Management Communication, Strategy in a Global Arena, and Organizational Behavior.

Wen Hua Wu (Coach)

WU Wenhua is the director of MBA Education Center; also is a Professor of Management at School of Management, Xiamen University, China. She received her PhD from Hunan University, China. She teaches OB & Leadership and HR Management for MBA.

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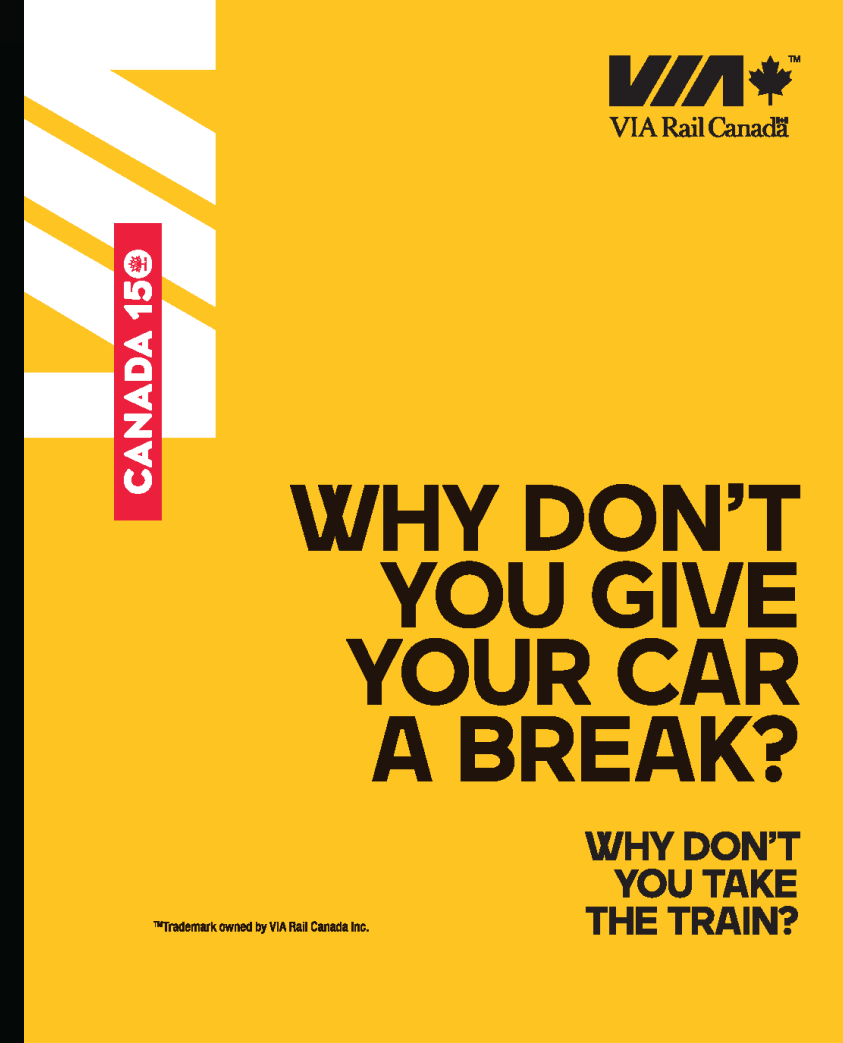
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Previous Years' Winners

Year	1st Place Winner	2nd Place Winner	3rd Place Winner
2017	Memorial University of Newfoundland (Canada)	University of Calgary (Canada)	Queensland University of Technology (Australia)
2016	Heinrich Heine-University Düsseldorf (Germany)	University of Manitoba (Canada)	University of Calgary (Canada)
2015	Nanyang Business School (Singapore)	Porto Business School (Portugal)	University of South Carolina (USA)
2014	University of Minnesota (USA)	University of South Carolina (USA)	University of Kaiserslautern (Germany)
2013	University of Technology Sydney (Australia)	Queensland University of Technology (Australia)	McMaster University (Canada)
2012	Université Laval (Canada)	University of Otago (New Zealand)	University of Calgary (Canada)
2011	Porto Business School (Portugal)	Queen's University (Canada)	University of Kaiserslautern (Germany)
2010	University of Calgary (Canada)	University of South Carolina (USA)	Nanyang Technological University (Singapore)
2009	University of South Carolina (USA)	University of Helsinki (Finland)	University College Dublin (Ireland)
2008	HEC Montréal (Canada)	Université Laval (Canada)	Concordia University (Canada)
2007	Université Laval (Canada)	HEC Montréal (Canada)	Universität Paderborn (Germany)
2006	Concordia University (Canada)	HEC Montréal (Canada)	Universität Münster (Germany)
2005	University of Calgary (Canada)	St. Mary's University (Canada)	Wilfrid Laurier University (Canada)
2004	Concordia University (Canada)	University of Toronto (Canada)	University of Calgary (Canada)
2003	Université Laval (Canada)	York University (Canada)	University of Vermont (USA)
2002	University of Münster (Germany)	Helsinki School of Economics (Finland)	Northeastern University (USA)
2001	Université Laval (Canada)	University of Vermont (USA)	University of Calgary (Canada)
2000	University of Toronto (Canada)	George Washington University (USA)	University of Tennessee (USA)

Year	1st Place Winner	2nd Place Winner	3rd Place Winner
1999	ESAN (Peru)	University of Tennessee (USA)	University of Otago (New Zealand)
1998	Northeastern University (USA)	Concordia University (Canada)	Richard Ivey School of Business (Canada)
1997	Richard Ivey School of Business (Canada)	University of Tennessee (USA)	Universität Paderborn (Germany)
1996	Memorial University of Newfoundland (Canada)	University of Otago (New Zealand)	University of Calgary (Canada)
1995	University of Calgary (Canada)	Memorial University of Newfoundland (Canada)	Queen's University (Canada)
1994	University of Calgary (Canada)	University of Manitoba (Canada)	University of Toronto (Canada)
1993	University of Otago (New Zealand)	Dalhousie University (Canada)	Memorial University of Newfoundland (Canada)
1992	University of Otago (New Zealand)	Georgetown University (USA)	Memorial University of Newfoundland (Canada)
1991	Memorial University of Newfoundland (Canada)	University of Saskatchewan (Canada)	University of Toronto (Canada)
1990	Memorial University of Newfoundland (Canada)	Université Laval (Canada)	University of New Brunswick (Canada)
1989	University of Windsor (Canada)	Memorial University of Newfoundland (Canada)	Université Laval (Canada)
1988	Memorial University of Newfoundland (Canada)	University of Ottawa (Canada)	University of Alberta (Canada)
1987	Université de Sherbrooke (Canada)	University of Ottawa (Canada)	University of Alberta (Canada)
1986	Université du Québec à Montréal (Canada)	Concordia University (Canada)	Memorial University of Newfoundland (Canada)
1985	McGill University (Canada)	University of Toronto (Canada)	Université de Sherbrooke (Canada)
1984	Hautes Etudes Commerciales de Montréal (Canada)	Concordia University (Canada)	Université Laval (Canada)
1983	Dalhousie University (Canada)	Université Laval (Canada)	York University (Canada)
1982	McGill University (Canada)	Université du Québec à Montréal (Canada)	Concordia University (Canada)

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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 to sustainability.

Last year, we were one of the first events to seek certification as a part of the Sustainable Events Initiative (SEI) project. This project, stemmed from the collaboration of Sustainable Concordia, the undergraduate John Molson Sustainable Enterprise Committee (JSEC) and the graduate John Molson's Sustainable Business Group (JMSBG), and was used along with standards from the Bureau de Normalization du Québec (BNQ), to ensure that we are rising to the challenge. That year, we obtained certification under the JSG's sustainable Event Initiative. Moreover, we 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 week.



We are proud to support the rising leaders among us.

Good luck to all participants of the John Molson MBA International Case Competition.



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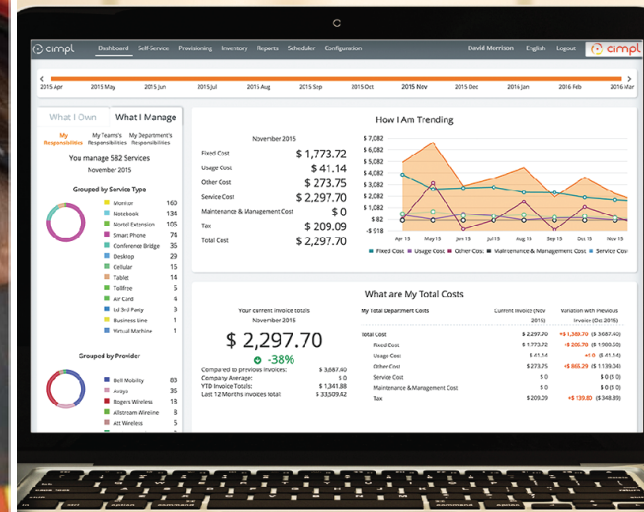
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Congratulations to all participants!



Event Details

SUNDAY, DECEMBER 31st

New Year's Eve Party

Location: Salon Ville-Marie (Lobby Level), Hotel Bonaventure
Time: 10:00 PM - 2:00 AM
Invitees: Participants & Coaches
Dress Code: Casual
Description: Time to ring in the New Year! Say goodbye to 2017 and hello to 2018 with all your ICC friends!

TUESDAY, JANUARY 2nd

OPENING BREAKFAST

Location: Salon Bombardier, Hotel Bonaventure
Time: 7:00 AM - 8:25 AM
Invitees: Participants, Coaches & Special Guests
Dress Code: Business Formal

BRISCOE OPENING CEREMONY

Location: Salon Bombardier, Hotel Bonaventure
Time: 8:30 PM - 9:55 PM
Invitees: Participants, Coaches & Special Guests
Dress Code: Business Formal
Description: Join us in our grand ballroom as we officially announce the start of the competition. The 2016 winning team will return the Concordia Cup and the six division draws will be announced.

COACHES BRIEFING

Location: Salon BG Communications (Lobby Level), Hotel Bonaventure
Time: 10:00 AM - 11:00 AM
Invitees: Coaches

HOCKEY NIGHT!

Location: Bell Center, 1909 Ave. des Canadiens-de-Montréal (Meet in Hotel Lobby)
Time: 7:30 PM - 10:30 PM
Invitees: Participants only
Dress Code: Casual
Description: When in Canada... Experience the most riveting hockey atmosphere in the world at the home of the Montreal Canadiens' Bell Centre for a clash between the Montreal Canadiens and the San Jose Sharks!

WEDNESDAY, JANUARY 3rd

ERNST & YOUNG LUNCH

Location: Salon Bombardier, Hotel Bonaventure
Time: 1:00 PM - 2:15 PM
Invitees: Participants, Coaches & Special Guests

MANGE & MÉLANGE

Location: Vargas Restaurant, 690 Blvd. René-Lévesque West (Meet in Hotel Lobby)
Time: 7:30 PM - 10:00 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!

COACHES DINNER

Location: Vargas Restaurant, 690 Blvd. René-Lévesque West (Meet in Hotel Lobby)-
Time: 7:30 PM - 9:30 PM
Invitees: Coaches only
Dress Code: Business Casual
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'll be treated to fine food and wine from one of Montreal's most beloved steakhouses.

THURSDAY, JANUARY 4th

ERA BREAKFAST

Location: Salon Bombardier, Hotel Bonaventure
Time: 8:00 AM - 9:00 AM
Invitees: Participants & Coaches

NETWORKING COCKTAIL

Location: Salon Bombardier, Hotel Bonaventure
Time: 6:00 PM - 9:00 PM
Invitees: Participants, Coaches, Judges & Special Guests
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. Wine and cheese will be served.

FRIDAY, JANUARY 5th

SUCCESSFINDER LUNCH

Location: Salon Bombardier, Hotel Bonaventure
Time: 1:15 PM - 2:45 PM
Invitees: Participants, Coaches & Special Guests

THEME PARTY: "HEROES AND VILLAINS"

Location: Salon Ville-Marie (Lobby Level), Hotel Bonaventure
Time: 10:00 PM - 2:00 AM
Invitees: Participants, Coaches & Lead Volunteers
Description: Are you a good guy or a bad guy? Choose your side and come dressed as your favorite hero or villain, individually or as a team. And remember, heroes and villains take many forms, so interpret it however you wish!

SATURDAY, JANUARY 7th

BOMBARDIER FINAL BANQUET

Location: Salon Bombardier, Hotel Bonaventure
Time: 7:00 PM - 10:00 PM
Invitees: Participants, Coaches, Board Members & Special Guests
Dress Code: Formal / Business Formal
Description: Wrap-up a memorable week at our banquet and closing ceremony with all attendees. We will announce our first, second and third place winners as well as our Pierre Brunet Coach Award and Richard Outcault Team Spirit Award. Watch who takes home the Concordia Cup!



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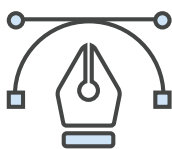
Mobile Applications



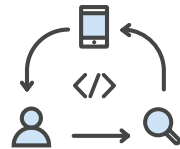
ECommerce Platforms



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Research & Development



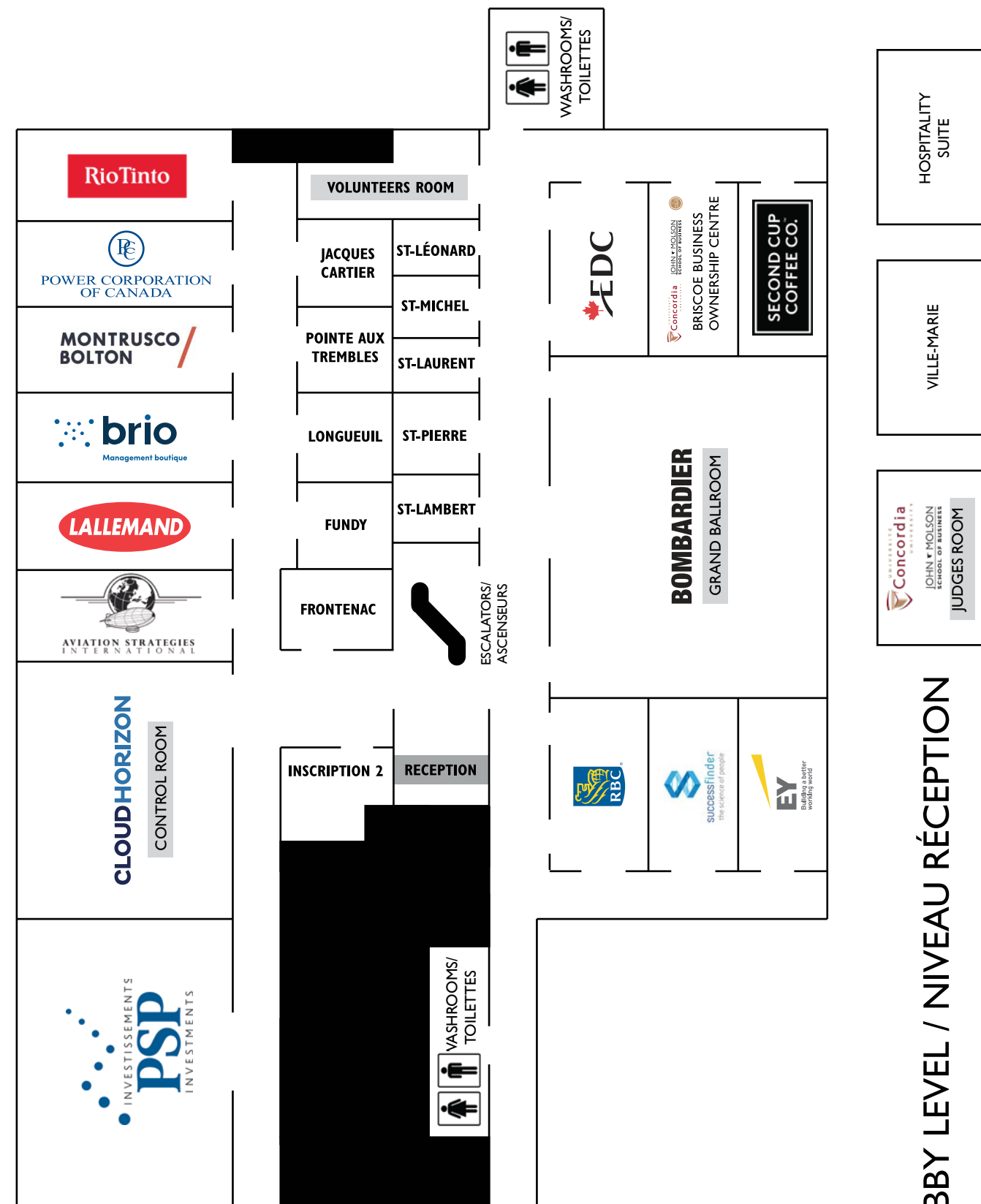
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