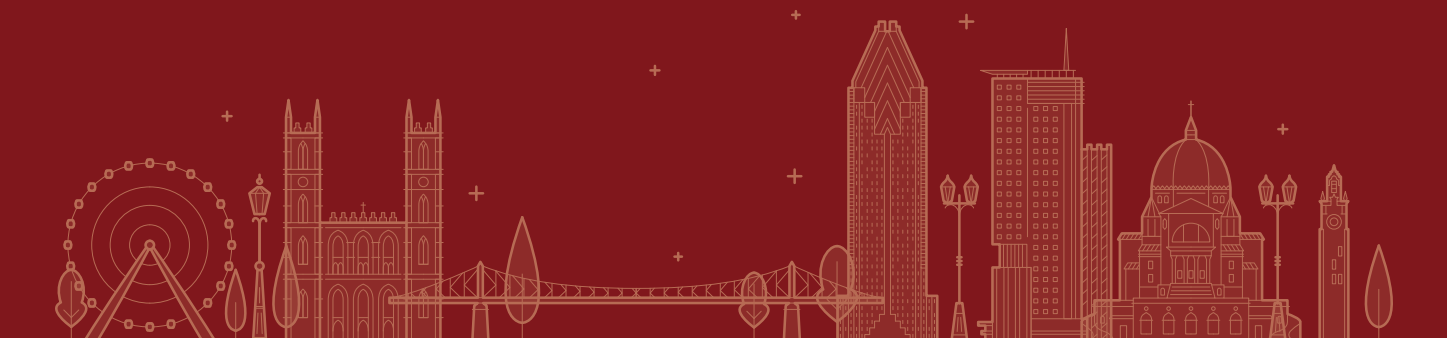


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@icc CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA
JOHN & MOLSON
MBA INTERNATIONAL CASE COMPETITION

PROGRAM BOOKLET



Online Case Competition | January 3 – January 8, 2022

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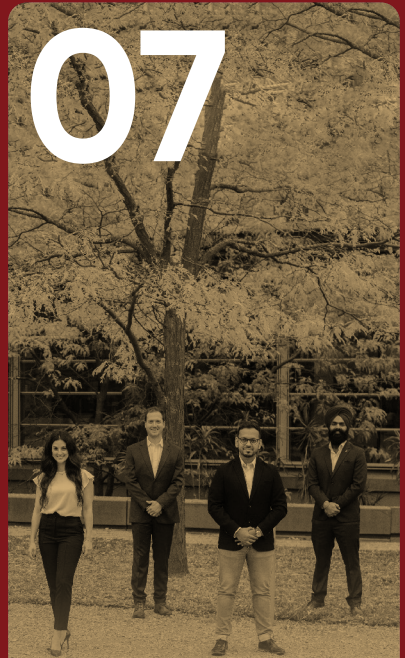


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It's Showtime!

It is with great pride that we welcome you to the Online Edition of 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, 30 teams will take the virtual stage in front of a global audience and participate in a round-robin tournament. We are honoured to have the outstanding support of 250 judges, 100 volunteers, 26 generous sponsors and donors. We would like to thank each and every one of you for attending - this competition would not be possible without you. We would also like to express our appreciation to our Board of Directors for their support over the past year. A special thanks to our academic advisor, William Meder, for his invaluable help, insights, guidance and witty charm. You have taught us how to communicate as effective leaders, and how to work cohesively as a team, and showed us how to think outside the box!

THE 2022 ORGANIZING COMMITTEE IN THE ABOVE PICTURE:

Front Row (R-to-L): Nashit Vakil, Melissa Koury, Himanshu Srivastava and Hiral Parekh

Back Row (R-to-L): Ishpuneet Singh, Dylan Pearson, Connor Farley and Medrick Santavicca



Event Schedule

This years case competition promises to offer an involved and exciting schedule with many opportunities for sponsors to engage with participants, judges and volunteers. While the below shown calender has yet to include any of the many social and networking events, the 2022 competition promises to offer an assortment of different activities for all involved.



EASTERN STANDARD TIME SCHEDULE

Montreal	SUN (2 nd Jan '22)	MON (3 rd Jan '22)	TUE (4 th Jan '22)	WED (5 th Jan '22)	THUR (6 th Jan '22)	FRI (7 th Jan '22)	SAT (8 th Jan '22)
07:00							
08:00		Case 2 Prep 8:00 - 11:00	Case 3 Prep 8:00 - 11:00	Live Case 4 Presentation 08:00 - 09:15	Case 5 Prep 8:00 - 11:00	Semi-Final 8:00 - 11:00	Final 8:00 - 11:00
09:00		Judges Briefing 10:00 - 10:45	Judges Briefing 10:00 - 10:45	Case 4 (Live) Prep 9:15-11:45	Judges Briefing 10:00 - 10:45	Judges Briefing 10:00 - 10:45	Judges Briefing 10:00 - 10:45
10:00	Opening Ceremony (Video Upload)			Judges Briefing 10:00 - 10:45			
11:00	Case 1 Submission & Judging completed prior to event	Wave 1 Presentation 11:00 - 11:45	Wave 1 Presentation 11:00 - 11:45		Wave 1 Presentation 11:00 - 11:45	Wave 1 Presentation 11:00 - 11:40	Wave 1 Presentation 11:00 - 11:40
12:00		Wave 2 Presentation 12:00 - 12:45	Wave 2 Presentation 12:00 - 12:45	Wave 1 Presentation 12:00 - 12:40	Wave 2 Presentation 12:00 - 12:45	Wave 2 Presentation 11:50 - 12:30	Wave 2 Presentation 11:50 - 12:30
13:00		Coaches' Meet & Greet 13:00 - 14:00		Wave 2 Presentation 13:00 - 13:40	Student Mix & Mingle 13:00 - 15:30	Wave 3 Presentation 12:40 - 13:20	Wave 3 Presentation 12:40 - 13:20
14:00						Judging for Semi-Final	Judging for Final
15:00							
16:00				Networking Event 15:00 - 17:30			
17:00							
18:00							

Board of Directors



KATHERINE CREWE

ICD.D FCAE

Chairwoman, Board of Directors,
JMSB MBA International Case Competition



On behalf of the Board of Directors from the John Molson School of Business International Case Competition, Welcome back! This year marks the 40th anniversary and we are filled with excitement and anticipation in witnessing tomorrow's business leaders perform at their highest levels in the post pandemic friendly format. I would like to thank each and every Participant, Coach, Volunteer, Industry Leader, Judge, Sponsor, Concordia faculty and Board member for sticking by us while we took the year to work on all those "rainy day" behind the scene improvements we have been wanting to accomplish for some time.

For those Universities and Business Schools returning to the JMSB ICC, we are thrilled to have you back. For those new Universities and Business Schools joining for the first time, welcome, we are excited to have you with us! Your experience will be what you make it, and your opportunities to connect and form valuable relationships will only be limited by the limits you place on yourself. The opportunities are priceless.

Thank you all once again and enjoy this year's event!





ANNE-MARIE CROTEAU

PhD, CDir

Dean,
John Molson School of Business



In January of 2022, the John Molson School of Business will proudly host the 40th edition of the John Molson MBA International Case Competition (ICC). The oldest, largest and most prestigious competition of its kind is entirely student-run.

To all our corporate partners, returning and new, I would like to thank you for the support you give to the MBA ICC. If you are considering sponsoring this incredible group of students and their initiatives, I can assure you that your investment has a tremendous impact.

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

The success of this flagship event requires support from all of us. I encourage you to learn more about the program and consider sponsoring the event and these motivated and incredibly talented individuals as they further continue their academic and professional journeys. Your support, made possible by your own professional and personal successes, have a direct impact on the success of our students.

On behalf of the John Molson School of Business, thank you for your support.



Board of Directors

The Board of Directors of John Molson MBA ICC is composed of highly successful and dedicated businesspeople and representatives from the John Molson School of Business. They guide the organizing committee based on their vast experience in various fields of expertise and give a definite direction to a complex path of planning the John Molson MBA ICC competition at such a grand scale.



William Meder



Jean Béland



Jesse Prent



Ronald Dahms



Regis Rehel



Serge Helou



Guy Barbeau



Isabelle Bittar



François Rheault



Catherine Sumague



Krista Robinson

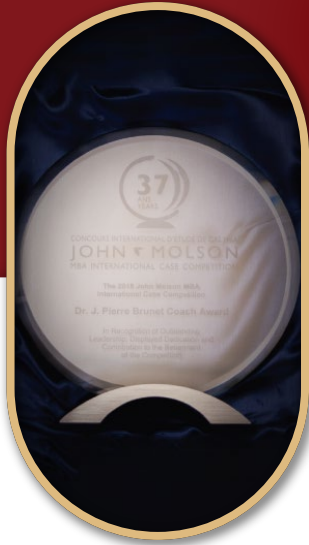


Aleksey Cameron



Diane Lanctôt

Special Awards



Dr. J. Pierre Brunet Coach Award

The Dr. J. Pierre Brunet Coach Award was created in 2006 to recognize the important contribution that coaches make to the competition. This includes preparing teams for months prior to the competition, and guiding them the week of the competition.

Participants change year after year, but many coaches return – this continuity is beneficial to the competition and to the business schools they represent. They are also champions of the competition in their schools, raising the level of awareness and the enthusiasm of their students for the challenges that lie ahead. We gain valuable insights into the smooth functioning of the competition from coaches who take part in the coaches' briefings that take place at the beginning and end of the competition week. We also benefit from new coaches who bring fresh ideas to the table each year.

Each year at the competition, we award the coach(es) from a school who demonstrate excellent mentorship. This award is presented at our Final Banquet.



Richard Outcault Team Spirit Award

The Richard Outcault Team Spirit Award was introduced in the year 2000 to honour the memory of the late Richard Outcault, a former competitor at the John Molson MBA ICC. Richard was a member of the Northeastern University team in '98. Three days before the start of the competition, his father suddenly became terminally ill. However, Richard remained positive, and in accordance with his father's dying wish, he left his father's side to compete in the MBA ICC. In the end, his team took first prize!

Richard missed the award ceremony to attend his father's funeral. The story only gets more grim as – in 2000 – Richard succumbed to a rare illness.

Those who knew Richard at the competition, most notably his fellow participants, were in awe of his physical and mental stamina, not to mention his humour, creativity, and positive outlook. He truly cherished the "MBA ICC experience" and embodied the "team player" attitude. Each year, we honor Richard's memory by awarding a team that demonstrates genuine team spirit and collaboration. The winning team is announced at our Final Banquet.

Organizing Committee



Dylan Pearson, Organizer – Sponsors

With over 11 years spent working in the public and private sector, Dylan Pearson, P Eng., PMP, has been responsible for leading portfolios of organizational change, cost savings and major capital prospects for his employers. A natural communicator, motivator and team leader; he aspires for a career that leads him to direct strategic and impactful initiatives for his employers. He holds a Bachelors of Mechanical Engineering and Diploma in International Business from McGill University.

Melissa Koury, Organizer – Cases, Events & Judges

Melissa Koury is a full-time MBA candidate at the John Molson School of Business. She received her bachelor's degree in International Business and has four years of experience in the freight forwarding industry, specializing in ocean export. Throughout her career, Melissa managed several international accounts, built a network of suppliers and provided timely customer solutions. She is an avid fitness enthusiast, loves to bake and enjoys a good book.



Medrick Santavicca, Organizer – Schools, Sustainability & Volunteers

As a Category Manager, Medrick services a portfolio of over 40 global retailers such as Costco and WalMart. In this role, Medrick has traveled frequently to Asia to procure products, developed networks globally, overseen production lines, negotiated with suppliers and fostered business relationships to increase sales revenue. Medrick has decided to pursue an MBA in the midst of the global pandemic to sharpen his business acumen and build relationships, both professionally and personally.



Organizing Committee

Nashit Vakil, Organizer – Marketing



In his 8 years as a digital marketer and entrepreneur, Nashit Vakil has expertise in all the major digital marketing platforms along with the current focus on programmatic marketing. As a manager, his portfolio extends across various industries and clients, more notably Hyatt Hotels, VISA, Franklin Templeton, Duracell, Thomas Cook, Jeep, Budweiser, and Mars. Nashit also started his own firm, Caffè Basket Pvt. Ltd., a unique online coffee shop driven by digital marketing. Today, along with his MBA at John Molson School of Business, he manages the current clients' strategy and leads growth in the programmatic department. He is also a passionate Manchester United soccer club fan and follows all major soccer leagues

Ishpuneet Singh, Organizer –Budget, Hotel, IT & Logistics

Ishpuneet comes with a background in the Indian automobile industry having done Bachelor in Mechanical Engineering and with more than four years of professional experience in the aftermarket and customer experience segment before pursuing his full-time MBA. He is part of the JMSB eICC as a Technology, Budget, and Logistics Organizer. As an international student, eICC is a platform for him to learn and grow to leverage the experience working with professionals and his cohort here at JMSB. He is enthusiastic about organizing different events right from his undergrad and is working for eICC with the same excitement and enthusiasm now.



Connor Farley, Executive Assistant – Judges



Connor MacLeod Farley works as a business researcher and writer for MacLeod Farley & Associates, an economic development consulting firm. He is pursuing an MBA part-time at John Molson, where he is focusing on marketing and management. Connor has experience in sales management and entrepreneurship. He also holds a BA in Kinesiology from the University of Western Ontario. Connor is excited to have the experiential learning opportunity of helping coordinate the judges for the ICC.

Organizing Committee

Hiral Parekh, Executive Assistant – Volunteers



An energetic powerhouse, Hiral Parekh has worked in the film industry for 4+ years as an Assistant Director before joining JMSB for her MBA. She is a passionate and curious learner, always looking to collaborate to build something new. Having worked with large crews on film sets she has learned that being a good leader is as much about being a good collaborator as it is about being a good manager. As the Executive Assistant- Volunteers she looks forward to not only organizing a successful case competition that will bring pride to everyone at JMSB but also creating a volunteer experience that participants will cherish for years to come.

Himanshu Srivastava, Executive Assistant – Technology & Logistics

Himanshu has 8 years of experience in IT – SAP Consulting, working with some major industry leading clients spanning across Retail/CPG, Logistics, and Utility industry. His areas of expertise are Sales, Distribution, Sourcing, and Procurement. He hails from Lucknow in India. He holds a degree in Computer Science & Engineering and is currently pursuing MBA from JMSB. He loves playing Badminton, is a foodie, and believes in Yoga.





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PARTICIPATING
SCHOOLS



University Name	Country
University of Manitoba	Canada
McMaster University	Canada
Nanyang Technological University	Singapore
Porto Business School	Portugal
Wilfrid Laurier University	Canada
University of Alberta	Canada
University of Glasgow	Scotland
Technische Universität Kaiserslautern	Germany
University of Calgary	Canada
Narsee Monjee Institute of Management Studies	India
HEC Montreal	Canada
University of South Carolina	USA
Westfälische Wilhelms-Universität Münster	Germany
Lund University School of Economics and Management	Sweden
FIA Business School	Brazil
Barna Management School	Domenican Republic
Heinrich Heine University Dusseldorf	Germany
Université Laval	Canada
Ben Gurion University	Israel
Concordia University	Canada
Insper	Brazil
University of Rochester	USA
Brock University	Canada
Washington University in St. Louis (Olin)	USA
University of Cape Town	South Africa
Clarkson University	USA
West Virginia University	USA
Corvinus University of Budapest	Hungary
York University	Canada
Michigan State University	USA

RAY FRANCUK

Ray Franczuk is in the final year of his MBA degree at the University of Manitoba, specializing in Leadership and Organizations. He began his career as a Professional Engineer working in a highly technical role in the Aerospace Industry. This technical background, passion for leadership, and progressive experience paved the way to his current position as Director of Engineering. Ray has a people focused leadership style and strives to overcome functional barriers to drive well-rounded solutions. Outside of work, Ray enjoys hands-on projects as well as spending time with family and friends.

SUNNY SUN

Sunny is in her second year of the MBA program at the Asper School of Business. She has been working in the luxury industry since receiving her undergraduate degree in commerce from McMaster University. She has been in Canada for ten years, and is fluent in Mandarin, Cantonese and Shanghainese. Her multi-cultural background, passion for people, and dynamic personality have helped her develop a holistic approach to leadership and problem-solving. Sunny grew up watching and learning from her father as he navigated China's complex manufacturing industry; this helped spark her entrepreneurial spirit. In her spare time, she enjoys travelling and exploring the beauty of nature.

EDEN SORRELL

Eden is a husband and father of two, pursuing his MBA with concentrations in Leadership and Supply Chain Management at the Asper School of Business. While he worked for a number of years as an ICU nurse, he has spent the past 8 years as co-founder and CEO of a vertically integrated

manufacturing to brick and click retail company. He also volunteers his time serving as a director on a handful of boards. Eden comes from a multi-cultural background and loves to eat while traveling, but he's most passionate about solving a good challenge. Lately, Eden enjoys spending his nights learning to code through online bootcamps and he's currently working on Python.

ANGUS CHEUNG

Angus is on track to complete his MBA degree at the Asper School of Business by the summer of 2022 with a specialization in Entrepreneurship and Leadership. He started his career as a multi-functional product design engineer in a not-for-profit consulting corporation and acquired his Professional Engineer designation and PMP certification shortly afterward. His heart truly lies in entrepreneurship, so he is excited about the venture opportunities that will result from combining his engineering background with an MBA degree. During his downtime, you will typically find him enjoying playtime with his beloved dog, Simba, or competing recreationally in volleyball, basketball, and baseball.



BRANDON KOBER

Brandon is completing his MBA degree at the DeGroote School of Business following an intense stint as a Registered Nurse working on the frontlines of the overdose and housing crises. Following his two bachelor's degrees at Queen's University, he found his passion in practicing harm reduction, helping people experiencing substance use challenges navigate complex healthcare and social systems. After managing a safe injection site throughout the early stages of the pandemic, he sought to gain complementary skills through an MBA to become an outstanding leader in healthcare and the public sector. He is excited by the diverse and exciting challenges that await him in a lifelong career dedicated to helping those in most need. Outside of work, Brandon finds joy travelling, cooking, eating, and playing tennis.

SEJAL PANDYA

Sejal is in her final semester of the co-op MBA program at the DeGroote School of Business. Prior to starting her MBA, she completed a Bachelors of Kinesiology from the University of Toronto, however she realized that her interests lied more in management rather than clinical sciences. She worked in banking for two years gaining valuable client facing experience, and during her MBA, she completed her co-ops at Hamilton Health Sciences, and RBC Capital Markets. Sejal is passionate about creating change and empowering female leadership within the workplace, which can be seen through her role as VP Marketing and Communications for the Women in Management Association at the DeGroote School of Business. She is excited to continue growing her career within Finance and Banking, and in her free time, she loves to hike, travel and bake!

STEPHANIE KEEN

Stephanie is an MBA candidate at the DeGroote School of Business. She has over four years of building business intelligence in diverse industries and has directed international strategic marketing programs from initial conceptualization to program launch and success. Through team leadership skills and fostering positive environments, she led multiple product launches, website developments, market opportunity investigations, and corporate communication strategies. This was key in building internationally recognized brands and a portfolio of revenue-driving services and products. She has

been instrumental as both a team member and a leader that built corporate revenue from achieving a profit of tens of thousands in the fiscal year of 2018 to tens of millions in the fiscal year of 2019, with continued expected growth in 2020 by over 300%. Throughout her career, she has been led by her ambition to solve complex business challenges, using a drive for extraordinary creativity, data driven solutions, brilliant collaboration, and transformative teamwork. She believes that success, in its highest form, is always mutual. In her spare time, she enjoys the outdoors, cooking, and creating positive change as Vice President of Operations and Finance on the Human Capital Association.

CHIRAG SHETH

Chirag is in the final year of the full-time MBA program at the DeGroote School of Business at McMaster University. Following a bachelor's degree in Biology and Business at the University of Waterloo, Chirag worked for almost four years across the student affairs and technology industries in various marketing and sales roles. Most recently, Chirag worked with Microsoft as part of their Consumer Channel Sales & Marketing team in Canada, working primarily on the Xbox brand. Chirag has a passion for technology as well as diversity and inclusion, hoping to showcase to the world how technology can make a more accessible and inclusive world for everyone. Chirag is passionate about community service and making an impact, evident through his role as President of the DeGroote MBAs for Impact club at DeGroote. Outside of work and school, Chirag is a passionate Toronto Raptors fan, loves being in the outdoors, and enjoys recording his very own podcast.



AASTHA GOEL

Aastha is currently pursuing her MBA at Nanyang Technological University (NTU) - specializing in Strategy and Innovation. She holds a bachelor's degree in commerce from Delhi University. After graduating top of her class, she worked at Ernst & Young as an analyst for four years. Through her strong problem-solving and client management skills, she has not only helped her clients manage the impact of tax regulatory changes on their business but has also helped more than 50 clients in streamlining their business by developing and implementing a digital transformation solution. Aastha has won numerous awards for academic and professional excellence. As the Chair of the Women in Business Club at NTU, she is helping her cohort in building strong personal and professional connections to achieve their full potential. On a personal front, Aastha enjoys learning new languages and loves to read fiction as well as poetry.

BEA FRANZISKA FRESE

Bea is a double degree student, pursuing her MBA degree specializing in Business Analytics at Nanyang Technical University, Singapore, and her master's degree in Strategy and International Management at the University of St. Gallen, Switzerland. She is also currently working as a research intern at the Singapore-ETH Centre focused on creating future health technologies. Before her double degree, Bea worked at the medical and pharmaceutical device company B. Braun for six years. Three of which while completing her bachelor's degree in Business Administration at the Berlin School of Economics and Law; another three years as product manager for the coronary angioplasty portfolio. Through her experience, Bea gained strong expertise in cross-departmental cooperation and product management of highly complex products. She proactively kick-started customer-centric projects to drive adoption of novel product concepts in the field. Apart from her interest in healthcare, Bea enjoys traveling, experiencing new cultures, and playing volleyball.

WANG BOWEN

Sylvia is currently pursuing her MBA degree at Nanyang Technological University. Holding a bachelor's degree in Economics, Sylvia has been a management consulting professional for the past five years. Previously working for PwC

Management Consulting Shanghai, she helped multinational clients come up with innovative solutions to transform their business and organization by facilitating their strategic planning and implementation while addressing people and organizational issues through changes. Meanwhile, she absorbed industry insights of the pharmaceutical, retail and consumer products sectors and shaped her own perspective over time. She is also well-equipped with transferable skills such as critical thinking, project management and effective communication. In her spare time, Sylvia enjoys reading, playing badminton and exploring cities by foot.

HONG EUN-BIN

Eun-Bin is pursuing her MBA degree at Nanyang Technological University while working as a Marketing Director at Column & Beam, her consulting start-up based in New York. As an effective servant leader with a hunger for innovations and strong business ownership, she proactively identifies opportunities and takes initiative and imagination to formulate effective solutions. Moreover, she builds cohesive marketing strategies based on clients' needs and the on-demand marketplace with solid business planning, financial modeling, process mapping, and project management know-how. She ensures that partners and Column & Beam are aligned in business objectives and supports the punctual execution of marketing strategies. Before founding her start-up, she graduated from the University of California, Los Angeles with a degree in Economics, Dean's Honors, Latin Honors, College Honors, and Chancellor's Student Achievement and worked as an Asia Regional Product Manager at BIC Product – a multi-national company that offers tactile fast-moving consumer goods – for four years.



ALEX GHINESCU

Alex is currently pursuing his International MBA at the Porto Business School. As a CFA charter holder, he brings financial expertise and creativity to every problem-solving opportunity. To date he has had a successful career in treasury operations, risk management, and corporate financial planning, overseeing billions of dollars in investment and currency hedging portfolios. Embracing international cultures is a passion that has shaped him, having been raised in Romania and Calgary and studying in Toronto, UAE, and now Portugal. In his spare time, he enjoys volunteering in coaching programs, hiking with friends, and watching his favourite hockey team win.

LUÍS DE SOUSA MARTINS

Luís is currently pursuing his MBA at Porto Business School, a part of University of Porto after taking his master's degree in mechanical engineering at the Faculty of Engineering. Luis has gathered extensive experience in the automotive industry over the past years, having worked with some of the leading constructors; such as, Porsche, Daimler and Ford. During this period, Luís developed experience within product quality planning and management. On a personal level, Luis is passionate about traveling and sports, being a tennis lover and an avid football fan.

SARAH BALDWIN HORACEK

Sarah is currently pursuing an International MBA at Porto Business School. She earned her Bachelors of Science from the University of Michigan in Biopsychology and Cognitive Science with a minor in Applied Statistics. As an entrepreneur she has founded and owned businesses in retail, real estate, web development and online marketing. She has also worked in tech, finance, and the arts.

Her diverse background is an asset in problem solving and generating unique insights. Her passion for travel has led her to 80 countries thus far and in her free time she also loves spending time sailing, hiking, and painting.

TIAGO MIGUEL AFONSO LING

Tiago is currently enrolled in the International MBA programme at Porto Business School. After obtaining his integrated master's degree in Medicine, Tiago has completed his internship at Portimão's Hospital and is now a member of Algarve's COVID-19 Taskforce, where he is an integral part of the team fighting the SARS-CoV-2 virus. Originally from Macau, Tiago has spent much of his life bouncing between Macau and Portugal, which, alongside his unique background in Medicine, has allowed him to develop a different perspective on problem solving. On his spare time, Tiago likes to keep himself busy: if you don't find him either at the gym or at his computer, he is most likely travelling abroad, having game nights with his friends, practicing dancesport or just aimlessly walking around just to catch that one perfect Pokémon.





Wilfrid Laurier University

ALABA BOLUWADE

Alaba has a strong academic background in bioresource engineering. His work experience is focused around water and he recently launched his own consultancy with services including watershed analysis, water quality, flood mapping and climatology. Alaba is excited about the experience he will gain from the competition and looking forward to meeting fellow MBAs in the competition.

JASON TYSZKA

Jason received his business degree from Brock University in St. Catherine's, Ontario. He has worked in the education, transportation, and travel industries. Jason is looking forward to the challenges of the competition and improving his presentation skills.

MATIN FARSHIDIAN

Matin's interest and work experience centres around finance. He has an Honours BBA degree from the University of New Brunswick. Matin is excited to meet and network with all of the other participants in the competition.

VICTORIA SMALL

Victoria has a business management degree from the University of Western Ontario with a specialization in consumer behaviour. Her work experience has a strong background in design. Victoria is also a strong community volunteer in mental health, housing and student support organizations. She is excited about the chance to test her skills in a competitive environment.



SHREYA KAKKAR

Shreya is a final-year MBA student from the University of Alberta with a specialization in Strategy & Consulting. She is passionate about solving complex business problems by combining cutting-edge technology with a deep understanding of customer needs. Prior to her MBA, she had 8+ years of professional work experience across various roles including New Product Development, Project Management, Business Analysis, and Quality Management. Outside of work, she loves to read, especially biographies.

JENKENS LEUNG

Jenkins is completing his MBA at the University of Alberta with a specialization in Public Policy and Management part-time while working full-time in the Government of Alberta as a Business Analyst. He has an undergraduate degree in Commerce from the University of British Columbia and the CPA, CMA designation. His career in accounting spans the areas of not for profit, engineering, construction, health, and public services. Jenkins is a strong believer in the importance of community development, the health we sometimes take for granted, and the advancement of innovation and technology.

SHERIN NOROOZI

Sherin is completing her MBA part-time at the University of Alberta while working on the Marketing and Communications team of NorQuest College. After graduating from the University of Alberta with a Bachelor of Commerce degree, she received a full scholarship to pursue graduate studies at the Copenhagen Business School. The two years she spent abroad as an international student played a significant role in helping her discover her passion for marketing. Once she returned to Edmonton, she began her career at an advertising agency and worked with clients in both the public and private sectors. Sherin is passionate about social marketing and giving back to her community through volunteering.

LISA ZHU

Lisa is currently completing a double degree with University of Alberta and EDHEC Business School. She completed her MBA requirements last year at the University of Alberta and is currently working towards her MSc. Of Creative Business and Social Innovation at EDHEC Business School. She brings a diverse background as she has worked in the education field, nonprofit sector, digital media industry and for a tech social enterprise. Lisa is passionate about building up and supporting sustainable purpose-driven business.



HELI FELIX NASCIMENTO

Heli is an MBA candidate at the University of Glasgow with a background in civil engineering and project management. He worked for a U.S. general contractor for over three years on a myriad of projects in both the building commercial and solar construction sectors. Heli specializes in project management processes with a focus on maintaining high customer satisfaction throughout the entire project life cycle. In his spare time, he enjoys traveling with friends, hiking, playing music, and going to amusement parks and adventures.

VICENTE VIGNEAUX

Vicente is pursuing his MBA at the University of Glasgow. Before this, he was head of corporate finance in an energy generating company with projects in Chile and Peru. Vicente has worked in finance for 10 years, 7 of which within finance consultancy firms, having participated in valuation and M&A processes of a diversity of industries. He also holds a master's in finance. In his last job he oversaw the investor relations, and all corporate finance issues, having issued a \$400 million green bond in the US debt capital markets in 2021. Vicente also plays the electric guitar since he was 13, enjoys cooking, skiing, diving, and motorbiking.

YIJUN (CHLOE) WANG

Yijun is currently an MBA participant at The University of Glasgow. As an Auditor from China, she accumulated reliable accounting and finance knowledge and skills. During her career in KPMG, she took charge of different engagements and assisted IPO project. In addition to that, she loves fashion and has started her own business to sell clothes. She also enjoys travelling, singing, and skiing.

LING-SAY WONG

Lingsay is currently working towards her MBA at University of Glasgow- she specialises in innovation and strategy. She has over 10 years of experience working with a variety of sectors including the oil and gas, agriculture/farming, waste, education, and transport industries, both within the UK and internationally. Lingsay's track record includes delivery of a smart city programme, process optimisation oil and gas platforms and implementation of data-driven project amongst Scottish farmers. Lingsay is committed to translating organisation's business requirements into effective strategy that help the business grow.



Theresa Keune

Theresa is currently in the second year of her Master in Industrial Engineering and Management minoring in Chemistry. She specializes in Innovation Management and Marketing. Theresa spent a semester abroad in Sweden at the Linköping University. She gained work experience in the chemical industry as an intern in project management at BASF SE and as a working student in the area of R&D at FUCHS Lubritech. Currently, Theresa is a working student at BioNTech SE in Business Planning and Analysis. In her free time, she enjoys doing sports, cooking and spending time with friends.

Lukas Miedzinski

Lukas is currently in the second year of his Master in Business Administration. He specializes in Strategic Management, Marketing and Environmental and Industrial Economics. Lukas gained working experience as a working student at the university. In his free time, he enjoys climbing, playing the guitar, and participating at handball matches.

Leon Hensel

Leon is currently pursuing his Master of Science in Industrial Engineering at Technical University of Kaiserslautern. His business majors are strategy and marketing, and his technological focus is production and automation technologies. Leon went to Sweden for a semester abroad to the Linköping's University LiU and gained cross-cultural intelligence. During his internship at Audi AG in the field of automotive project management he gained work experience. In his free time, he enjoys climbing, windsurfing and hiking.

Rida Naji

Rida is currently in the second year of his Master in Business administration minoring in Marketing, Management of digital transformation and Business Information Systems. He gained work experience as a working student in departments of consulting and logistics by the company KPMG international and Daimler AG. Currently, Rida is Regional Youth Ambassador of the Franco-German Youth Office (FGYO). He has interest in issues related to sustainable development and passion for digital technologies. In his free time, he enjoys travelling, soccer and volunteering.



ARON QUEZADA

Aron holds two Bachelor's degrees from the University of Calgary in Economics and Political Science. He has worked in various roles over the past six years, including marketing, business intelligence, policy, and sales across multiple industries from CPG to Telecommunications nationwide. Previously, Aron sat on a volunteer Board of Directors with a Calgary-based non-profit society, providing insights to improve data management and strategy. Over the last year, he has been working and commuting from Yukon Territory while completing his studies. Aron is pursuing his MBA to expand his leadership skills and scope of work to include more complex problems that require an innovative, solutions-focused approach to deliver effect, creative, and driven approaches.

Aron is a voracious podcast listener and avid football fan. He has lived and traveled across Mexico, Canada, and the United States, and visited England, Ireland, Scotland, Sweden, Finland, Denmark, Spain, Russia and China, always curious about the history, language, culture and most of all, daily life in each new place he has visited. Aron has enjoyed his experience within the MBA program, particularly challenging courses which require enthusiastic outside of the box thinking. He looks forward to many new, positive experiences through the MBA program.

NATHAN TURLEY

Nathan graduated from the University of Calgary with a Master of Arts in Sociology. A qualitative researcher, he has worked in health research for more than a decade. First with the University of Calgary's Department of Family Medicine, then with its Department of Surgery. In Family Medicine, he coached residents through their research projects and learned the value of being an inquisitive generalist. For the Department of Surgery, he is leading an international study of the surgical safety checklist and loving every minute of it.

In his personal life, he has travelled extensively with his wife and five-year-old son to places like France, Southern California, and all over Alberta. When he's at home in Calgary, he enjoys spending time with his family, playing music, and going on the occasional bike ride. As he grew personally and professionally, Nathan developed a fascination with the intersection of business, technology, and health care, so he chose to pursue an MBA at the Haskayne School of Business through its Evening MBA program. He has thoroughly enjoyed his business education and is excited to see what the future brings.



VANESSA THAIN

Vanessa Thain holds a Bachelor of Commerce degree with distinction and specialization in accounting. She went on to obtain her Chartered Accountant designation which was awarded in 2014. Vanessa is also recognized as a Chartered Professional Accountant.

Vanessa started her finance career in public practice working for a Big Four accounting firm for over six and a half years and left as a Senior Manager. Vanessa has been working in industry for over three years and is currently a CFO for a manufacturing company.

As an accomplished finance and accounting professional, she brings years of experience including financial and strategic skills to the team. Vanessa has worked with organizations of varying sizes in diverse industries including oil and gas services, manufacturing, government services, financial services, renewable energy, real estate, technology, and hospitality.

As an active community member, Vanessa has volunteered for organizations as a Board Member, Treasurer, and Executive Committee Member. Vanessa spent ten years of her early life living in England and is passionate about spending time with her family, horse riding and yoga.

SUDEEPTA MOHAPATRA

Su is originally from India and holds a bachelor's degree in agricultural sciences. She has around ten years of transnational and diverse work experience in India, USA, and Canada. She has worked with an electric distribution utility, an energy trading company and two consulting firms, in various functional roles such as strategic sourcing, trading, operations, business development, regulatory affairs, market research, data analysis and consulting. Su is a member of Calgary Women in Energy (CWIE) and the President of Haskayne MBA Society. She is currently working as a student co-op in corporate development and strategy department of Nutrien. She is deeply passionate about agtech, cleantech and sustainability.

She enjoys spending time outdoors and identifies herself as a 'nature-addict' and 'sunset-hunter'. She is a blogger and flash fiction writer. Her work has been published in some popular e-magazines in India such as Women's Web. Perpetually curious, she loves to explore and besides traveling extensively through her home country India and USA, she has traveled to France, Netherlands, Germany, Austria, Czech Republic, Belgium and Mexico.



AKANKASHA SINHA

Akankasha is currently working towards her MBA Tech degree at NMIMS University in Mumbai, India. She brings with her knowledge and skills of finance and analytics. During her brief internship with Axis Capital, she assisted the team with various IPO & Fund Raise engagements for clients. In addition to this, she also has experience in Geo-Political Consultancy. During her academic course, she has been an active participant in various case competitions and cultural events. In 2020, her team was among the top 5 National Finalists in V Guard Case Challenge Competition, India. Outside work, she actively participates with NGO's to raise awareness on women education and hygiene. She shares a passion for equal opportunity across gender in the world. She has been awarded as Best Speaker during National Level AWES Debate Competition. She loves to network and interact with people.

ANTRIKSH TIWARI

Antriksh is pursuing a dual degree programme (MBA Tech) with specialisations in Finance and Information Technology engineering. He is full of energy and has extensive experience in finance and business analytics areas. He has completed several internships and earned financial experience at firms such as KPMG IN and Jtekt IN. He has also worked with a global non-profit organisation Enactus, where projects are specifically designed to uplift the lives of marginalised communities, and has even led one of these projects, so he has project management skills and an understanding of potential business problems and how to address them. He has competed in a number of prestigious B-plan contests in addition to his university studies. He has a review paper titled "Scene Segmentation in Driverless Cars" that he has published.

MANASI SURYAVANSHI

Manasi is currently pursuing her MBA Tech degree in Marketing. She has gained extensive experience in Digital and social media marketing. She has experience in Business Development, market research and content strategy and curated media plans for various brands across multiple industries. Her account management and planning experience in a marketing agency gave her a knack for design and Creative thinking. Her strengths are Research and delivering effective presentations. During her degree, she has participated in many Business case study challenges and she has been a

National finalist of one of such competitions by an FMCG company in India in 2020. She has also won the Google's Top Marketer certificate for the Google Ad Grants program non-profit this year. She is a Team player, very adaptive of situations and with her interpersonal skills, she always tries to maintain and align her Team's efforts in a focused direction to get maximum results.

NAMAN SHARMA

Naman is pursuing his MBA Tech degree in Business Intelligence & Analytics at NMIMS University, Mumbai. Apart from his undergraduate degree in Electronics & Telecommunications, he has gained extensive experience in the spheres of Business & Data Analysis. He has experience in designing business plans and solutions for various industries, with a special focus on the digital payments domain. Interacting with various people belonging to various departments and industries has given him a wide perspective of evolving business requirements and challenges posed by the adoption of newer technologies by businesses across the globe. He specializes in designing strategies, industry and market research and implementing these strategizes & solutions, minimizing business risk. He has participated in various National level Business Case Solution competitions and has won one of them and has been a runner up for the other. In his spare time Naman loves to travel & explore new places, he is also passionate about helping animals in need and helping find them better homes.



ANDY MARIO DSA

Andy Dsa has an educational background in Aeronautical Engineering and has worked in the airline sector for 5 years before enrolling into the MBA program at HEC Montreal. He specializes in quality auditing, business process optimization and aircraft re-delivery, which has led to him receiving recognition and success in his previous roles. Furthermore, Andy has international experience (worked in the Middle-East) and is tech savvy, which combined with his other strengths make him a great addition to this team.

CYRIL MARCHI

Cyril Marchi is a Civil Engineer who started his career by managing infrastructures projects in Europe for a major company. He then went to the US to develop a subsidiary for another construction firm, carrying out Projects and Operations Management. In order to give a turn to his career, he decided to pursue an MBA at the prestigious business school: HEC Montreal. On another note, Cyril is propelled by his regularly practicing sports. He thus brings both his energy and his operational background to the benefit of team, in order to help solve the most complex cases.

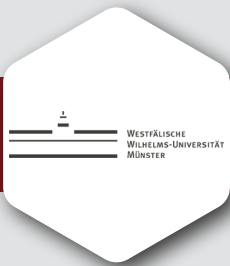
SHALINI GOYAT

Shalini Goyatis pursuing her MBA at HEC, Montreal. As a Molecular Biologist, she brings with her extensive knowledge in the Life Sciences. She has an extensive experience in R&D in the field of molecular markers. She worked as a Business Development Manager for a boutique consulting firm. She is also a published scientific author with more than five publications in various international journals. She is associated with a Non-Profit Organization in rural India, providing support and promoting education to the underprivileged students.

VARUN SONI

Varun Soni is pursuing his MBA at HEC Montreal, Canada. After his graduate degree in Electronics and Communication, he joined one of the largest public sector banks in India. He is an experienced banking professional, who has worked in the financial space for more than 7 years. He has a thorough understanding of the credit process (including processing, sanctioning, monitoring and recovery) which have allowed him to excel in current and past roles. Varun is an entrepreneur at heart who started a venture in 2016 that gave opportunity to the SME's in India to sell products on e-commerce portals. Furthermore, he is also an animal lover and love to contribute to and lead campaigns related to different social causes.





NIKLAS FREUDENSTEIN

Niklas is currently pursuing his master degree in Management at the WWU, in Münster. His professional experience featured multiple stops in logistics and consulting. Right now he is working on a project with the aim of shifting traffic from the roads to the railways. Outside of work and university he spends as much time as possible in the mountains. In the winter he is an enthusiastic snowboarder and in the summer he enjoys mountain biking and hiking. That's one of the reasons why he is going to spend the upcoming semester at the University of Innsbruck in Austria.

TOBIAS PETERSEN

Tobias is currently in the second year of pursuing his Master degree at the University of Münster. His focus of studies is in the area of Accounting and Finance. He has gained practical experience in different corporate functions in the chemistry and media industry as well as in restructuring consulting. Besides studying, he is active in a student initiative that organizes a yearly international case competition in the city of Münster. The experience of his studies abroad has brought his passion for solving business problems in an international context. In his free time, Tobias enjoys pursuing his two favorite sports, soccer and American football.

CHRISTOPH VITT

Christoph is currently pursuing his Master of Science degree in Accounting and Management at the University of Muenster. Besides, Christoph also studied abroad in the USA and in South-Korea. He already did several different internships, two of them in Management Consulting. Furthermore, Christoph works voluntarily as an inclusion tutor at the University of Muenster. In his spare time, Christoph loves to travel, try out new restaurants and does all kinds of sport.

CHRISTIAN HAUPT

Christian Haupt is currently participating in the business administration graduate program at the University of Münster. He combines the best of the accounting and management world paired with a slice of entrepreneurial spirit. Through several internships he already gained insights into the corporate world. Especially in the mobility sector he already held different positions in various projects, becoming an expert for the transformation of OEMs. His curiosity and creativity enables him to build bridges between the known and the unknown and to consistently find pragmatic solutions. As a sportsman he values team success more than personal achievements and he usually puts his skin in the game in order to receive extraordinary results for his team.



JAKOB ROESSLING

Jakob is currently doing his master's degree in business administration at Heinrich Heine University in Düsseldorf. His focus is on sustainability management and entrepreneurship. Prior to his studies, he worked as a carpenter and lived in Thailand and Brazil. Due to his multicultural background and diverse experiences, he is able to assess complex situations very quickly. Outside of the curriculum, Jakob enjoys sports such as surfing and Crossfit, and helps students from nonacademic families transition to university.

LUISE BERGMANN

Luise is currently studying business administration at the Heinrich-Heine University and will finish her master's within the next year. In her current studies Luise focuses on sustainability and corporate management. She graduated from the University of Siegen in 2020 with a bachelor's degree in business administration. To gain more practical experience Luise currently is a working student in a personnel business consultancy advising a variety of companies. In addition to that, she enhanced her intercultural understanding by an exchange semester in Baku Azerbaijan, and a year abroad in the United States. In her free time Luise likes to go running and is currently training for her next half marathon. Other than that, travelling is her passion and she cannot wait for her next after-covid adventure.

GEORG MAYER

Georg is currently in the final phase of his Master's degree at the HHU and is particularly interested in organization-related consulting content due to his previous professional experience. Through his internships, some of which he completed internationally, he was able to gain significant

experience in the day-to-day work of consulting in the design of new organizational structures, the derivation of growth and optimization potential or the independent planning and implementation of workshops. His interests lie in all projects in the area of agile transformation to shape an organization's structure and to build better businesses that enable and inspire people to grow and to make the future work for everyone. Besides university, Georg enjoys playing tennis or going to concerts when he is not at his favorite bar or club. Above all, he is already looking forward to finally backpacking through Asia again after completing his Master's degree. Where has he already been? Just ask him!

JANA WEILE

Jana is currently working towards her master's degree in business administration and management at Heinrich-Heine University of Düsseldorf. As a student consultant at Capgemini Invent, she has gathered experience in change management and personnel development, especially in the automotive industry. Her working experiences as well as her studies have strengthened her ability of analytical thinking and problem solving. Successfully cooperating with people with various personalities and cultural backgrounds in different projects has proven her strength as a team player and communicator. Outside of work she enjoys doing sports.



SÉBASTIEN MÉNARD

Sébastien is an Executive MBA candidate at Université Laval. He has been involved in the media industry for more than 20 years. He began his career as a journalist and distinguished himself by his coverage of the Education sector for Le Journal de Montréal, the most-circulated French-language daily-newspaper in North America. For the past 15 years, he has held different newsroom management positions. He is currently the head of Le Journal de Québec, in Québec City, where he was appointed Publisher and Editor-in-Chief in 2016. Formerly a Canadian Air Force Officer, Sébastien holds a B.A. from Université Laval, where he studied Economics and Business Administration. He also studied Law and Political Science at Université de Montréal.

STEVE MICHAUD

Steve is currently an Executive MBA candidate at Université Laval. He has a thirteen-year experience in manufacturing industry, mostly in paper machine management and operation. His career started as mechanical engineer and switched as manager after a few years. Steve acts now as Production manager at White Birch Paper, FFSoucy, one of the top five newsprint paper mills in the world. Steve is driven by results and always has his focus on opportunities. More recently, he became an Ambassador of the profession to promote the Ordre des ingénieurs du Québec.

YOLAINE ROUSSEAU

Yolaine is currently an executive MBA candidate at Université Laval. She has a five-year experience in forestry industry for her family's business. She holds a bachelor's degree in business

administration and a bachelor's degree in psychoeducation. Yolaine acts now as executive VP at Forex inc, a sawmill and OSB plant operator. She has been involved in plant acquisition and in Greenfield and Brownfields projects.

JEAN-PHILIPPE TREMBLAY

Jean-Philippe is an Executive MBA candidate at Université Laval, in Québec City, Canada. As an attorney and an actuary, Jean-Philippe spent most of his career in the fields of employee benefits and the application of labor laws. He is currently Manager of the Université du Québec Lecturers' Pension Plan (Régime de retraite des chargés de cours de l'Université du Québec — RRCCUQ). He is also the Assistant Manager of Globa Compensation at Université du Québec. Throughout his career, Jean-Philippe has administered several pension plans and group insurances. He has also been involved in the negotiation of various collective agreements. Jean-Philippe holds a B.Sc. in Actuarial Mathematics and a Law Degree (LL.B) from Université Laval. He is a member of The Bar of Quebec (Barreau du Québec) since 2019. Jean-Philippe holds a B.Sc. in Actuarial Mathematics and a Law Degree (LL.B) from Université Laval. He is a member of The Bar of Quebec (Barreau du Québec) since 2019.



SHANI VERTLIB

Shani is a student in the “Excellence for Research” university program, which targets excelling BA students and enables them to complete a BA and MBA degrees with a thesis within 4 years. Her thesis combines the fields of public policy and customer behavior. Shani’s academic background focuses on Economics and Finance. Moreover, she took a part in the Intel challenge regarding the subject of data reimaged and won 3’rd place.

MOR PELEG

Mor was born in 1991 in Rishon Lezion, Israel. In 2021, she began studying law and business administration at the Interdisciplinary Center in Herzliya. After a two-year process of studies, she changed to a bachelor's degree in government, society and communications at Tel AvivYafo Academic College. These days, Mor manages business projects at the National Student Association. The success of the projects depends on skills and knowledge in some particular fields like product management, digital marketing and business work plans.

ELAD BERGER

Elad is the CEO of the national LGBTQ Student Association, Achva, a venture that operates 30 communities for students from the LGBTQ community. Elad is currently a student for MBA at the BGU university at the social leadership program. Elad has almost 15 years of experience in informal education as well as B.Ed in informal education from Beit Berl College.

DOLEV SHELI

Dolev is pursuing his MBA at Ben-Gurion University. He takes part in the Mandel program which focuses on social involvement as a key component in management and innovation. As the head of Urban Community Department at Be'er Sheva young adult center, he has gained extensive experience in building and operating various projects. Among other things he has done in recent years he has led the municipal emergency room during the Corona crisis.



JULIEN ABDO

Julien is in his final year of the MBA program at John Molson School of Business focusing on strategy, consulting, and sustainability. He holds a bachelor's degree in Civil Engineering and is a certified project management professional. With over 4 years of experience representing clients on non-profit and governmental projects in the transportation, hospitalization, and education industries, Julien is determined to invest his capabilities into helping his team and school to win the competition.

BETHEA CLARKE

Bethea is in her final year of the MBA program at the John Molson School of Business at Concordia University. She is President of the JMSB MBA Case Competition Committee and a consultant at the Concordia Small Business Consulting Bureau. Prior to the MBA, she worked in the tourism industry for 15 years and travelled to over 60 countries. Her international travel experience, combined with her background in operations and team management, has sharpened her ability to be adaptable, to optimise resources, to stimulate productivity, and to think strategically and creatively.

PATRICK BOIRE-SCHWAB

Patrick has worked as an industrial designer for 7 years and has consulted in this field for inventors, start-ups and global corporations alike. His work has made him an expert in design and development of consumer goods, especially sporting goods. His work also involved primary and secondary user research, marketing research, trend forecasting, manufacturing overseas and project management. He holds a bachelor's in industrial design and is currently in his last year of the MBA

at John Molson School of Business with a focus on strategy and consulting to unify vision and execution in products. He now works as a customer experience strategy consultant for Valtech.

ALEXANDRA WELLS

An entrepreneurial spirit, Alex has been involved with start-ups for her entire career. She has worked at an accelerator for tech start-ups, as an executive assistant to two CEOs, and in various other roles including HR, office management, events, marketing, and project management. In 2016 she co-founded a business that uses machine learning to create artificial players for video games and simulations, which she helped bring all the way from initial concept to recognized revenue. Alex is now pursuing her MBA at the John Molson School of Business at Concordia University, expecting to graduate in Spring 2023.



LAIS CALDEIRA

Lais has a BS in Marketing and Advertising and is currently attending the Executive MBA at Insper. She began her career as a marketing and public relations analyst and has gained solid experience in the fields of culture and leisure. After that, she transitioned to the public sector to coordinate a project focused on reshaping the government purchase process and legal framework, with a great impact on reducing bureaucracy and improving efficiency in government procurement. At the moment, she is actively involved in agribusiness and supports better practices for sustainable growth in the sector. In her spare time, Lais enjoys traveling and has visited more than 60 countries chasing new experiences and different cultures.

LARISSA ANTUNES DE OLIVEIRA

Born in Sao Paulo, Larissa grew in a very competitive environment, where opportunities were chased by other million inhabitants of the biggest city in South America. She decided to stand out in the intercultural field, which was her passion. She learned Spanish, English and German, studied International Relations at University of São Paulo and is currently pursuing Executive MBA at Insper. During her academic life, she lived in Germany, China and in the USA for exchange programs and an internship at OAS, in Washington D.C. Her professional life includes internships at Bayer, Procter & Gamble and for the last 7 years she has been working as a Sales Manager of Industrial Products for a German company called K+S Group, an internationally oriented raw materials company with production facilities in Europe and North America. She is responsible for LATAM Accounts and has gathered a broad experience in Customer Strategic Relationship. For personal and professional purposes, she has been to over 60 countries all over the globe and is always interested in new cultural perspectives.

GABRIELA BRANDÃO

Graduated in Civil Engineering by UFSCar in 2012, and is currently pursuing an MBA degree at Insper. She started her career in the construction industry and gained plenty of experience in project management during this period. After that, she decided to go to the food processing business, where she worked for 5 years as procurement manager, and successfully applied Strategic Sourcing for the construction of over 110 retail stores. She has recently started as LatAm Procurement Manager at Google, where she is facing new challenges and developing solutions for ET and Real Estate.

JOÃO RAUPP SELISTER

Has a degree in Business Administration from IBMEC/RJ and a Post Degree in Real State Business from FIA/SP. Currently pursuing a Finance MBA degree at Insper/SP, he has a solid background in Marketing and Commercial areas, with more than 18 years of experience in key leading positions in the day-to-day business and strategic planning. His experiences comes from the beverage industry (Ambev) and Real State industry (Construtora Tenda). His current position is Head of Sales of Alea, a startup construction company from Construtora Tenda.





University of Rochester

ALEXANDER KING SING ORTIZ

Alexander is pursuing his MBA Degree at the University of Rochester - Simon Business School. After attaining his undergraduate degree in Industrial Engineering he worked as part of the Regional Quality Direction of Telefonica, the largest telco company in his country, in process improvement and organizational transformation projects. This experience eventually led him to a role as Project Manager in Concentrix where he worked with teams of engineers worldwide to ensure seamless delivery of networking and data solutions to clients worldwide. These experiences sharpened his skills in Data Analytics, Change management and Customer experience. As an Analyst and PM, he was tasked with understanding his clients' needs and ensuring the optimal delivery of products and services with outstanding customer experience.

SYLVIA SHI

Sylvia is currently a first year MBA candidate at University of Rochester - Simon Business School. She obtained her undergraduate degree at Johns Hopkins University and shortly after, conceived and built an organization to market artwork products generating gross revenues of \$2.5million. As a world champion bridge player, she has spent the past five years partnering and coaching CEOs to victory. Sylvia is highly innovative, strongly analytic, and uniquely strategic. Her varied experiences have taught her the ability to work best under pressure. She has significant travel experience and is a connoisseur of great food.

RAY RAMON

Ray is pursuing his MBA Degree at the University of Rochester - Simon Business School. After attaining his undergraduate on Electronics Engineering and passing the National Licensure Examination for engineers in the Philippines, he worked as part of the Infrastructure Security solution at the bank that has been involved in the Bangladesh Heist, after the heist and when the bank was trying to rebuild its infrastructure. This led him to an opportunity with Verizon, where he became the first member of the Governance, Risk, and Compliance consulting unit of Manila. His background sharpened his skills on data analysis, strategic implementation, and communications. As a consultant, he was tasked to identify the gaps, provide recommendations, and be able to communicate the findings to the stakeholders.

RAMAKANT PRADHAN

Ramakant is a first year MBA candidate at Simon Business School, University of Rochester. He has his undergraduate degree in Petroleum Engineering and has over 8 years of work experience in the energy industry with significant expertise in strategy, operations, and supply chain. He was a program manager at GAIL, India's biggest gas company. As a program manager, he led teams of over 20 engineers and executed projects worth over \$30 million in the last 5 years. He is passionate about using technology to impact lives and making the world a better place to live. Outside work, he is a sports enthusiast and a professional Yoga Instructor.



OWEN ANGUS-YAMADA

Owen is currently in his final year of the MSc in Management program at the Goodman School of Business in St. Catharines, Ontario, Canada. Owen is specializing in Organizational Behavior with this thesis focusing on how judgements are formed in the interview process. He has completed an undergraduate degree in Honors Commerce, where he began his business competition journey. He has participated in a wide variety of national and international business competitions. Now he is a student group executive – organizing his own competitions at Goodman. He also has a diverse work experience in sales, procurement, and data analytics at international companies. He is curious about a wide variety of topics which has led him to gain this myriad of diverse experiences.

DANIELA GATTI

Daniela is in her first year of the MSc Management program at the Goodman School of Business specializing in Organizational Studies. Her research interests lie in human resources and labour studies. Daniela has work experience in human resources in the construction industry as well as communication in the university setting. She graduated from the Goodman School of Business at Brock University from the Honours BBA Co-op program in 2021 where she began participating in various business case competitions including participating in DECA U.

MILIND KALPESH SONI

Milind is a current student of MBA at Goodman School of Business, Brock University located in St. Catharines, Ontario, Canada. Milind aspires to specialize in Business Analytics concentration during his final year at Goodman. Milind graduated

as a Computer Engineer with his majors in data analytics in 2017 from NMIMS University, Mumbai, India. Post his engineering, Milind has worked for Management Consulting firms devising analytical solutions for Supply Chain, HR, Risk and Fraud analytics. At Brock University, Milind has participated in multiple case competitions and has successfully ranked amongst the top three teams. At a personal level, Milind is a wildlife photographer having his work published by National Geographic. He has contributed immensely for wildlife conservation causes especially for the conservation of wetland birds back in his hometown, Mumbai, India.

DEEYA CHHABRA

Deeya is currently in her first year of the MBA program at the Goodman School of Business in St. Catharines, Ontario, Canada. She is inclined towards the field of Human Resources, with a focus on Executive Search and Leadership Advisory. She has completed her undergraduate degree in Management Studies with a specialization in Human Resources Management. She has participated in various competitions including debates, case conclaves and management games and has held multiple leadership positions in the organizing committees of the same. Deeya also has work experience in the fields of talent acquisition, compensation and benefits and global mobility. At a personal level, she is an active volunteer and believes in giving back to the society.



EMERALD DEKU

The desire for excellence, not accepting mediocrity has been a driving force right from academia through to Emerald's professional life. With such determination, coupled with support from family, Emerald got accepted into a Bachelor of Science program in Business Administration from Ghana's premier the University of Ghana. From then onward, she took the opportunity in school to not only excel academically, but also make a positive impact in society.

OLUWABANKE SHODIMU

Oluwabanke 'Banke' is a first-year MBA from Lagos, Nigeria, with years of experience in Financial Services. Banke is passionate about helping businesses scale and has worked extensively with small to medium sized businesses. She worked with a leading financial services company in Nigeria, Moneda Investment, to raise \$55M investment to support energy businesses in executing contracts. Banke led her MBA program team to win the local Small Business Challenge (SBC) 2021. While creating impact in her career, she has also been involved in creating impact in the community.

RICK DESLOGE

As a professional actor, Rick's career performing in Broadway hits Wicked and Jersey Boys cemented an unshakable certitude: our future is brighter when we work together. Rick is a gumptious collaborator and self-starter: he produced a benefit raising over \$52,000 for Broadway Cares/Equity Fights AIDS, eliminated a 19% operating deficit as president of the 466 15th St. Condo Board, and successfully lobbied Congress to increase NIH medical research funding by 6% in 2017 & 5.1% in 2018 Board, and successfully lobbied Congress to increase NIH medical research funding by 6% in 2017 & 5.1% in 2018.

TOBI SONUBI

A Nigerian with experience in Banking and Energy Industry working in internal consulting roles on business processes, risk management, and digital solutions. He is a Chartered Accountant in Nigeria, a certified information system auditor, and a current CFA level 2 Candidate. Tobi has had multiple experiences in project managing process re-engineering and frameworks designs for multi-billion-dollar businesses and was a member of the first robotics audit team at the Standard bank group in Nigeria





University of Cape Town

DR. NOXOLO GQADA

Noxolo holds a Bachelor of Medicine and Surgery (MBChB), a Post Graduate Diploma in Primary Emergency Care (DipPEC SA) and is currently completing a Master's degree in Business Administration (MBA) at the UCT Graduate School of Business. Her diverse work experience includes clinical practice as a generalist practitioner, co-founder of a health-tech start-up, consultant and she is currently Head of Health Portfolio in a digital health non-profit organization. Her multisectoral background and systems thinking approach drive her commitment to finding innovative solutions that improve access to healthcare for all.

EGLA NTUMBA

Egla is currently supporting the investment team at Newtown Partners and is chairperson of the Women in Business Committee whilst completing her MBA at UCT's Graduate School of Business. Her experience in venture capital, equity analysis, research and corporate credit analysis enables her to participate in various early career development programs. She is passionate about disruptive female-lead businesses. Her MBA dissertation explores the use of financial education to empower small businesses.

TOPAZ BOOYSEN

During her ten years of leading marketing teams, Topaz has worked across diverse industries which include the industrial market, fin-tech, ad-tech and at one the largest global advertising agencies, Publicis. She is currently CMO at a technology company whilst also directing her own marketing business. Topaz has a BCom Marketing degree (dual-major in statistics) and is currently co-president of the MBA Modular 2021/22 class at the UCT Graduate School of Business. She is passionate about bringing analytical thinking to the creative realm of marketing, and endeavors to uphold the meaningful role women can play in business.

RASHAY MAKAN

Rashay is currently pursuing his MBA at the Graduate School of Business at UCT. He is a founding member of the Carrick Group, an African centric wealth and asset management company with the vision to create a uniquely African solution and improve the continent's global investment competitiveness. Rashay currently serves as Operations Director and oversees business management, risk and governance and strategic initiatives. He has extensive experience in African financial regulatory markets and product development. Rashay also serves as a Trustee for several NGO's which enables him to use his investment expertise to generate social impact.



ANDREW BERRY

Andrew is a current MBA candidate at West Virginia University set to graduate in May of 2022. During undergrad, he received both an associate's and bachelor's degree in Business Administration, then Accounting. While completing degrees, Andrew not only was a four-year collegiate baseball player, but completed two accounting internships with Arnett, Carbis, Toothman, LLP. He currently works in the Corporate Relations office at West Virginia University where he helps the university create strategic partnerships with companies of all industries. Andrew also serves as the WVU MBA Class Vice President. In his free time, Andrew loves adventuring outdoors, playing videogames, and spending time with his dog, Reese.

MICHAEL DEFELICE

What's up everyone, my name is Michael DeFelice, and I am a 22-year-old current MBA student at West Virginia University. I graduated from WVU in May of 2021 with undergraduate degrees in accounting and finance. I am originally from Morgantown West Virginia, and I have lived in Morgantown my entire life. Both my parents graduated from West Virginia University and my brother is currently attending the university as an industrial engineer major. My hobbies include watching sports, working out, and hanging with friends and family. I am big into professional sports with my two favorite teams being the Chicago Bears (NFL) and Boston Celtics (NBA). I am excited to have the opportunity to represent my hometown university on the case competition team and I look forward to using this experience to further my career.

FAITH MUELLER

Faith is an MBA Candidate '22 at West Virginia University. Faith is Active Duty and working on her 10th year in Army, following her graduation from Virginia Tech with a degree in Chemistry. Faith was recently select to be promoted to Major. Throughout her experience in the Army, she has been to various locations overseas where she led planning efforts in strategic developments and current operations. Within the Army, Faith has led small organizations up to a company of over 160

spread over five countries. Most recently, she was selected and instructed future company commanders at the US Army Chemical School before coming to WVU. Faith has a passion for sports, family and animals to include her two dogs and two cats. Also, Faith enjoys traveling and enjoying the outdoors.

BOBBY NUTTER

Bobby is currently pursuing his MBA at West Virginia University. Previously, he worked in property management in the Morgantown area. As a property manager, he supervised multi-unit properties containing 137 beds and five storefronts in various areas of Morgantown generating over 1.1 M in revenue annually. Utilizing his B.S.BA. in accounting from WVU, Bobby provided multiple cost/benefit analyses on real estate purchases, performed periodic audits of financial statements and monthly reconciliation of accounts for multiple businesses. Bobby also serves as the WVU MBA Class President and leads the planning and execution of all WVU MBA events. As an avid sports fan, he also has attended over 200 WVU sporting events varying from men's football to rifle shooting. Let's go, Mountaineers!



NÓRA KOZMA

Next to having started the final year of her Management and Leadership Masters at Corvinus University of Budapest, she is a Teaching Assistant in Strategic Management and currently works in business development at the Hungarian region's largest, vertically integrated market leader food company, Bonafarm. Also, she is a very experienced case solver as she took part in more than 15 national and international case competitions. Specialties: strategic management, business development, innovation management, business modeling, market analysis, data visualization. Industries: agriculture and food industry, fintech sector, insurtech sector.

ATTILA LÉGRÁDI

Attila is currently pursuing his masters double degree at Corvinus University and Ivey Business School in Leadership and Management and International Management. He worked as junior consultant during his university years in numerous industries including finance, energy, retail and public. One of the biggest projects he completed was about creating the hydrogen strategy of the Hungarian Government. He is also experienced in international environment as he completed several other case competitions around the world and currently pursuing double degree in Canada.

RÉKA IZSÁK

Réka is passionate about strategic and organizational challenges, therefore, she chose the Management and Leadership Masters program of Corvinus University of Budapest. During her bachelor years, she widened her perspectives by studying Finance and Banking. As for the extracurricular activities, she was member of the GTK Business Consulting Club for 3 years. Meanwhile, she attended 13 case study competitions and won 14 awards. Réka believes in the power of teamwork, this is why her favorite field of study is human resource management. She currently works as an HR analyst and she is an active member of a Transylvanian nonprofit organization called Érted.

STELLA NAGY

Stella is currently in her first year of Master studies at Corvinus University of Budapest in the field of Leadership and Management. She attends real life case solving competitions regularly, and have won several prizes. She is really interested in the field of consulting, especially management consulting and loves the process of ideation and optimization. She holds the position of Project Manager at Consulting Club which is a student association specialized in consulting. She used to work as a Production Planner trainee for 3.5 years and now works as a junior consultant.



MATHURI MAYAKRISHNAN

Mathuri is a second-year MBA student at the Schulich School of Business. Mathuri obtained her Bachelor of Business Administration with a Marketing Management specialization from Wilfrid Laurier University and then went on to obtain 5 years of work experience in marketing in the automotive manufacturing industry, as well as leading not-for-profit diversity initiative, before deciding to pursue her MBA. As a member of the Schulich External Case Team, she achieved Top 12% over 200 teams in Canada’s Next Top Ad Exec. During her time at Schulich, Mathuri has been involved in many leadership roles, such as student representative for the school’s DEI committee, co-president the Net Impact Schulich, and most recently, co-founder of the Schulich Global Case Competition, Schulich’s newest case competition taking place in March 2022. In her spare time, Mathuri manages an Etsy Shop selling custom illustrated portraits.

BRAM JUDD

Bram is a second-year MBA candidate at the Schulich School of Business specializing in Strategic Management. Prior to returning to his studies, Bram had been educated at the University of Toronto, graduating with an Honours Bachelor’s of Science in Biology & Environmental Sciences. From there, he pivoted into a career in finance, working for a firm that offered corporate advisory services to growth companies in innovation sectors. It was here that he first cut his teeth in the cannabis industry, before leaving to join a cannabis licensed producer full-time to manage their corporate communications and capital markets outreach. Since attending Schulich, Bram has participated in numerous case competitions, including the Harvard Global Case Competition where he finished in the top 20 from hundreds of participants from top MBA programs throughout the world, as well as the Degroote Innovative Solutions Competition, and finally Canada’s Next Top Ad Exec, where he finished in the Top 12% of over 200 teams from business schools across Canada.

MATHURHAEN SIRI

Mathurhaen Siri is in his final year of the JD/MBA program at Osgoode Hall Law School and Schulich School of Business. He transitioned into the field of law after having completed an Honours Bachelor of Science at the University of Toronto. He began

his professional working career at a real estate law firm and grew his interest in the legal field to specialize in corporate law. His summer work experience at Stikeman Elliott LLP gave him exposure to large corporate transactions including mergers and acquisitions, public and private offerings, and corporate litigation files. Mathurhaen also has experience with international trade, having worked on restructuring transactions for Profit 100 companies and allowing these companies to establish cost-efficient supply chain agreements internationally. Outside of his professional life, Mathurhaen is a freelance photographer and car enthusiast. His passion for creativity has led to him exploring street, nature, and automotive photography during his spare time.

YASH KRISHNA

Yash is a Masters of Finance student at the Schulich School of Business. He completed his Bachelor of Commerce at the University of Toronto and began his career in fintech consulting. He worked in the United States for several clients in New York and Boston on derivatives and fixed income trading strategies. He is looking to add to his experience in case competitions by actively participating in several opportunities with Schulich’s External Case team during his 12-month academic program. He looks to leverage this experience alongside his FRM designation and CFA candidacy to transition into a career in investment banking. Outside of academic and career pursuits, he was a competitive national tennis player and was a member of the University of Toronto OUA Gold Medal team in 2016. He continues to actively compete at the provincial tennis level and is always on the look-out for early morning hitting partners!



CARLOS PIOLA

Graduated from Civil Engineering at Instituto Tecnológico de Santo Domingo (INTEC) and Master in Transport at University College London (UCL). MBA 19 student from Barna Management School, currently working in the fuel industry. Passionate about finance, engineering and transportation solutions.

NAOMI DI COCCO

After graduating Summa Cum Laude in 2017 with a BBA Dual Degree from FIU and UNIBE, Naomi has since applied the knowledge acquired through her majors, Finance and Marketing, by working in both industries. On the marketing side, she worked for the Insights Department at Newlink Miami, as well as for the Affiliate Marketing Department at the LATAM headquarters for ViacomCBS/MTV in Miami. Currently working in the Finance industry as a Distribution Trader at PARVAL Puesto de Bolsa. Currently, Naomi serves as the delegate for the BBA Alumni Association at UNIBE, and is pursuing her MBA degree at Barna Management School with a full scholarship. On the volunteer side, Naomi is the Universities Coordinator for TECHO Dominican Republic, and extremely passionate about the environment.

FERNANDO SIERRA

Graduated from Business Administration at Universidad Católica del Cibao (UCATECI). MBA 20 student from Barna Management School, Co-Founder of Cooperativa Primavera an administrative committee and currently working as a consultant for the financial services industry. He is passionate about the creative writing, technology and finance.

ESTIFER BALDERA

Graduated from Business Administration at Pontificia Universidad Católica Madre y Maestra (PUCMM). MBA 20 student from Barna Management School, Co-Founder of Petasolare a startup in renewable energy and Manager of a telecom retail company. He is passionate about soccer and entrepreneurship.



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Event Details

WEDNESDAY, DECEMBER 15TH

Location: Link uploaded to the website

Time: 10AM

Attendees: Students, Coaches, Judges, Volunteers and Sponsors

Description: Opening Ceremony

MONDAY, JANUARY 3RD

Event 1:

Location: Zoom link on Grenadine

Time: 1:00PM-2:00PM

Attendees: Students

Description: Virtual Trivia

Event 2:

Location: Wonder link on Grenadine

Time: 1:00PM-2:00PM

Attendees: Coaches

Description: Coaches' Meet & Greet

TUESDAY, JANUARY 4TH

Location: Zoom link on Grenadine

Time: 1:00PM-2:00pm

Attendees: Students

Description: Virtual Escape Room

WEDNESDAY, JANUARY 5TH

Event 1:

Location: Hotel Bonaventure

Time: 3:00PM-5:30PM

Attendees: Judges, Sponsors, Volunteers

Description: Networking Event

Event 2:

Location: Zoom link on Grenadine

Time: 2:00PM-3:00PM

Attendees: Students and Coaches

Description: Meet & Greet with the Live Case Company

THURSDAY, JANUARY 6TH

Event 1:

Location: Zoom link on Grenadine

Time: 1:00PM-3:30PM

Attendees: Students and Volunteers

Description: Career Fair

Event 2:

Location Wonder link on Grenadine

Time: 1:00PM-3:30PM

Attendees: Students and Volunteers

Description: Student Lounge

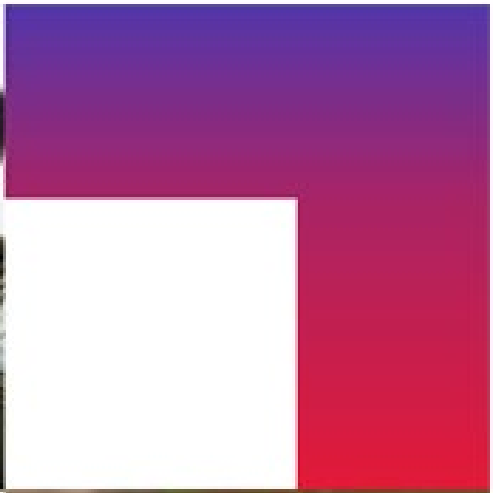
SATURDAY, JANUARY 8TH

Location: Link uploaded on website

Time: 2:30PM

Attendees: Students, Coaches, Judges, Volunteers and Sponsors

Description: Closing Ceremony



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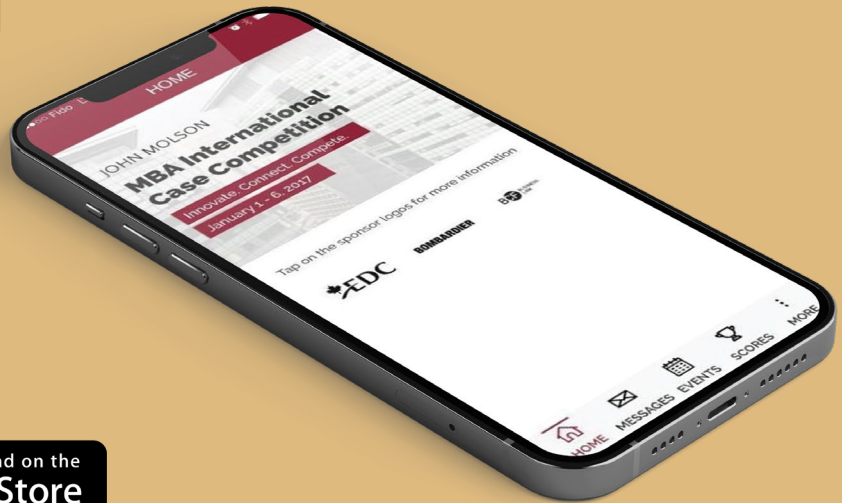
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