



2011 CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA

JOHN MOLSON

2011 MBA INTERNATIONAL CASE COMPETITION

Du 3 au 8 janvier, 2011 à l'hôtel Fairmont Le Reine Elizabeth
From January 3-8, 2011 at the Fairmont Queen Elizabeth Hotel
Montréal, Canada



2011 SCHEDULE

	Monday January 3rd	Tuesday January 4th	Wednesday January 5th	Thursday January 6th	Friday January 7th	Saturday January 8th
6:30			Breakfast (6:30 - 8:00)		Breakfast (6:30 - 7:30)	
7:00						
7:30						
8:00				Breakfast (8:00 - 9:30)		Breakfast (8:00 - 10:00)
8:30						
9:00		Coaches' Briefing (9:00 - 10:30)				Coaches' Debriefing (9:00-10:30)
9:30			Case #2 (8:00 - 12:45)		Case #5 (7:30 - 12:15)	
10:00						
10:30	Registration & Photo Session for Teams	RSM Richter Chamberland Opening Brunch (10:30 - 12:00)	EDC Luncheon (12:45 - 14:00)	Case #4 Live Case (10:30 - 16:00)		
11:00						
11:30						
12:00						
12:30	City Chase (10:00 - 16:00)				30th Anniversary Luncheon (13:00 - 14:30)	
13:00						Finals (11:00 - 16:45)
13:30						
14:00						
14:30		Case #1 (12:30 - 17:15)	Case #3 Short Case (14:20 - 17:05)			
15:00						
15:30						
16:00						
16:30						
17:00						
17:30	Opening Ceremony (17:00 - 18:00)			McCarthy Tetrault Networking Cocktail (17:00 - 19:00)	Semi-Finals (15:00 - 20:30)	
18:00						
18:30			RBC Cocktail (18:00 - 19:30)			
19:00		Skating & Tubing Night on Mount Royal (18:00 - 21:00)				
19:30	Mt. Stephen Opening Cocktail (18:30 - 21:30)					Bombardier Final Banquet (18:30 - 22:00)
20:00						
20:30			McAuslan & Saputo Hospitality Suite (20:30 - 23:00)	Molson Coors Hospitality Suite Hockey Night (19:00 - 23:00)		
21:00						
21:30		Hospitality Suite Poutine Fest (21:30 - 23:00)				
22:00						
22:30						
23:00					Molson Coors Black & White Ball (21:30 - 1:00)	
23:30						
24:00						
24:30						
01:00						

Events held at the Fairmont Queen Elizabeth Hotel	Events held outside the hotel	Cases
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This booklet is printed
on FSC paper.

2011 PARTICIPATING SCHOOLS

INTERNATIONAL

School	Country	Page
Aalto University School of Economics	Finland	13
BEM - Bordeaux Management School	France	14
Ben-Gurion University of the Negev	Israel	15
Corvinus - University of Budapest	Hungary	16
EGP - University of Porto Business School	Portugal	17
Heinrich-Heine - Universität Düsseldorf	Germany	18
Lund University School of Economics & Management	Sweden	19
Nanyang Business School - Nanyang Technological University	Singapore	20
National University of Singapore	Singapore	21
Paris School of Business	France	22
SDSB - Lahore University of Management Sciences	Pakistan	23
Universität Paderborn	Germany	24
University of Kaiserslautern	Germany	25
Westfälische Wilhelms - Universität Münster	Germany	26

US

School	State	Page
George Washington University	DC	33
Graziadio School of Business and Management - Pepperdine University	California	34
Graduate School of Management - Kent State University	Ohio	35
Hankamer School of Business - Baylor University	Texas	36
Katz Graduate School of Business - University of Pittsburgh	Pennsylvania	37
Krannert School of Management - Purdue University	Indiana	38
Maine Business School - University of Maine	Maine	39
Moore School of Business - University of South Carolina	S.Carolina	40

2011 PARTICIPATING SCHOOLS

CANADA

School	Province	Page
Alberta School of Business - University of Alberta	Alberta	44
Asper School of Business - University of Manitoba	Manitoba	45
DeGroote School of Business - McMaster University	Ontario	46
FSA - Université Laval	Québec	47
Haskayne School of Business - University of Calgary	Alberta	48
HEC Montreal	Québec	49
John Molson School of Business - Concordia University	Québec	50
Laurier School of Business & Economics - Wilfrid Laurier University	Ontario	51
Memorial University	Newfoundland	52
Queen's School of Business - Queen's University	Ontario	53
Sobey School of Business - Saint Mary's University	Nova Scotia	54
Ted Rogers School of Management - Ryerson University	Ontario	55
Telfer School of Management - University of Ottawa	Ontario	56
Thompson Rivers University	British-Columbia	57

FIRST-PLACE WINNERS 2010:

HASKAYNE SCHOOL OF BUSINESS, UNIVERSITY OF CALGARY

WHO WILL TAKE HOME THE CONCORDIA CUP IN 2011?



THE ORGANIZERS



From left to right: Natasha Schneider, Abid Zuberi, and Geneviève Boilès-Léonard.

Abid Zuberi:

Following his undergrad degree in Economics and Finance, Abid worked with Coca Cola in the capacity of a Market Development Manager. Later on, he ventured into an entrepreneurial endeavour and looked after the marketing and sales domain for an online job portal. Abid's strong analytical skills and work ethic as well as his capacity to handle pressure effectively have won him many accolades and scholarships. As an organizer of the MBA-ICC, Abid looks forward to joining a tradition of excellence and developing his personal and professional skills. He'll be joining RIM's product management team for an internship immediately after the competition and we wish him the best of luck (and loads of stamina!) for his future commitments.

abidzuberi@yahoo.com

Geneviève Boilès-Léonard:

Geneviève completed her Bachelors of Arts in History at McGill University - a field of study which contributed to her broad perspective and open mind in assessing situations and solving problems. She has worked in the financial services industry (specializing in retirement planning and financial education) for the last four years. Her work experience, her strong communication and interpersonal skills, as well as her leadership capabilities prompted Geneviève to pursue an MBA at the JMSB. She believes many of the unique experiences, and valuable management,

teamwork, and leadership skills she gains as an organizer of 2011 John Molson MBA International Case Competition will be invaluable in helping her achieve her career goals and ambitions.

genevieve@boiles-leonard.com

Natasha Schneider:

Natasha completed a Bachelor's degree in Music (classical piano) at McGill University. Soon after, she completed Certifications in Graphic Applications in Desktop Publishing and 3D Animation, both from Concordia's Center for Continuing Education. Natasha worked in the field of Marketing for five years while teaching piano part-time, then felt it was time to return to school to complement her strong creative talents with a solid business foundation. Her aspiration is that once equipped with an MBA with a focus in Marketing, she will be able to pursue her career ambitions. Natasha recognizes that joining the John Molson MBA International Case Competition organizing team will prove to be an invaluable experience and will develop her managerial skills, give her the opportunity to network with like-minded professionals and create memories that will last a lifetime.

natasha.schneidermba@gmail.com

MESSAGE FROM THE ORGANIZERS

The John Molson MBA International Case Competition is turning 30 this year. Over the course of its lifetime many passionate individuals have had the privilege of participating as competitors, judges, volunteers, directors of the board, and as organizers. As we have learned over the course of this past year, participation at the Competition can either take the form of a five hour term once in a lifetime, for some volunteers and judges, or a career's worth of involvement, for some of our Board Members, Lead Judges, and Coaches. What is clear to us, as the organizing committee, is that many individuals have fallen in love with the John Molson MBA International Case Competition and are willing to do the work necessary to continue its tradition of excellence. It is therefore with an immense sense of pride and gratitude that we, the organizing committee, took on the challenge of organizing the 30th edition of this prestigious Competition.

Taking on this immense project, organizing what some have referred to as the signature event of Concordia's John Molson School of Business, has been a learning experience beyond what any of us could have imagined and has been the cause of much personal and professional growth.

Every Organizing team has had the opportunity to leave their mark on the Competition. This year was no exception; although, in May of last year, we were faced with the question of how to improve a Competition rich with tradition, history and excellence. The answer to how we were going to leave our mark and continue to improve the Competition actually took shape all on its own. The answer was not in making large sweeping changes (change for the sake of change), but rather in small improvements to any and all touch points as we came across them. From enhanced communication with our many stakeholders, to a refreshing of our brand image, we hope that your experience this year is an unforgettable one.

We have had the opportunity and privilege of being guided, helped and generally pointed in the right direction by an incredibly supportive Board

of Directors, including our dedicated Academic Advisor, Peter O'Brien. Throughout our term as Organizers we have benefited greatly from their encouragement, leadership and vision. They have the passion of the very young, the wisdom that comes only from experience, and an almost parental devotion to the Competition. The enduring success of the Competition is owed in large part to their efforts and time.

In addition to the opportunity of working with a dedicated and ever helpful Board of Directors, we have had the privilege of working with five incredible Executive Assistants, as well as a representative from the John Molson Sustainable Business Group (JSG). Their initiatives, ideas, professionalism and hard work has ensured that the 30th anniversary of the Competition will be memorable for all of our participants.

We would also like to take this opportunity to thank our families and loved ones for their patience, understanding, love and support throughout this very busy, action-filled, and at times chaotic year. We would not be here without your kind words and moral support.

We are pleased to have made it to this point, and feel a tremendous sense of accomplishment to see the fruits of many hours of labour coming to life. We are honoured to have you with us to participate in the 30th anniversary of the Competition and hope that this week will foster lasting business relationships and friendships.

Best of luck to all participants!

The 2011 Organizing Team
Abid, Geneviève, and Natasha.



THE EXECUTIVE ASSISTANTS



The 2011 organizing committee is supported by a team of five Executive Assistants. From left to right: Carolyn Crewe, Susanne Arndt, Suresh Khanna Kumaresan, Sarah Cundiff, and Amanda Fleising.

Susanne Arndt:

Susanne completed her bachelor of commerce with specialization in international business at universities in Germany and France. After graduation she worked for four years as management accountant for a leading European food corporation. In this position Susanne closely collaborated with various international subsidiaries and contributed to the implementation of a new export structure. Upon her arrival in Canada she worked in financial accounting for a reinsurance group. Besides her MBA studies Susanne is involved in the John Molson Sustainability Group and works as volunteer advisor for woman entrepreneurs in the Montreal area. She decided to join the case competition organizing team to apply her structured approach and to refine her leadership skills. Susanne believes that this experience will be invaluable for pursuing a career in management consulting.
susanne.arndt1@gmail.com

Carolyn Crewe:

Carolyn Crewe graduated most recently from NSCAD University in Halifax, Nova Scotia with a Bachelor of Fine Arts in Graphic Design and Photography and has spent the past four years working as a Graphic Designer for ALDO Groupe. Prior to this, Carolyn completed a Bachelor of Science from Mount Allison University in New Brunswick and spent several years abroad, working and traveling in various countries. She is thinking about a career in marketing or consulting.
carolyncrewe@yahoo.com

Sarah Cundiff:

Sarah received a Bachelor of Arts degree in English writing from St. Lawrence University in Canton, NY, in 2000. She has since held positions in management, sales, marketing, HR, and customer relations across the retail, CPG, and hospitality industries. Most recently, before starting her MBA studies at Concordia University in Fall 2010, Sarah completed a marketing internship with IBM. Originally from Washington, D.C., Sarah has lived for the last nine years in rural Vermont pursuing her passion for skiing and other outdoor activities. She spent nine years as a child in West Africa, speaking French from a young age, and studied for a semester abroad in Rouen, France, during her undergraduate degree. Sarah is thrilled to now be living in the vibrant multi-cultural and bi-lingual city of Montreal.

Sarah.Cundiff.MBA@gmail.com

Amanda Fleising:

Born and raised in Montreal, Amanda Fleising went to a French elementary and high school before getting her BComm at McGill University. She worked part-time for 5 years, then full time for 3 years, at SF Marketing Inc., a Canadian distribution company for professional sound and lighting equipment, musical instruments, and consumer electronics. Amanda is also a professional ballroom dancer; she competes internationally year-round, performs in shows, and teaches several classes per week. She is currently in the 1st year of her MBA at JMSB and looks forward to increasing her business knowledge and making lasting connections.
amandafleising@live.com

Sureshkhanna Kumaresan:

Suresh completed his Bachelor of Engineering in Electronics and Communication from Anna University, Chennai, India. Upon Graduation he worked with Infosys Technologies Ltd, one of India's largest IT Company, as a Technology Analyst. He is passionate about motorbikes and was involved actively in the re-designing of motorbikes and choppers in India. Currently Suresh is pursuing his MBA at John Molson School of Business and is working towards a specialization in Strategy and Management. Outside classroom, he has been an active participant in various student bodies like JSG, In Prospect Consulting Bureau etc. Post graduation, Suresh hopes to enhance his career goals by working with leading consulting firms, gaining valuable experience and enhancing his skill set.
sureshkhanna@gmail.com

PARTNERSHIP WITH JSG



John Molson Sustainable Business Group

Since the year 2009, sustainability has become an integral part of the MBA International Case Competition. The 2011 MBA -ICC takes it to the next level by introducing a strategic and process oriented approach to the sustainable initiatives. Three out of the ten organizing team members completed the 'The Natural Step's Sustainability 101' certification (<http://www.thenaturalstep.org>). This enables us to move strategically towards sustainability in our operations. Ensuring that our events are 'green' is a great way to highlight the commitment to sustainability that exists at Concordia. It helps prepare students, staff and attendees to make sustainable choices in all areas of their lives. We at John Molson School of Business are committed to support sustainability and establish Concordia as a leader in the domain.

A Few of our Sustainable Initiatives:

- **Events:** An event generates a lot of waste, and reducing that amount begins with making conscious choices about the materials and methods that will be used for everything from communications to advertising. We follow an optimized printing methodology and most of our communications are paperless. The 2011 MBA-ICC brochure is printed on the FSC certified paper.
- **Benchmarking:** We realize the importance of sustaining our sustainable initiatives in future. Hence we have decided to measure our performance on sustainability and to set it as a benchmark for the future events. We plan to conduct waste and recycling audits during the week of the competition to measure our waste management.
- **Venue:** The Fairmont Queen Elizabeth has been recognized by various international organizations as the best example of sustainable tourism practices and is a model of corporate social responsibility within the hospitality industry. Amongst many other accolades and awards, the hotel has a Quebec Tourism Industry Classification Five Star rating and a Four Green Keys rating from the Hotel Association of Canada Green Key Eco Rating Program.
- **Food:** Locally sourced, fair-trade organic food and beverages are served as much as possible. Left over food is donated or composted.
- **Beyond The Competition:** We are committed to extend our support to the organizations that work for social causes such as micro-finance, child rights and many more.

Small things you do can make a difference:

- **Re-use/Re-cycle** – Return you badge holders and lanyards after the competition, so that they can be re-used for future events. Dispose waste in a responsible manner. Glass, paper and other recyclable materials should be disposed in recycle bins. Minimize the use of disposable dishware.
- **Food** – Choose vegan food as much as possible because it has a greener ecological footprint than non-vegetarian food. Avoid wastage; left over food should be disposed in composting bins.
- **Travel** – Use public transport as much as possible and consider purchasing offsets for your travel.
- **Energy** – Avoid wasting energy by switching off electrical equipment when not in use. Minimize the use of elevators and use the stairs at the venue.

Sumit Kapoor

VP MBA International Case Competition
for the John Molson Sustainable Business Group

Sumit Kapoor completed his Bachelor of Engineering at College Of Engineering Roorkee, India. Upon graduation he worked with CGI Information Systems & Management Consultants as a Software Developer. He has worked on the ERP (Enterprise Resource Planning) projects which are used by the US state and local governments. This includes some major clients such as the County Of Los Angeles. He was closely associated with the CSR (Corporate Social Responsibility) chapter of CGI India and worked with Non-Profit organization 'Pankhudi' for several sustainable initiatives. Sumit has started his MBA at John Molson School of Business in fall 2010 and is working towards a specialization in Strategy and Consulting. Sumit can be reached at sumit_kapoor@live.com.



THE BOARD OF DIRECTORS



Photo by Thomas Königsthal Jr. www.kamarainc.com
Photo montage by Rina Maarit-Albala and Carolyn Crewe.

From left to right: Peter O'Brien, Russell Hiscock, Stephen Sharp, Doris Kochanek, Jean P. Béland, Dr. Alan Hochstein, Dr. Sanjay Sharma, Hani Farag (Chairman), Dr. J. Pierre Brunet, Christiane Garcia, Norman Rashkowan, Klaus Kepper, Julie Cirillo, Réjean Dupré, François Giroux.
Absent: Claude Lauzon.

JEAN P. BÉLAND
Retired Managing Director
RBC Dominion Securities

DR. J. PIERRE BRUNET
Corporate Director

RÉJEAN DUPRÉ
Founder and President
R. R. Dupré & Associés Inc.

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Administration
Reflex Responses
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CEO
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CHRISTIANE GARCIA
Executive Coach
Effective Results

RUSSELL J. HISCOCK
President & CEO
CN Investment Division

DR. ALAN HOCHSTEIN
Associate Dean Graduate
Programs
John Molson School of Business,
Concordia University

CLAUDE LAUZON
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Marketing
CAE

KLAUS KEPPEL
Chief Financial Officer
MethylGene Inc.

DORIS KOCHANEK
Director, Business Planning,
Customer Services & Support
Bombardier Business Aircraft

PETER O'BRIEN
Academic Advisor - John
Molson MBA International Case
Competition
Director in Residence
John Molson School of Business
Concordia University

NORMAN RASCHKOWAN
Chief Investment Officer
MacKenzie Financial

DR. SANJAY SHARMA
Dean
John Molson School of Business
Concordia University

STEPHEN SHARP
Vice President
Financière Accord Inc.

JULIE CIRILLO
Strategic Human Resources
Executive
Talent Management - Leadership -
Organizational Development

THE TEAM SPIRIT AND COACH AWARDS

THE RICHARD OUTCAULT TEAM SPIRIT AWARD

Richard Outcault was a member of Northeastern University's team for the 1998 John Molson MBA International Case Competition. Three days before the competition, his father suddenly died. Yet, as per his father's wish, Richard rushed back from California to join his team on their trip to Montréal. This trip itself turned into a 24-hour adventure because of the worst snow storm in a century to hit Montréal. In the end, the Northeastern team took first prize. However, Richard missed the award ceremony to attend his father's funeral. Those who knew what Richard had been through were in awe of his physical and mental stamina, not to mention his humor, creativity, and positive outlook. He, in turn, truly cherished the "John Molson experience."

Two years later, a few days after attending a practice session for Northeastern's 2000 team, Richard himself succumbed to a rare infection. The Richard Outcault Team Spirit Award was instituted by Northeastern University and the organizers of the John Molson MBA International Case Competition to honour Richard's spirit, which still reflects everything good that the competition has to offer.

"Richard Outcault, a member of Northeastern's championship team of 1998, regarded the competition as one of the highlights of his life. Winning the competition within days of his father's death was a bitter-sweet experience for him and for all of us. He thoroughly enjoyed the bare-knuckles contest in front of the judges, followed by friendly give-and-take with other teams during the breaks. We were all shocked when Richard himself succumbed to a rare infection in 2000. Today, we remember him, and everything he adored about this competition, through the Richard Outcault Team Spirit Award."

- Ravi Ramamurti, Coach, Northeastern University MBA teams (1998-2002).

2010 Winning Team: University of Porto, Portugal

THE DR. J. PIERRE BRUNET COACH AWARD

Several years ago the Case Competition created the Dr. J. Pierre Brunet Coach Award to recognize the important contribution that the coaches make to the competition.

We value highly the contributions of the many coaches who prepare their teams ahead of time, and guide them through the rigors of the competition. Good coaches teach participants a system to efficiently tackle complex business problems, and present their recommendations in powerful and focused presentations.

Participants change year after year, but many coaches return, and so they provide continuity 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 busy competition week. We benefit equally from experienced coaches and from new coaches who bring fresh ideas to the table each year.

The Dr. J. Pierre Brunet Coach Award was also created as a vehicle for ongoing recognition and thanks to Dr. Brunet for his unsurpassed contributions to the success of the Competition as faculty member, mentor, board member and chair and for the countless other things he has brought to the competition through his dedication, skill, wit, empathy and clear-mindedness.

The award is presented annually to a team coach who participates in the current year's competition. The criteria and selection process evolve with time. To date, since the competition had been running for many years before the award was initiated, the criteria involved a certain element of 'catch-up'. For 2011, the board would like to introduce a greater sense of contribution to the current edition of the competition.

Our view is that the best candidate in a given year should by his or her example in some measure define the criteria as well.

As in the past, all the coaches will be canvassed and asked by secret ballot to express their choices. In cases where there isn't a clear favorite, the wisdom of the board will prevail.

2010 Winner: Patrick DeMouy from University of South Carolina

2011 SPONSORS

“Our corporate sponsors, though facing a turbulent economic environment have chosen to support one of Montreal’s signature events and in doing so, have demonstrated their commitment to the leaders of tomorrow, as well as their dedication to bridging the gap between the corporate and academic worlds.”

- Geneviève Boilès-Léonard,
2011 Organizer-John Molson MBA International Case Competition

DIAMOND SPONSORS

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Marcam
Fairmount Queen Elizabeth
Molson Coors
Saputo
Standard Life
Mt. Stephen



Left to right: Katariina Soikkanen, Oliver Nilsson, Anna R. Gasiorowska, Oscar Nilsson, Hanna Hovi.

Hanna Hovi

Ms. Hovi is a fourth year student at Aalto University School of Economics and majoring in finance with GPA 4.2. She also studies development studies at the University of Helsinki. During her high school, she studied one year in San Diego, CA, USA. She has worked in different companies and industries as well as nonprofit organizations. At the moment, working at IBM in business operations team in Strategic Outsourcing is one of the important things in her life. She has experience at treasury level from Wärtsilä. She also worked in the board of the student union and her responsibilities were social affairs, housing and sports. She has broad experience in different nonprofit organizations and national team experience in soccer. She speaks Finnish, English and Swedish and basics in Spain and German. Her interests are soccer, running and marathon, sailing, dancing and skiing.
hanna.hovi@aalto.fi

Katariina Soikkanen

Ms. Soikkanen is a fourth year student at the Aalto University School of Economics. Her major is finance and minor accounting. She is planning to graduate in the spring 2012. Prior to her studies at Aalto University she studied on an athletic scholarship in Mercyhurst College, Pennsylvania, USA. At the moment she is working as a part time treasury dealer at Konecranes. The summer before last she worked as an assistant business analyst at Nordea Capital Markets. In the coming fall she will join BCG as a visiting trainee. Katariina enjoys sports and likes especially running, adventure sports and ice hockey. Until the fall 2008 she played ice hockey in the Finnish national team. In addition to sports she likes to read and watch movies. Katariina speaks fluent English and French, and basic Swedish.
katariina.soikkanen@student.hse.fi

Oliver Nilsson

Mr. Nilsson is a fourth year student in Aalto University School of Economics, Finland. His major is finance and his minor is accounting. He did his Bachelor's thesis in spring 2010 and he is currently working on his master's degree with plans to graduate in spring 2012. Fall 2009, Mr. Nilsson was on a university exchange in Rouen Business School, France. He has work experience from Solidium Oy, a state owned holding company, in which he worked as an analyst trainee. He has worked as an accounting assistant in a Finnish copyright society.

He has also worked as a sales assistant in a large department store chain and in a jewelry store in Finland. His native language is Finnish. He speaks fluent English and basic level French and Swedish. His interests include running, gym, adventure sports, snowboarding and music.
oliver.nilsson@aalto.fi

Oscar Nilsson

Mr. Nilsson is a graduate level student at Aalto University School of Economics in Finland. He is majoring in finance with accounting as minor. Mr. Nilsson began his studies in fall 2007 and completed his Bachelor's Thesis in spring 2010. He is planning to graduate in the spring 2012. Mr. Nilsson's studies include a four-month student exchange program at Grenoble Graduate School of Business in France. He has work experience from credit analysis and sales. During summer 2010, Mr. Nilsson worked as a credit analysis trainee for Nokia Siemens Networks in Finland. He has also worked as a sales assistant in a large department store and three jewelry stores in Finland. Mr. Nilsson's native language is Finnish. He also speaks fluent English and basic French and Swedish. His interests include jogging, working out at gym, floor ball, snowboarding, golf and playing guitar.
oscar.nilsson@aalto.fi

Anna R. Gasiorowska (Coach)

Ms. Gasiorowska studied and worked in the USA, France, Great Britain, Poland, Czech Republic and Finland. Her MBA and Advanced Management Studies are from Babson Graduate School of Business, MA, USA; École Supérieure de Commerce de Paris, France; Helsinki School of Economics, Finland. She worked in sales, marketing, corporate relations, consulting/turnarounds, operations. Her work experience is from airline industry, industrial insurance, international projects in infrastructure development & environmental protection, SMEs, translations. She worked among others for Finnair Airlines; Embassy of Finland in Warsaw, Poland; as a volunteer with refugees. Her job responsibilities at Aalto SE include case analysis teaching & writing; case competitions & team training; fund raising; budget and strategic management. She is pursuing her PhD in international investments. She speaks Finnish, English, French, Polish, Russian; basic German and Swedish. Her interests include mountain trekking, Dutch-school painting.
anna.gasiorowska@hse.fi

BEM - BORDEAUX MANAGEMENT SCHOOL



Au premier plan : Marion Lafargue, Marine Granié et Valérie Barbat (Coach).

Au deuxième plan : Marie Albert, Maria Martin et Jean-Yves Agard (Coach).

Jean-Yves Agard (Coach)

Jean-Yves AGARD is a lecturer in O.B. and human resource management at BEM Bordeaux Management School. His research focuses on the international mobility of executives in global firms both from the perspective of firms managing this process and from the perspective of those experiencing it. He received his PhD. in sociology (social anthropology) from the Sorbonne University, René DESCARTES, Paris V, in 2004. He has 15 years experience in teaching and consulting experience in France and abroad.

Jean-Yves AGARD est Professeur en Comportement organisationnel et Management des Ressources humaines à BEM Bordeaux Management School. Ses thèmes de recherche se concentrent sur la mobilité internationale professionnelle dans les multinationales en interrogeant, d'une part les pratiques organisationnelles et d'autre part les expériences des expatriés. Il a obtenu son Doctorat en Sociologie (anthropologie sociale) à l'Université de la Sorbonne en 2004. Il possède 15 ans d'expérience d'enseignement et de conseil en France et à l'étranger.

jean-yves.agard@bem.edu

Valérie Barbat (Coach)

Valérie BARBAT is a Professor in Marketing at BEM Bordeaux Management School. She received her PhD at the University Montesquieu of Bordeaux 4, in 2004. Her research focuses on buyer/supplier relationships and small businesses. She has presented her research in different international conferences (ICSB, IMP, RENT, CIFEPME). She has 15 years experience in teaching strategic and BoB marketing and 10 years consulting experience for French SMEs and retailers.

Valérie BARBAT est Professeur de Marketing à BEM Bordeaux Management School. Elle a obtenu son Doctorat en Sciences de Gestion à l'Université Montesquieu – Bordeaux 4 en 2004. Ses thèmes de recherche se concentrent sur les relations client/fournisseur ainsi que le marketing des petites et moyennes entreprises. Elle a présenté ses travaux de recherche dans différents congrès internationaux (ICSB, IMP, RENT, CIFEPME). Elle enseigne depuis plus de 15 ans le marketing stratégique et le marketing BtoB et possède une expérience de conseil auprès de PME et d'enseignes commerciales.

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Marie Albert

Marie ALBERT is a student at BEM Bordeaux Management School MBA, specializing in Marketing and Communication. After an experience for TBWA\Compact, she would like to become a product manager. She is interested in movies and arts, and practices basket ball.

Marie ALBERT est étudiante en MBA à BEM Bordeaux Management School, spécialisation Marketing et Communication. Après une expérience professionnelle chez TBWA\Compact, elle souhaite devenir chef de produit. Elle s'intéresse au cinéma et à l'art en général, et pratique le basket ball.

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Marine Granié

Marine Granié is a student in MBA at BEM Bordeaux Management School. After an experience in communication and marketing of advertising spaces within a large media company, she now wants to move to the job of sector chief.

Marine Granié est étudiante en MBA à BEM Bordeaux Management School, après une expérience dans la communication et la commercialisation d'espaces publicitaires au sein d'une grande entreprise de presse, elle souhaite aujourd'hui évoluer vers le métier de chef de secteur.

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Marion Lafargue

Marion LAFARGUE is a student at BEM Bordeaux Management School. After an experience in sales and marketing within Hachette publishing firm, she wants to build up her career in cultural arena. Interested in playing and listening music, she also plays rugby in the women's team of her school.

Marion LAFARGUE est étudiante à BEM Bordeaux Management School. Après une expérience professionnelle aux Editions Hachette, elle souhaite continuer à travailler dans le domaine culturel. Passionnée par la musique, elle pratique également le rugby dans l'équipe féminine de BEM.

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Maria Martin

Maria MARTIN is a student in MBA at BEM Bordeaux Management School. After an experience in luxury in Christian Dior Couture in Cannes, she would like to focus on external communication or in project management. Moreover, being a native of Mendoza, the wine region of Argentina, she is passionate about the wine industry.

Maria MARTIN est étudiante en MBA à BEM Bordeaux management School. Après une expérience dans le luxe au sein de la maison Christian Dior Couture à Cannes elle aimerait se consacrer à la communication externe d'entreprise ou à la gestion de projet. Originaire de Mendoza, la région viticole d'Argentine, elle est passionnée par l'industrie du vin.

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Left to right: Guy Solomon, Hani Sason, Meital Mundrian-Magid and Guy Shahaf.

Dov Dvir (Coach)

Dov Dvir is Professor of Management at the Guilford Glazer Faculty of Business and Management, Ben Gurion University of the Negev.

Dov Dvir's career combines years of practical and academic experience. He has accumulated more than hundred publications, including about forty research articles. He is the author (together with Aaron Shenhar) of the book: Reinventing Project Management, published by Harvard Business School Press.

Dov Holds a B.Sc. in Engineering from the Technion, Israel Institute of Technology, an MBA and M.Sc. in Operations Research, and a Ph.D. in Management from Tel Aviv University.
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Guy Solomon

Guy Solomon is an MBA student in the Honors MBA program in Ben Gurion University, who just secured his after studies employment at the field of investment banking.

Guy holds a B.A in Economics and Business Administration from Ben Gurion University of the Negev.
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Guy Shahaf

Guy Shahaf is an MBA student of the Honors MBA program at Ben-Gurion University.

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Meital Mundrian

Meital Mundrian is an MBA student in the Honors MBA program at Ben Gurion University of the Negev.

Meital worked as a consultant for the Israeli consulting firm-TASC. She was in charge of several projects with leading companies in Israel and abroad.

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Hani Sason

Hani Sason is an MBA student in the Honors MBA program in Ben Gurion University, her studies are in various subjects such as entrepreneurship, international strategies, marketing, finance and global business.

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Left to right: Gyula BAKACSI (Coach), Zsolt KELLIAR, Erika HALASZ, Karoly CSERFALVI, Andras BOKROS.

Gyula Bakacsi (Coach)

Gyula BAKACSI, 51, Senior Associate Professor of Organizational Behavior. Since 1992, participating on Harvard's CEETP program, he has been engaged in case method: introduced case studies in core and elective courses, supervised several case development and wrote cases himself, founder of the Hungarian National Case Competition with a 12 years history, and coach of Corvinus teams on International case competitions in the last ten years. Father of three children. Relaxing as playback theater actor, with music and films, collector and lover of fine wines. gyula.bakacsi@uni-corvinus.hu

András Bokros

András is currently completing his 2nd semester for his Master in Leadership and Management, minoring in Human Resources and Organization Development at the Corvinus University of Budapest. He gained work experience through an internship at TATA Consultancy Services, and teaching high school students at the Avicenna International College in Hungary. András is a devoted AIESECer, with a focus on soft skills trainings and other methods of talent management, and he has just returned from a three-month event organizing endeavor in India. In his free time he enjoys traveling, and has a passion for karate and juggling. andras.bokros@gmail.com

Károly Cserfalvi

Károly is 23-years old, and has finished his Bachelor course in the Summer of 2010, gaining a degree in Tourism and Hotel Management. During his Bachelor studies, he was involved in the youth-run organization of AIESEC, where he was a Local Committee President and National Trainers' Team Coordinator. He is currently completing his 1st semester for his Master Management and Organization at Corvinus University of Budapest. In his free-time he likes playing soccer and tennis. k.cserfalvi@gmail.com

Erika Halász

Erika is a graduation student at Corvinus University of Budapest. Her major is Management and Organization with the focus on strategy management, and at the same time she is completing another master degree, the CEMS Master's in International Management program. Erika spent two semesters abroad; she studied in Norway as well as in Brazil. Currently Erika is working at KPMG Hungary as advisory trainee. Erika is interested in traveling and sports, especially horseback riding. halaszerika86@gmail.com

Zsolt Kelliár

Zsolt is 24 years old and he is currently completing his first semester of the master in Management and Leadership at Corvinus University of Budapest. Besides, he is a real "champion" of multitasking. He is working as an Implementation and Transition Manager for British Telecom Global Services where he is responsible for outsourcing activities from Western Europe to Hungary. He is also running his own small business enterprise in the advertising and media sector. In his free time he is organizing an off-road Africa trip to Morocco and likes playing squash and football. Zsolt.kelliar@gmail.com



From left to right: Filipe Nogueira, Ana Bizarro, Renata Blanc (Coach), Mikhail Shah, and José Rocha.

Renata Blanc Esteves Bento de Melo (Coach)

Renata Blanc has a degree in Economics, MBA in Management and MSc in Management Sciences. She is currently doing a PhD in Management Sciences. Renata is an Assistant Teacher at the Faculty of Economics and teaches in several Executive Education and In-Company programmes at University of Porto Business School. In both this institutions she teaches mainly subjects concerning Cost Accounting, Accounting, Finance and Management Control Systems. Over the past years Renata has gained experience in management consultancy in several sectors.

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Filipe de Moura Rodrigues Nogueira

Filipe Nogueira has a degree in Biology and is currently doing the Magellan MBA at EGP-UPBS. Filipe is now a Packaging Line Manager at Unicer, being responsible for plant keg lines. He has worked in the Laboratory doing research on Yeast Management and in Production as the Brewhouse Manager. His path allowed him to develop knowledge in several areas from Quality Control to Supply Chain Management and Engineering Project Management.

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Mikhail Shah

Mikhail has a bachelor's degree in management studies and a Masters in commerce. He is currently pursuing the Magellan MBA at the University of Porto Business School. Mikhail has worked in 4 different continents in diverse organizations. He specializes in financial risk management and sustainability. He loves travelling, adventure sports and motorcycles.

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José Manuel Barbosa da Rocha

José Rocha is currently attending a MBA program at the University of Porto Business School. He holds a degree in Civil Engineering, and a MSc in Civil Engineering (Project Management field) from the University of Porto. Before starting the MBA, José worked as a consultant in a design engineering company where he directed multidisciplinary projects. He also worked as a specialist engineer at EDP, in the construction management of hydroelectric power plants. At his free time, he enjoys traveling to know new cultures, and jogging.

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Ana Júlia Ribeiro Magalhães Bizarro

Ana is currently a MBA student at University of Porto Business School, in Portugal.

She graduated in Computer Sciences at the University of Coimbra in the area of computer networks and communication systems.

Before joining the MBA program, Ana had national and international professional experience working for companies like EdiSoft and Cisco Systems in the field of software programming and network security. In her recent professional experiences Ana also worked in research-related projects at University of Wisconsin and at University of Coimbra.

Ana's free time is best spent with family and friends who share her passion for outdoor activities, travel and arts.

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From left to right:

Rüdiger Hahn, Carmen Penger, Christian Sturm, Gerd Rainer Wagner, Daniela Hess, Elena Fuhrmann, Martin Koch.

Elena Fuhrmann

Elena is a graduate student at the Heinrich-Heine-Universität Düsseldorf (HHUD), specializing in Marketing, Controlling and Personnel & Organizational Management. She studied one term at the University of New South Wales in Sydney (Australia) with a focus on Brand Management. During her internships in Germany and Russia, Elena gained practical experience especially in the field of Marketing and Sales. In her free time she enjoys playing tennis and travelling.

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Daniela Hess

Daniela is a second year master student at the Heinrich-Heine-Universität Düsseldorf, specializing in Investment & Finance, Controlling & Auditing and Business Taxation. She enriched her studies with a term at the UC Davis, Graduate School of Management (USA) where she focused on Corporate Financial Reporting and Business Taxation. Already during her undergraduate studies, Daniela gained practical experience in internships in the fields of Auditing and Corporate Taxation at PricewaterhouseCoopers and Ernst & Young. In her free time she likes travelling, reading and doing sports, especially swimming.

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Martin Koch

Martin is a graduate student at the Heinrich-Heine-Universität Düsseldorf, pursuing a double major in Chemistry and Business Administration, the latter with focus on Marketing. He gained further experience during an internship in the chemical industry in the field of Product Management and during a semester abroad at Linköping University (Sweden) with focus on International Strategic Management. In his leisure time he likes travelling as well as doing sports, especially Badminton.

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Carmen Penger

Carmen is in the second year of the two-year full-time program at the Heinrich-Heine-Universität Düsseldorf, where she also received her undergraduate degree in Business Administration. She is concentrating on Controlling & Auditing, Investment & Finance and Taxation. During her BSc studies, Carmen spent one semester at Trinity College in Dublin (Ireland) focusing on Financial Reporting & Analysis (IFRS). Before going to university, she finished an apprenticeship at a tax consulting firm. Her practical experiences were enriched by assignments as a working student and intern in different companies. Currently, Carmen works as a student assistant for the Department of Controlling & Auditing at HHUD.

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Christian Sturm

Christian is a graduate student at the Heinrich-Heine-Universität Düsseldorf, doing a double major in Business and Chemistry. He specializes in Controlling & Auditing as well as in Physical and Macromolecular Chemistry. During a semester abroad at Bond University in Australia he gained further professional and international experiences. Several internships in different industries enriched his practical skills in the fields of Controlling, Purchasing and Consulting. As a member of the board of a student-run consultancy, Christian actively participates in university life. In his spare time he plays Badminton and likes to juggle.

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Rüdiger Hahn (Coach)

Rüdiger was part of the top-ranked Team Düsseldorf at the 2005 MBA-ICC. Afterwards he immediately moved into his role as a coach. He is an Assistant Professor for Sustainability & Corporate Responsibility at the Heinrich-Heine-Universität Düsseldorf, where he completed his PhD in 2009. His research interests include Sustainability Management and Corporate Responsibility with a focus on International & Strategic Management and currently especially the area of Management Systems & Metastandards. In addition to his university education and career, he worked for two years in an advertising agency and on a project for an NGO in India. Since this time he is also an interested amateur photographer and intrigued traveller of developing countries.

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Gerd Rainer Wagner (Coach)

Gerd Rainer has been coach for the Düsseldorf MBA-ICC team since 1999. He received his Doctoral Degree in Business Administration and his Habilitation in Production Theory at the University of Frankfurt/Main, Germany, 1974 resp. 1982. In his university career he held positions as professor for Industrial Marketing Theory at the University of Bochum, for Investment & Finance at the European Business School, Oestrich-Winkel, and for Production Management & Cost Accounting at the University of Essen, all Germany. Since 1991, he holds the Chair of Production Theory & Corporate Environmental Management at the Heinrich-Heine-Universität Düsseldorf. Gerd has been constantly engaged in several empirical projects both national and international. Despite his advanced years, he is still an enthusiastic soccer and tennis player.

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LUND UNIVERSITY
School of Economics and Management

From left to right: Sara Christiansson, Olof Eliasson, Anna Thomasson, Emma Lindberg and Pierre Norberg.

Anna Thomasson (Coach)

Anna Thomasson currently holds an Assistant Professorship at the School of Economics and Management, Lund University, where she teaches within the fields of strategy and corporate governance. Anna holds a PhD from the School of Economics and Management, Lund University and is conducting research within the field of Public Management with focus on strategy development and governance in public sector entities.

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Sara Christiansson

Sara has just completed her 7th semester for her Master in Engineering Physics at the Faculty of Engineering at Lund University. She specializes in Energy Systems and is currently studying the joint program Technology Management, run by the Faculty of Engineering and the School of Economics and Management at Lund University. She's worked as an assistant in laboratory practical at Lund University and as an assembling fitter for at HMS Industrial Networks, who's a supplier of communication technology. She has for two years been a part of the project committee for ARKAD, the labor fair at the Faculty of Engineering. Sara has always been a true animal friend and has spent a lot of time competing in horse riding.

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Olof Eliasson

Olof has just completed his 9th semester for his Master in Technology Management. His main focus is project management, strategy and finance. Olof currently works as a financial management consultant with UnitedLog Consulting, and has done so for the last 4 months. He is the Chairman of the Board of the "Technology Management Students", a Students Association gathering all students of the Technology Management Master Program at Lund University. Olof is the reigning Swedish

Student Champion of Business Intelligence, having won the national Swedish Business Intelligence Marathon last April. In his spare time he enjoys running, soccer and traveling.

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Emma Lindberg

Emma is currently contemplating her 10th semester for her Master in Technology Management at Lund University. Her minor is in Accounting and Strategy. Emma gained experience abroad during an exchange semester at the University of Ottawa. Furthermore, she has been very active in several student committees such as KPMG Case Competition and has gained work experience from working part time as an assistant at a local consulting firm. In her free time she enjoys teaching classes at a local gym and loves traveling and meeting new people.

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Pierre Norberg

Pierre has just completed his fifth semester with studies in strategy and management at the University of Lund. Main focus for his master next year will be management. Beside the school he runs two companies and he also work as a journalist for the most known hunting magazine in Sweden. In his free time he leads a hunting team in Sweden, doing sports and occurs as a magician.

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Nanyang Business School

From left to right: Alexander Pflock, Joseph O. Arollado, Marcus Yan, Prof Vijay Sethi, Irfan E. Khan and Manu Muraleedharan.

Professor Vijay Sethi (Coach)

Dr Sethi has a Ph.D. in Management Information Systems from the University of Pittsburgh. He is currently a Professor of Information Technology and Operations Management at the Nanyang Business School, Nanyang Technological University; and also the Associate Director of International Business Competitions for The Nanyang MBA Programme.

He specialises in strategic information systems planning, strategic information systems and information technology productivity. His other research interests are multinational IT strategies and global information systems. He has published extensively in international journals including Management Sciences, MIS Quarterly, Decision Sciences, and Journal of MIS. Prof. Sethi has almost a decade of experience in teaching at the MBA level.

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Alexander Pflock

Alexander is currently pursuing his MBA with a specialization in Finance at the Nanyang Business School. Prior to his MBA, he worked as a Senior Consultant for Transaction Advisory Services at Ernst & Young. He was mainly responsible for performing financial due diligences in the context of M&A transactions and advising clients in corporate restructurings. Alexander holds a bachelor degree in Business Administration with a major in Finance & Accounting. In his free time he enjoys playing soccer and handball.

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Joseph O. Arollado

Joseph is currently pursuing his masters in business administration, specializing in finance and strategy. Prior to his MBA, he worked for Hewlett-Packard Asia Pacific as an I.T. Consultant. During that time, he was assigned the role as either a project resource or project manager for SAP implementation projects. Having a bachelor

degree in Management Information Systems, Joseph is developing to have a very diverse knowledge of the entire business environment. arollado.joseph@gmail.com

Manu Muraleedharan

Manu is currently pursuing a double MBA with a specialization in Strategy from the Nanyang Business School and Management of Technology from Waseda University. Prior to his MBA, he worked as a technical sales consultant of the Data Networking Division at Agilent Technologies. Manu holds a Bachelor of Engineering Degree in Computer Science and Engineering.

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Marcus Yan

Marcus is currently pursuing a double MBA with a specialization in Strategy at the Nanyang Business School and Management of Information Technology at Waseda University. Prior to his MBA, he worked as a Business Consultant for Odyssey Financial Technologies with responsibilities in Project Management in the field of private banking IT solutions. Marcus holds a bachelor degree in Business Administration with a major in Finance from the National University of Singapore.

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Irfan E. Khan (Alternate)

Irfan is currently pursuing his MBA with a specialization in Strategy. Prior to his MBA he worked in Motorola followed by his own venture in Online Marketing. He worked in the capacity of Smartphone Product Manager in Motorola and represented Motorola as Windows Mobile Product Expert throughout product life cycle. In his personal venture, he managed online branding and marketing campaigns for clients such as Dominos Pizza. He also holds Masters in Computer Science degree from California State University, USA.

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From left to right:
Karla Hotchkiss, Diana Chang, Brian Atlee, Susan Tong and Suwandy Wong.

Karla Hotchkiss (Coach)

Karla Hotchkiss is currently Associate Director of a non-profit center dedicated to leadership development in the public sector in the Philippine; particularly in poor and conflict-affected areas. She earned her Masters Degree in Business Administration from the National University of Singapore in 2009. Before taking up her MBA, Karla was involved in various non-profit projects and was in the banking and audit industry for 4 years as finance analyst and tax associate respectively. Karla is also a Certified Public Accountant and received her Bachelor of Science in Business Administration and Accountancy from the University of the Philippines.
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Susan Tong

Susan Tong has just completed her first semester of MBA studies at the National University of Singapore (NUS) where she specializes in Strategy and Organizations. Prior to her MBA studies, she worked as an Industrial Engineer for UPS. Currently, she is president of the MBA Consulting Club and pursuing research on the topic of Responsible Leadership. Susan's interests include golf, snowboarding and travel.
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Brian Atlee

Brian Atlee just completed his 1st semester for his Master in Business Administration at the National University of Singapore. His focus is Real Estate. He spent three years in the real estate finance sector as an underwriter and commercial real estate loan portfolio manager. He completed his undergraduate studies at the University of Central Florida with a double major in Accounting and Finance. He is Chartered Financial Analyst candidate and is sitting for the Level III examination in June 2011. In his free time, he is active in sports including global travels for surfing, tennis, wakeboarding, snowboarding, and golf.
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Suwandy Wong

Suwandy Wong has just completed his 1st semester for his Master in Business Administration at National University of Singapore Business School. His study focus is in Finance. In 2007, Suwandy joined HSBC Indonesia, and had been responsible as manager in product development, middle office supervision, integration strategic direction and client advisory. His latest role in HSBC was Assistant Vice President Sales in Trade and Supply Chain. Suwandy is also active in the NUS MBA student Council as Director Career Services. He enjoys traveling, experiencing new cultures and social activities.
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Diana Chang Hui Yiing

Diana Chang has just completed her 1st semester for her Master in Business Administration at the NUS Business School, Singapore and is a committee member of the NUS MBA Alumni Relations Team. Prior to her studies, she was involved in strategy development, corporate planning and overseas business development for insurance companies and a pre-school group. In her free time, Diana enjoys travelling, jogging and swimming.
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Left to right: Montserrat MAYER, Rachel TURNER, Peter DAMM, Kenneth LEI, and Mr Jamie SMITH (Coach). Inset: Asela Dassanayake.

Jamie Smith (Coach)

Jamie teaches Advanced Marketing Management and Brand Management in the MBA programme at the Paris School of Business in France. He has an MBA himself from the Helsinki School of Economics and is in the final year of his PhD studies at De Montfort University in Leicester, UK. His research focuses on Competitive Intelligence in SMEs. His professional background includes launching a business in the states, working in international marketing for Fujitsu in Finland, and managing a training company in Paris. He has extensive teaching experience at the MBA level in over six countries.

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Montserrat Mayer

Montse is currently completing its first term in the European Master in Business Administration at Paris Graduate School of Business. She is specializing in Finance which support her 3 years of experience in leadership positions on Financial Institutions such as GE Money Bank. Montse is a native to Mexico and is gaining experiences abroad by living in Paris, France. In her free time she enjoys traveling.

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Rachel Turner

Rachel is completing her first term in the European Masters of Business program at the Paris Graduate School of Business. She is specializing in Branding, which supports her 8 years of various marketing roles within the telecommunications industry. Rachel also completed her Project Management Professional (PMP) certification in 2010. Rachel is a native to Canada; however, she is currently living in Paris, France to complete her MBA program. When Rachel is not studying hard, she enjoys competing in marathons and triathlons. She recently conquered the challenge of Ironman Canada.

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Peter Damm

Peter has a Bachelor of Arts in Intercultural Business Communication from Copenhagen Business School. At the moment he doing his second year of MBA-studies at the Ecole supérieure de Gestion/Paris School of Business and will graduate in the Summer/Fall of 2011. He is at the same time working part time as a Reputation and Business Development Manager for Pixmania, the largest E-commerce in consumer electronics in Europe and the third-largest worldwide. Peter has lived and done studies in three great European cities; Paris, Barcelona, and Copenhagen which have given him a lot of valuable experiences and European cross-cultural insights along with a strong boost of language competencies. Peter has a strong entrepreneurial spirit, and he is at the moment devoting all his spare time to his startup company BookBerserk, which is a college-student service focused on textbook rental.

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Asela Dassanayake

Asela is currently pursuing his international MBA (Finance Specialization) at the Paris school of Business. He has four years of experience related to Consumer Credit MIS(Management information systems) . He started his career at Standard Chartered bank- Colombo in 2006 as a Consumer Credit Risk analyst where he was able to show his true capabilities as an analytical person. In 2008 he moved to American Express Card Center- Colombo as Assistant Manager,Cards & Consumer Assets MIS. Asela is an energetic individual who strives to build his knowledge through vocational experience and professional education to gain an understanding of the dynamic business world. He believes in activating higher mind power through daily meditation which will lead to success in life and travelling to understand the diversity of humankind. His ambition is to build a not for profit charity organization to help the poor.

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From left to right:

Muhammad Shahid Yazdani, Syed Nabeel Ahmed,
Dr. Irfan Butt, Sayyed Sharjeel Musa, Babar Hassan.

Dr. Irfan Butt (Coach)

Dr Irfan Butt is an Associate Professor and Director Research, Suleman Dawood School of Business. He holds a PhD degree from Carleton University, Canada and MBA from Thunderbird School of Global Management, Arizona, USA. Irfan teaches international marketing, marketing research and international business courses to BSc, MBA and EMBA students at LUMS. Prior to joining LUMS, he was teaching at the Sprott School of Business, Carleton University, Canada as a visiting faculty for more than two years. His industry experience includes working for multinational companies in oil & gas and hospitality sectors in the Middle East. He was the co-chair of Sprott Doctoral Symposium, one of the largest conferences of doctoral candidates in North America, for three consecutive years, 2006-2008, and co-editor of its proceedings for two years, 2007 and 2008.
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Babar Hassan

Currently in his final year at the Lahore University of Management Sciences' MBA Programme with concentration in General Management. He recently completed his internship successfully with Pepsico. Also holding a bachelors Chemical Engineering degree, Babar worked for 2 years as a professional Engineer at Engro Corp (Formerly Exxon Chemical) before finally joining the MBA Programme at LUMS in 2009. In his free time Babar enjoys reading books and sports especially tennis and soccer.
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Syed Nabeel Ahmed

Currently in his final year at the Lahore University of Management Sciences' MBA Programme with specialization in General Management. He recently completed his internship successfully with the AkzoNobel Group. Also holding a bachelors Electronics Engineering degree, Nabeel worked for 2 years as a professional Engineer before finally joining the MBA

Programme at LUMS in 2009. An avid professional gamer, in his free time Nabeel enjoys reading books and sports especially tennis and soccer.
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M Shahid Yazdani

Currently in his final year at the Lahore University of Management Sciences' MBA Programme with specialization in General Management. He recently completed his internship successfully with the Proctor & Gamble. Also holding a Masters degree in Agriculture Entomology, Shahid worked for 6 years as a marketer at Engro Corp (Formerly Exxon Chemical) before finally joining the MBA Programme at LUMS in 2009. Shahid is also a Green belt certified professional of Six Sigma. Shahid is fond of playing squash in sports.
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Sayyed Sharjeel Musa Hussain

Currently in his final year at the Lahore University of Management Sciences' MBA Programme with specialization in Corporate Strategy. He recently completed his internship successfully with Siemens. Also holding a bachelors Computer Sciences, Sharjeel worked for 4 years as an IT Specialist in Mobilink Telecom before finally joining the MBA Programme at LUMS in 2009. Sharjeel likes to solve puzzle games and is fond of travelling.
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From left to right:
Friedrich Stein, Anja Stein, Stephan Hampe, Leonie Baranowski, Alexander Stolz.
Inset (top to bottom): Professor Dr. Bettina Schiller, Dr. Klaus Schüler, Volker Seiler.

Dr. Klaus Schüler (Coach)

For more than ten years, Klaus has been serving as a senior advisor to banking, trading, and consulting executives. He developed special expertise in go-to-market strategies, business start-ups and business transformations. In his role as associate professor at the University of Paderborn and at the Cologne University of Applied Sciences Klaus gives back to the community by sharing his extensive knowledge with tomorrow's business leaders. Klaus looks back to a long history with the competition, having won the third place with his team in 1997 and serving as coach of the Paderborn team since 1999.

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Volker Seiler (Coach)

Volker holds a master's degree in International Economics with a major in Financial Economics. After gaining practical experience during internships at PricewaterhouseCoopers and Deutsche Bank's Private Wealth Management, he now works as a research assistant at the Center of Private Banking at the WHU - Otto Beisheim School of Management in Vallendar and writes his doctoral thesis. After his participation as a member of the 2006 Paderborn MBA ICC team he decided to stay with the competition and coaches the Paderborn team since then.

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Prof. Dr. Bettina Schiller (Academic Advisor)

Prof. Schiller leads the Centre for Risk Management and the department of Banking and Finance at the University of Paderborn, focussing her research on risk management. Since 2006, Prof. Schiller takes the role of Academic Advisor for the Paderborn MBA ICC team.

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Anja Stein

Anja holds a Bachelor's degree in International Business Studies (IBS) and will obtain her Master's degree in IBS with focus on International Management in 2011. During her studies, she spent one semester in Spain at the University of Valencia, focusing on International Management. Before studying, Anja did an apprenticeship as an industrial clerk at German automotive supplier Benteler AG for two years. After her graduation she assumed a position as sales coordinator. Throughout her course of studies, Anja continued to broaden her practical knowledge. For two years she assisted the financial controller at Wincor Nixdorf GmbH. Following this occupation, Anja took on a sales and marketing role at a media agency for two years. Pursuing an international direction in her studies as well as her work life, Anja gathered international experience by supporting the finance division of FremantleMedia Australia for six months.

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Alexander Stolz

Alexander is a graduate student of International Business Administration at the University of Paderborn specializing in Management. He is also studying Mechanical Engineering, in which he aims to obtain his bachelor's degree in spring 2011. During his studies Alexander completed several internships at

the international automotive supplier Robert Bosch and gained expertise in the areas of purchasing, controlling, accounting, and sales. Pursuing an international focus, Alexander obtained his high school diploma in the USA and spent a semester at the Institut de Formation Internationale in Rouen, France. In addition, he collected professional experience during stays in Bolivia, Brazil, and Mexico, where he got to know the respective cultures and languages. After having obtained his master's degree in mid 2011, Alexander is planning to work for an international industrial or consulting company.

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Friedrich Stein

Friedrich has a Bachelor's degree in International Business Studies and will graduate with a Master's degree of the same major in 2011. His academic focus he has set on the fields of Economics as well as Marketing. Having pursued an international direction throughout his course of studies, Friedrich spent two semesters abroad. At the University of Tasmania, Australia, he deepened his financial expertise, whereas at the University of Valencia, Spain, he extended his know-how on International Management and Innovation Management. Friedrich has always assigned high value to utilizing his theoretical expertise while studying. That is why he was in charge of Public Relations at a German Financial Services Provider, Globus Consulting AG for two years. Recently, Friedrich has taken up a role at a German Mgmt Consultancy.

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Leonie Baranowski

Leonie holds a Bachelor's degree in International Business Studies and will obtain her Master's degree in Business Administration with focus on International Management and Marketing in 2011. Leonie gained international experience through a High School Year in Michigan, USA, and a one-year stay at the university in Aix-en-Provence, France. During her studies she gained professional experiences during two internships at the sales and marketing department of a German, as well as at a US corporation. In both cases she supported the preparation of major trade shows and she was responsible for market research and analysis in order to increase the international customer base. Currently, she is working for the Indirect Sales department at Wincor Nixdorf International GmbH, in charge of the Eastern European market, while further extending her project management expertise. leonie.baranowski@google mail.com

Stephan Hampe (Alternate)

Stephan Hampe graduated in International Business Studies at University of applied science in Bielefeld focusing on Marketing and Management. He gained first expertise in the professional work-life in Marketing and Sales department at Phoenix Contact GmbH Co.KG, a supplier of electrical components. During his studies he got deeper insights into Marketing and Sales by internships at Porsche. Moreover he focused on international experiences working in Dublin, Ireland in a sales department as well as during a field research stay in Port Moresby, Papua New Guinea. Stephan is looking forward finishing his Master's degree in January 2012 at University of Paderborn.

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From left to right:

Wali Hosein, Sascha Sohn, Andreas Venturini, Fabian Kircher, Alexander Spranz.

Andreas Venturini

Andreas is currently in the second year of his Master in Industrial Engineering and Management, minoring in Electrical Engineering at the University of Kaiserslautern. He specializes in International Strategy. Andreas spent two semesters abroad at Wake Forest University in Winston-Salem, North Carolina. He gained work experience during internships with Siemens AG in Chicago and a boutique consulting firm in Raleigh. Andreas spends his free time playing piano and organ and loves traveling to experience different cultures. venturini@wiwi.uni-kl.de

Fabian Kircher

Fabian is currently in his second year of his Master in Industrial Engineering and Management, minoring in Mechanical Engineering at the University of Kaiserslautern. He specializes in International Strategy. Fabian spent two semesters abroad at Wake Forest University in Winston-Salem, North Carolina focusing on Corporate Finance and Investments. Amongst others, he gained work experience in a consulting project for BB&T. At his free time Fabian enjoys traveling, playing guitar and sports especially snowboarding and running. f_kircher@web.de

Sascha Sohn

Sascha is currently in the second year of his Master in Industrial Engineering and Management, minoring in Mechanical Engineering at the University of Kaiserslautern. His main focus is Service Marketing and Controlling. He completed internships at DSI America and Delco Remy. He spent a semester abroad at Universidad Politecnica de Valencia in Spain. In his free time Sascha enjoys cooking and sports, especially running, cycling. sohn.sascha@googlemail.com

Wali Hosein

Wali is currently in the second year of his Master in Business and Management studies with technical qualification, minoring in Electrical Engineering at the University of Kaiserslautern. He specializes in Marketing and Controlling. Wali gained work experience throughout several internships with a private equity firm, a management consultancy and by running his own retail business. Furthermore, Wali is a working student at the management consultancy Homburg & Partner. He spends his free time traveling, visiting friends and family and he enjoys to cook. wali.hosein@googlemail.com

David Zitzlsperger (Coach)

David currently teaches at the University of Kaiserslautern in the area of Marketing with a focus on Strategic Decision Making. He holds a MBA from Simon Fraser University and a Master of Industrial Engineering and Management from University of Kaiserslautern. Besides teaching David is working as a management consultant providing services to companies from the automotive, aerospace and mechanical engineering industries. zitzlsperger@wiwi.uni-kl.de



Left to right: Anna Kaland (Coach), Susanne Wesslerer, Jan Peter Claes, Melanie Schneider, Constanze Zoost, Johanna Riekhof, Friedrich Sommer (Coach).

Anna Kaland (Coach)

After school Anna moved from Hamburg to Muenster in 2004 and started to study Business Administration at the University of Muenster. She focuses on Management Accounting and Taxation and spent a semester abroad at the Virginia Tech, USA. In addition to her studies Anna was team leader of Students in Free Enterprise (SIFE) in Muenster and an intern at auditing, taxation and retail companies. After graduating in 2009 Anna joined the team of Prof. Berens (Chair of Management Accounting) pursuing her Ph.D. She likes to play handball and golf and to go skiing.
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Friedrich Sommer

After school Friedrich completed an apprenticeship as a baker. He became a master baker and finally worked in a managerial capacity. In 2003 Friedrich started his studies of Business Administration at the University of Muenster. He focused on Management Accounting, Marketing, Corporate Finance as well as Accounting and Auditing. Friedrich was an intern at consulting, auditing and retail companies, working both in Germany and abroad. After graduating in 2008 Friedrich joined the team of Prof. Berens (Chair of Management Accounting). Pursuing his Ph.D., his teaching and research activities include company valuation, private equity and executive compensation systems.
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Jan Peter Claes

Jan started studying Business Administration at the University of Bayreuth in 2006. After finishing his Bachelor's Degree in 2009 he moved to the University of Muenster, where he is majoring in Accounting and Finance. He will graduate in autumn 2011. He broadened his horizon in an exchange semester in Stellenbosch, South Africa. Jan also works as a student assistant at the Institute for International Accounting. In addition to his studies, he gained work experience by doing internships as a consultant, auditor and management accountant. In his spare time Jan likes travelling, sports and meeting friends.
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Johanna Riekhof

In 2005 Johanna started her studies of Business Administration focusing on Marketing and Management Accounting. She wrote her thesis about the impact of brand name on customer attitude in international M&A and will graduate in early 2011. In addition to her studies Johanna was Local Committee President for the international student initiative AIESEC in Muenster for one year.

During internships at major companies in London, Hamburg and Shanghai, she gained both working and international experience.
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Melanie Schneider

Melanie started studying Business Administration at the University of Muenster in 2006 and will graduate in early 2011. In the context of a double-degree program, she spent three semesters at ICN Business School, France, where she finished her first Master degree in 2010, focusing on Management Accounting and International Management. After this, she studied one semester at the Copenhagen Business School, Denmark, concentrating on Finance and IT-related topics. During several internships at a German Media Group Melanie acquired specialized know-how in the field of IT-Controlling and IT-Management. In her spare time, Melanie plays volleyball and is member of a tap dance group.
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Susanne Wesslerer

Susanne is a graduate student and will finish her Master degree of Business Administration in autumn 2011. She focuses her studies on Marketing and Management. In 2008 Susanne spent two semesters studying at the University of Technology in Sydney, Australia. In addition to her studies, Susanne gained valuable practical experience by doing an internship at major European multimedia company Axel Springer as well as by working in the accounting department of her family's bookstore. In her leisure time she loves horse-riding, travelling and spending time with her friends and family.
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Constanze Zoost

Studying Business Administration at the University of Muenster, Constanze focuses on Marketing, Management Accounting and International Management. She will finish her Master degree in 2011. Constanze spent two semesters abroad at the Seoul National University, South Korea. She works as a student assistant at the Institute for Business-to-Business Marketing. In addition to her studies, she has been a board member of the student marketing organization MTP in Muenster for one year. Besides, she gained valuable experiences through internships at a marketing consultancy and an online start-up. She likes spending her spare time with jogging, reading books and travelling.
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- the 2011 Organizing team



From left to right:

Bilal Siddiqui, Anthony Shop, Dr. Jim Thurman, Erik Walenza-Slabe, Tim Derr.

James B. Thurman (Coach)

Dr. Thurman is an Associate Professor of Strategic Management at The George Washington University School of Business. He teaches the MBA strategy class to 2nd year MBAs. He received his BA, MBA and PhD. degrees from Penn State University. His areas of expertise include Strategic Management; Business Policy and Strategy; Organizational Theory; Organizational Design, Change, and Development.
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Anthony Shop

Anthony Shop has worked to develop and implement communications strategies in the private, public, and nonprofit sectors in the United States and abroad. He earned a bachelor's degree in International Relations from William Jewell College, Liberty, Missouri. Upon graduation, Anthony hopes to work as a consultant to nonprofit organizations.
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Erik Walenza-Slabe

Erik is a graduate of The University of Oregon with bachelor's degrees in Philosophy and Political Science. He has traveled extensively, worked numerous odd jobs, and co-founded a community development organization in Barhabise, Nepal. Upon graduation, Erik will work to promote holistic development in SE Asia.
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Timothy Derr

Timothy graduated from Kutztown University of Pennsylvania with a concentration in Finance. Upon graduation he entered into GE Capital's Operations and Collections Leadership Program. At GE he had the opportunity to hold roles as a project manager, portfolio control manager and a capacity manager. During Timothy's time at GE, he gained an interest in Eco imagination and energy. He decided to redirect his career and target energy consulting. His long-term goal is

to establish his own energy consulting firm, which would target non-profit organizations. Timothy loves traveling, concerts, and home improvement projects. He continues to serve as a volunteer consultant for the Leukemia and Lymphoma Society, where he recently won the Man & Woman of the Year Volunteer Award 2010.

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Bilal Siddiqui

Bilal is a graduate of University of Texas at Austin with dual degrees in Finance and Economics. He has experience working in Corporate and Commercial Banking, mainly on the risk management and analysis side. He also has worked extensively in restructuring balance sheets of small and medium size companies in Pakistan. Upon graduation, Bilal hopes to work in the alternative energy sector and work on wind and solar energy initiatives.

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Matthew Louderback (Alternate)

Matt holds a Bachelor of arts in English from The George Washington University. His long-term professional objective is to reach the executive level, and ultimately take full responsibility for leading a progressive, forward-thinking company with an international presence. He possess management experience in hospitality, but is also interested in eco-tourism, green energy, and sustainable development.

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PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Left to right: Dr. Andrea D. Scott (Coach), Royce Kunze, Michael S. Beaudoin II, Eva Prenosil, Dave Lederman, Michael Brigham (Alternate).

Michael S. Beaudoin II

Michael is a Full-time MBA student at Pepperdine University and is a passionate believer that leadership in business can change the world. Michael was selected to serve as part of the Emerging Leaders 2009 Class. Before Michael chose his path to further his education, he was a successful certified financial planner. His business involvement which began nine years ago has included roles as vice president of two major banks where he primarily serviced corporate clients and ultra-high net worth individuals. As a highly motivated individual, Mike's goal is to continue to provide confident business decisions and utilize his previous experiences from his past business ventures. In leisure, Mike is an avid backpacker, competitive sailor and relaxes by enjoying his diverse music collection.
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Michael Brigham (Alternate)

Michael is a first-year MBA student at the Graziadio School of Business and Management at Pepperdine University. Before enrolling at Pepperdine, Michael worked for six years in asset management and investment banking with Deutsche Bank in Chicago. While he's pursuing a Marketing concentration at Pepperdine, he also does creative strategy work for advertising agency, Quigley-Simpson, in Los Angeles. Additionally, he is actively involved in Pepperdine's Marketing Society and Challenge 4 Charity organizations. Michael received his undergraduate degree from Loyola University in Chicago with a major in Finance and minor in French.
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Royce Kunze

Royce is a second-year student at Pepperdine's Graziadio School of Business and Management, concentrating in finance. He grew up in Maplewood, New Jersey, and received a BA in studio art from the University of Virginia as well as an MFA from the Academy of Art University (San Francisco). Prior to starting his MBA, he worked for the Santa Monica Museum of Art where, as its registrar, he oversaw the care and installation of its collections and exhibitions. Recently, Royce spent the summer of 2010 interning at TD Bank, N.A. as a credit analyst in commercial lending. In addition to the Pepperdine's Case Competition Team, Royce is also involved with the school's chapter of Toastmasters International and is chair of the Emerging Leaders Mentor Program.
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Dave Lederman

Dave is a 15-month MBA student at the Graziadio School of Business and Management at Pepperdine University. He is currently a consultant for the healthcare and wellness industries, focusing on small and mid-sized businesses. Prior to enrolling at Pepperdine University, he received his BA degree in Psychology from UCLA. After finishing his undergraduate studies, he spent three years with the Peace Corps.
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Eva Prenosil

Originally from Switzerland, Eva earned her Masters of Science with focus on biotechnology from the Swiss Federal Institute of Technology Zurich (ETH Zurich) in Switzerland. Prior to starting the MBA program at Pepperdine, Eva gained practical research experience in academic, non-profit, as well as industrial settings in both, Switzerland as well as the United States. At Pepperdine University, she is concentrating in finance with the long-term future goal of working in business development for the biotech and pharmaceutical sector. As President of the Healthcare and Life Sciences Society, Eva's main goal is to establish and foster relationships with regional industry as well as with other University programs. Additionally, in her role as Graduate Assistant, Eva supports the Dean of Pepperdine's business school in leadership-related research projects.
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Dr. Andrea D. Scott (Coach)

Formerly from Jamaica, Dr. Scott is an Assistant Professor of Marketing at Pepperdine's Graziadio School. Her teaching areas are Marketing Management, Consumer Behavior, and Case Competition. Her research interests involve investigating the challenges faced at the intersection of conscience, culture, and marketing. Her work has been published in the Journal of Nonprofit and Public Sector Marketing, the Journal of Global Issues in Business and the Indian Journal of Economics and Business. She was in account management with DDB and BBDO in Chicago, worked with NBC during the 1996 Olympics in Atlanta, was a business analyst for Honeywell, Inc, and started and still owns The Write Touch (marketing consulting).
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Left to right: Hayk Ghazaryan, Zheng Wang, Tony Koesters, Samantha Oliver, and Aaron Kropko.

Felecia Urbanek (Coach)

Felecia Urbanek is the Graduate Coordinator of the Graduate School of Management at Kent State University. She received her Bachelor of Science in Packaging from Michigan State University and her MBA with a finance concentration from Kent State University. Prior to coming to Kent State University, Felecia worked as a mortgage underwriter and financial analyst.
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Christopher Clark (Coach)

Christopher Clark recently retired as the senior vice president of The Goodyear Tire & Rubber Company, a role he served since 2003. Prior to that, Christopher served in a number of positions within the company during his tenure of 36 years including president of the Latin America region from 2000 - 2003. Currently under contract with the College of Business at Kent State University as executive in residence. Christopher received his Bachelor of Business Administration from Ohio University and his MBA from John Carroll University.
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Samantha Oliver

Samantha Oliver is a second year MBA student pursuing a concentration in marketing. She graduated magna cum laude from Kent State University in 2009 with a Bachelor's degree of Business Administration and a marketing minor. Samantha has worked as a management intern at JCPenney, as well as in sales and marketing for several non-profits in the Cleveland, Ohio area. She is currently the President of Net Impact and secretary of the Graduate Management Association. soliver1@kent.edu

Tony Koesters

Tony Koesters is a second year MBA student at Kent State University. He received his Bachelor of Science in Mechanical Engineering with a minor in Business Administration from the University of Toledo. He is

currently a Graduate Assistant for The Office of Business Experiences in the College of Business. Prior co-op and internship experiences include Honeywell International, Honda R&D Americas, Inc., and Bionautics Technologies, Inc.

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Zheng Wang

Zheng Wang received an undergraduate degree in English with minor in business from Jiangnan University in China. She is a second year MBA student with a concentration in Finance. She is currently a Graduate Assistant for KSU Marketing Department. She worked as a sales and marketing intern for Grand Impact in summer 2010. Her career goal is to start a business in international trade.

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Hayk Ghazaryan

Hayk Ghazaryan is a second year MBA in accounting and first year Masters in accounting student. He received his undergraduate degree from Agribusiness Teaching Center of Texas A&M University in Armenia, majoring in agribusiness and marketing. His prior work experience includes banking, marketing and accounting. Hayk is actively involved with Kent State Beta Alpha Psi and the Accounting Association.

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Aaron Kropko (Alternate)

Aaron Kropko is a first year MBA student with a concentration in Finance. He received his Bachelor of Business Administration degree from Kent State University, with a major in Finance and minor in Computer Information Systems. He most recently worked as a Private Equity Associate for Evolution Capital Partners. Prior to that, he was a Commercial Credit Underwriter II with First Merit Bank.

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1st Row Standing: Rakesh Parekh, Dr. Charles Stanley, Patrick Cummings.
2nd Row Sitting: Amanda Holmes, Rakesh Chinthala, Dorothy Bre.

Dr. Charles W. Stanley, CPA, Ph.D. (Coach)

Dr. Charles W. Stanley, CPA, Ph.D., has been an accounting professor at Baylor University for 28 years where he has taught financial accounting (including governmental accounting and consolidations), managerial accounting, systems, auditing, accounting ethics and tax. Prior to his entry into education, Dr. Stanley worked in public accounting with Deloitte as an auditor where he worked on a variety of companies including governmental, not-for-profit, banks, insurance, manufacturing, and service. Dr. Stanley has served on numerous professional committees including ethics, professional standards and government accounting. Dr. Stanley has published a number of articles covering a wide range of accounting topics, most recently in the area of professional ethics. He has done presentations both in the US and internationally. He recently presented research papers in Macau, China and Brazil. Dr. Stanley has been recognized for teaching excellence and knowledge of accounting. Dr. Stanley is a part of the MBA core faculty and serves as faculty advisor for Baylor teams that participate in MBA case competitions. In past years, Dr. Stanley has taught accounting in mainland China and more recently in Brazil.

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Amanda Holmes

Amanda Holmes is an experimental psychologist who has published numerous articles in brand recognition and has presented her findings to audiences across the country. She is enrolled in Baylor University's MBA program to help organizations and business grow by ensuring their brands and messages are easily remembered by any audience.

Pat Cummings

Pat Cummings spent seven years with Pennsylvania-based investment firm Vanguard, working with corporate retirement plan sponsors, prior to pursuing his MBA at Baylor. He has a B.A. in Political Science and Policy Studies from Dickinson College. Pat is seeking a position in management following his May 2011 graduation.

Rakesh Chinthala

Rakesh Chinthala is currently pursuing his MBA with concentration in finance at Baylor University. Prior to MBA, he worked for 3 years as a software engineer at a top IT consultancy firm in India. He has his undergraduate degree in Electrical engineering from Jawaharlal Nehru technological University, India.

Rakesh Parekh

Rakesh Parekh has ten years of experience in product marketing, strategy development, embedded system development and management while working with Freescale Semiconductor, Microchip Technology and Crompton Greaves in India, prior to pursuing his MBA at Baylor. He has a B.E. in Electronics Engineering from University of Mumbai, India.

Dorothy Bre

I am currently enrolled at Baylor University pursuing my MBA with a double concentration in marketing and entrepreneurship. Originally from France, I moved to the United States after high school and earned an undergraduate degree in Political Science from the University of Texas at Dallas. I then worked at a technological company for the insurance industry in Dallas as the Director of Customer Service.



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Joseph M. Katz Graduate School of Business

Left to right: Megan Callihan, Amit Pawar, Vaibhav Kumar, Tobias Mayer, Diansyah Putri Fitri Handayani.

Daniel Dennehy (Coach)

After graduation from Katz (MBA) in 1989, Dan landed his dream job with a boutique consulting firm located in Cambridge Massachusetts dedicated to training senior executives in Fortune 100 firms using customized cases and peer socialization. Dan quickly developed passion for this work and recognized the nature of his life's vocation. As a result, in the ensuing years he has remained focused on the process of adult learning in the private and academic sectors. In both corporate and academic arenas, Dan strives to engage participants and students alike in a meaningful discourse, analysis and evaluation of the complex challenges they face within their professional or business context. djdennehy@comcast.net

Vaibhav Kumar

Kumar is a first year MBA student at the University of Pittsburgh, focusing in Operations. Before attending the Katz program, Kumar worked for three years as a Business Analyst supporting various global consulting assignments, including working with a multinational and geographically diverse team to help reduce exposure to cost for British Telecom. He holds an Engineering degree focused in electronics and communications from Anna University in India. Outside his classes, Kumar actively plays cricket and squash and enjoys travelling to new places. Kb.vaibhav@gmail.com

Tobias Mayer

Tobias is a first year MBA student at the University of Pittsburgh, concentrating in Finance and Strategy. Prior to starting the Katz's program in the US, Tobias completed his undergraduate studies in Germany and the UK, including an internship at Deutsche Bank in China. His experience in Europe and Asia make him an adept at cross-cultural management, which he hopes to leverage as he pursues a career in management consulting upon graduation. Tobias is thrilled by the idea of working on the most critical and challenging problems facing businesses today and is excited to be part of the Molson Case Competition. tobiascmayer@gmail.com

Amit Pawar

Amit is a first year dual degree MBA/MS-MIS student at the University of Pittsburgh, concentrating in Supply Chain Management and Information Systems. Before beginning his studies at Katz, Amit worked for seven years in global marketing, supply chain, and process improvement, including rotational development program assignments across Asia-Pacific region. In his free time, he enjoys reading, traveling, trekking and cooking. aap55@pitt.edu

Megan Callihan

Megan is a first year MBA student concentrating in Marketing and Strategy at the University of Pittsburgh. Prior to joining the Katz program, Megan worked in government consulting at Deloitte, specializing in donor funded and emerging markets projects, including spending three years supporting USAID funded development efforts in Afghanistan. She holds a Bachelor of Arts from Boston College in Political Science, minoring in Middle Eastern Studies, and she enjoys running, reading, and travelling. mecl26@pitt.edu

Diansyah Putri F. Handayani (Alternate)

Putri is a first year MBA student at the University of Pittsburgh concentrating in Finance and Strategy. Before joining the Katz program, she worked for five and half years in operations in the oil and gas industry. Originally from Indonesia, Putri launched her professional career in Qatar, later moving to the US, and she has had the opportunity to attend work related trainings in Asia, Europe, and North America. Her professional experience has created a strong interest in cross-cultural business environments. She also enjoys travelling, and playing sports, primarily soccer and basketball. dfh12@pitt.edu



From left to right:

Teresa Sekine, Marc Kelly, Matt Black, Marc Kelly, Phil Lu, Dan Schwartz, Austin Owens, Mauricio Puente.

Teresa Taylor Sekine (Coach)

Teresa teaches at Krannert School of Management, where she also is the Area Coordinator for Managerial Communication. Teresa taught English and Political Science for five years in Japan. She also taught classes for the United Nations Educational, Scientific, and Cultural Organization (UNESCO). Mitsubishi Heavy Industry and Yamaguchi Bank were just two of the companies that she acted as a consultant to while in Japan. Upon returning to the states, she completed her Ph.D. in Educational Leadership from The University of Alabama. Her dissertation study on emerging characteristics of female administrators piqued her interest in gender studies and leadership development. Her current research interests include cross-cultural communication, corporate storytelling, and gender studies. Teresa has received the Krannert MBA Core Teaching Award in 2007, 2008, 2009, and 2010. She was recently elected to the Board of Directors for the Association for Business Communication, where she serves as Regional Vice-President. Additionally, she is the co-author of *The Business of Speaking and Writing*. This is her third year in Montreal. tsekine@purdue.edu

Matthew Black

Matthew Black is a second year MBA student at Purdue's Krannert School of Management with concentrations in Finance and Operations. Matthew has expertise in financial modeling and risk analysis. At Krannert, Matthew is involved in a number of student organizations including his position as treasurer for the Krannert Graduate Student Association. Before continuing his education at Krannert, he worked at a number of public accounting firms auditing financial statements and retirement plans. Most recently, Matthew developed and implemented a supplier risk management system for Allison Transmission. In his free time, Matthew spends his time watching or competing in soccer, baseball, or any new sport he can learn and can be reached at black11@purdue.edu.

Philip Lu

Philip Lu is a 2nd year MBA student at Purdue University studying Analytical Consulting and Strategy. Philip also serves the Krannert community as the VP of Professional Development, where he tackles issues to help students make the transition from backpack to briefcase and helps promote cultural diversity and understanding. Prior to returning to Purdue, Philip was a Technology Risk Consultant at Protiviti and has held internships at Rolls Royce, Caterpillar, Vivotek, and Southwestern Publishing. Philip hopes to return to the consulting industry and combine his analytical abilities with his love of problem solving to help companies tackle some of their biggest problems. Philip is also an avid cook and lives to explore the different cultures of the world through the intricate nuances of how people come together to share a meal. Philip can be reached at lup@Purdue.edu.

Mauricio Puente

Mauricio Puente received his Industrial Engineering degree from Purdue University and has experience in the manufacturing, transactional and service sectors. He has a track-record of being a proven change agent at all levels of a Lean Six Sigma deployment, capable of leading change at the strategic and tactical levels. He is a strong process-thinker capable of Lean systems-integration, and has a passion for the application of continuous improvement in his personal and professional life. Always the perpetual learner; He is adamant about staying abreast of the latest developments in his chosen field and industry. He is currently pursuing an MBA from the Krannert School of Management at Purdue University, with an expected graduation date of May 2012. He can be reached at puentem@purdue.edu.

Marc Kelly

Marc Kelly has just started his last semester at Krannert School of Management and will complete his Masters of Business Administration this May. In addition to internships last summer at TVS Motors in Bangalore, India and Air Products in Allentown, PA, Marc has several years of work experience developing finance, R&D and supply chain strategies for multinational institutions while at a Washington D.C. based think tank. Currently he is working at a biomedical device start-up as he completes his masters degree. Marc enjoys playing chess and touring microbreweries in his free time and can be reached at: kelly27@purdue.edu.

Austin Owens (Alternate)

Austin Owens is a first year MBA student at the Krannert School of Management at Purdue University concentrating in finance and analytical consulting. He previously attended Montana State University earning degrees in finance and economics. He has held several research positions while attending university in Montana and began pursuit of the Chartered Financial Analyst designation. While he is not busy studying, Austin enjoys reading, cooking, chopping firewood and international travel and can be reached at owens24@purdue.edu.

Dan Schwartz (Assistant)

Dan Schwartz is a 2nd year MBA student at the Krannert School of Management at Purdue University concentrating in Operations Management and Organizational Behavior and Human Resources Management. Dan was one of the members of Purdue University's Bombardier Division Winner and Semi-Finalist team from the 2010 John Molson MBA Case Competition Team. President of International Business Club and a being a first year mentor have kept Dan involved in Krannert affairs this year. Dan's work experience includes positions at General Electric, Total Quality Logistics and Convergys Corporation. During the summer, Dan worked 2 internships at TVS Motor Company in Bangalore, India and GE Healthcare in Wisconsin. Dan is an avid sports fan, particularly of hockey and football (real football). Dan can be reached at schwartd@purdue.edu

MAINE BUSINESS SCHOOL - UNIVERSITY OF MAINE



Left to right: Paul Myer, Joseph Kellner, Kim Williams, Nicole Gogan, Victoria Thornton, John Mahon.

Paul J. Myer (Coach)

Paul Myer is Executive-in-Residence at the Maine Business School. Prior to coming to the University of Maine, Professor Myer was a senior marketing executive in the technology sector. He has lived and worked in Europe and Asia. His concentrations are global business strategy, marketing and sales. Professor Myer also served as Assistant Director of the Domestic Council under President Ford and represented ABC as Vice President of Government Relations. He is focused on helping students understand and appreciate the business challenges and opportunities they will face as a result of globalization, rapid technological change, and the empowerment of consumers.
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John F. Mahon (Assistant Coach)

John F. Mahon is the John M. Murphy Chair of International Business Policy and Strategy and Professor of Management at the Maine Business School, University of Maine. From 2004 to 2006, he served as Provost ad interim; from 2007 – 2010 he was Dean, College of Business Public Policy and Health. Prior to his appointment at Maine, Professor Mahon was a Professor of strategy and policy and chair of the Strategy and Policy Department at the School of Management at Boston University. He is the author or co-author of more than 150 articles, 90 teaching cases and several books. He has served as a peer reviewed journal editor and currently serves on several editorial boards.
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Nicole Gogan

Nicole Gogan is a 1999 graduate of Springfield College, where she earned her Bachelor's of Science degree in Athletic Training. After working as an allied health professional, she transitioned into the financial services industry from 2002-2009. As a second year MBA student at the University of Maine, she is pursuing a management track with a concentration on small business development. Nicole intends to utilize her MBA education to help Maine small business owners grow and expand their business ventures.
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Joseph Kellner

Joseph Kellner graduated from the University of Maine in 2008 with a Bachelor's degree in German. During his undergraduate studies, he studied at the University of Salzburg in Salzburg, Austria where he concentrated in western European culture and the German language. During his first year of college, he became an EMT and has been working in the healthcare field ever since. He is now a manager for Eastern Maine Healthcare System's largest

pre-hospital ambulance service. He feels that an MBA will allow him to leverage his many diverse interests to become a strong and knowledgeable leader with a global perspective.
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Victoria Thornton

Victoria Thornton earned her BS in Business Administration with a focus in Healthcare Management from the University of Connecticut, and she is currently pursuing her Master's in Business Administration from the University of Maine. With her MBA she hopes to continue her career in healthcare administration and improving healthcare delivery in rural areas. She has been with Eastern Maine Healthcare Systems since 2008. In her multiple roles with the organization she has focused on project management, benefit strategy, design, financial modeling and data analysis. Previously, she worked as a health and welfare associate with Towers Watson, and worked for several national organizations as part of a consulting team focused on health and welfare strategy and implementation.
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Kim Williams

Kim Williams is the VP and General Manager of L-3 Microdyne's outsourced call center and logistics services. Kim is responsible for the successful implementation and ongoing operation of all L-3 Microdyne's US-based facilities. Prior to joining the L-3 Microdyne team in 2000, Ms. Williams worked as a business consultant, where she successfully led the development and implementation of a global procurement information data warehouse. In addition, she has held positions including VP of Account Management, VP of Manufacturing Operations, and Worldwide Marketing Manager in the technology sector. Kim graduated Phi Beta Kappa with a BA in Government from Colby College and is currently pursuing an MBA from the University of Maine.
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Frederick Kaiser (Alternate)

Fred Kaiser is a 20-year veteran of the military reserve, currently drilling as the director of communications and information systems for a 3,500-person logistics organization. While deployed to Afghanistan in 2009, Fred served as an adjunct professor of business for the University of Maryland. Fred has a BS in Business from the New York University system (1999), an MS in Logistics Management from Maine Maritime Academy (2006), and is presently pursuing an MBA at the University of Maine specializing in business and sustainability. Fred resides in Blue Hill, Maine with his wife and son, where he enjoys hiking, fishing and gardening.
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Left to right: Ben Barker, Patrick Norton, Miriam Altmann-Barry, Kim Mitchell, Patrick DeMouy, Taylor Vowles.

Patrick DeMouy (Coach)

Lecturer in the management department at the University of South Carolina. eleventh year as coach of the MBA case competition team. Owner DeMouy Consulting, a financial and managerial consulting company since 1991. Married with three children (21 year old daughter and 13 year old twin boys). Has worked in industry as an auditing manager, investment portfolio manager and investment counselor. Active in both civic and church organizations in the Columbia, SC community. Graduated with MBA from the University of South Carolina in 1982. Graduated from University of Virginia with BS in Commerce in 1980.
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Kim Mitchell

Earned a B.A. from the University of Wisconsin-Milwaukee in French and international studies. She is currently in her 2nd year of the International MBA program (Spanish language track) at the University of South Carolina. Prior to graduate school, Kim spent several years working in international education and has lived in Jamaica, France and Spain. Drawing upon her own study abroad experiences and the IMBA, she is pursuing a career in sustainable, international business development with a particular interest in the energy sector.
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Miriam Altmann-Barry

Hails from San Diego, California. With an undergraduate degree in Middle Eastern Studies from UC Berkeley, she brings practical experience in operations, process improvement, marketing, and sales which she learned while working in the technology, manufacturing, and non-profit sectors. Miriam is finishing her International MBA in the Arabic track with an emphasis on Supply Chain and Operations Management.
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Ben Barker

Grew up all over the United States before settling in Idaho. I attended Oregon State University where I graduated with a BS in Biology and a minor in communications. I then attended the University of Manchester in the United Kingdom where I achieved an MSc in Molecular Parasitology and Vector Biology with a distinction. I then worked for a few years in the biotech industry in Seattle as a research technician. Eventually I came to the realization that the business side of science is where I would be the happiest and decided to pursue my MBA at the University of South Carolina and hope to pursue a career in marketing/strategy and sales field.
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Taylor Vowles

Sold his first business at 19. His background is in accounting but most recent professional experience is in finance. He is fluent in Hmong, conversational in Spanish, and can barely hold a conversation in Mandarin. Taylor is an avid business student and shares all of his professional and educational experiences with his family. He loves to wrestle with his two boys (4 & 3 Yrs) and watch his wife beat him on the ski slopes.
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Patrick Norton

Earned a B.A. in political science from the University of South Carolina, and he is currently in the Chinese language track of the International MBA program at the Moore School of Business. Norton is an expert in media and public relations, specializing in strategic communications for corporate, non-profit, and political clients. Norton was the Democratic National Committee's communications director for South Carolina, where he organized presidential debates and served as official spokesman.
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Back Row: Gerardo Leclair, Jordan Daniels, Russ Farmer. Front Row: Shraddha Brahmhatt, Jordan Kwiram, Diane Murphy.

Russell Farmer (Coach)

Russell Farmer completed his MBA at the University of Alberta, and represented the school in many case competitions. Russell now instructs at the U of A, teaching classes in economics, government policy, and case analysis. Russell is a Certified Management Consultant (CMC), and is the President of Russell Farmer and Associates Consulting Ltd. As a management consultant, Russell specializes in advising clients on effective governance, strategic planning, organizational design, effective management practices and policy development. Over his career he has worked with all levels of government and not-for-profit organizations across Northwestern Canada. This is Russell's fifth year coaching at the John Molson case competition.

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Shraddha Brahmhatt

Shraddha Brahmhatt is a full-time MBA student at the University of Alberta. She will be graduating in 2011 with a specialization in Natural Resources, Energy and the Environment. Shraddha has completed a B.Sc. in Chemistry and a B.Ed. from York University in Toronto. She thoroughly enjoys extracurricular activities, notably as Co-Chair of Net Impact. She is also actively involved in case competitions. Shraddha is exploring career options that combine her interest in consulting, public sector and climate change policies.

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Jordan Daniels

Jordan Daniels is currently in his final year of an MBA/MEng joint degree, specializing in digital communication system design. Before starting his MBA, Jordan gained valuable experience developing wireless communication systems in ISEN in Lille, France, and designing swarm robotics at the University Of Alberta. Jordan is heavily involved in the Edmonton community, managing numerous consulting projects for not-for-profit organizations around Edmonton. He is also the Internal Vice President for the MBA students association at the University of Alberta. In his free time, Jordan enjoys playing soccer and basketball.

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Gerardo Leclair

Gerardo Leclair is a part-time MBA student at the University of Alberta. He will be graduating in 2011 with a specialization in Technology Commercialization. Gerardo currently works in international sales where he focuses on developing new markets in South America. His language skills have been put to good use over his career which has included working in Panama and Mexico. This spring Gerardo plans on travelling to China to expand his international business knowledge.

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Diane Murphy

Diane Murphy will be graduating from the University of Alberta in 2011 with an MBA specializing in Natural Resources, Energy and the Environment. Diane is currently on an educational leave of absence from Farm Credit Canada, a Government of Canada crown corporation providing agricultural financing. This spring Diane plans on travelling to both England and China on study tours to expand her international business knowledge.

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Jordan Kwiram

Jordan Kwiram is a first year MBA student at the University of Alberta. Growing up in both the Northwest Territories, and Nunavut, he has been exposed to cultures within Canada, which many other Canadians don't have access to. He holds an undergraduate degree in political economy. Jordan has spent the last 4 in the Edmonton hospitality industry. Fine dining restaurants have long been a passion of Jordan's. The past few years have provided him with significant experience in small business management as well as entrepreneurship. He plans to use his time as an MBA student to pursue a designation in accounting. Jordan is an avid music enthusiast.

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ASPER SCHOOL BUSINESS - UNIVERSITY OF MANITOBA



From left to right:

Carmen Lough, Nolan Ploegman, Jennifer Robertson, Jennifer Gustafson, Sean MacDonald (Coach).

Sean MacDonald (Coach)

Sean currently teaches Human Resources and International Management in the I. H. Asper School of Business at the University of Manitoba. He holds a Masters of Public Administration with a focus on economic development as well as an Honors degree in Political Science and a Bachelors degree in Sociology. Sean has gained work experience as an administrator in a tertiary urban healthcare facility as well as a providing consulting services to the agriculture and public sector industries.

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Carmen Lough

Carmen Lough just completed her 3rd term at the Asper MBA program. Her focus is Finance. Carmen completed her undergraduate degree at Queen's University majoring in History and Spanish Literature with a certificate in International Studies. Prior to the MBA program Carmen worked as an Executive Assistant for a public mining company in Toronto. In her free time she enjoys running and traveling.

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Nolan Ploegman

Nolan is nearing completion of the Asper MBA Program at the University of Manitoba and is undertaking the General Management program. Nolan has served on the board of directors for a local charitable organization and takes a special interest in the not-for-profit sector. He is a partner in a Manitoban construction and development company and is VP of Project Development. Nolan spends his free time with his family, playing hockey and golf, and particularly enjoys traveling the world.

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Jennifer Gustafson

Jennifer will complete the Masters of Business Administration program at the Asper School of Business (University of Manitoba) in April 2011. She has a background in human nutritional clinical and food science research, and currently works in the Brand Management department of a value-added commodity business. Furthermore, Jennifer is the Chair of the Asper MBA Student Association. In her free time, Jennifer enjoys traveling, cooking, and sports such as golf and Ultimate frisbee.

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Jennifer Robertson

Jennifer is her final year of the part-time MBA program at the Asper School of Business. Her MBA studies focus on Entrepreneurship and New Venture Analysis. She is currently employed as the Consumer Broadband Marketing Portfolio manager at MTS Allstream Inc. She has experience in market management, competitive intelligence and market research. She also holds a B.Comm (Hons) degree with a double major in marketing and accounting. In her free time, Jennifer enjoys travel, dance and yoga.

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From left to right:

Chetan Agarwal, Ragu Anantharajah, Michael Cho, Martin Arciszewski (Asst. Coach), Dr. Sourav Ray (Coach), David Lima (missing in photo).

Dr. Sourav Ray, Ph.D. (Coach)

Sourav has been working in the Marketing domain in various capacities in both industry and academia for almost twenty years. His research in the area of retail price dynamics and distribution channel marketing is well recognized and has been published in the top marketing and economics journals. He has consulted for a number of both large multi-nationals as well as small startup firms. His industry experience is varied and includes being an aeronautical design engineer, an entrepreneur, and a marketing executive. Currently, he is an Associate Professor of Marketing in the DeGroot School of Business in McMaster University. Earlier he was a professor at the John Molson School of Business in Montreal. He graduated with a PhD from University of Minnesota, and completed his undergraduate degree from Indian Institute of Technology (IIT) in Kharagpur, India.

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Martin Arciszewski (Assistant Coach)

Martin is in his second year of his MBA at the DeGroot School of Business and is minoring in both finance and valuations. Having participated in the John Molson International Case Competition in 2010, Martin is excited to return this year as assistant coach to the DeGroot Team. Martin completed his undergraduate degree in Mechanical Engineering from the University of Waterloo specializing in welding and management sciences. Martin has over 5 years of experience holding engineering and project management positions in the aerospace, energy and automotive industries. His personal passions include travel and the outdoors. Martin can be reached at arciszm@mcmaster.ca or martin.arciszewski@gmail.com.

Ragu Anantharajah

Ragu is a second year student in the MBA Coop Program at the DeGroot School of Business. He completed an undergraduate degree in Business Administration with Honours in Marketing at York University. He has worked in diverse industries including law, technology

and consumer packaged goods. He has a passion for marketing and the role it plays in influencing corporate strategy. However, he is a firm believer of having a strong grasp of all critical business functions, a primary reason why he is pursuing a major in Finance. Ragu is also an advocate of social responsibility and enjoys employing his skills towards community development initiatives. He is also big baseball fan and has coached championship teams at the little league level.
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Chetan Agrawal

Chetan has worked in IT industry for more than 3 years and was engaged in development and consulting roles. Currently he is enrolled in the second year of full time MBA program at McMaster University. Chetan has huge interest in Capital Markets and works as Equity Trader with Swift Trade. He has an undergraduate honours degree in Chemical Engineering. He also enjoys playing guitar.

He can be reached at agrawack@mcmaster.ca

Michael Cho

Michael is in second year of MBA full time program at McMaster University. He has a wide range of work experience focusing on accounting, taxation as well as financial analysis in various industries. Michael is an energetic individual with educational background in Economics, French as well as Business. He believes his wide array of experience and education has made him become an efficient and strategic thinker.

He can be reached anytime at chos24@mcmaster.ca.

David Lima

David is currently completing an MBA at the DeGroot School of business. He comes to the competition with a degree in Computer Engineering and Management from McMaster University with experience in Telecommunications, Consulting, and Global Risk Management. His personal passions include travelling, soccer, philosophy, and strategy.

David can be reached at limadf@mcmaster.ca.



À l'avant ce sont Anna Denis et Patrick Deloye, au milieu, ce sont Geoffroy Gingras-Tremblay, Élodie Marien et Cédric Lachance et en arrière, les deux coaches Claudine Contreras et Yan Cimon.

Yan Cimon (Coach)

Yan Cimon, C.D., Ph.D., est professeur adjoint de stratégie à la Faculté des sciences de l'administration de l'Université Laval (Québec, Canada). Il est membre du Centre interuniversitaire de recherche sur les réseaux, la logistique et le transport (CIRRELT) et membre associé de l'Institut québécois des hautes études internationales (HEI). Sa recherche porte notamment sur la stratégie, les alliances et les réseaux. Il a remporté le Prix Mercure 2007 pour la meilleure thèse de doctorat à HEC Montréal et a été l'un des trois finalistes au 2008 Udayan Rege Award pour la meilleure thèse en sciences de l'administration au Canada. Il fut récipiendaire d'une Bourse Action Canada en 2005/2006 et a enseigné à des étudiants du premier cycle et des cycles supérieurs comme à des cadres supérieurs, tant au Canada qu'à l'étranger. Avant d'entreprendre sa carrière académique, il a été officier dans les Forces canadiennes, ayant servi dans divers postes de commandement et d'état-major. De plus, il a œuvré au sein de l'unité d'affaires des systèmes embarqués en temps réel d'une importante multinationale du secteur de la défense et de l'aérospatiale. Sa recherche a entre autres été publiée dans Decision Support Systems et dans le Journal of Knowledge Management. Il appartient à Alpha Iota Delta.

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Claudine Contreras (Coach)

Chargée d'enseignement à la Faculté des sciences de l'administration (FSA) de l'Université Laval, Claudine est aussi la responsable de l'ensemble des compétitions interuniversitaires de la FSA. Grâce à son parcours professionnel hétéroclite, elle enseigne dans divers domaines allant du tourisme à la gestion des ressources humaines en passant par l'entrepreneuriat et l'analyse de cas. Détentrice d'un baccalauréat en marketing, d'un MBA en management et d'un MBA en responsabilité sociale et environnementale des organisations, elle a obtenu plusieurs bourses d'excellence dont celles de CFIJ Rock Détente, d'Hydro-Québec et de Genivar. Impliquée dans l'entraînement académique elle participe également à divers comités reliés au développement durable notamment à la chambre de Commerce de Québec. Enseignante appréciée des étudiants, elle a obtenu à plusieurs reprises le prix « Socrate » de la faculté pour la qualité de son enseignement ainsi que le titre d'enseignante de l'année en management.

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Patrick Deloye

Patrick Deloye était déjà représentant de l'équipe du 1er cycle de l'Université Laval aux Jeux du Commerce et à l'OmniFinancier en 2009. Il souhaite mettre au service de son équipe son engagement et ses compétences académiques financières, mais également son expérience professionnelle acquise par le passé. Finissant au MBA Finance de l'Université Laval, Patrick a auparavant obtenu son Baccalauréat en Administration des affaires dans la même faculté. Avant cela, il a évolué en France pendant 12 années dans divers types d'industries et à différents postes au sein de départements de production et de qualité. Avid de voyage et de découverte, après Sydney, New York, l'Amérique du Sud et la jungle Guyanaise, il a choisi le Québec, il y a maintenant 5 ans, pour poursuivre sa vie, sa carrière et sa quête de découverte.

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Anna Denis

Diplômée de Grenoble École de Management en France, Anna étudie actuellement au MBA Management à l'Université Laval. De formation généraliste, Anna dispose de compétences étendues en matière de stratégie d'entreprise, de conduite du changement et de communication interne. Spécialisée en ressources humaines, Anna a eu l'opportunité de réaliser de prestigieux stages. Elle a notamment travaillé pour le cabinet de recrutement Michael Page International, au sein d'une équipe de consultants de la branche ingénieur et techniciens. D'autre part, elle a travaillé au sein du service ressources humaines de Cartier

Joallerie International, l'entité chargée de la fabrication et la conception des pièces de joaillerie Cartier. Lors de ces stages en recrutement et formation, sa rigueur, son sens de l'écoute ainsi que sa créativité lui ont valu le respect et l'appréciation des membres de son équipe.

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Cédric Lachance

Cédric Lachance est actuellement étudiant au MBA spécialisé en management à l'Université Laval. Il a complété un baccalauréat en administration des affaires et deux mineures; l'une en « gestion internationale » et la seconde en « opérations et logistique ». Possédant un intérêt pour la stratégie, il travaille en tant qu'analyste pour Desjardins Marketing Stratégique. Il a eu à travailler sur des projets tels que l'étude pour l'élaboration d'un modèle optimal d'un nouvel amphithéâtre pour la ville de Québec. Il a aussi acquis des habiletés dans la préparation d'un événement d'envergure internationale en participant à l'organisation du championnat de karaté « Québec Open » et ce, depuis plusieurs années. De plus, il offre ses services en tant qu'auxiliaire d'enseignement pour la faculté des sciences de l'administration. Cédric a touché à plusieurs autres domaines comme celui de la santé, en travaillant au sein d'une unité de soins à l'hôpital l'Enfant-Jésus, dans le domaine manufacturier, chez Frito-Lay Canada pour le transport et l'entrepôt au niveau administratif et dans le commerce de détails et en tant qu'assistant-gérant dans une épicerie. Finalement, il transmet toujours sa passion pour les arts martiaux en enseignant, depuis onze ans, le karaté pour l'organisation des Studios Unis d'auto-défense.

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Élodie Marien

Détentrice d'un baccalauréat de Gestion en entreprise et d'un Master « International Corporate management » dont elle est sortie major de promotion par l'Institut Catholique de Lille en France, Élodie complète présentement sa formation par un MBA Marketing à l'Université Laval. Élodie possède une expérience professionnelle grâce aux nombreux stages réalisés au cours de sa formation. Celui qu'elle juge le plus formateurs d'entre eux est celui réalisé dans le grand groupe de distribution Auchan où elle était responsable des packagings des objets de décoration de Noël et de la relation entre fournisseurs asiatiques et acheteurs. Globe trotteuse dans l'âme, Élodie a voyagé à travers l'Europe, l'Amérique et les Caraïbes. Elle aime plus que tout découvrir d'autres cultures et populations. C'est d'ailleurs pour cette raison que sa première année de Master « International Corporate Management » s'est déroulée à l'Université de Vaasa en Finlande et qu'elle est maintenant nouvelle citoyenne canadienne.

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Geoffroy Gingras-Tremblay

Diplômé au baccalauréat en administration des affaires en gestion immobilière et en gestion internationale, Geoffroy termine son MBA en gestion internationale. En 2009, il a représenté l'Université Laval aux Jeux du Commerce et il siège actuellement au sein du comité organisateur des MBA Games 2011. Il a participé à deux échanges (École des Hautes Études Commerciales à Nice en France et Tecnológico de Monterrey au Mexique) et il a aussi étudié en Haïti, au Sénégal et au Niger. En 2009, il a pris part à une première mission commerciale à Monterrey, au Mexique, afin d'aider une entreprise du Québec à pénétrer ce nouveau marché et en 2010, il a été promu chef de mission. Grâce à cela, il a su développer une expertise pour les échanges commerciaux entre le Québec et l'Amérique latine qui l'ont amené à orienter sa carrière vers ce marché d'affaires. Geoffroy travaille actuellement comme consultant international indépendant pour deux entreprises de la région de Québec. Il est récipiendaire de plusieurs bourses d'excellence dont celles d'Investissement Québec, du Groupe Financier Desjardins et le prix Legacy 2010 de l'Association canadienne de Développement Économique.

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From left to right: Cameron Mills, Leanne Rutherford, Jillian McDonald, Grant Williamson, Blake Kanewischer, Leo Donlevy (Coach), Arif Mulji (Coach), Therese Donlevy (Assistant Coach).

Leo Donlevy (Coach)

Leo is a Senior Instructor in Entrepreneurship and has particular responsibility for the applied strategy project component of the Haskayne MBA. Following a career in the commercial printing industry as an owner and manager, he attained an MBA degree in 1995, and competed in the 1995 Concordia MBAICC, successfully defending Calgary's 1994 championship. He has coached ever since, winning twice more as a Coach. In 1998 Leo authored the Canadian edition of *Small Business Management, Launching and Growing New Ventures* published by Nelson, now in its fourth edition. He has served on several local and national trade and non-profit Boards of Directors and enjoys a second career as a soccer referee. ldonlevy@ucalgary.ca

Blake Kanewischer

Blake holds bachelor's degrees in three fields, graduating in 1999, 2003, and 2006 from the Northern Alberta Institute of Technology, Athabasca University, and the University of Lethbridge with B.Tech., B.G.S., and B.Mgt. degrees, respectively. Additionally, he holds the I.S.P. and ITCP designations. His career spans healthcare curriculum development, emergency services research, software development, quality assurance, project management, vendor contract negotiations, staffing, enterprise architecture, and departmental strategic planning. His current role is leading a transformational organizational change initiative in a large public sector organization. Blake also leads and develops educational programs in his faith community, and has served on several non-profit boards as a director and officer. Following his MBA, he plans to transition his career away from information systems into a management role. blake@kanewischer.com

Jillian McDonald

Jillian earned a Bachelor of Nursing from Memorial University in Newfoundland in 2002. Upon graduation, she worked as a nurse in Radiation and Medical Oncology for 2 years in California. Returning to Calgary, Jillian worked in a variety of challenging roles and positions with the Hospice and Palliative Care Service in rural and urban southern Alberta. Acting as a Palliative Care consultant for a major Calgary Medical Centre for the past three years, she took a break in her work to complete contracts serving First Nations communities in isolated areas of Northern Alberta. Her travels and studies have taken her to parts of Southeast Asia and Europe. Jillian was a member of the winning team at the first annual Haskayne 24 Hour Case Competition in 2010 and is the Sponsorship & Media Coordinator for this year's event. Jl.mcdonald@ucalgary.ca

Cameron Mills

Cameron graduated from the University of Lethbridge with a Bachelors Degree in Political Science in 2005. Following graduation he entered the field of municipal administration, where he began in an intergovernmental relations capacity dealing with grant financing and annexations. Cameron soon moved into a managerial role in the field of Planning and Development, where he worked closely with Developers in the design and construction of new residential, commercial, and industrial developments. He has travelled extensively in south and east Europe. Upon graduation,

Cameron hopes to leverage his experience in the public sector and real estate development industries as a management consultant. cnmills@ucalgary.ca

Leanne Rutherford

Leanne attended the University of Michigan on a tennis scholarship where she earned a B.Sc. in Movement Science and a B.A. in Sport Management & Communications in 2005. Following graduation, Leanne worked in marketing and public/media relations for Minnesota's NHL franchise. Leanne later joined a Calgary-based marketing and advertising firm where she managed a variety of significant public and private accounts. Recently, Leanne worked with a major pipeline company on their Strategic Planning team and gained valuable experience in the midstream oil and gas industry. In her spare time, Leanne enjoys travelling, scuba diving, and playing golf and tennis. LM.Rutherford@ucalgary.ca

Grant Williamson

Grant earned a Bachelor of Psychology degree from the University of Alberta in 2000. Following graduation He successfully owned and operated two businesses. After transitioning out of his second business, Grant began consulting for a franchise system based in the United States and operating in 35 countries around the world. His role included developing and implementing a brand new training and start up program for a network of 150 franchisees operating throughout North America. When Grant is not consulting, he enjoys traveling and has spent two years backpacking through Africa, Asia, Europe, Australia, and the Middle East. Grantwilliamson1@yahoo.ca

Arif Mulji (Co-Coach)

Arif earned a Bachelor of Science degree in Genetics and subsequently completed a Master of Science degree in Human Physiology at the University of British Columbia. Upon graduation, Arif spent 6 years in the pharmaceutical, medical device and biotechnology industries where he held positions in sales management, business development and marketing. More recently, he worked in corporate finance and venture capital and earned his MBA (Finance and International Business) from the University of Calgary. Arif was a member of the 2008 Haskayne Case Competition Team and has assisted as Coach since. Currently, Arif is a principal of a quickly growing software development and IT business solutions company in Calgary. Arif stays involved in a variety of sports, volunteer, mentorship and networking activities. arif.mulji@popcomtechnologies.com

Therese Donlevy (Assistant Coach)

Therese led a team of fuels and lubricants technical experts for a major Canadian Oil & Gas company for 18 years. Prior to that she was a proud stay-at-home mother of four, and ran a city-wide parent-support organization in Calgary, in addition to being very involved in her faith community, schools and community. In 2005 she was an assistant coach for the Haskayne team that won the John Molson International MBA Case Competition. ldonlevy@shaw.ca



From left to right:

Jason Schonfeld, Christopher-Benjamin Frankel, Christine Roy, Sonia Czarski, Luc Bélanger-Martin et Dana Shawish.

Luc Bélanger- Martin (Coach)

Luc has completed a master at HEC Montréal in Management Science. He is specialized in Business Strategy and Operations Management. He has been teaching at HEC Montreal since 1993.

He started his career as a management consultant for several organizations, mostly in information technology, assisting them with both their strategic planning and management. He later joined an Internet start-up and actively participated in penetrating the USA market and in the financing of the overall project. He also acted as General Manager of several organizations.

Luc is now a full time faculty lecturer and is back to the consulting business. He works with many organizations in the Health Care business. In 2006, his work has been recognized with the Award for teaching excellence for a full-time faculty lecturer.

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Sonia Czarski

Sonia is currently enrolled in the MBA program at HEC Montreal and plans on specializing in Corporate Finance. She is a Chartered Accountant. Furthermore, she takes responsibility in several student clubs by taking on the roles of Director of the MBA Finance Club and VP Membership of Toastmasters International. In her free time, Sonia enjoys traveling and learning about new cultures.

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Christopher-Benjamin Frankel

Chris Frankel is from Montreal and has a Bachelor of Arts (Honours) in Economics from Queen's University and a Master's degree in Environmental Policy from the London School of Economics. He spent the past three years in Ottawa working for Environment Canada on Canada's domestic climate change policy as both a senior policy analyst and a manager. Previous to these roles, Chris spent five years working for the International Finance Corporation (private sector arm of the World Bank Group) in Washington, D.C., where he developed and implemented environmental and social policies for private

sector investment in large-scale infrastructure projects in developing countries. In his spare time Chris enjoys distance running and live music.

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Christine Roy

Christine Roy is currently undertaking her intensive MBA at HEC Montréal and is expected to graduate in 2011. Her unique path, encompassing, insofar, the worlds of communications, cinematographic productions and visual arts, endows her with a fresh and emerging vision of the business world. Throughout her young career, she has produced and directed short films as well as having professionally collaborated with a host of advertising agencies. She also has established her own enterprise, specializing in visual communication, since 2008. She has since worked with clients rooted locally and internationally, for the corporate, editorial and B2B market. Her productive time is also spent contributing to one of the most prestigious modeling agencies of the country as an Art Director. As a hobby, she enjoys scuba diving, ornithology and horror films.

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Jason Schonfeld

Jason is currently completing his Masters of Business Administration at HEC Montréal. He intends on doing an exchange abroad later in the program. He is also a level 3 CFA candidate. Furthermore, he holds a Financial Planner Diploma issued by the IQPF. Jason gained work experience in banking prior to returning to school. He worked for four years at BMO Financial Group in Montreal. In his free time, Jason enjoys travelling and playing competitive sports.

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Clockwise from the top left: Dickson Jay, Aaron Linden, Henry Shih, Rajib Sadhukha, Tania D'Amico and Michael Gerstel.

Dickson Jay (Coach)

Dickson Jay is President and General Manager of an e-commerce services company. Previously he has held senior management positions with various companies in the telecommunications, aerospace and defense industries. He is also a part-time instructor in the Faculty of Management at the John Molson School of Business. Dickson has a Bachelor of Engineering from Concordia University, a Graduate Diploma in Management and an MBA from McGill University. Dickson@jmsb.concordia.ca

Tania D'Amico

Tania's background in Cell and Molecular Biology allowed her to hold several positions in a Life Science organization over a course of 5 years. In April 2011 she will graduate from JMSB's MBA program with a specialization in Management. Currently, Tania works as a Consultant for In Prospect, the consulting arm of the John Molson Sustainability Group. As well, she holds the position of VP Communication for the John Molson Women in Business Club. Upon graduation Tania plans to return to the Life Science industry and pursue a career in Operations Management. Tania_damico@hotmail.com

Michael Gerstel

Michael Gerstel is a graduate of Dalhousie University's Faculty of Management. While earning his degree he held the role of President of the program's student society. Thereafter, Mr. Gerstel worked for 3 years in the realms of marketing, sales, and consulting. A native Montrealer, much of his experience has come in working with Fortune 500 companies in the United States, while he also has experience working with start-up organizations as well. Upon graduation in 2011, Michael aspires to advance his career in marketing and sales. mgerstel@gmail.com

Aaron Linden

Aaron Linden has four years of diversified financial experience in North America, Europe and Asia. He has executed international due diligence mandates and structured multi-million dollar loans within the mining and telecommunications sectors, primarily working with mid-market and early-stage companies in emerging economies. Additional experience includes capital structure and financing, financial modeling and

analysis, and early stage corporate management. Mr. Linden holds a Bachelor degree in Environmental Sciences, as well as a Bachelor in Commerce (Hon.) from the University of Manitoba. He is a Chartered Financial Analyst candidate and intends to continue his career in the financial services industry upon completion of his MBA in 2011. aaron.linden@gmail.com

Rajib Sadhukha

Raj graduated from the Concordia COOP program with a Bachelor in Mechanical Engineering during which he successfully completed multiple internships with Pratt & Whitney Canada as well as an international internship with the Portuguese Air Force. Upon graduation, Raj spent over two years working as a senior business solutions consultant for IBM Global Business Services. Early this year, he decided to enter the world of Sales and Marketing as a Technical Sales Engineer for Dassault Systems Canada. Raj's wealth of real world experience in consulting and corporate sales/marketing allow him to bring a unique industry perspective into case analysis. Raj's goals upon graduation are to either continue climbing the corporate ladder or begin working for a tier 1 management consulting firm. rajibsadhukha@hotmail.com

Henry Shih (Alternate)

Hailing from Montreal, Canada, Henry Shih has a B.Comm (major in M.I.S) from McGill University. His passion for technology led him to a career in e-commerce as an online marketing manager where he had the opportunity to apply leading edge ideas in areas such as direct marketing, data mining, affiliate marketing, search optimization, online advertising and PR. When he is not busy keeping up with the latest developments in technology, you can find him either coaching badminton or enjoying a Habs hockey game at a local pub. hm_shih@hotmail.com



LAURIER Business & Economics

From left to right: Shelly Westerman, Anthony Khoraych, Steven Chan, Scott Kelly.

Detlev Nitsch (Coach)

Dr. Detlev Nitsch is a member of the faculty of Wilfrid Laurier University's School of Business and Economics, Ontario, Canada. He teaches business strategy, international strategy, and ethics at the undergraduate and MBA levels. His current research focuses on the effectiveness of codes of conduct, academic integrity, and corporate governance.

Dr. Nitsch has written many case studies that have been published in various textbooks. His work has been presented at a number of conferences and published in journals such as *Management International Review* and *European Management Journal*. Before earning his MBA and PhD at the Richard Ivey School of Business, he worked in a variety of different industries, in manufacturing and sales management positions and as a consultant.
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David Rose (Coach)

David Rose teaches marketing courses at Laurier School of Business & Economics, focusing on marketing strategy, and is the author of numerous case studies, with several appearing in marketing and strategy texts. He holds an MBA from Wilfrid Laurier University and a B.Math from University of Waterloo. He has been teaching at Laurier since 1998, following more than 20 years in marketing and management positions primarily in the petroleum industry. David's research and consulting interests involve the use of language analysis software to better understand the voice of the customer.
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Anthony Khoraych

Anthony Khoraych completed his degree in Mechanical Engineering with a specialization in Mechatronics at the University of Waterloo. He is currently Founder and Principal at Advanced Test and Automation Inc., an engineering firm that develops software-based test instrument systems for testing of complex components that interface to engines and other rotating applications. Anthony is in his third and final year of part time studies at Wilfrid Laurier University, working on earning an MBA with a specialization in Innovation and Technical Entrepreneurship. Anthony enjoys discovering new places and experiences, not just by having travelled to six of the world's seven continents, but also as a Canadian Private Pilot, flying his Piper Arrow II airplane. Anthony also enjoys running, crossfit training, adventure racing and hot yoga.
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Steven Chan

Steven is a candidate for the MBA at Wilfrid Laurier University. He received the Master of Applied Science degree in electrical and computer engineering and the Bachelor of Applied Science degree in computer engineering from the University of Waterloo in 2000 and 2002, respectively. Steven is currently the software development manager of SlipStream Data Inc., a subsidiary of Research In Motion Limited, where he leads a team of high-performance developers and quality assurance specialists. Prior to his current role, he has held various management and technical lead positions at SlipStream in development, quality assurance, and sales support for business customers.
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Shelley Westerman

Shelley Westerman graduated from Wilfrid Laurier University with an Honours Sociology and General Psychology degree. Shelley then went on to complete a post-graduate certificate in Human Resources Management at the Sheridan Institute of Technology and Advanced Learning, and obtained the CHRP designation. She is currently a Human Resources Generalist at Lutherwood, a non-profit health and social services organization which provides a range of employment development, mental health, housing, and family support services. Shelley is currently in her third and final year of part-time studies in the MBA program at Wilfrid Laurier University. In her free time, Shelley enjoys travelling, running and spending time with friends and family.
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Scott Kelly

Scott Kelly is currently the Manager of Support Services at Sutherland-Schultz Ltd., a private institutional, commercial and industrial construction company in Cambridge, Ontario. As part of the senior management team, Scott is responsible for the IT, Legal, Warehouse and Fleet departments. Prior to Sutherland-Schultz, he was Vice President of Administration for Secured Services Inc., a publicly traded software company. Scott led the due diligence for five acquisitions and several rounds of financing, managed the Administrative departments of the company and acted as an advisor to the Board of Directors. He has also been an independent consultant helping small and medium sized businesses. Scott obtained a BA in Economics at the University of Waterloo and a B Ed from Dalhousie. He spends his spare time cooking, playing golf and working around the farm.
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Faculty of Business Administration

From left to right: Christopher Gardner, Katie Mercer, Janet Cook, Ian Duffett.

Janet Cook

Janet is a professional engineer who received her Bachelor of Engineering (Mechanical) from Memorial University in 2006 and has a Masters Certificate in Project Management. Since convocation, she's worked with Suncor Energy as a Project Controls Engineer. When she's not wasting her life away on the couch watching Jersey Shore (not afraid of a good fist pump), she's usually found playing either billiards or Hold 'Em. Ante up.
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Ian Duffett

Ian is a graduate of Memorial University's Bachelor of Commerce and Bachelor of Engineering programs. He started out in retail banking following completion of his Commerce degree but returned to full-time studies to become an engineer. Ian is married with 2 daughters and currently works as a project manager with Eastern Health, Atlantic Canada's largest healthcare organization. In his spare time, Ian is a competitive runner and recently qualified for the 2011 Boston Marathon after running the Newfoundland and Labrador Provincial Marathon in 3:09:17.
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Christopher Gardner

Traditional media is dead. That's what this tech company VP of Marketing believes. Christopher has spent the last three years overseeing the creation and management of the Social Media Engagement strategy for the risk management company ClearRisk Inc. "Emerging and social media are allowing brands to interact with existing and potential consumers in unprecedented ways; businesses that fail to act on these new opportunities do so at their own peril" said Chris. In addition to his work with ClearRisk, he is a member of a team that is conducting research for the federal government about the proper use of social media and he consults businesses on how they can leverage these new tools.

Montreal is one of his favorite cities and he strongly believes that the world's best bagels come from here. He's excited to be competing this week and wishes all teams the best of success.
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Katie Mercer

Katie Mercer is a 2009 Bachelor of Commerce (Co-op) graduate from Memorial University. During her undergrad, she was a member of Memorial's winning 2009 Network of International Business Schools (NIBS) Case Competition Team. Since graduating, Katie has been employed as a Project Manager with a Newfoundland-based technology company. The cold weather of Newfoundland suits Katie well – she loves winter sports including hockey and figure skating!
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Peggy Coady (Coach)

Peggy Coady won the Concordia Cup as a member of the First Place team from Memorial University in the 1996 Concordia International MBA Case competition. She is a Chartered Accountant (CA) and articulated with Deloitte LLP. She is currently an Assistant Professor of Accounting and Director of Graduate Programs (Business) at Memorial University where she completed a MBA in 1997. Peggy has been involved in coaching MBA case teams for 10 years and was the coach of the Memorial Team that won the Richard Outcalt Spirit Award in 2005. At the 2009 competition she won the Dr. J. Brunet Coaching Award.
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QUEEN'S SCHOOL OF BUSINESS - QUEEN'S UNIVERSITY



From left to right: Sufian Mughal, Christal Agostino, Khalil Saade, Martin Putyra.

Sufian Mughal:

Sufian is currently working towards completing his MBA at the Queen's School of Business. His area of focus is Finance and he is registered to write the CFA Level 3 exam in June 2011. Prior to attending Queen's, Sufian worked as a portfolio manager at JS Investments Limited, one of Pakistan's largest asset management companies. He was involved in managing a pension fund and an index tracker fund as well as performing fundamental analysis for the companies in his portfolio. In his free time, he enjoys reading financial news, playing basketball and soccer, and he is also passionate about the Formula One grand prix.
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Martin Putyra:

Martin is currently completing his MBA at the Queen's School of Business, with a keen focus on marketing and strategy. Prior to his time at Queen's, Martin worked with the Von Harsdorf Group, an innovative regenerative cardiology focused research team based out of the MaRS Discovery District in Toronto. His undergraduate studies were focused in the Life Sciences and Human Biology at the University of Toronto. In his free time, Martin is an avid tennis player, competed at a provincial level and especially enjoyed teaching tennis for several years. His other passions include skiing, piano and travel.
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Christal Agostino:

Recipient of the Forté Foundation Fellowship, Christal is currently completing her MBA at the Queen's School of Business. With a focus on Strategy and International Luxury Brand Management, Christal will be spending a semester abroad in Paris this spring, while studying at the ESSEC School of Business. After completing her degree at the John Molson School of Business, Christal handled marketing and public relations at the BMW Laval Group, one of Canada's leading BMW & MINI dealerships. Passionate about the non-profit sector, Christal has been co-chair for the 2009 and 2010 editions of Hope & Cope's Denim & Diamonds event in Montreal. In her free time, Christal enjoys traveling and graphic design.
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Khalil Saade

Khalil Saade is in the process of completing his final elective stream towards his MBA at the Queen's School of Business, with a focus on marketing and strategy. Prior to his time at Queen's, Khalil worked as a unit coordinator at the Royal Victoria Hospital in Montreal after completing his Master's degree at McGill University in the Cedars Cancer Research laboratory. He also was behind the launch and creation of his own non-for profit foundation raising money for breast cancer research and participating in multiple health care oriented business ventures, some of which are still active today. In his free time, Khalil is an avid and passionate soccer player and enjoys other hobbies such as travelling, linguistics, cinematography and sports in general.
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Left to right: Jeff Cheverie, Prasad Ranay, Patrick Linehan, Michael Kilfoil and Gordon Fullerton.

Dr. Gordon Fullerton (Coach)

Gordon is an Associate Professor of Marketing at the Sobey School of Business, Saint Mary's University. He holds a Ph.D. in marketing from the Queen's School of Business. His research lies in the areas of services and relationship marketing.
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Michael Kilfoil

Michael is in the second year of the MBA program at the Sobey School of Business.
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Jeff Cheverie

Jeff is now entering his final semester of his MBA at the Sobey School of Business at Saint Mary's University, Halifax, Nova Scotia. He has spent the previous nine years working in the foodservice and hospitality industry throughout Canada and the United Kingdom in various roles, including a general manager of a restaurant for two and half years. In addition, he has worked for the Social Economy and Sustainability Research Network to develop a triple bottom line evaluative tool. Jeff has recently wed and loves to travel, hike, cook, and play table tennis and bowling.
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Prasad Ranay

Prasad is a current MBA student at the Sobey School of Business graduating in April 2011. His concentration is Marketing Management, Consulting and International Business. Prasad has over seven years of work experience spread across three continents comprising of sales, client service and power system engineering. He holds a Bachelor's degree in Electrical Engineering from the Anna University, India. He was awarded the Krista Harris CBC

fellowship last summer and has successfully completed a summer exchange program at Sung Kyun Kwan University, South Korea. His passions include travelling, driving, cinema and watching Formula-1 motorsport.
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Patrick Linehan

Patrick is a second year MBA student at Saint Mary's University and is focusing on both consulting and finance. Before joining the MBA program Patrick completed his Bachelor of Engineering degree at Memorial University. His previous work experience has been with the Newfoundland startup company Virtual Marine Technology, first as a project engineer and then later as a project manager. His extracurricular interests include squash, running and travelling.
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Dr. David Wicks

Dr. Wicks is the Dean of the Sobey School of Business. He holds a Ph.D. from the Schulich School of Business at York University.
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Left to right: Victor Salomon, Farzeen Saleh, Dale Carl (Coach), Candace Huntly, and Adon Irani.

Dr. Dale Carl (Coach)

Dale has a BA from RMC, MBA from Queen's, a certificate in International Energy from LSE and a PhD in international business from the University of Calgary. Dale was an aid to Queen Elizabeth onboard her Majesty's Royal Yacht Britannia, and an aide-de-camp for two Governor Generals of Canada. He then joined the Canadian Foreign Service, serving in Pakistan, Norway, Texas and Baghdad. He later worked four years in the private sector in Dubai, covering countries throughout the Middle East and east Africa. He is Associate Director of International Relations and Director of Graduate Students in the Ted Rogers School of Management, Ryerson University.
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Farzeen Saleh

Farzeen has just completed the first semester of her MBA at the Ted Rogers School of Management, Ryerson University. She is specializing in International Business and Finance. Farzeen currently holds the position of Director of Alumni Affairs for the Ryerson MBA Student Association and is the coordinator for the International Students Committee for the MBA program. She has an undergraduate degree in Finance and Marketing from New York University. After completion of her degree, she joined Goldman Sachs in New York, as an analyst in the internal controls department and later joined the Private Wealth Management division. In her free time, Farzeen enjoys cooking, outdoor sports and learning French.
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Adon Irani

Adon is currently enrolled in the MBA/MMSc program at the Ted Rogers School of Management, Ryerson University, and he also holds a Masters of Environmental Studies degree from York University and a Bachelor of Business Administration degree from the Schulich School of Business. Adon's research interests include social innovation, regional resilience (e.g. measuring ecological

and social wellness of a region), and sustainability. Adon teaches environmental and computer science curriculum for Laurentian University; previously worked as an Instructional Technologist at the Centre for Teaching and Learning, Georgian College; and, is currently acting as project ambassador for a start-up open source project in collaboration with partners in Germany and Vienna, Austria.
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Victor Salomon Zuccaro

Victor is a current MBA student at the Ted Rogers School of Management, Ryerson University. He is particularly engaged in Finance and Accounting. Victor has previously worked for MGI and KPMG (Venezuela), where he enjoyed participating in the process of financial auditing, with specific attention to tax compliance and consulting services. Victor has also worked as a Credit Analyst in a manufacturing company before coming to Toronto in 2010. During his academic and professional development Victor has become client-oriented when it comes to solving real life business cases. During his free time, Victor likes to play guitar, go to the theatre, and learn from diverse cultures. vsalomon@ryerson.ca

Candace Huntly

Candace is currently enrolled in the MBA program at the Ted Rogers School of Management, Ryerson University. She is specializing in Marketing with a focus on brand management and public relations. She holds bachelor degrees in both Music and Education from the University of Manitoba. She has a strong background in theatre and classical, opera, musical theatre, jazz, and blues vocal performance. Previously, she taught Theatre and English at high school level. Currently, she sits as an executive on the MBA Student Association social/charity committee and is working on multiple initiatives for the upcoming year. Candace also designs and creates jewelry.
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From left to right: Sonia Langenberg, Natasha Collins, Matthew Farnand, Chapman Swaine, Colin Wong and Shannon McClure. In front, Rebekah Matthew.

Sonia Langenberg (Coach)

Sonia Langenberg is a Product Development Manager with the Direct Marketing Line of Business at Canada Post, with a focus on product innovation and strategic business transformation, taking the corporation in a new direction. A former Concordia competitor, Sonia is a part-time professor and coach at the Telfer School of Management, University of Ottawa. Sonia holds an MBA degree and an Honours Bachelor degree in Marketing and International Management from the University of Ottawa.

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Shannon McClure (Coach)

Shannon McClure is a consultant with IBM Canada, Global Business Services specializing in organizational change management. In addition to her client facing role, Shannon is active in building communities of interest, knowledge management and progressing thought leadership specific to strategy and transformation. A former Concordia competitor, Shannon is a part-time professor and coach for the University of Ottawa, Telfer School of Management case competition team. Shannon holds an MBA from the University of Ottawa and a Bachelor of Science from the University of Waterloo. mshannon@ca.ibm.com

Rebekah Matthew

Rebekah is currently pursuing her Master of Business Administration at the Telfer School of Management, University of Ottawa. Her main focus is on developing her competencies in strategy consulting and project management. She holds a Bachelor of Engineering in Computer Science from the Birla Institute of Technology and Sciences, India. Among others, Rebekah gained work experience as a strategy and transformation consultant at a multinational consulting firm providing services to the government, information technology and healthcare industries. In her free time, she enjoys traveling and cooking.

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Colin Wong

Colin is currently completing his MBA at the University of Ottawa and is the secretary of the MBA student association. He completed a bachelor degree in applied science and engineering from the University of Toronto. Colin has 9 years of work experience leading projects in high technology. His

roles encompassed a variety of operational and professional services globally. Most recently, Colin worked as a consultant at CGI Inc. In his free time, Colin enjoys travelling, photography, volleyball and trading equities. wongcol@gmail.com

Chapman Swaine

Chapman is currently working towards completing his MBA at the Telfer School of Management at the University of Ottawa after living on the East Coast of Canada for most of his life. He is focusing his MBA on business strategy, performance management, and consulting. Chapman has worked as an engineering project manager for a commercial real-estate consultant and has extensive experience working with multi-disciplinary teams across North America. His educational background is in Physics and Mathematics, however he has worked on developing business knowledge through experience as well as education. In his spare time Chapman is heavily involved in Rugby, both as a coach, manager and athlete and enjoys skiing.

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Matthew Farnand

Matthew is happily in the midst of an MBA at the Telfer School of Management. Interests in strategic management and e-business drive his focus in academics. Matthew has experience in non-profit management, fundraising and leadership coaching. Recent decreases notwithstanding, he spends his free time reading technology and business books and blogs, and dabbling in entrepreneurship.

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Natasha Collins

Natasha is currently in the third and final year of her LL.L/ MBA at the University of Ottawa. She is focusing on corporate contracts, mergers and acquisitions and corporate finance. Natasha earned her bilingual Bachelor of Commerce at the University of Alberta, including one year of studies at the Royal Melbourne Institute of Technology in Melbourne, Australia. Currently, Natasha is the VP Social of the Master of Business Administration Student Association as well as an executive member of the Master of Business Administration and Law Student Association. In her spare time she enjoys traveling and skiing and plays competitive rollerderby.

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Left to right: Andrew Fergus (Coach), Henry Wu, Xiye Chen, Sofia Mariona, Alloma Mirzabekova, Jordan Kopp, Tony Bell (Coach).

Tony Bell (Coach)

Tony Bell is a Chartered Accountant (CA) who articled with BDO Dunwoody LLP. He earned his BBA from Simon Fraser University in 2001, and completed his MBA at Thompson Rivers University in 2005. Since 2005, Tony has served as an accounting instructor at Thompson Rivers University. He has experience teaching abroad in both China and Japan. This is Tony's second year as coach of TRU's MBA Case Competition team.
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Andrew Fergus (Coach)

Andrew Fergus (PhD) is an Assistant Professor and the MBA Program Coordinator at the School of Business and Economics, Thompson Rivers University. Andrew completed his PhD at the Haskayne School of Business, University of Calgary, with a double major in Human Resources & Organizational Dynamics and Environmental Management & Sustainable Development. His main areas of interest are examining the dynamic relationships found at the interface of organizations, society, and the natural environment. The central focus of his research is toward understanding theory and behavior of organizations operating with complex issues such as Sustainable Development, Corporate Social Responsibility, Values, and Ethics.
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Sofia Mariona

Sofia Mariona is currently pursuing her Master of Business Administration at Thompson Rivers University. Sofia graduated with a B.A. in Economics, and a minor in Politics from Whitman College, she was also class valedictorian with a 4.0 GPA. She has considerable work experience in the nonprofit sector in Washington D.C., having worked for organizations such as the Center for Responsive Politics as a Political Action Committees Researcher. In addition she participated in Princeton University's Public Policy & International Affairs Junior-Summer Institute, and the U.S. House of Representatives Congressional Page Program, where she was a Page for the Speaker of the House. She is also active as a volunteer for Fair Trade Certification projects, and has completed her Maryland Real Estate Salesperson exam in 2007.
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Alloma Mirzabekova

Alloma Mirzabekova completed a Post-Bachelor studies in International Business at Thompson Rivers University, and is currently obtaining her Master of Business Administration

at Thompson Rivers University. Born in Uzbekistan, she has considerable international experience having lived and studied in numerous countries. Alloma earned a Bachelors degree in Economics with honours from Tashkent State Institute of Oriental Studies located in Uzbekistan. Her employment experience includes working as an accountant in the international tourism field in Dubai. Alloma is fluent in English, Arabic, Russian and Uzbek.
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Xiye Chen

Xiye Chen (Cici) is currently studying for her Master of Business Administration at Thompson Rivers University. She previously earned a Bachelor of Business Administration from the University of New Brunswick. Xiye gained two years experience as a marketing assistant in the information management system industry. Xiye has many diverse interests including traveling, international films and cooking
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Jordan Kopp

Jordan Kopp recently graduated with a Bachelor of Business Administration from Thompson Rivers University, majoring in Marketing and Human Resource Management. His employment experience includes six years as a computer technician in the retail industry. He also volunteered for a not-for-profit game development company. While studying at Thompson Rivers University he co-established Joseph David's Importing Company in 2008. In his spare time Jordan enjoys competitive long distance running, snowboarding and mountain biking.
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Henry Wu

Henry Wu is an active and passionate individual. He is now in the first semester of a Master of Business Administration at Thompson Rivers University. Henry received his Bachelor degree from Shanghai International Studies University in China with a major in Finance. Henry's employment experience includes working at Shanghai Shangzi Certified Public Accountants Co., Ltd, China. After graduation, Henry went on to gain experience at the East West Bank (China) Limited. During his leisure time, Henry studies magic and is an active soccer player.
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2011 John Molson MBA
International Case Competition*



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international d'étude de cas MBA John Molson,
Édition 2011*

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A SPECIAL THANK YOU

We would like to acknowledge the following people for their tremendous support and contribution towards the success of the 2011 competition:

- | | | |
|------------------|------------------|--------------------|
| Karim Boulos | Bob Menard | Melanie Phillion |
| Joseph Capano | Mai-Gee Hum | Linda Sauras |
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| Barbara Henchey | Dave Myburgh | Natalia Nehm |

Marc Le Guen is owed a special Thank You for bringing the Organizers together.

THANK YOU TO JUDGES AND VOLUNTEERS



THANK YOU TO OUR JUDGES!

On behalf of the 2011 Organizers, Executives, and Board of Director members, I would like to thank our more than 250 judges, who donate their time year after year to help ensure a fair and challenging competition. All our judges bring significant relevant business or professional experience to the competition and help create one of the most demanding environments that participants will experience throughout the course of their MBA. Past participants have referred to the John Molson MBA International Case Competition as “the gauntlet”, “the Olympics of case competitions”, and “the highlight of their MBA”. I believe that this speaks volumes about the quality of our judges’ questions and decisions, as well as their ability to push students beyond expectations. Without their help, a competition of this calibre would not be possible.

Geneviève Boilès-Léonard
Organizer - 2011 John Molson MBA International Case Competition

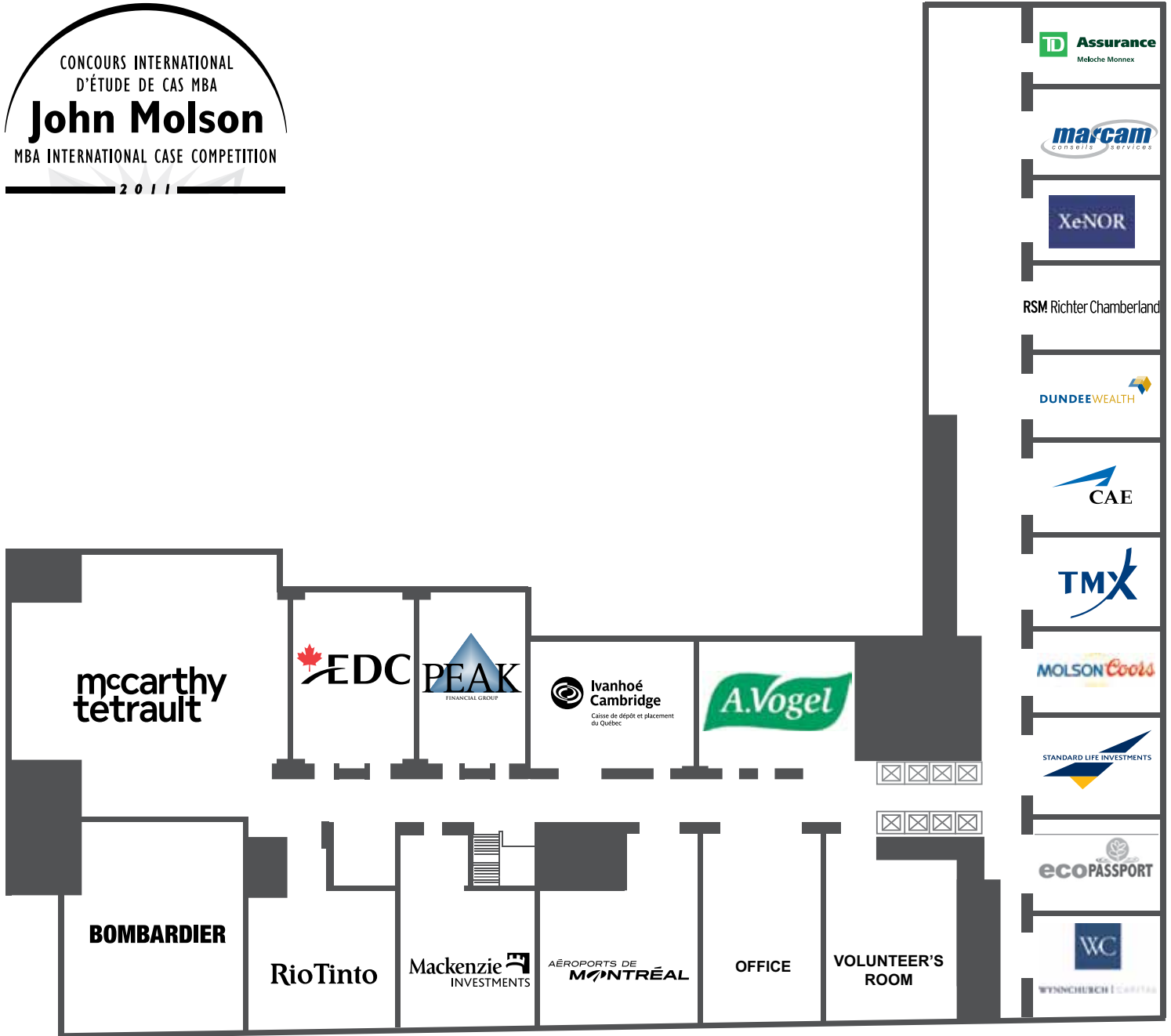
THANK YOU TO OUR VOLUNTEERS!

On behalf of the 2011 Organizing Team and Board of Director members, I would like to sincerely thank all the volunteers whose efforts and time have enabled us to successfully run an event of this magnitude. A special ‘thank you’ is owed to all of our Lead Volunteers who have all gone above and beyond to ensure the 30th anniversary of our Competition would be memorable. The array of people willing to volunteer their time (over 150) exceeded my expectations and made me realize that the John Molson MBA International Case Competition is a student favourite, because it brings Concordia’s “education for the real world” motto to life.

Working with all the volunteers has been my sincere pleasure.

Sarah Cundiff
Volunteers Executive – 2011 John Molson MBA International Case Competition

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