



2012 CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA
JOHN MOLSON
2012 MBA INTERNATIONAL CASE COMPETITION

Du 3 au 8 janvier, 2012 à l'hôtel Fairmont Le Reine Elizabeth
From January 3 to 8, 2012 at the Fairmont Queen Elizabeth Hotel

Montréal, Canada



2012 SCHEDULE

Legend: ■ Events Outside Hotel ■ Hotel Events ■ Cases

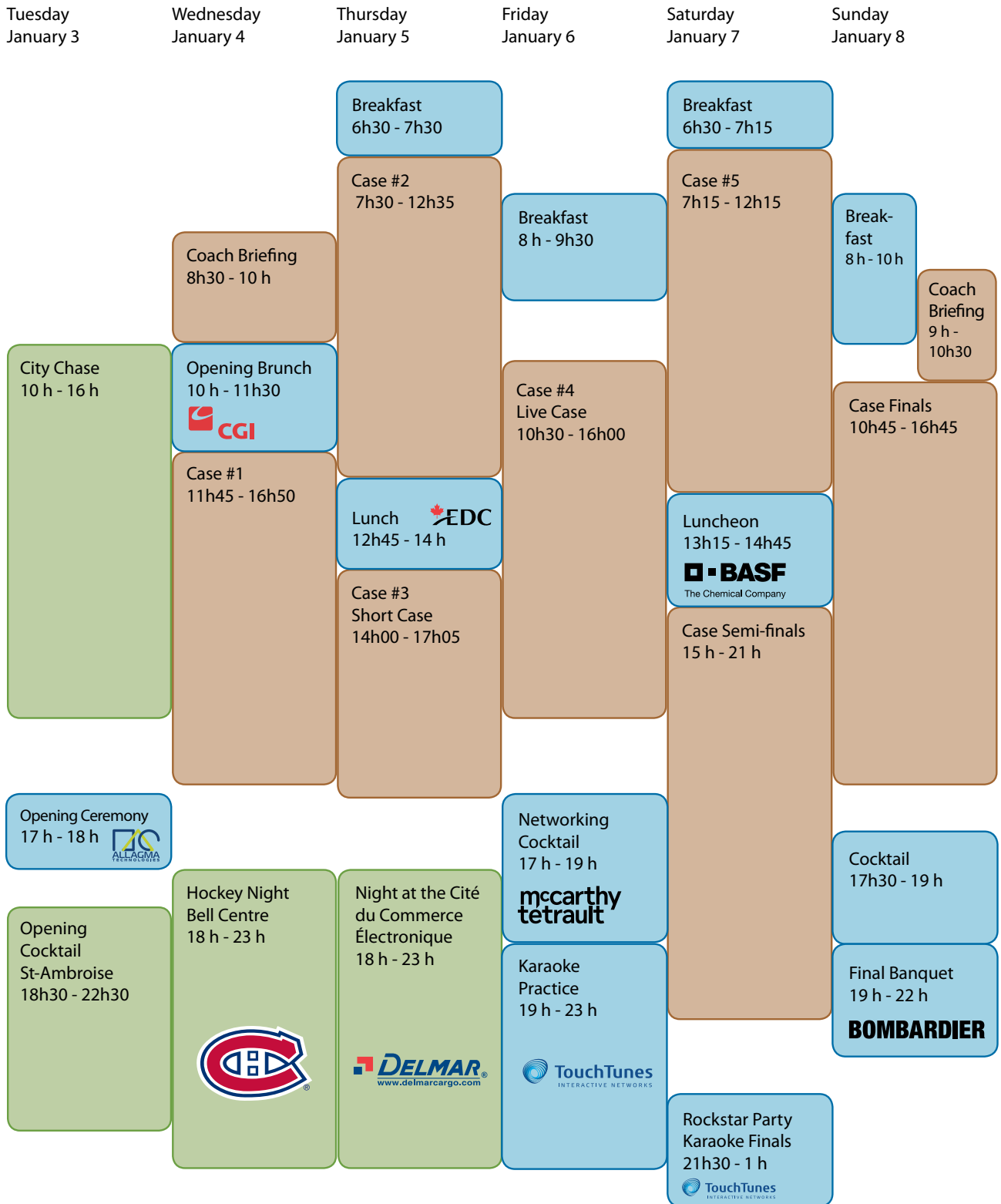

















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2012 PARTICIPATING SCHOOLS

INTERNATIONAL

	School	Country	Page
	Aalto University School of Economics	Finland	13
	BEM Bordeaux Management School	France	15
	BiTS - Business and Information Technology School	Germany	17
	Heinrich-Heine-Universität Düsseldorf	Germany	25
	Münster School of Business and Economics	Germany	33
	Universität Paderborn	Germany	45
	University of Kaiserslautern	Germany	51
	Corvinus University of Budapest	Hungary	21
	Ben-Gurion University of the Negev	Israel	16
	University of Otago School of Business	New Zealand	55
	Lagos Business School - Pan-African University	Nigeria	28
	EGP-UPBS - University of Porto Business School	Portugal	24
	Nanyang Business School - Nanyang Technological University	Singapore	35
	National University of Singapore	Singapore	36
	Lund University	Sweden	29

US

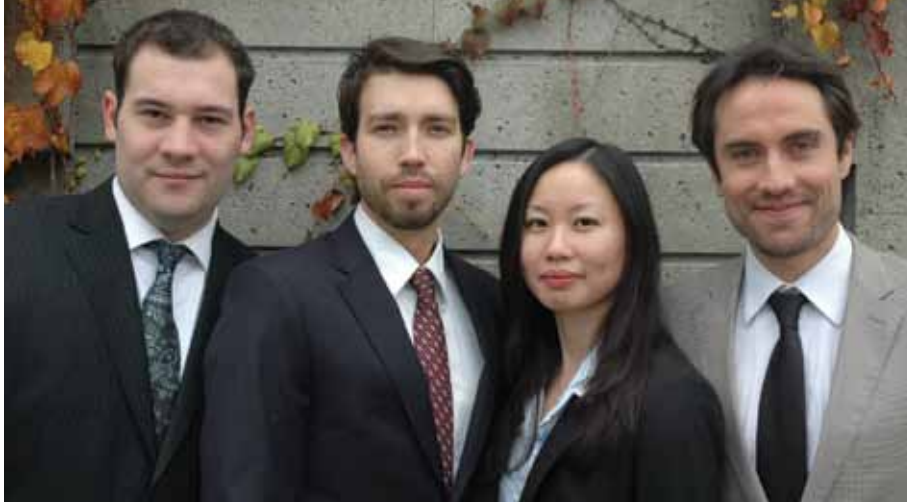
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	Krannert School of Management - Purdue University	Indiana	39
	Maine Business School - University of Maine	Maine	52
	Farmer School of Business - Miami University	Ohio	32
	Graduate School of Management - Kent State University	Ohio	27
	Katz Graduate School of Business - University of Pittsburgh	Pennsylvania	56
	Moore School of Business - University of South Carolina	South Carolina	57

2012 PARTICIPATING SCHOOLS

CANADA

	School	Province	Page
	Haskayne School of Business - University of Calgary	Calgary	49
	Alberta School of Business - University of Alberta	Alberta	48
	Asper School of Business - University of Manitoba	Manitoba	53
	Dalhousie University	Nova Scotia	23
	Sobey School of Business - Saint Mary's University	Nova Scotia	43
	Brock University	Ontario	19
	DeGroote School of Business - McMaster University	Ontario	31
	Laurier School of Business & Economics - Wilfrid Laurier University	Ontario	61
	Odette School of Business - University of Windsor	Ontario	59
	Queen's School of Business - Queen's University	Ontario	40
	Ted Rogers School of Management - Ryerson University	Ontario	41
	Telfer School of Management - University of Ottawa	Ontario	44
	FSA - Université Laval	Quebec	47
	John Molson School of Business - Concordia University	Quebec	20

THE ORGANIZERS



Left to right: Rios-Karim Mercier, François Rheault, Tracy Toye and Santiago Molano

François Rheault

François Rheault has 6 years of work experience in sales and marketing, working in several industries including advertising, communications, central banking, telecom and pharmaceuticals. He has worked on corporate communications for network and economic development, advertising for tourism, sales-trend analysis and key partnership development. He also runs a small advertising business for SMBs in Montreal. François holds a Bachelor with Specialization in Psychology from Concordia University and is currently pursuing his MBA at the John Molson School of Business. Upon graduation, François would like to work as a sales and marketing consultant and a business broker for an international company.

francois.rheault@mbacasecomp.com

Rios-Karim Mercier

Rios-Karim Mercier has 2 years of experience in development and sales of polymers for world leaders in Germany and Canada. Upon graduation of his Bachelors with specialization in Biochemistry from the University of Ottawa, he was employed as a high school science teacher. Candidate for the 2012 MBA at the John Molson School of Business, Rios is actively involved as a consultant in the Concordia Small Business Consulting Bureau. He is also a CFA Level II candidate. Upon graduation, he would like to work in the private equity sector: an SME or an international operation.

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Santiago Molano

Santiago Molano has 5 years of work experience in the aerospace industry. Throughout this time he worked in an international operations organization where he managed projects aimed to develop business in emerging markets and reduce costs. In parallel, he acted as a continuous improvement agent and was responsible for leading his group to attain high quality standards. Santiago holds a Bachelor's degree in Industrial Engineering from Concordia University and is currently pursuing his MBA at the John Molson School of Business. Upon graduation, Santiago would like to work in the management of an SME or a start-up.

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Tracy Toye

Tracy Toye has 3 years of experience in the retail industry. She was employed at an international footwear and accessories retailer as a consultant to franchisees in the Asian region, specializing in brand management, purchasing, sales strategy, supply chain and product performance analysis. Prior to this, she was employed at a fashion accessories company where she was responsible for key business operations. Tracy has a Bachelor of Commerce from McGill University with a major in Accounting and is currently a 2012 MBA Candidate at Concordia University. Upon graduation, she would like to establish a career in international business development.

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MESSAGE FROM THE ORGANIZERS

Since its inception, the John Molson MBA International Case Competition (MBA ICC) has been Concordia University's leading event, which provides a unique and international networking experience for students, academia and business executives.

For the 2012 edition, the Organizing Team has amassed an exceptional list of sponsors, judges, participants and volunteers, resulting in over 700 guests in attendance. It is our honor and privilege to be the organizers of this premiere event for Concordia University and we would like to extend our sincerest and deepest gratitude to each and every one of you who have contributed so generously to this event's success. This tradition began thirty-one years ago. May this outstanding tradition continue to be blessed with your unfailing support and thrive even more brilliantly in the future.

It is the dream of every Organizing Team to leave a long-lasting mark in the competition, and this year was no exception. Our passion to deliver an exceptional event has motivated us to work countless hours to develop and execute a strategy that would enable us to meet our goal. This year, we have implemented new initiatives that are aligned with our theme of "Innovation". These include a broader network of sponsors and judges, creative social events, new showcasing venues for our sponsors, and of course, an increased international palette of participating schools.

The four Organizers have also had the privilege of working with a group of extraordinary, talented individuals consisting of four Executive Assistants and one Representative from the John Molson Sustainable Business Group. They have donated their precious time, energy, resources and talents for the MBA ICC. Such dedication is remarkable and commendable.

We would like to take this opportunity to thank all participants, sponsors, judges, and volunteers for taking part in this event. Without you, there would simply be no competition. As well, we would like to express our appreciation to our Advisory Board. Their support, wisdom and experience have guided us through several exciting months of preparation. We would also like to extend our gratitude to William Meder, who for the first time took on the role of Academic Advisor. It is with admiration and respect that we cherish his advice and friendship. Finally, we wish to extend a sincere thank you to our families and loved ones for their unconditional support and encouragement.

To everyone: Enjoy this week to lead, compete and connect on the world stage. We wish you the best of luck!

The 2012 Organizing Team.
François, Rios, Santiago and Tracy

THE EXECUTIVE ASSISTANTS



Left to right: Vishnu Subram, Erica Pimentel, Jason Lau, Shawn Korin and Arun Kumar Rajagopalan

Arun Kumar Rajagopalan

Arun possesses 3 years of experience in the Information Technology sector in India, where as Senior Systems Engineer he developed new applications and led a team of junior engineers. He expanded on his expertise in analysis, design and development of new applications as Program Analyst at Vertace Consultants, an IT solutions start-up firm. A computer engineering graduate from Anna University in Chennai, he is currently pursuing his MBA at the John Molson School of Business. A strong proponent of student involvement, he was VP Marketing for the John Molson Sustainable Group and is currently President of the MBA Society. Upon graduation, he intends to seek work in either the creative or strategic side of marketing.

arun.rajagopalan@mbacasecomp.com

Erica Pimentel

Erica is a Chartered Accountant, and member of the Ordre des Comptables Agréés du Québec and Canadian Institute of Chartered Accountants. Erica has three years experience at a Big Four accounting firm, having worked in public practice in accounting and taxation, with a focus on large private and small public companies. Erica also teaches accounting and taxation at the undergraduate and graduate level, while assisting with the coordination of the CA Program at a large Canadian University. Erica is currently a 2013 MBA Candidate at Concordia University. Upon graduation, Erica would like to work in the management of a public company on route to becoming a CFO.

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Jason Lau

Jason studied and worked in Product Design for 5 years before pursuing a Bachelor of Commerce (Marketing major). Upon graduating in 2008, he has worked in the Marketing department of several manufacturing companies in and around Montreal. He is passionate about watches, automobiles and generally well designed products. He is currently in the 1st year of the JMSB MBA program as a full-time student. He aspires to strengthen his business knowledge as well as build lasting relationships. Upon graduation, Jason wishes to leverage his Design and Marketing expertise to develop clever and creative marketing solutions.

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Shawn Korin

Shawn has 7 years of professional experience in sales and engineering. Having tested and developed software since a very young age and an entrepreneur at heart, Shawn used a combination of technical and sales expertise to start a successful online business. He accomplished this when internet marketing was still in its infancy. More recently, while pursuing his engineering studies at Concordia, Shawn has been an active and charismatic volunteer in his community, planned many large events, and has also led nearly one thousand young adults on educational trips overseas. Shawn has an upbeat and energetic personality and since graduating, has worked at a prominent networking company designing infrastructure for commercial and governmental clients. He is a 2013 MBA candidate and aims to one day be the CIO of a large multinational, bridging the computer and business worlds.

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Vishnu Subram

Vishnu has more than two years of working experience in the aerospace industry. He currently holds the title of Mechanical Engineer - Special Projects at Bombardier Aerospace. His previous working experiences include programmer at the NASA Glenn Research Center, Sales associate at Future Shop and manager at Pizza Hut. Vishnu graduated with Distinction from Concordia University with a Bachelor in Mechanical Engineering. He is currently pursuing his MBA at the John Molson School of Business. Upon graduation, Vishnu would like to work in investment banking or start his own business.

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John Molson Sustainable Business Group

As we all know, sustainability is a seed that needs to be implanted in everyone's mind and what better way to achieve this goal than to implement it at the 2012 MBA International Case Competition where future leaders come together to compete, learn and network. The John Molson School of Business is one of the top business schools in North America that takes sustainability to heart. It is only normal that JMSB takes sustainable initiatives to the next level by hosting a sustainable event that surpasses the initiatives undertaken in the previous years.

New Sustainable Initiatives

Public Transportation (Airport – Hotel – Airport)

All competitors will get their transportation refunded from the airport to the hotel and back if they use the public transportation (STM bus 747).

Ecofriendly Acetates

The use of transparencies at the competition is a signature part of the JMSB's MBA ICC. Hence, this year the biodegradable transparencies will be launched as a test initiative.

Biodegradable Plates, Cups and Cutlery

For all events held outside the hotel and in the hospitality suite, biodegradable plates, cups and cutlery will be used.

Compost Leftovers

The leftovers from all banquets and the hospitality suite at the hotel will be composted.

Improved Initiatives

Printed Materials

In addition to reducing printed material, the printed materials will be on 100% recycled paper or FSC certified paper. The print shop is also sponsoring part of the printing costs.

Locally Sourced Food

The events will be catered by sustainable caterers during the competition. Also, the hospitality suite will have a sandwich bar for all volunteers. The catering will be run by volunteers.

Recurring Initiatives

Hotel; Lug-a-Mug; Carbon Offsets; Donate Leftover Food to Food Banks; Biodegradable Badge Holders; Public Transportation to Events; Partner with a Charitable Organization – Innovation Jeunes.

What you can do to help:

Reduce, Re-use and Recycle – Return your badge holders and lanyards after the competition, so that they can be re-used for future events. Dispose of waste in a responsible manner.

Food – Choose locally sourced food as much as possible because it has a greener ecological footprint. Avoid wastage; left over food should be disposed in the assigned 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.

Hotel – Avoid towel and sheet replacements on a daily basis. Turn off the lights when not in use and lower the room temperature when leaving the room.



Vishnu Subram
VP Sustainability for the JSG

THE BOARD OF DIRECTORS



Photo by Thomas Königthal Jr. www.kiamainc.com
Photo montage by Rina Maarit-Albala and Carolyn Crewe.

Left to Right: Group: Peter O'Brien (Chairman), Russell Hiscock, Stephen Sharp, Doris Kochanek, Jean P. Béland, Alan Hochstein, Christiane Garcia, Norman Raschkowan, Klaus Kepper, Giulia Cirillo and François Giroux.



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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 Montreal. This trip itself turned into a 24-hour adventure because of the worst snow storm of the century to hit Montreal. 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 humour, creativity, and positive outlook. He, in turn, truly cherished the "MBA-ICC experience".

Two years later, a few days after attending a practice session for the 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-ICC to honour Richard's spirit, which reflects all the great things 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 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).

2011 Winners: Heinrich-Heine-Universität Düsseldorf

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. 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.

2011 Winner: Klaus Schüler, Universität Paderborn



"I would like to thank all of the sponsors who have remained with us over the years, and the new sponsors who join us this year. As a sponsor, you demonstrate a commitment to future business leadership, corporate social responsibility and bridging the gap between corporate and academic worlds. Without you, our competition would not be possible. Thank you."

François Rheault
2012 Organizer for the
John Molson MBA International
Case Competition

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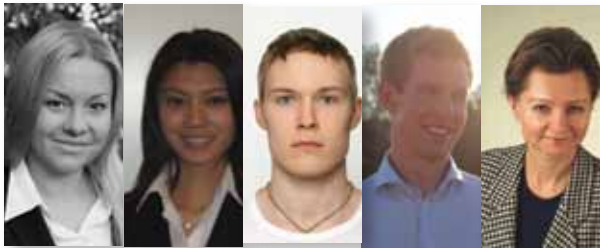
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Left to right: Katrin Vatiska, Junting Zhao, Teemu Mattila, Ahti Mäkitie, Anna R. Gasiorowska (Coach)

Katrin Vatiska (Competitor)

Katrin is focusing on Finance as her major with minors in Economics and Information Technology Program (Business Technology). She worked with industry analysis and corporate finance transactions; participated in transaction executions with responsibility to drive the projects forward. She is a Board Member of the Students' Finance Club. She is actually participating in CFA Investment Challenge

Language skills: Fluent: English, Finnish, Estonian; Proficient: Swedish & Spanish

Activities: Participating in CFA Investment Research Challenge 2011-2012, Winner of Sampo Bank Nordic Case Competition 2011, Assistant at CF Student Fair Oy, Volunteer Work in Mexico in 2006. Interests: Alpinism (Mont Blanc (4810m) in 2005, Huayna Potosi (6088m) in 2011), tennis, gym, ballet
katrin.vatiska@aalto.fi

Junting Zhao (Competitor)

Junting is studying towards the M.Sc. degree in Finance She studied as well at the Tsinghua University, Beijing, China for a part of her Bachelors degree. As an analyst trainee she worked alongside senior consultants on the planning, information collection, analysis and preparation in several projects. She was also responsible for competitor analysis and identified potential takeover targets for swift penetration into foreign markets.

She is the President and founder of AALTO Debating Society. She took part in INTEL – BERKELEY TECHNOLOGY CHALLENGE BERKELEY, USA (global annual business plan competition).

Language skills: native speaker: Finnish, English, Mandarin Chinese proficient: Swedish, French

Personal interests: competing in debating tournaments; the most recent in 2011 in Lund, Sweden; performing on tours with my choir, singing as first soprano
junting.zhao@aalto.fi

Teemu Mattila (Competitor)

Teemu is studying towards the M.Sc. degree in Economics and Business Administration, with major in Finance. He is actually participating in CFA Investment Challenge He also studied at USC Marshall School of Business Los Angeles, USA at International Studies with emphasis on Finance & Business Economics. He worked at Nomura International plc in London, U.K. as an Investment Banking Analyst, FIG M&A and constructed valuations. He also worked as Corporate Finance Analyst and as a treasury trainee.

Language skills: Native Finnish, fluent English, intermediate German

Activities & Interests: Motocross, Climbing, Stand-up comedy, KY-Finance, Aalto Debating Society
teemu.mattila@aalto.fi

Ahti Mäkitie (Competitor)

Mr. Mäkitie is currently an Industrial Engineering student at the Aalto University School of Science in Helsinki. Previously he completed the International Baccalaureate Diploma in Helsinki and middle school in Toronto. Mr. Mäkitie's experience includes a summer internship at McKinsey & Company, during which he worked on studies in Stockholm and Berlin. He has also completed an internship at the Nordic investment bank SEB Enskilda as an analyst trainee in the M&A department. Previously, Mr. Mäkitie worked as a research assistant at the Department of Industrial Engineering within Aalto University. His interests include cycling, boulder climbing, exercise, guitar, and cooking.

Language skills: fluent Finnish and English, conversational Swedish.

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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 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 is teaching case and business analysis at foreign universities (intensive workshops). She speaks Finnish, English, French, Polish, Russian; basic German and Swedish. Her interests include mountain trekking, Dutch School painting.

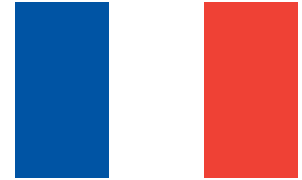
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Left to right: Nathalie Goux, Sonia Siraz, Lauren Guimaud, Valérie Barbat (Coach), Vincent Videira, Serghei Sadohin, Jean-Yves Agard (Coach)

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 16 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 enseigne depuis plus de 16 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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Lauren Guimaud (Competitor)

Lauren GUIMAUD is a student at BEM Bordeaux Management School MBA [MACI]. Her professional experiences in the communication world and in the premium automotive industry at Nissan Infiniti have

increased her interest in the strategy analysis and marketing. After her degree, she would like to build up a career in a consulting group in order to discover various industry areas and companies. Her leisure is mostly cinema and gym.

Lauren GUIMAUD est étudiante à BEM, Bordeaux Management School MBA [MACI]. Ses expériences professionnelles dans le monde de la communication ainsi que dans l'automobile premium, notamment chez Nissan Infiniti, ont renforcé son intérêt pour l'analyse stratégique et le marketing. Plus tard, elle souhaiterait intégrer un cabinet de consultants afin de découvrir différents horizons professionnels. Ses loisirs s'orientent autour du cinéma et du sport en salle.
lauren.guimaud@bem.edu

Nathalie Goux (Competitor)

Nathalie GOUX is a student at BEM Bordeaux Management School MBA [MACI]. She graduated a Bachelor Degree in Advertising and Marketing in England in 2004. She has worked as a financial counselor for five years and now wishes to work in an international context. She is a great adept of running and yoga, but also passionate about music which she has been practicing for twelve years.

Nathalie GOUX est étudiante à BEM Bordeaux Management School MBA [MACI]. Elle a été diplômée d'un Bachelor of Arts en Publicité et Marketing en 2004 en Angleterre. Elle a travaillé en tant que conseillère financière pendant cinq ans et souhaite maintenant travailler dans un contexte international. C'est une grande adepte de la course à pied et du yoga, elle est aussi passionnée par la musique qu'elle a pratiquée pendant douze ans.
nathalie.goux@bem.edu

Sonia Siraz (Competitor)

Sonia SIRAZ is a student at BEM Bordeaux Management School MBA [MACI]. She is a part-time law consultant since one year. She has worked as Assistant Professor in Law for 6 years at the University of Orleans, France while doing her Ph.D in International Law. She has been brought up in a multi-cultural, multi-ethnic environment and has travelled a lot. Acquiring double competencies and her different experiences have confirmed her wish to build up a career in the fast moving international business scene particularly in corporate strategy. She is interested in aerospace, travelling to discover new cultures, cooking and trying out different cuisines, reading detective novels and swimming.

Sonia SIRAZ est étudiante à BEM Bordeaux Management School MBA [MACI]. Elle est consultante en droit à temps partiel depuis un an. Elle a travaillé comme enseignante en droit pendant 6 ans à l'Université d'Orléans, France, tout en préparant son doctorat en Droit International. Elle a grandi dans un environnement multiethnique et multiculturel et a beaucoup voyagé. L'acquisition de double compétence ainsi que ses multiples expériences ont confirmé son choix de travailler dans le domaine des affaires internationales particulièrement en stratégie d'entreprise. Elle s'intéresse à l'aviation, à la découverte culturelle à travers les voyages et la gastronomie ainsi qu'aux romans policiers et pratique la natation.
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Vincent Videira (Competitor)

Vincent VIDEIRA is a student at BEM Bordeaux Management School MBA [MACI]. His professional experience was carried out at CIC (French Bank) as a Corporate Adviser and at DECATHLON as a Sport Event Organizer. After his degree, he is interested in working on the North American continent. He loves sport activities and professional sport, especially the NBA.

Vincent VIDEIRA est étudiant à BEM Bordeaux Management School MBA [MACI]. Il a acquis ses expériences professionnelles au CIC (Banque Française) en tant que Conseiller Clientèle Professionnels et dans la société DECATHLON en tant qu'Organisateur Événementiel Sportifs. Après son diplôme, il souhaite travailler sur le continent Nord Américain. Il adore les activités sportives et le sport professionnel, notamment la NBA.
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Serghei Sadohin (Alternate Competitor)

Serghei SADOHIN is a student at BEM Bordeaux Management School MBA [MACI], specializing in Marketing. He has successfully completed a marketing experience at Toronto Windows and Doors (Moldova). He wants to work in the development of trade relations with Eastern Europe.

Serghei SADOHIN est étudiant à BEM, Bordeaux Management School MBA [MACI] et se spécialise en marketing. Il a déjà une expérience en marketing réalisée au sein de la compagnie Toronto Windows and Doors, en Moldavie. Il souhaite travailler dans le développement des relations commerciales avec l'Europe de l'Est.
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המפקולטה לניהול ע"ש גילסורד גל"צ
אוניברסיטת בן-גוריון בנגב



Left to right: Amir Gerber, Matt Rides, Itay Gil,
Amy Wyron, Prof. Dov Dvir (Coach), Jeremy Seltzer

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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Matt Rides (Competitor)

Matt Rides is a student in the International Honors MBA program at the University Ben Gurion of the Negev. Matt has five years of experience working in the financial services field. He has worked as an equities trader, portfolio manager and client relations manager. Matt was part of the MBA team that won the Sofaer International Case Competition in Tel Aviv in May 2011. Matt attained the CFA designation in 2011, and holds a Bsc in sociology and Jewish studies from Excelsior College
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Itay Gil (Competitor)

Itay Gil is a student in the International Honors MBA program at the University Ben Gurion of the Negev. Itay worked for four years as a teacher and a member of the research and development department at Ankori Psychometric, a SAT preparation company in Israel. Itay has also worked as a research assistant in a laboratory for brain encoding and processing in Beer Sheva, Israel. Itay completed his B.Sc in psychobiology, with honors, at the Hebrew University of Jerusalem.
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Amir Gerber (Competitor)

Amir was born and raised in Midreshet Sde Boker, a community settlement in the Israeli Negev. Amir is currently a student at Ben-Gurion University of the Negev, at the Honors MBA program, a program for outstanding students. He is employed by the Dead

Sea Works as an economist and a risk management analyst.

Amir possesses excellent leadership and management skills and innovative thinking. He was trained for fast and analytical thinking under extreme stress during his military service, where he was an officer of a combat team in a special unit. In the future he aims to work as an economist in the public service where he will be able influence his country's future.

Jeremy Seltzer (Competitor)

Jeremy Seltzer is a "start up guy" with expertise in the fields of chemical engineering, sustainability, and business development and strategy. Jeremy has worked for a wide variety of organizations including the United States Environmental Protection Agency, Rohm & Haas Chemical Company, O'Brien and Gere Engineers, and as the Director of Business Development for CleanEdison, now the leading provider of sustainability education in the United States. Jeremy served as a solar energy research scientist as part of the Chemical Physics Department at the Weizmann Institute of Science in Israel, and most recently authored The Princeton Review's 2012 Guide to Green Colleges. Jeremy graduated Magna Cum Laude in Chemical Engineering from Columbia University and is a student in the International Honors MBA program at the University Ben Gurion of the Negev.
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Amy Wyron (Alternate Competitor)

Amy Wyron is a software marketing and business development specialist with extensive international experience. A native of Washington, D.C., Amy is currently earning her MBA at Ben-Gurion University of the Negev in Be'er-Sheva, Israel. Prior to moving to Israel, she led marketing and strategic partnerships for Colosa Inc., a start-up open source software developer headquartered in the US with development and sales operations in La Paz, Bolivia. Amy has proven success in growing corporate online presence and sales through direct and online marketing initiatives, including search engine optimization, webinars, and effective use of social media tools. She graduated Magna Cum Laude from Duke University in 2006 with a B.A. in Public Policy. Amy is fluent in English and Spanish, and speaks Portuguese and Hebrew.
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Left to right: Fabian Prystav (Coach), Eugenia Ekhardt, Gina Rademacher, Ban Hofmann, Fabian Mücke, Ricarda Siebers, Prof. Dr. Stefan Stein (Coach)

Prof. Dr. Stefan Stein (Coach)

Stefan Stein is the BiTS Team Coach and Professor of Finance and Asset Management at BiTS. He is also the Dean of the Department of Economics and Business Administration. His main fields of research are banking regulation, financial risk management and entrepreneurial finance. He is also Executive Director of ikf e.v. [institute for banking and finance] at Ruhr-University of Bochum and scientific advisor of the Credit Mediator Germany on behalf of the Federal Ministry for Economics and Technology, Berlin.
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Fabian Prystav (Assistant Coach)

Fabian Prystav is Assistant to the Dean of the Department of Economics and Business Administration at BiTS, Prof. Stein, and lecturer for Finance & Investment. Having completed his Master's degree in Corporate Management he is currently working towards his PhD with a research focus on financial relationship management. As a former participant in the Helsinki and Montréal case competitions he now shares his experiences with the current BiTS team in his role as Assistant Team Coach. During his stays abroad in San Antonio, Texas and Cape Town, South Africa, he discovered one of his favorite hobbies: Ultimate Frisbee.
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Eugenia Ekhardt (Competitor)

Eugenia Ekhardt is currently pursuing a Master's degree in Corporate Management at BiTS Iserlohn with an emphasis on Strategic Management and HRM. While completing her undergraduate degree in Media Management, she has been studying Marketing, Communications and PR. During her terms abroad in the United States, at the National University of Singapore and the

ESCE Business School in Paris, she has gained exclusive international experiences also representing the BiTS at the World Business Forum 2011 in NY. She has broadened her professional expertise during various internships, recently completing an internship at the Commerzbank AG. She loves travelling and enjoys playing basketball in her free time.
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Gina Rademacher (Competitor)

Gina Rademacher completed her Bachelor in Sports- and Event-Management with specialization in Controlling, Management and Entrepreneurship in March 2009 at BiTS, Iserlohn, Germany. Since then she has been working as a Junior Consultant in a Corporate Consulting company, preparing financial plans for their SME clients. Currently, Gina completes her Master's program in Finance and Management. She gained international experiences during her abroad semester in London, England, and in Istanbul, Turkey. In 2011, Gina was awarded the BiTS Scholarship for Academic Excellence and a Scholarship from the German government for extraordinary performing and social commitment.
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Fabian Mücke (Competitor)

Fabian Mücke, B.Sc. in Sports Management, is participating in the master program "Finance and Management" at BiTS Iserlohn. Alongside his studies, he is working in the Corporate Finance department of Deloitte and Touche, a global audit and consulting company. Apart from corporate experiences, he is the co-founder of one of the most successful startup events in Europe and a valuation and financial services consulting agency for SMEs. Fabian has gained international experiences during his studies in the US at UCSC and in Turkey at Bilgi University. He was also

finalist of the 1st James McGuire Business Plan Competition and won the 1st Energy Challenge of HHL University Leipzig with the BiTS Case Team.
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Ban Hofmann (Competitor)

Ban Hofmann has been studying Business and Management Studies and now pursues the Master in Finance and Management at BiTS Iserlohn. Aside from his studies he has been general manager of an agency that supports the Asian industry introducing European wind power technologies in their businesses and now has founded his own consulting firm in the area of business valuation and financial services. During his studies he also had the opportunity to gather insights into the lending business of Deutsche Bank Private Wealth Management and into the Marketing and Sales of a Korean Machine Tool manufacturer.
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Ricarda Siebers (Alternate Competitor)

Ricarda Siebers has graduated from BiTS Iserlohn in June 2011 with a Bachelor degree in Sports and Event Management. During her undergraduate program Ricarda specialized in subjects such as Finance and Asset Management as well as Controlling and now pursues her Master in Finance and Management. To gain professional experiences in this area, she works at a company providing audit, consulting and tax services alongside her studies. Moreover, she was able to acquire international experiences during her semester abroad at the European Business School in Dublin, Ireland and while working for an international Event Management agency in London, UK.
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Faculty of Business

Left to right: David Beamer, Chris Zhang, Eric Dolansky (Coach), Chris Jozsa, Glenn Stevens.

Glenn Skrubbeltrang (Coach)

Glenn is a lecturer in the Accounting Department at Brock University. His teaching portfolio includes introductory and advanced management accounting as well as introductory and intermediate financial accounting. Glenn is President of an aluminum manufacturing company in Niagara that has clients in Ontario, Quebec, New York and Pennsylvania. Outside of teaching and work, Glenn spends most of his time with his wife Ashleigh and his daughters Cecilia and Celeste.
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David Beamer (Competitor)

David Beamer is currently enrolled in the Brock University MBA program with a concentration in Human Resources. David presently works as a consultant for the Brock Business Consulting Group office at Brock University implementing market research and business plans for local small businesses and non-profit organizations. He graduated from Sir Sandford Fleming College with three diplomas in Ecosystem Management and Fish and Wildlife Management. David has managed local and provincial environmental programs implementing wildlife habitat restoration projects such as wetland, forest, and prairie restoration. He has also been very involved in the non-profit volunteer sector in Niagara.
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Glenn Stevens (Competitor)

Originally from St. Catharines, Ontario, Glenn studied Chemical Engineering at the University of Waterloo. Glenn began his career as a process engineer and has worked in many industries since including: biomedical, construction, horticulture, decorative arts, and culinary arts. Glenn worked as a Research Engineer for Saint Gobain High Performance Materials for 6 years where he invented a new type of drywall joint reinforcement for which he obtained a US patent. He will complete his MBA at Brock University in 2012. Glenn spent this past summer working as a Financial Analyst at Meridian Credit Union. gs09tl@brocku.ca

Chris Zhang (Competitor)

Chris Zhang is a student of the MBA ISP program at Brock University. Prior to joining Brock he was a Vice President of D mobile. Before that, Chris served as the national HR manager with Carrefour China and assisted their aggressive expansion in China. Early in his career, Chris became the HR manager of Newegg.com (China) and established their entire HR system. Chris began his career as a management trainee in Pakistan with the Coca-Cola Company. Chris has also been involved with the Unilever China talent management program, and Linde Group's merger & acquisition with BOC as consultant.
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Chris Jozsa (Competitor)

Chris is currently enrolled in the MBA program at Brock University while also working towards the completion of his Certified Managerial Accounting designation (CMA). In addition to his studies, Chris is presently employed with the Brock Business Consulting Group advising local for profit and not for profit organizations. Prior to pursuing his MBA, Chris accumulated over eight years of experience in global trade, logistics and supply chain management.
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Left to right: Rabia Khan, Damian Wolff, Pierre Carpentier, Robert Fiori, Bryan McCrory, Tim Field (Coach)

Tim Field (Coach)

Tim Field, the Miriam Roland Fellow in Business Ethics, joined Concordia University in 2000. Currently he is teaching in the Management Department of the John Molson School of Business in the areas of Strategy, Entrepreneurship and Business Ethics in both the MBA and undergraduate programs. In addition, his industry experience includes, ten years in the Aerospace industry, five years as an entrepreneur in both the automotive and marketing fields and for the past 12 years, as a management consultant having provided services to the Retail, Biotechnology, Telecommunications, Aerospace, Manufacturing, IT and Brewing industries. tfield@jmsb.concordia.ca

Pierre Carpentier (Competitor)

Pierre has an undergraduate degree in Mechanical Engineering from Concordia University, with a speciality in thermodynamics and propulsion systems. He has been working in various roles such as experimental testing, systems integration and customer management in the aerospace industry since 2005. He is involved in the sailing community in Montreal, sitting on the executive committees' of the Pointe-Claire yacht club and the Quebec Association for Adapted Sailing.
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Bryan McCrory (Competitor)

Bryan McCrory is currently in his fourth and final year completing his MBA as a part-time student at the John Molson School of Business. His background is in mechanical engineering having completed his undergraduate degree in 2006 at McGill. Upon graduation in '06, he began working as a project manager for an industrial fan manufacturer. In 2009, he moved on to the pulp and paper industry where he is currently employed by Voith Paper Air Systems based in Montreal. At Voith, his primary function is engineering and project management but he is also involved in site work with new installations and machine start-ups.
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Robert Fiori (Competitor)

After graduating with a degree in finance from Concordia University Robert has accumulated over 7 years of project and program management experience in the aerospace and telecommunications industries. Currently working as a Program Manager at Bombardier Aerospace Robert brings a wealth of case competition experience to the table having already represented JMSB at the Boulder Net Impact Case competition in 2011. He is on track to graduate from the MBA program in the summer of 2012.
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Rabia Khan (Competitor)

Rabia has a background in biology and economics and is working towards a PhD in Human Genetics. She is particularly interested in the use of the social enterprise model as a catalyst for sustainable and long-term change in low-income communities. Currently, she is working on launching her own social enterprise focused on improving education and health care in Pakistan. Aside from social impact and business, Rabia also loves to cook and experiment with new recipes and ingredients.
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Damian Wolff (Alternate Competitor)

Damian Wolff has over five years of experience in logistics and international trade as a Business Development Representative and Logistics Coordinator. Damian holds a bachelor's degree in Industrial Engineering and currently is a full-time MBA student at the John Molson School of Business. Currently, he holds the role of VP Academic for the MBA Society since May 2010. Damian has also represented the school at the Ivey 2011 Leadership Conference and most recently at the Schulich International Case Competition 2011. His strong interpersonal skills and entrepreneurial spirit set him apart. He is interested in international trade and strategic planning.
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Left to right: Zsolt Ábrahám, Dóra Barnmyiczki, Szanyi Zsófia, Geza Frang, Gyula Bakacsi (Coach)

Gyula Bakacsi (Coach)

Gyula BAKACSI, 52, Senior Associate Professor of Organizational Behavior. Since the 1992 participation 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 13 years history, and coach of Corvinus teams on International case competitions in the last decade. Father of three children. Relaxing as playback theater actor, with music and films, collector and lover of fine wines.
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Dóra Barnmyiczki (Competitor)

Dóra Barnmyiczki is attending an Master in Leadership and Management at Corvinus University of Budapest. She completed her BA in Finance and Accounting at the same university and afterwards she was an intern at the finance department of an FMCG company for 3 months. She spent the second semester of her masters studies in Lisbon at the Universidade Nova de Lisboa which was a great experience for her. She is a member of a student organization where she worked in the Academic Board for three semesters. In her free time Dóra enjoys travelling and doing sports.
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Zsófia Szanyi (Competitor)

Zsófia Szanyi did her studies at Corvinus University of Budapest. During her Bachelor years she participated in the German-speaking Faculty of the university, where she was rewarded with DAAD scholarship of the German state to study at the University of Passau. As her main focus is to broaden her knowledge internationally, besides her Hungarian marketing masters, she is doing an English degree with the CEMS program, which has been ranked Nr. 2 at the Financial Times top business schools' list. To complete her education, she has been studied at the Rotterdam School of Management as well. Her main field of interest is international strategy and marketing, especially the online media sector. Therefore she has worked as an Online Media Associate Intern at Google, in the European headquarters in Dublin. Her responsibilities were supporting SME's in the Hungarian market and analyzing market data in order to identify business opportunities and

potential growth industries. She is a passionate traveler, she has started learning Spanish in order to qualify for a scholarship in Latin America, where she would like to study, travel, learn the language and experience new cultures different from those in European or North-American countries.
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Zsolt Ábrahám (Competitor)

Zsolt is currently studying his Master in Management and leadership at Corvinus University of Budapest. He is also pursuing his CEMS, International Management masters. He spent one semester at the Aalto Schools of Economics, Helsinki which was precious experience. After BA graduation he completed a 3 month internship in the consultancy. Besides his studies at the university, now he is member of the Academic Board of Rajk László College for Advanced Studies. works regularly on business projects related to the pharmaceutical industry. In his free time Zsolt enjoys travelling and playing volleyball.
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Géza Attila Frang (Competitor)

Géza is currently pursuing his Master in Corporate Finance at the Corvinus University of Budapest. He spent one semester at the Mannheim Business School which was precious experience. After BA graduation he completed a 6-month internship in the banking sector. Besides his studies at the university he works regularly on business projects related to the pharmaceutical industry. He was a member of a student organization's Academic Board for three semesters which was a pleasurable intellectual challenge for him. In his spare time Géza enjoys swimming and live music.
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Left to right: Sahal Abdi, Michael Black, Sujit Sur (Coach), Dex Gittens & Kinsley McWhinnie

Sujit Sur (Coach)

Sujit Sur is an Assistant Professor at the School of Business Administration, Dalhousie University where he teaches capstone strategy and international business courses at the undergraduate and graduate level. Sujit holds a PhD from the John Molson School of Business, Concordia University and his research interests include issues related to ownership and governance of corporations, especially in the context of competitive and sustainability initiatives. Additionally, some of his present work deals with the base of the pyramid approach towards sustainable development in an international setting. sujitsur@dal.ca

Kinsley McWhinnie (Competitor)

Kinsley McWhinnie is in her final year of the Corporate Residency MBA program at Dalhousie University, where her studies are concentrated in the fields of finance and international business. Kinsley recently completed an 8-month residency with Colgate-Palmolive, aiding in the marketing efforts of the Professional Oral Care division. Kinsley currently holds a degree in Industrial Relations from McGill University. Kinsley.mcwhinnie@dal.ca

Dex Gittens (Competitor)

Dex is currently in his final year of his MBA at Dalhousie and is concentrating on Finance and International Business. Dex has recently completed an eight month internship with RBC Recruitment and Learning, where he worked directly with senior leaders on enterprise wide projects and strategic initiatives. Upon completion of his MBA, Dex wants to start his career in commercial banking. Dex also holds an undergraduate degree in management and economics from The University of Western Ontario. Dex.Gittens@dal.ca

Michael Black (Competitor)

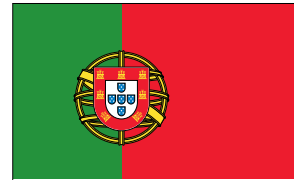
Michael Black holds a bachelor degree from Dalhousie University in Biochemistry, Molecular Biology and Music. After changing career aspirations, he enrolled in Dalhousie's new Corporate Residency MBA program and is currently in his final year. During an internship with Deloitte as a business analyst in the strategy and operations consulting practice he found that consulting was a perfect fit for his diverse background and interests. Moving forward, Michael will be returning to Deloitte as a consultant in the strategy and operations practice following graduation.

Sahal Abdi (Competitor)

Sahal Abdi is a second year MBA student at Dalhousie University where he is concentrating in international business. Sahal previously worked as an international market analyst for a multinational fish and seafood company focusing on emerging markets. Sahal's work also focused on increasing the access to water supply for low-income adults in Latin America. Sahal received his BSc. in Kinesiology from the University of Waterloo in 2008. sh541150@dal.ca



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Left to right: Eneken Napa, Mykel Samuel,
Renata Blanc (Coach), Carlos Oliveira, Rita Pinto

Renata Blanc (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. She is an Assistant Teacher at the Faculty of Economics and teaches in several Executive Education and In-Company programmes at University of Porto Business School. In both this institutions she teaches mainly subjects concerning Cost Accounting, Accounting, Finance and Management Control Systems. Over the past years Renata has also gained experience in consultancy and financial environments. Her consultancy activity has been played in several sectors: industrial, services and public administration (education, health care & hospitals).
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Rita Machado Silva Pinto (Competitor)

Rita did undergraduate course in Dentistry, but curiosity led to part-time courses in economic field: Basic Economic Studies Diploma (University of Coimbra) and post-graduation in Management for Dentists (Catholic Portuguese University, Lisbon). Her academic and professional life allowed her to live in 7 different cities, including Lisbon, Madrid and Stockholm. Worked in several dental clinics that range from 6 to 400 people, with very different cultural backgrounds. Traveling is her main hobby, as well as cooking and reading.
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Mykel Gaël Yvan Samuel (Competitor)

In 2011 decided to begin another journey – the Magellan MBA. Mykel Samuel currently holds a Bachelor of Science Degree in Banking and Finance from the University of the West Indies, Cave Hill Campus (Barbados). He has worked in various positions at two Commercial Banks in his home country, but was eager to find new challenges. Thus, when the opportunity arose, he accepted a place in the Magellan MBA program at EGP-UPBS. In the future, Mykel hopes to leverage his financial background with the MBA and work in International Finance, specializing in consumer electronics companies. For recreation, Mykel enjoys playing tennis (both on and off the court), reading, movies and music.
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Eneken Napa (Competitor)

Eneken has graduated from Stockholm School of Economics in Riga, Latvia with a BSc degree in Economics and Business. She has 7 years of auditing experience within Ernst&Young with specialisation in retail and consumer product (RCP) sector and media companies. Considerable experience in conducting trainings on accounting and auditing matters, both on international and local level and to internal and external clients. A member of Estonian Accounting Standards Board since 2010. Estonian Authorised Auditor since 2008. Hobbies: travelling, photography
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Carlos Oliveira (Competitor)

Carlos has a degree in Economics from the University of Economics in Porto. He has 10 years' experience in Marketing and Trade-marketing, 5 years in a FMCG multinational company and 5 years in the Portuguese leader pharmaceutical company. He has worked in Porto and Lisbon and due to his professional responsibilities he has been able to travel all over the world. In 2011 he decided to enroll in a full-time MBA to refresh and improve his professional and personal skills. His hobbies are travelling and sports (Squash, football).
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Left to right: Edgars Sirins, Christina Engelmann, Rüdiger Hahn (Coach), Janine Hagen, Hendrik Klier, Aline Geick, Bastian Hauschild (Coach)

Christina Engelmann (Competitor)

Christina is a graduate student at Heinrich-Heine-Universität Düsseldorf (HHU), majoring in Marketing and Personnel & Organizational Management. Apart from being a student Christina has more than 6 years working experience in the marketing and advertising business. She occupied several positions within the BBDO Network in Germany and the US and currently works as an International Project Manager for BBDO Europe.
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Aline Geick (Competitor)

Aline is a graduate student at HHU, doing a double major in Chemistry and Business. In her studies, she is specializing on Marketing as well as Organic and Inorganic Chemistry. She enriched her studies with a semester abroad in Gothenburg (Sweden) focusing on Project and International Strategic Management. Through intern-ships and assignments in the industry she gained further practical experience in Controlling as well as in Marketing. In her free time Aline enjoys to swim, run and dance, especially Modern Dance.
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Janine Hagen (Competitor)

Janine is in the last semester of her Master's studies in business administration and management which she completed at HHU and at the University of California, Berkeley. She is very passionate about retailing and consumer goods and did several intern-ships in this industry, focusing especially on Marketing and Business Development. During her studies Janine also finished a two-year trainee pro-gram in the fields of Purchasing and Sales at a leading German fashion retailer. Besides, she gained practical experiences in management consulting and project management in different industries. Janine is an avid badminton and saxophone player and volunteers at a local animal shelter.
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Hendrik Klier (Competitor)

Hendrik is a second year master student at the HHU specializing in Human Resource Management, Sustainability Management, and Organizational Behaviour and Leadership. In 2010 he earned his bachelor's degree from the University of Bayreuth. Hendrik gained practical experience in the field of Human Resources and is currently working as a student assistant for the Department of Organization and Personnel at the university. In his free time he likes reading, jogging and relaxing with a good film.
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Edgars Sirins (Competitor)

Edgars is a graduate student of Business Chemistry at HHU, majoring in Controlling & Auditing as well as in Physical and Macromolecular Chemistry. He gained further experience during two semesters abroad at The University of Auckland in New Zealand and Linköping University in Sweden where he focused on Finance, International Business and Management. Edgars enriched his studies with several internships in the fields of Controlling and Supply Chain Management. In his spare time he plays basketball and likes to travel.
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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 coach. He is Assistant Professor for Sustainability & Corporate Responsibility at HHU, where he completed his PhD in 2009. His research interests include Sustainability Management and Corporate Responsibility with a focus on International & Strategic Management. 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 traveler of developing countries.
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Bastian Hauschild (Coach)

Bastian is a PhD candidate in Finance at HHU. He was member of Team Düsseldorf in 2008. His research interest is in Corporate Venturing, Venture Capital and (Real) Option Pricing. During his graduate studies which included a term abroad at UC Davis, Bastian focused on Financial Markets, Management Accounting and Finance. He gained practical experience in several internships Banking and Auditing. In his free time, Bastian likes to travel especially to developing countries.
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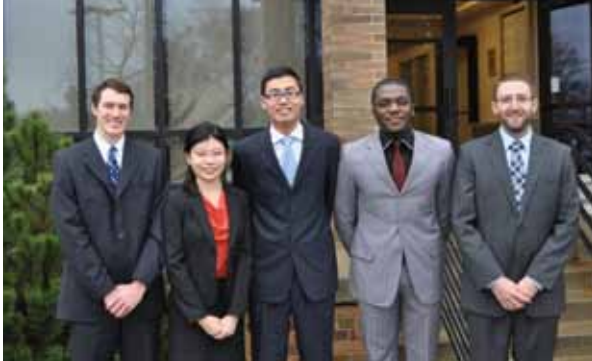
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Left to right: Jake Simmons, Meng (Charlotte) Tao, Zhijun Wo, Emmanuel Yimfor, Josh Hostetler.

Christopher Clark (Coach)

Christopher Clark retired in 2009 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 an adjunct professor. Christopher received his Bachelor of Business Administration from Ohio University and his MBA from John Carroll University. cclark58@kent.edu

Meng Tao (Competitor)

Meng Tao is a second-year MBA student at Kent State University concentrating in Accounting. She received her undergraduate degree in English from Shanghai International Studies University. Meng currently serves as the President of the Graduate Management Association and is a Graduate Assistant at the College of Business Administration. She worked as an auditor for Plante Moran during the summer in 2011. Her prior internship experience includes cash control, public relations, hospitality, and accounting. mtao@kent.edu

Jake Simmons (Competitor)

Jake Simmons is a second year MBA student at Kent State University pursuing a concentration in economics. He graduated from Miami University in 2009 with a Bachelors degree in marketing and a minor in decision sciences. Jake has recently worked as an independent consultant with Entrepreneurs' EDGE, conducting a feasibility analysis for a technology start-up company. He currently works as a graduate assistant for Kent State's Graduate School of Management and is Vice-President of the Graduate Management Association. jsimmon5@kent.edu

Yimfor Emmanuel Azange (Competitor)

Emmanuel Yimfor is a second year MBA student in Finance at Kent State University. He received his undergraduate Degree from the Catholic University of Central Africa, majoring in Commerce and Distribution. He is currently a Graduate Assistant for Exploring Business Office in the College of Business. Prior internship experiences include MTN Cameroon, Guinness Cameroon S.A., The Akron Community Foundation and the Akron Canton Food Bank. He hopes to own a bank someday to provide low cost capital for businesses in developing countries. yazange@kent.edu

Zhijun Wo (Competitor)

Zhijun Wo is a second year MBA with finance concentration. He participated in a joined program between Kent State and Shanghai International Studies University as English major. With a minor in economics, he had internships with Fosun Group, Emerson Trading and Adecco HR Solutions during the summer holidays. With a global vision, Zhijun is highly involved in worldwide activities such as Model United Nations as a delegate and 28th Beijing Olympics as a volunteer. His career goal is in corporate finance focusing on M&A. zwo@kent.edu

Joshua Hostetler (Alternate Competitor)

Josh Hostetler is a full time MBA student at Kent State University concentrating in Finance. Josh received his BSBA from the Fisher College of Business at Ohio State University with a specialization in Real Estate and Urban Analysis. Prior to pursuing his MBA, Josh worked for 6 years at a residential design/ build firm, ultimately obtaining a position as Operations Manager, giving him direct oversight of accounting, budgeting, forecasting, and financing functions. Josh has travelled to 20 countries and believes cultural awareness and agility are essential in today's business environment. jhoste10@kent.edu



Left to right: Emmanuel Ikehi (Coach), Otisi Ukiwe, Motolani Omidiran, Akinola Oladejo and Oluwagbemiro Dara.

Motolani Adefemi Omidiran (Competitor)

She is a graduate of Electrical/Electronics Engineering from University of Lagos, Nigeria, presently engaged in an MBA programme at the Lagos Business School, Nigeria, developing skill set across key management disciplines including Finance, Marketing, HR and Operations. She is an analytical, goal oriented and self motivated professional with career interests in management consulting and business process re-engineering. She has about 3 years work experience in Commercial Banking where she has worked in the business development unit of the Retail and Corporate Banking arms, where she developed competencies in generating new businesses, managing the credit portfolio of individual and corporate clients and delivering exceptional customer service. More recently she has worked in the supply network operations unit of a leading global FMCG company. She presently serves as an executive on the steering committee of her MBA class in the capacity of a welfare officer, a role on to which she also brings her people and leadership skills to bear.
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Akinola Olawale Oladejo (Competitor)

He has a first degree in Accounting and is currently a second year MBA student at the Lagos Business School (LBS), Nigeria. With vast experience in core Accounting and Investment Banking, he has proven expertise in Financial Reporting, Financial Analysis and Issuing House transactions. He is keen on progressing his career in Finance and is currently in the final stage of the professional accounting exam with the Association of Chartered Certified Accountants (ACCA). He is the Vice-President of the LBS Finance Club and also the Captain of the School's soccer team. He loves travelling, reading and working with numbers.
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Otisi Enyinnaya Ukiwe (Competitor)

Upon graduating from the University of Kent at Canterbury, UK where he studied Management Science and Business Administration, Otisi returned to Nigeria to work with a management consulting company, Nextzon Business Services Limited. During his time at Nextzon, Otisi worked with the Corporate Venturing and Business Incubator unit. His duties involved writing business plans, industry analysis and financial projections. Working across a number of industries, he has successfully set up businesses in the sports, manufacturing and leather service industries. A keen entrepreneur, Otisi owns and manages his own sports marketing and talent management company in Nigeria. He expects the MBA programme will make him a more refined entrepreneur.
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Oluwagbemiro Daniel Dara (Competitor)

He is a graduate of Insurance from University of Lagos Nigeria, a member of the Chartered Institute of Insurance, Nigeria. He is a social entrepreneur and an adept analyst with a penchant for excellence having successfully built a business for pre-owned cars and a personal security service company. Over the years, he has garnered experience across several industries including construction, Infrastructure development, entertainment and venture capital; with specialties in strategy, business development, risk management and corporate finance. He is the MBA Class President and is actively involved in developing the leadership and entrepreneurial abilities of the Nigerian youth.
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Emmanuel Chukwuweike Ikehi (Coach)

He is a computer engineering graduate of Covenant University with a strong passion for marketing strategy. After graduation, he joined Zenith Bank where he worked as a fund transfer executive and then as a relationship manager for the bank. During his time in Zenith Bank, he identified an opportunity in the growing interior design industry which prompted his decision to leave the Bank and start a business in that industry. His work experience has led him to consult for a number of multinationals in Nigeria like PZ Industries and UPS Nigeria. He joined the prestigious Lagos Business School in 2010 as a full time MBA.
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LUND UNIVERSITY
School of Economics and Management



Left to right: Anna Thomasson (Coach), Jesper Hallberg, Emelie Ardby, Robin Rendahl, Marianne Johansson

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 organizations. anna.thomasson@fek.lu.se

Emelie Ardby (Competitor)

A horse loving business student with a passion for cooking is the shortest and most accurate way I can describe myself. With a bachelor in business administration I am now doing my final year on the Masters program in Technology Management at Lund University. Outside of school, student activities, work and friends take up my spare time but, whenever I have time over, traveling is on the top of my list. I see this competition as a great way of pushing and improving myself, as well as gaining new experiences and connections from all over the globe. emelieardby@live.se

Jesper Hallberg (Competitor)

Jesper has just completed his 9th semester for his master in Technology Management. His main focus is product development, project management and strategy. Jesper is currently working part time as a technical talent trainee at Tetra Pak and has done so since March 2011. He has gained experience in project management during his year as Chairman of the Board of the "Mechanical Engineering Student Union", a student organization gathering all students from Mechanical Engineering Master Program at Lund University. In his spare time he enjoys spending time with his family, running and traveling. jesper.hallberg@gmail.com

Marianne Johansson (Competitor)

Marianne is finishing her 10th semester for her Master degree in Chemical Engineering with the special finish Technology Management. She is active in four committees in the student organisation "Technology Management Students". Currently she is the reigning champion of the Swedish Student Championship in Business Analysis, BI Marathon. In her spare time she works as a private tutor for high school students and enjoys training horses. marianne.johansson86@gmail.com

Robin Rendahl (Competitor)

Robin has a background in strategy and finance at Lund school of economics. After his bachelor he decided to expand his knowledge in technology and leadership and pursued a master in Technology Management. His interest in finance, strategy and psychology together with a strong winning spirit has made him place 1st in Swedish championship in business intelligence together with Marianne Johansson and in British American Tobacco corporate branding case competition. On his free time, Robin likes to socialize with friends and work out. robinrendahl@gmail.com



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Left to right: Milena Head (Coach), Julia Marcu, Trevor Simpson, Rahul Rahul, Amena Khan, Terry Shan

Dr. Milena Head (Coach)

Dr. Milena Head is a Professor of Information Systems at the DeGroote School of Business, McMaster University. Specialising in eBusiness and Human Computer Interaction, she has published over 75 papers in academic journals, books, and conferences. Milena has also held various administrative positions at the DeGroote School of Business, including Associate Dean, MBA Director and Research Centre Director. Milena is a strong proponent of the case methodology, having heavily incorporated case-based learning in her classes and having been a coach for MBA students, preparing them for various national case competitions.
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Amena Khan (Competitor)

Following an undergrad honours degree in Psychology, Amena worked and traveled for a year before she ventured into the MBA Coop Program at the DeGroote School of Business. She has a passion for innovation and new technology and believes in the power and impact it can have in shaping the world. Amena always strives to go beyond the bureaucratic views of business functionality and ties a lot of her lessons learned in business with stories, which she then publishes on her blog. Amena is an avid writer and enjoys other hobbies such as travelling, astronomy, cultures, acting and cinematography.
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Julia Marcu (Competitor)

Julia Marcu is a first-year student in the Co-op MBA program at DeGroote School of Business. She recently graduated with an Honors Bachelor of Commerce at McMaster, where she undertook the responsibility of running several events and committees for the DeGroote community, as well as being a teaching assistant. She continues to be actively involved and is currently the teaching assistant for Business Policy and Strategic Management, a fourth year commerce class. She hopes to utilize her business knowledge and personal charisma to enter the field of consulting upon graduation.
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Rahul Rahul (Competitor)

Rahul Rahul is a graduating MBA Co-op student at McMaster University. Prior to his MBA, he did his undergraduation in Electronics and Communication engineering and worked for two years at a Japanese technology conglomerate, NEC Corporation. During his first Co-op work term, he worked in Product Management and Finance area at a telecom firm that was going public and got interested in Finance and subsequently worked for RBC and TD Securities in his other Co-op work terms. He enjoys cooking and reading newspapers in his free time.
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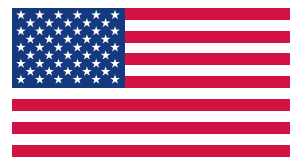
Trevor Simpson (Competitor)

Trevor Simpson is a first-year student in the Co-op MBA program at DeGroote's School of Business at McMaster University. During his undergraduate degree in Commerce he completed the ICAO accredited CA courses as well as studied and travelled in Australia on exchange. He plans to pursue a double major in Finance and Management of Innovation and New Technology at DeGroote to further diversify his business knowledge. Outside of school Trevor enjoys snowboarding, playing hockey and golf, and spending time with friends and family.
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Michael (Terry) Shan (Alternate Competitor)

Terry is a first year Co-op MBA student at the DeGroote School of Business. He has lived in Beijing China for many years prior to studying in Canada and this experience has helped him to understand the value of international exposure in today's economy. After completion of his Biochemistry undergraduate degree at McMaster, Terry decided to further his education by pursuing an MBA degree, looking to specialize in Finance. In his free time, Terry enjoys reading the news, going to the gym and photography, notably he was the president of the McMaster Photography Association during his undergraduate degree.
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FARMER SCHOOL OF BUSINESS - MIAMI UNIVERSITY



Left to right: Hari Srinivasan, Andrew Zwicker, Justin Peters, Ben Berk and Brad Bays (Coach)

Brad Bays (Coach)

Brad joined the Farmer School of Business staff as MBA Program Director in July of 2004, and played a leading role in the relaunch of the School's innovative full-time MBA Program and the new part time MBA Program in the Cincinnati suburbs. Prior to coming to Miami, he worked for Procter & Gamble for 23+ years before "retirement" in early 2004. His various roles were primarily finance-oriented, with leadership responsibilities both in the U.S. and abroad. His education includes a B.S. in business from Miami University (1978), followed by an MBA from Indiana University (1980).

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Justin Peters (Competitor)

Justin Peters began his career as a Project Engineer for a Nano Engineering Clean Room Project at Notre Dame University. He has been involved in the planning and construction of projects valued at over \$150 million in the Chicago, Illinois, area. He is pursuing a MBA in order to leverage his leadership and problem-solving skills into a future role in corporate strategy. Justin is a 2007 graduate of Purdue University in Civil and Construction Engineering

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Ben Berk (Competitor)

Ben realized at the age of 18 that he lacked the requisite skills to achieve his dream of becoming a professional baseball player. Consequently, he enrolled as an undergraduate at Miami University earning a degree in International Studies with minors in French and Political Science. He has worked in the Los Angeles, Chicago, New York, and Washington D.C. areas managing real estate for Avalon Bay Communities, Inc. Ben is currently pursuing marketing/brand-management careers within globally-oriented firms.

bwberk@yahoo.com

Andrew Zwicker (Competitor)

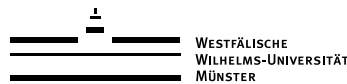
Andrew brings financial experience to the Miami team, most recently working for Miami University as a financial analyst overseeing roughly \$1 billion in accounts. He received his undergraduate degree from Miami University with a B.S. in finance and minors in statistics and economics. After receiving his Miami M.B.A., Andrew plans to further his career in financial and strategic analysis.

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Hari Srinivasan (Competitor)

Hari earned his Master's degree in Information and Communication Sciences at Ball State University, Muncie, Indiana. Upon graduation, he commenced his career as a sales engineer at Cisco Systems where he worked for four years. During his time at Cisco, he helped clients meet their business goals by aligning technology initiatives with corporate strategy. His love for strategy and problem solving has brought him to Miami University, Oxford, Ohio, where he is currently pursuing his MBA.

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Left to right: Marcel Bogumil, Bianca Wirtz, Johannes Klein, Alexander Flügel, Jessica Nathmann, Anna Kaland (Coach), Anja Schwering (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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Anja Schwering (Coach)

Anja started studying Business Administration at the University of Muenster in 2005 focusing on Marketing, Management Accounting and International Management. During her studies she spent a semester abroad at the Copenhagen Business School in Denmark and was the leader of the student initiative Symposium Oeconomicum Muenster. Anja was an intern at retail and consulting companies. After graduating in 2010 she joined the team of Prof. Berens (Chair of Management accounting) pursuing her Ph.D. and became responsible for the alumni association of the Munster School of Business and Economics. In her spare time Anja likes to do sports, meet friends or spent time with her family. She is also interested in travelling, literature and music.
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Marcel Bogumil (Competitor)

After school Marcel started his study of Business Administration in 2008 at the University of Muenster. He focuses on Marketing and Accounting and spent a semester abroad at the College of William and Mary, USA. In addition to his studies Marcel is engaged in different organizations, for instance as vice president in a LEO-Club or coach at the local rowing club. He gained his first experiences in a start-up company and a consultancy firm. Apart from rowing, he does various sports and travels for leisure.
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Alexander Flügel (Competitor)

After graduation from secondary school and one year of civil service Alexander moved from Bremen to Muenster to study Business Administration at the University of Muenster. He graduated as Bachelor of Science in 2010 with a focus on Accounting and Finance and is currently pursuing a Master of

Science in the same subjects. Additionally he participated in the 2011 summer school at the Aarhus School of Business, Denmark. Alexander was an intern at different consulting companies reaching from automotive to banking & insurance. He likes to travel the world to go windsurfing, play basketball and go snowboarding.
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Johannes Klein (Competitor)

After school and military service Johannes moved from Bergkamen to Muenster in 2007 and started to study Business Administration at the University of Muenster. He focused on finance, economics and marketing. In 2010 he graduated as a Bachelor of Science and continued his Master's studies with a major in finance and minor in economics. Johannes completed several internships in retail and also spent six months in an insurance company in Japan. In addition to his studies he is active in "move" the student consultancy where he successfully completed two consultancy projects. He likes to go skiing and jogging.
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Jessica Nathmann (Competitor)

In 2006, directly after school, Jessica started her studies of Business Administration at the DHBW Stuttgart. During that time she completed several internships in controlling and accounting departments of industrial companies in Germany and France. After her Bachelor's degree in 2009, she started working in the Controlling of an international agricultural engineering company. In 2010 she joined the Master program of the University of Muenster with a focus on Accounting. Jessica likes to play tennis, cards and to go skiing.
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Bianca Wirtz (Competitor)

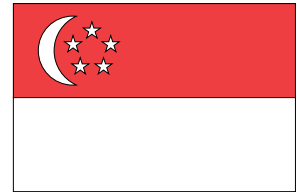
After school Bianca started the B.Sc. in Business Administration at the University of Cologne in 2007. She focused on Marketing and Business Psychology. In addition to her studies Bianca was a student assistant at a non-profit organization and tutor for the lecture channel management. Furthermore she was an intern at advisory, sport equipment and IT companies and public body. After graduating in 2011 Bianca started the M.Sc. in Business Administration at the University of Muenster with a focus on Management und minor focus on economics. She likes to go skiing, play tennis and to paint.
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Left to right: Kishan Golyan, Janine Wager,
Parul Raveesh Sethi, Steven Quimby

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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Kishan Golyan (Competitor)

Kishan is from Darjeeling, India and is currently pursuing MBA at Nanyang Business School in Singapore where he is the Vice-President in the Student Executive committee. He has worked as a partner at Electrimall, a supply and distribution house of branded electrical goods. Before that, he was in Bangalore for 8 years studying and working in the technology sector. He is an avid martial arts enthusiast and has trained in mixed martial arts. Besides that, he likes to cook food and play squash. He is also an avid traveler; having travelled the length and breadth of India, Brazil, Bhutan, Hong Kong and Nepal.
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Janine Wagner (Competitor)

In 2006, after graduating with A-Levels in Germany, Janine went abroad to the US for a year as an Au-Pair. Back in Germany, she started to work at Bayer as an industrial manager collecting experience in various departments but mainly procurement. The dual program at Bayer also included part-time studies of Business Administration with a specialization in international management at the University of Applied Sciences in Bergisch Gladbach. She finished my part-time studies in June 2011 and shortly afterwards began her studies for the MBA at Nanyang Business School.
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Parul Raveesh Sethi (Competitor)

Parul is originally from India and she has an undergraduate degree: Bachelors of Engineering and after graduation, she joined Infosys Technologies Ltd. At Infosys, she performed roles ranging from Software development to Business Requirements Analysis to Project Management. Before moving to Singapore for MBA, she was working in Germany as an IT Consultant for "adidas", advising them on topics like Digital Asset Management and Merchandise Management. She is fun loving and optimistic, and enjoys travelling and making new friends. To relax, she likes to spend time with friends and go out eating and shopping!
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Steven Joseph Quimby (Competitor)

Steven is originally from the state of Illinois in the United States. He is currently a full time MBA student specializing in Finance and president of his batch at the Nanyang Technological University in Singapore. Immediately prior to his studies, he has worked for two and a half years in South Korea teaching English. Before that, he spent some time doing medical management in the US and yet before that he ran a restaurant. He hopes to pursue a career in banking in Asia after completing his MBA.
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Left to right: Aaron Su, Dean Ruan, Ayushmedh Gupta, Darren Ansell, Neha Rehani

Ayushmedh Gupta (Competitor)

Ayushmedh is a first year MBA candidate at the NUS Business School with a bachelor's degree in Mechanical Engineering. He has worked in the Telecommunications domain for IT consulting firms such as IBM & HP for over 8 years a Manager, Industry Consultant, Business Analyst and Project Leader in Customer facing, Technical Presales, Proposal Development, vendor management and technical leadership roles around System Integration, product implementation and Consulting for leading Telecom operators across Asia & Europe. He has had opportunities to closely interact professionally and culturally across geographies including highly advanced and growth markets like India, South Korea, Taiwan, UAE and Ireland, where he has physically spent substantial time working on assignments and understands the market dynamics and business challenges across regions. Ayushmedh has an avid interest in current global political & financial affairs and occasionally blogs on these subjects. He is also a keen sportsman with interests in volleyball, hockey, badminton & table tennis.
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Neha Rehani (Competitor)

Neha is in her last semester for her Master in Business Administration at National University of Business School. Her study focus is Strategy and Marketing. In 2006, Neha joined S&P's Capital IQ, India. Her latest role as the Senior Research Associate at Capital IQ involved leading a team in India and setting up the Asian market process in Philippines. At NUS Business School, she was one of the co-leads for Cerebration 2011, an annual business plan competition reaching out to more than 100 universities across the globe. She enjoys travelling, reading articles on numerology and experiencing new cultures.
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Darren Ansell (Competitor)

Darren has recently completed the first semester of his MBA at NUS Business School, and is specialising in Real Estate and Finance. Darren is a qualified architect, and earned his undergraduate degree in Architecture at his hometown university, The University of Auckland. Darren also holds postgraduate qualifications in Management and Real Estate Investment & Finance. Prior to relocating to Singapore, Darren worked in London, where he was the Project Leader for a number of commercial building projects. In addition to his studies, Darren sits on the NUS MBA Student Council, and is

the Director of Program Development. In his spare time, he enjoys both watching and playing sports, including skiing and tennis. Darren is a certified ski instructor, and has spent seasons teaching in the North American ski resorts of Aspen and Squaw Valley.
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Dean Ruan (Competitor)

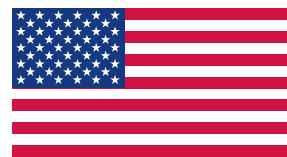
Dean Ruan is currently an MBA candidate and also serving as Vice President & CEO of MBA Student Council at National University of Singapore Business School. He has several years' professional experience in private equity, risk management consulting, and banking operations. Currently he's also a CFA Level III candidate. Before he came to Singapore Dean was an Investment Manager focusing on China's real estate market and global mining and precious metal industry at Shanshan Venture Capital, a PE/VC firm based in Shanghai. Before joining Shanshan, he was a consultant at Protiviti, a global risk management consulting firm where he served US and Hong Kong listed clients in energy, food, pharmaceutical, machinery manufacturing, and education technology industries. Before that, he was a management trainee / senior officer in wholesale banking operations at Standard Chartered Bank China. Dean Ruan holds a BA Honors degree from Nottingham University Business School.
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Aaron Su (Coach)

Aaron Su is the Manager of the Student Life and New Media Communications portfolio in the NUS Business School, MBA programs office. As the lead in a team of 3, Aaron's student life portfolio sees him managing all the non-academic aspects of a student's life in NUS ranging from personal enrichment to social engagement. His New Media portfolio sees him branding the program on the various New Media avenues on the internet and engaging both current and prospective students on the world wide web. He is also managing the key communicator of Business Case Competitions and acts as a substitute advisor if necessary. Before this, Aaron was a Corporate Communications Executive in Shell Eastern Petroleum and an Advertising Creative with a regional advertising agency copywriting for brands such as HP, Sony, SanDisc, Capital Land Malls and Phillips. Before that, he ran his own events management company. Aaron holds an Honours degree from the Faculty of Arts and Social Sciences in NUS majoring in Communications and New Media with a minor in Marketing.
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PEPPERDINE UNIVERSITY
Graziadio School of Business and Management



Left to right: Andrea Scott (Coach), Michael Kirkland, Sarah Weaver, Michael Brigham, Dave Denicke, Neha Shrivastava

Dr. Andrea Scott (Coach)

Formerly from Jamaica, Dr. Scott is a marketing professor at Pepperdine's Graziadio School. Her teaching areas are Marketing Management, Consumer Behavior, and Case Competition. Her publications investigate the challenges faced at the intersection of conscience, culture, and marketing. 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 owns The Write Touch (marketing consulting). She also sits on the Board of Directors for Los Angeles County Susan G. Komen for the Cure. Andrea.Scott@pepperdine.edu

Michael Brigham (Competitor)

Michael Brigham is a second-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. With a renewed focus on sports marketing and consulting, he has done creative strategy work for advertising agency, Quigley-Simpson as well as a summer internship with the PGA Tour. Michael received his undergraduate degree from Loyola University Chicago with a major in Finance and minor in French. Michael.Brigham@pepperdine.edu

David Denicke (Competitor)

Dave is a second-year MBA student at the Graziadio School of Business and Management at Pepperdine University. Dave is an avid sports enthusiast, and has spent nine years in sports media as a producer and broadcaster. More recently, he focused on product marketing, with an internship for Sony Electronics. Following graduation, Dave is hoping to transition to a career in sports marketing. In his free time, Dave enjoys traveling with his wife, Gabriela, and writes a blog about beer bars in Southern California. The blog focuses on local trends in bars, restaurants, and breweries. David.Denicke@pepperdine.edu

Michael Kirkland (Competitor)

Michael is a second year student on the 20 month MBA program at Pepperdine's Graziadio School of Business and Management. Prior to moving to California, Michael spent five years working in London for the international real estate firm CB Richard Ellis. During his time at Pepperdine, Michael has been elected to serve as part of the 2011 Emerging Leaders program, and has also taken the position of President of the University's Toastmasters International club. Michael has a Bachelors degree in French, a Masters degree in Real Estate, and is a Member of the Royal Institution of Chartered Surveyors. Michael.Kirkland@pepperdine.edu

Sarah Weaver (Competitor)

Sarah is a second year MBA at Pepperdine pursuing a career in leadership development. Sarah attended the University of Pittsburgh for her undergraduate degree, obtaining a degree in Chemical Engineering. Sarah's background includes eight years as in engineering at Hershey and Nestle. Sarah interned this past summer with Microsoft in a learning and development role in HR. Sarah is an active member of her class in various clubs such as Challenge 4 Charity and NAWMBA, and is chair of the Emerging Leaders. Sarah is an avid Pittsburgh Steelers fan and loves cycling, hiking, and various outdoor activities. Sarah.Weaver@pepperdine.edu

Neha Shrivastava (Alternate Competitor)

Neha received her Bachelor's in Electrical Engineering (Honors) from University of Mumbai, in 2007. After graduation, she pursued a career in marketing and business development and has held positions in corporate communications and qualitative market research in multinational companies including GfK and Steve and Barry's. In 2011, Neha earned a fellowship from Pepperdine University to pursue her MBA. She is a first year student in the Graziadio School's 15-month MBA program. She is an active member in various clubs such as Toastmasters International, Marketing Society and Consulting Collective. Upon graduation she plans to pursue a career in management consulting. Neha.Shrivastava@pepperdine.edu



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From left to right: Mauricio Puente (Coach), Teresa Sekine (Coach), Brandon Sturm, Aashima Jain, Saurabh Arora, Anja Do, and Austin Owens

Mauricio S. Puente (Coach)

Mauricio Puente is a certified Lean Six Sigma professional with experience in the manufacturing, transactional and service sectors. He has a track-record of being a proven Sensei at all levels of a Lean Six Sigma deployment, capable of leading change at the strategic and tactical levels. He is currently pursuing an MBA from the Krannert School of Management at Purdue University, where he has taken on several leadership roles within the school. His expected graduation date is May 2012. puentem@purdue.edu

Teresa Taylor Sekine (Coach)

Dr. Teresa Taylor Sekine 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). Upon returning to the states, she completed her Ph.D. in Educational Leadership at The University of Alabama. Her dissertation study on emerging characteristics of female administrators piqued her interest in gender studies and leadership development. She joined the Krannert team after a brief stint in Purdue's English Department. Having lived in a foreign country herself for several years, Teresa values and stresses cross-cultural communication and the global business environment in her classroom. She has won the Krannert MBA Core Teaching Award in 2007, 2008, 2009, 2010, and 2011. Teresa's research interests include cross-cultural communication, corporate storytelling, and gender studies. This is Dr. Sekine's fourth year to coach the Purdue team at the John Molson MBA International Case Competition. tsekine@purdue.edu

Brandon Sturm (Competitor)

Brandon is a second year MBA concentrating in Operations and Supply Chain Management at the Krannert School of Management. He has a Bachelor of Science degree in Industrial Engineering from Western Michigan University. Brandon worked for twelve years as a manufacturing engineer for two different metal fabrication companies, Justrite and Borroughs Corporation. He worked on projects to improve current production processes as well as developing new processes. This past summer he interned for Emerson in Product Planning to reduce SKUs and contribute to a major cost reduction program. sturmb@purdue.edu

Aashima Agarwal Jain (Competitor)

Aashima is a second-year MBA student concentrating in Strategy, Finance and Business Analytics. She graduated from Indian Institute of Technology (IIT) Delhi with a Director's medal in 2006 with

a Bachelor's and Master's degree in Biochemical engineering and Biotechnology. She worked in management consulting with KPMG Advisory Services focusing on projects in process improvement, business planning, financial modeling, etc. She is a certified Six Sigma Green Belt. Recently, she interned with the Financial Planning and Analysis group at United Airlines to provide strategic decision support to multiple revenue divisions of the newly merged company (with Continental Airlines). aashima@purdue.edu

Anja Do (Hai Anh) (Competitor)

Anja is a double degree Graduate student at Krannert School of Management and ESCP Europe specialising in Finance and Strategy. In 2009 she graduated from Warwick Business School with a Bachelor of Science in Management with honours. She then began working for HSBC Investment Bank in London on Foreign Exchange, Money Markets and Commodities desk and then covered risk management for Treasury, Management Reporting and Reconciliation teams. Last summer she interned with Bloomberg L.P. in Financial Products Sales where she provided consulting services for clients on the Bloomberg terminal, promoted new functions and searched for prospective clients. do4@purdue.edu

Austin Owens (Competitor)

Austin is a second year MBA student at Purdue concentrating in Finance. He did his undergraduate studies at Montana State University and spent his time studying finance, chopping firewood and working as a carpenter. Prior to grad school he worked in a data management role for a small start-up company while studying for the CFA exams and most recently worked in the energy industry. Austin supplements his nerdy love of finance with a healthy enjoyment of reading, cooking, running and woodworking. owens24@purdue.edu

Saurabh Arora (Alternate Competitor)

Saurabh is a first year MBA student at Krannert School of Management, concentrating in Operations and Strategic Management. He graduated in 2006 from Punjab Engineering College (P.E.C), Chandigarh with a Bachelor's degree in Electronics and Electrical Communication Engineering. He joined Aricent after his graduation and worked on mobile applications from 2006 to 2008. Then he joined Cisco systems and worked there for 3 years before coming to Krannert for pursuing his MBA. At Cisco Systems, he was involved with the quality assurance department and focused on defect management for Cisco products. arora14@purdue.edu



Left to right: Amanda Goodwin, Adam Hague, Christina Waters, Remus Lacatus, Rob McIntosh, Shai Dubey (Coach)

Amanda Goodwin (Competitor)

Amanda graduated from the University of Saskatchewan in 2007 where she earned a Bachelors degree in Pharmacy. Prior to her time at Queen's, Amanda worked as a clinical information resource specialist in Calgary, AB. Amanda also served as a board member for the Health Sciences Association of Alberta and the AIDS Calgary Awareness Association. In 2010 Amanda became one of the first 150 pharmacists in Alberta to be awarded independent prescribing authorization. Amanda went on to start her own practice where she provided independent consultative and health care services to private clients. In her spare time, Amanda enjoys dancing, yoga, playing the guitar and travelling. amandajeangoodwin@gmail.com

Rob McIntosh (Competitor)

Rob McIntosh has a B.A. from Wilfrid Laurier University in Communication Studies and a Graduate Certificate in Brand Management from Seneca College. He spent a year as Brand Manager at an e-commerce startup and another year conducting qualitative consumer research for some of the biggest companies in Canada. During this time, he also started Films Into Action, a documentary e-library that helps facilitate community involvement. After graduation, Rob intends to pursue a career in brand strategy and/or marketing. rmcintosh@queensu.ca

Remus Lacatus (Competitor)

Remus Lacatus is a technology consultant and entrepreneur currently completing his MBA program at Queen's University. Remus earned his Software Engineering degree from the Schulich School of Engineering in 2006 and worked thereafter in both the medical and transportation industries. In 2008, Remus started a technology implementation and consulting firm that designed and built solutions such as stakeholder management for the environmental industry. Remus is married and enjoys traveling, most recently having hiked the Inca Trail to Machu Picchu. rlacatus@queensu.ca

Christina Waters (Competitor)

After her 2007 graduation from the University of Waterloo in Chemical Engineering, Christina began working at Atomic Energy of Canada Limited (AECL) Chalk River Laboratories. During her time there, she used her engineering skills to monitor and remediate late 1950s to early 1970s nuclear fuel originating from Chalk River operations. She was also fortunate to lead successful enterprise change initiatives and organizational improvement processes during her time at Chalk River. Christina is currently a 2012 MBA student at Queen's University with a passion for strategy and innovation. She is the President of the Energy & Industry club, as well as one of the chairs for the 2012 Queen's School of Business Innovation Summit. She is also a student board member at H'Art School of Smiles, a Kingston charity. C.waters@queensu.ca

Adam Hague (Competitor)

Adam Hague is an MBA Candidate at Queen's University specializing in finance. Prior to the MBA program, he spent five years working in the Commercial Banking sector with two major Canadian financial institutions, responsible for business development and credit analysis. Adam has a Bachelor of Commerce degree from the University of Manitoba and has completed level three of the CFA program. A.hague@queensu.ca

Mr. Shai Dubey (Coach)

Shai Dubey is Director of the Queen's full-time MBA and Master of International Business programs. As a member of the Queen's School of Business faculty, he teaches Business Law in several of the School's programs. He is also a corporate commercial lawyer and has practiced law at several major law firms in Toronto. He has been retained by many organizations to provide advice on corporate governance issues, and has extensive experience in negotiating major business transactions. sdubey@business.queensu.ca



Left to right: Steven Blanc, Tarun George, Jennifer Haller, Rae-Anne Miller, Dr. Dale Carl (Coach)

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 Governors General of Canada. He then joined the Canadian Foreign Service, serving in Pakistan, Norway, Texas, and Baghdad. He later worked for 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. decarl@ryerson.ca

Jennifer Haller (Competitor)

Born and raised in Bahrain, Jennifer holds a Bachelor of Commerce from Ryerson University. Although she grew up in the Middle East, she spent two years in Leysin, Switzerland and one year in New York City. Before deciding to pursue her MBA she worked in the capacity of Product Manager at Bahrain Yellow Pages. At BYP she oversaw the company's regional marketing and distribution efforts. Jennifer also holds an Advanced Diploma in Culinary Arts. During her spare time she enjoys cooking and being active in sports, including volleyball and squash. jhaller@ryerson.ca

Rae-Anne Miller (Competitor)

Rae-Anne Miller graduated from the University of Western Ontario with a degree in Electrical Engineering. After graduation she started her career working in the automotive manufacturing industry with General Motors, she held several technical roles, including a management position as a maintenance supervisor, followed by two years as part of the process engineering team and finally one year in the manufacturing engineering group, where she worked as an electrical controls engineer. Rae-Anne's other interests include playing soccer and volleyball as well as all things culinary. She is also involved with the MBA Student association where she is a member of the social, fundraising and sports committees. raeanne.miller@gmail.com

Steven Blanc (Competitor)

Steven Blanc is from the Caribbean island Republic of Trinidad and Tobago and completed his undergraduate degree with majors in Finance and Real Estate at Florida International University. Upon graduating he returned to Trinidad and was employed by Lange Trinidad Limited, where he worked through several entry and mid-level positions dealing primarily with Accounting and IT. He was then taken on as the Property Manager for Skillco Holdings Limited, where he spent the last year. He is interested in listening to and playing music (with a particular affinity for percussion), scuba diving, art, graphic design, architecture, and IT (both hardware and software, including a passion for programming). stevenblanc@hotmail.com

Tarun George (Competitor)

Born in India, Tarun has lived in Mumbai, the Hague, and Montreal, before finally ending up at the Ted Rogers School of Management in Toronto. He has a BA Double Major in Economics/Political Science from McGill University. Since then he has worked as a Journalist and Managing Editor at Nearshore Americas, a media company focused on business investment in emerging markets. During his MBA, he also writes for the Financial Post. Tarun's career dream is to work for the United Nations, in the development field. He is passionate about Jesus Christ, rock climbing, playing his guitar, and salsa dancing. tarun.george@ryerson.ca

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Back Row Left to Right: Jordan Kwiram, J.F. Bouffard, Russell Farmer. Front Row Left to Right: Nasheena Chagani, Joann Priestley

Russell Farmer (Coach)

As a management consultant Russell Farmer specializes in advising clients on effective governance, strategic planning and organizational design. Over his career he has worked with provincial government departments, municipalities, financial institutions, regulatory bodies and not-for-profit organizations across western Canada, helping them to achieve success. Russell completed his MBA at the University of Alberta and has gone on to instruct at the institution, teaching undergraduate and graduate level classes in economics, strategy, and government policy. Russell has been coaching MBA case teams for the University of Alberta since 2006. russ@rfconsulting.ca

Nasheena Chagani (Competitor)

Nasheena Chagani is in her final semester of the University of Alberta MBA program. Nasheena has three years of experience with the Government of Alberta as a Human Resources Consultant. Nasheena was responsible for consulting management in three main functional areas: recruitment and selection, classification, and employee relations. Nasheena has worked on many strategic HR initiatives such as orientation and on analyzing a career and learning portal. Nasheena's strengths include business strategy, change management, human resources, and sustainability. chagani@ualberta.ca

Jean-Francois (JF) Bouffard (Competitor)

Quebecois by birth, Jean-Francois (JF) Bouffard is a Sales and Technical Support representative for Campbell Scientific Canada Corp. He graduated from the University of Alberta with a B.Sc. in Animal Biology in 2003. Previous work experience includes Environmental Consulting, and not for profit organizations such as the Telus World of Science Edmonton and the North Saskatchewan Watershed Alliance. JF is also active in the community, having served as the vice president of the Alberta Lake Management Society and participated as a performer in the world renowned Edmonton Fringe Theatre Festival. bouffard.jf@gmail.com

Jordan Kwiram (Competitor)

Jordan Kwiram is a second 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 is using his time in the MBA program to pursue an accounting designation. Jordan is an avid music enthusiast. kwiram@ualberta.ca

Joann Priestley (Competitor)

Joann Priestley is a part-time MBA student at the University of Alberta in her final year of the program. She is specializing in Natural Resources, Energy, and the Environment to gain valuable knowledge in the energy industry while she pursues her career at Capital Power Corporation's head office in Edmonton, Alberta. Joann is the Senior Advisor responsible for the implementation of the NERC Reliability Standards. She works with 13 plants in the fleet to manage the compliance and reporting requirements with these regulations. Joann acquired ten years of experience in technology commercialization at the University of Calgary's UTI office, the University of Lethbridge, SemBioSys Genetics, and EPCOR. This experience has exposed her to numerous industries including medical and life sciences, biotechnology, food manufacturing, software, and construction. priestle@ualberta.ca



From left to right: Back row, all standing: Cameron Miller, Jason Kempt, Karim Sultan, Shannon McClure (Coach) Front row, sitting: Sonia Langenberg (Coach), David Juergens, Constance Robertson

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.

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Jason Kempt (Competitor)

Jason Kempt has 15 years of financial experience in the recycling, mining, and engineering industries. Having worked in both Canada and the United Kingdom, Jason is a member of the Chartered Institute of Management Accountants. He has experience with several countries' internal control environments, and is familiar with International Financial Reporting Standards. One of Jason's favourite professional challenges to date was implementing a project cost reporting system in the mining industry. He is currently attending the Telfer School of Management's MBA program.

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Cameron Miller (Competitor)

Cameron Miller is at the Telfer School of Management pursuing his MBA full-time. He has an educational background in biochemistry, with three years of sales experience in the clinical diagnostic industry. He is interested in combining science and business, with an entrepreneurial management focus. Currently Cameron is working with a group of research scientists on a start-up venture based out of Toronto. He is concentrating his studies on business strategy development, performance and entrepreneurial management.

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Constance Robertson (Competitor)

Constance Robertson obtained her Bachelors of Commerce with a specialization in Marketing from the University of British Columbia in 2009. This Vancouverite moved to Ottawa to work as a market research Consultant for the Public Affairs department at HarrisDecima, concentrating in federal quantitative survey execution and analysis. Constance then moved to Mead Johnson Nutrition, acquiring experience in marketing consumer-packaged goods while developing campaigns targeting key stakeholders in the healthcare professional channel. After the MBA, Constance aspires to establish a consulting firm that specializes in creating and leading corporate growth through segmented marketing activities.

crobertson@uottawa.ca

Karim Sultan (Competitor)

Karim Sultan (MBA 2012) is a high-tech entrepreneur who craves innovation and strategy. His academic background is in Computer Science, and includes several other post-secondary programs: Project Management, Supply Chain Management, Professional Writing, Creative Writing, Electronics Assembly, Woodworking and Sommelier. He holds both the Project Management Professional (PMP) and Certified in Production and Inventory Management (CPIM) designations. His professional highlights include these key roles: Founder and Chief Software Architect of NetPCS Networks; CTO of Waterfall Networks; Founder and Chief Software Architect of TrueContext; as well as his direction of a multi-million dollar VOIP account with tier-one telecommunications at Atreus Systems.

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David Juergens (Alternate Competitor)

David Juergens hails from Eau Claire, Wisconsin. Having worked in broadcasting and more recently as an IT specialist in higher education, he holds a BBA (Finance) from Northeastern Oklahoma State University and an MS in Telecommunications Management from Oklahoma State University (OSU). Before coming to uOttawa, he worked with distance education and on-line programs as well as administering the learning management software system for OSU. In addition, he has taught on-line courses in Telecommunications and Convergence Technologies at the community college. He enjoys travel, sports and aviation. David's wife Candice and daughter, Kathryn, still reside in Oklahoma. He is enjoying his Canadian experience and looks forward to competing in Montreal.

djuer011@uottawa.ca



From left to right: Dr. Volker Seiler (Coach), Nico Kirwald, Aydin Celik, Jenny Bartuli, Eugen Dimant, Dr. Klaus Schüler (Coach)
Separate photo: Dr. Bettina Schiller (Academic Advisor)

Professor Dr. Bettina Schiller (Academic Advisor)

Professor Schiller leads the Centre for Risk Management and the department of Banking and Finance at the University of Paderborn, focusing her research on risk management. Since 2006, Professor Schiller takes the role of Academic Advisor for the Paderborn MBA ICC team.
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Dr. Klaus Schüler (Coach)

For more than fifteen 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 a coach of the Paderborn team since 1999. kschueler@klausschueler.de

Dr. Volker Seiler (Coach)

After gaining practical experience during internships at PricewaterhouseCoopers and Deutsche Bank's Private Wealth Management, Volker worked as a research assistant at the Center of Private Banking at WHU – Otto Beisheim School of Management. In his PhD thesis he focused on "Customer Satisfaction of High Net Worth Individuals". He currently works as Associate Professor (Akademischer Rat) at the Chair of Macroeconomics at the University of Paderborn, focusing his research on financial economics. After his participation as a team member of the 2006 MBA ICC team he decided to stay with the competition and coaches the team since then. volker.seiler@wiwi.upb.de

Jenny Bartuli (Competitor)

Jenny is a second year Master student of International Business Studies with a specialization in International Management, Marketing and Corporate Governance. Jenny gained international experience through studying in Spain and Australia. Apart from her studies Jenny worked as Marketing and Sales Assistant at Wincor Nixdorf International GmbH in Paderborn. Since 2010 Jenny is in charge of the secretariat of the Chair of Corporate Governance at University of Paderborn. Having pursued an international direction throughout her studies, Jenny plans an internship abroad in 2012. Thereafter she strives for becoming a Marketing & Sales Manager in an international industrial company.
jenny.bartuli@googlemail.com

Aydin Celik (Competitor)

During his studies of business administration at the University of Paderborn, Aydin Celik not only focused on international financial reporting standards, but also on the rules of German and American GAAP. Knowledge of the latter was acquired especially during several semesters abroad in the United States. Pursuing the goal of becoming a CPA, Mr. Celik also specialized in the field of auditing and gained wide practical experience through various internships at renowned audit firms, where, amongst others, he engaged in year-end audits of large, international companies and groups with diverse areas of business operations. aydin.celik@gmx.de

Eugen Dimant (Competitor)

Eugen Dimant is a current master's degree student of international economics at the University of Paderborn with monetary policy, economic fraud and environmental economics being his thematic priorities and preferred field of work. During his studies he gained formative national and international hands-on experience in the United States and Germany working SAP America Inc., SAP AG, the Ifo Institute for Economic Research and the KfW Banking Group and studied at the Ottawa University, Canada. Since 2008, he continuously worked as a student assistant, tutor and coach at the chairs of Organization and Business Management, Investment and Finance, Corporate Governance and Marketing. eugendimant@googlemail.com

Nico Kirwald (Competitor)

Nico Kirwald studies Business Administration in the master's degree at the University of Paderborn while having received a Bachelor in Economics and Management before. His main focuses are organization and management which he also followed while gaining experiences abroad at universities in Canada and China. Next to his studies he did internships at an automobile supplier and a major group holding in Germany and specialized in quality management, process optimization and audit. He will also follow these majors in his future development.
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À l'avant : Nos participants, Jason Charette, Geneviève Grenier et Vanessa Léonardi
 À l'arrière, les deux entraîneurs, Claudine Contreras et Yan Cimon et notre 4e participant Jonathan Turcotte

Yan Cimon (Coach)

Yan Cimon, C.D., Ph.D., est professeur agrégé de stratégie à la Faculté des sciences de l'administration de l'Université Laval (Québec, Canada). Il est directeur adjoint du Centre interuniversitaire de recherche sur les réseaux, la logistique et le transport (CIRRELT) et membre associé des HEI. Sa recherche porte notamment sur la stratégie, les alliances et les réseaux. Il s'est mérité la distinction de chercheur-étoile 2010 lors des Rendez-vous du Savoir. Avant sa carrière académique, il a été officier dans les Forces canadiennes et a œuvré au sein du secteur de la défense et de l'aérospatiale. Il appartient à Alpha Iota Delta.

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Claudine Contreras (Coach)

Chargée d'enseignement à la Faculté des sciences de l'administration de l'Université Laval, Claudine est aussi la responsable des compétitions interuniversitaires. Grâce à son parcours professionnel hétéroclite, elle enseigne tant le tourisme, la gestion des ressources humaines, 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, elle a obtenu plusieurs bourses d'excellence (CFIX Rock Détente, Hydro-Québec, Bousivar). Enseignante appréciée des étudiants, elle a obtenu à plusieurs reprises le prix « Socrate » pour la qualité de son enseignement ainsi que le titre d'enseignante de l'année en management.

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Jason Charette (Participant)

Étudiant au MBA en Finance à l'Université Laval, Jason a complété son baccalauréat et son D.E.S.S en comptabilité publique à HEC Montréal. Il a entrepris une carrière chez Price Waterhouse Coopers, où il a obtenu son titre de comptable agréé et a eu l'occasion de vérifier une multitude de sociétés (Mouvement Desjardins, Alimentation Couche-Tard, RioTinto Alcan, Stella-Jones etc.). Récipiendaire d'une bourse de la chaire RBC en innovations financières, il travaille comme directeur de comptes commerciaux à la Banque Royale. Il a déjà participé aux Jeux du Commerce, à l'Omnium financier et au Global Investment Research Challenge.

jason.charette.1@ulaval.ca

Geneviève Grenier (Participant)

Détentrice d'un baccalauréat en administration des affaires (marketing) à l'Université Laval, Geneviève complète son MBA Marketing. Mordue de sa discipline, Geneviève a travaillé comme représentante de marques, directrice de comptes dans une agence web et stratège événementielle. Elle a pu observer et expérimenter plusieurs sphères de la stratégie de marketing intégrée. Été 2010, elle a complété son essai-stage à Paris (GfK Custom Research). Passionnée par les compétitions interuniversitaires, elle s'est impliquée en tant que membre de comités, participante à plusieurs cas académiques, sports ainsi qu'entraîneur (Jeux du Commerce de 2007 à 2010 et Happening Marketing de 2008 à 2010).

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Vanessa Léonardi (Participant)

Titulaire d'un Master de l'IAE Lyon, Vanessa termine son MBA Management à l'Université Laval. Elle a réalisé plusieurs stages dans des secteurs variés notamment au Cabinet de Robert Walters et chez Arcelor Mittal, au Luxembourg. Avidée de découvrir de nouvelles cultures et de nouveaux continents, Vanessa a aussi parcouru l'Europe, l'Amérique et l'Asie à l'occasion d'un Semestre de Management Interculturel. Elle a étudié à San Diego State University (USA) et à Fudan University (Chine). Ces expériences lui confèrent une lecture des différences socio-culturelles de chacun de ces continents ainsi que les enjeux économiques et politiques associés.

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Jonathan Turcotte (Participant)

Diplômé en Génie Physique, Jonathan voue un intérêt au commerce international. Il a participé aux Missions Commerciales de l'Université Laval (Brésil 2003). Parallèlement, il a choisi de consolider son cursus technique en s'associant à Olympus Corporation (IMS Business division) - OlympusNDT Canada. Il a complété son juniorat d'ingénieur en participant au développement de produits avec l'équipe R&D et en parcourant la planète afin d'installer des systèmes industriels en contrôle non destructif dans des usines d'acier. Il effectue la gestion de projets d'envergure depuis 3 ans et il sera candidat au titre PMP du réputé Project Management Institute à l'hiver 2012.

jonathan.turcotte.1@ulaval.ca



Left to Right: Kathryn Richardson, Michel Maddison, Bill Cruess, Suzanne Gould

Kathryn Richardson (Competitor)

Kathryn Richardson holds a BA with a major in Psychology from Dalhousie University. She is in her second year at the Sobeys School of Business at Saint Mary's University. Kathryn is currently serving as the Vice President Internal on the Sobeys MBA Executive Committee. Kathryn's focus is in the areas of operations management and statistics.
KRICHAR3@Dal.ca

Michel Maddison (Competitor)

Michel Maddison holds a BBA with a marketing concentration from Bishops University. He is a fluently bilingual MBA student in his second year at the Sobeys School of Business at Saint Mary's University. Michel is currently serving as the VP Operations on the Sobeys MBA Executive Committee. With 5 years' experience in various roles within the insurance industry, Michel's interests include corporate insurance and risk management.
michelmaddison@gmail.com

Bill Cruess (Competitor)

Bill Cruess was born in Kingston, Ontario. He attended Acadia University, achieving his bachelor's in Political Science. After Acadia, Bill worked for DHX Media, a lead producer of children's television. There he developed digital media productions with awarded production grants exceeding \$1 million. Bill then spent a year consulting as a communications officer at Dalhousie University. In 2010, Bill started his Master's of Business Administration at Saint Mary's University, concentrating his studies in Finance. He interned in Development at the Easter Seals of Nova Scotia. After his degree, Bill plans to pursue a career in Commercial Banking.
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Suzanne Gould (Competitor)

Suzanne Gould holds a B.Sc. with a major in biology from the University of New Brunswick. She is a MBA student in her second year at the Sobeys School of Business at Saint Mary's University. Suzanne is currently serving as President of the Sobeys MBA Executive Committee. With 6 years experience in various roles within the jewelry industry, Suzanne is interested in using her experience to pursue a career in operations management or management consulting.
gould_sf@yahoo.ca

Gordon Fullerton (Coach)

Gordon Fullerton is the Acting Dean of the Sobeys School of Business and is an Associate Professor of Marketing. He holds a Ph.D. from the Queen's School of Business. His research interests lie principally in the areas of services and relationship marketing with a particular focus on the customer commitment construct. He teaches marketing strategy in a number of programs at the Sobeys School of Business.
Gordon.Fullerton@smu.ca



From left to right: Laura Higgins, Elias Soto, Brian Eshpeter, Peter Waugh, Carolyn Nalder, Leo Donlevy (Coach) - Missing: Arif Mulji (Co-Coach)

Brian Eshpeter (Competitor)

Brian earned his Bachelor of Science degree in Computer Engineering from the University of Alberta in 2005. After graduation, he focused on a career in the software industry, first working in a technology division of a large multinational conglomerate. He then moved on to a role managing information systems at a private web-based timesheet solutions company, where his role included the integration of software and operations to create a customer portal system for the company's 2000+ SaaS customers. Brian's interests in problem solving and business strategy have led him to a position as a management consultant for a major international professional services firm after graduation. He also enjoys travelling, playing the guitar, and sports. bjeshpet@ucalgary.ca

Laura Higgins (Competitor)

Laura earned both a BSc in Psychology and MSc in Neuro Motor Control from the University of Calgary after which she worked for the U of C's Faculty of Medicine, where she was responsible for completing Health Technology Assessments for the Government of Alberta. These assessments contribute to the Government's initiative to improve the decision-making process for funding of health technologies through the rigorous and timely review of clinical evidence. More recently, Laura completed a summer internship in management consulting for a major international consulting firm, and plans to return to consulting upon graduation. Laura has traveled in Europe and extensively in the United States. In her spare time she plays a variety of sports including hockey and golf. lahiggin@ucalgary.ca

Carolyn Nalder (Competitor)

Carolyn graduated with a Bachelor of Science in Kinesiology from the University of Calgary in 2005. Following graduation she worked in customer service and property management, before starting her own business in 2008. Carolyn is in the process of transitioning out of this business, and her current project involves creating new business development processes for a firm undergoing major organizational change. Carolyn is the Secretary General of the Association of Canadian MBAs, as well as the VP Partnership of the Haskayne MBA Society. Carolyn enjoys hiking, canoeing, and kayaking, as well as volunteering, and mentoring youth in her community. carolynnalder@gmail.com

Elias Soto (Competitor)

Elias was born in Venezuela and graduated from Universidad Simon Bolivar with a Bachelors Degree in Mechanical Engineering in 2006. Following graduation, Elias worked as condition monitoring engineer at an offshore oil processing facility in Venezuela. In 2007, Elias moved from Texas to Vancouver, BC where he worked for a small consulting firm providing reliability engineering services for a diverse portfolio of

clients. His consulting work took him on assignments to bulk, grain and container terminals, cement plants, oil refineries, open pit mines and auto part manufacturing plants. Elias has travelled throughout Europe and South America. Elias' interests include gourmet cooking and fine dining. His plans upon graduation remain an enigma. edsotora@ucalgary.ca

Peter Waugh (Alternate Competitor)

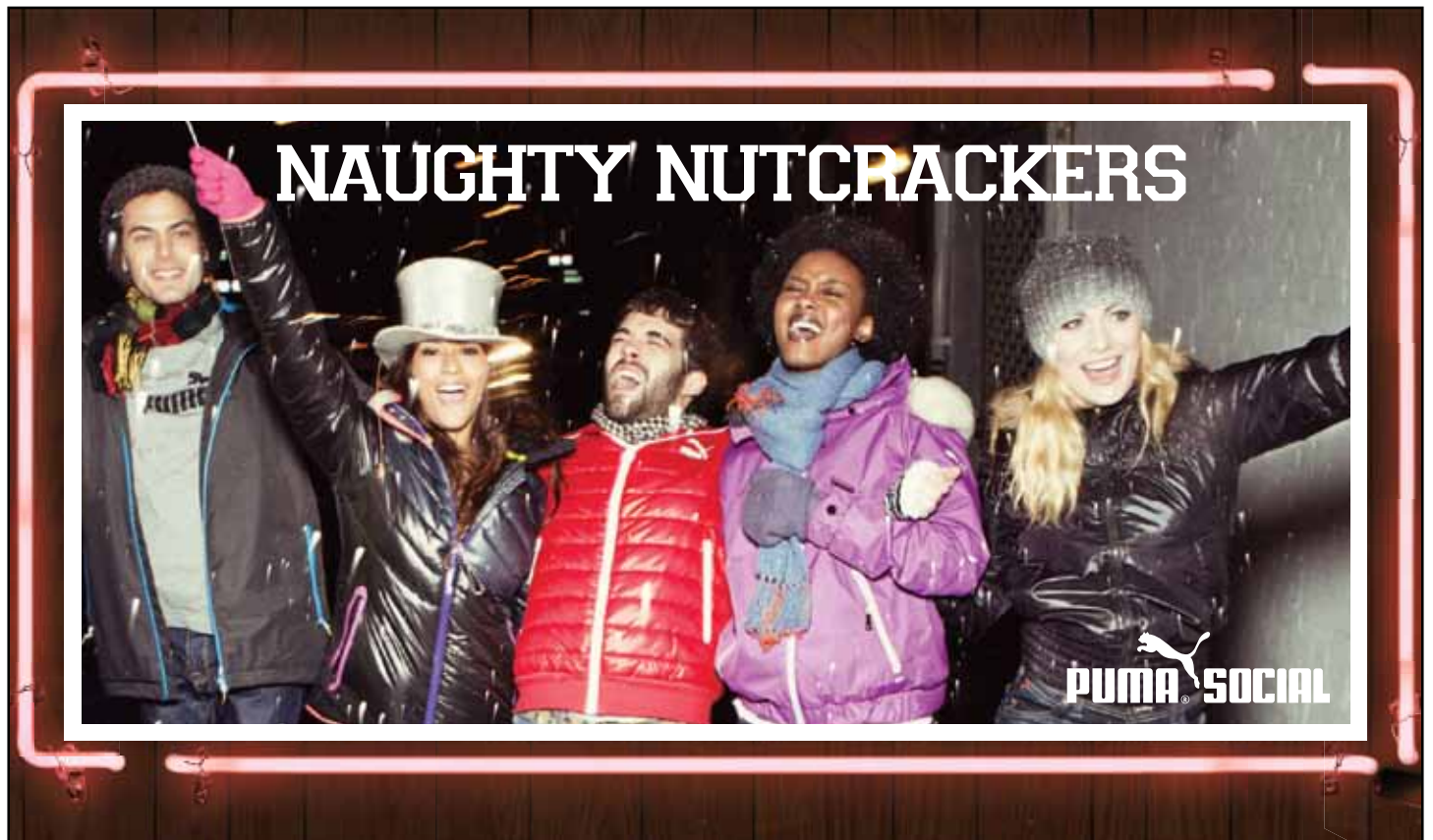
Peter attended the University of Guelph, earning a Bachelor Degree in Landscape Architecture in 2004. Upon graduation Peter joined a small design firm in Toronto where he worked on a mix of projects including large scale health facilities. In 2005 he moved to California where he spent three years working on large scale community development and urban design projects. He specialized in sustainable design, being the first to gain LEED Accreditation in his firm and pioneer an environmental design leadership team. Peter has lived and travelled broadly within North America. In his spare time he surfs, skis, and rock climbs. onewaugh@gmail.com

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@popcorn technologies.com

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 fifth 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, Provincial-level referee Instructor and Assessor. ldonlevy@ucalgary.ca



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Left to right: Manar Alkassar, Dominik Fortmann, Lena Himbert (Coach), Lennart Straus, Lucas Pfisterer, David Zitzlsperger (Coach)

Manar Alkassar (Competitor)

Manar is currently in the third year of his Master of Industrial Engineering and Management at the University of Kaiserslautern. He specializes in International Strategy and Entrepreneurship. Manar spent a semester abroad at Wake Forest University focusing on Financial Management and Marketing Research. He is enrolled in various web-projects and gained work experience with Mena Water in Dubai (UAE) and Sirrix AG in Saarbrücken (Germany). Furthermore, he works at the Chair of Business Information Systems, holds a merit scholarship from the Foundation of German Business and spends his free time with photography, preferably in combination with travelling.
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Dominik Fortmann (Competitor)

Dominik is currently in the third year of his Master of Industrial Engineering and Management, minoring in Mechanical Engineering at the University of Kaiserslautern. He specializes in Marketing and Strategy. Dominik gained work experience in several medium-sized enterprises. Among working for the Chair of Marketing in the field of market research, he is head of marketing of collegiate sports at the University of Kaiserslautern. At his free time, he enjoys traveling and sports especially rock climbing, golf and tennis. dfortmann@
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Lucas Pfisterer (Competitor)

Lucas is currently in the fourth year of his Master of Industrial Engineering and Management at the University of Kaiserslautern. He specializes in International Relations and Marketing. Lucas gained work experience in management consulting with Simon-Kucher & Partners. He spent a semester abroad at the Seoul National University in South Korea and at the "Asian Institute for Political Economy" in Hong Kong. Currently, Lucas works as a teaching assistant at the University of Kaiserslautern. In his free time, he enjoys running, skiing and travelling.
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Lennart Straus (Competitor)

Lennart is currently in the third year of his Master of Industrial Engineering and Management, minoring in Mechanical Engineering at the University of Kaiserslautern. He specializes in Marketing and International Strategy. Lennart spent a semesters abroad at Wake Forest University focusing on Corporate Finance and Management of Innovation and Technology. Lennart gained work experience with Robert Bosch GmbH in Stuttgart (Germany). In his free time he enjoys playing tennis, snowboarding and travelling to experience different cultures.
lennart.straus@googlemail.com

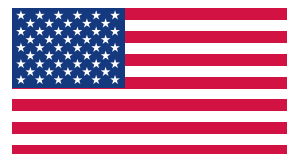
David Zitzlsperger (Coach)

David is currently working as a management consultant providing services to companies from the automotive, aerospace and mechanical engineering industries. Besides his work, David teaches at the Management Department of the University of Kaiserslautern with a focus on Strategic Decision Making. He holds a MBA of the Simon Fraser University and a PhD and a Master of Industrial Engineering and Management of the University of Kaiserslautern.
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Lena Himbert (Assistant Coach)

Lena currently teaches at the Management Department of the University of Kaiserslautern with a focus on Strategic Decision Making and Market Research. She holds a MBA of the University of Vermont and a Master of Industrial Engineering and Management of the University of Kaiserslautern. Lena is currently enrolled in the PhD Program of the University of Kaiserslautern. Amongst others, Lena gained work experience as a management consultant in the automotive and healthcare area. himbert@wiwi.uni-kl.de

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From left to right: Paul Myer (Coach), Fred Kaiser, Ian Burns, Richmond Dickey, Caitlin Clark, Jason Harkins (Coach) Separate: Timothy Stormann

Jason Harkins (Coach)

Jason Harkins is an Assistant Professor of Entrepreneurship at the Maine Business School, University of Maine. He received his Ph. D. from the University of Oklahoma, his M.B.A. from the University of Missouri, and his B.S. in business from Truman State University. His research is primarily focused on understanding the role that strategy plays in the success of small businesses, including team dynamics, signals, and agency concerns.

Jason.harkins@maine.edu

Paul Myer (Assistant 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. Jason.harkins@maine.edu paul.myer@maine.edu

Ian Burns (Competitor)

Ian Burns graduated from the University of Maine in 2008 with a B.S. in Business Administration. Although born in Maine, he grew up in Manila, Philippines until his graduation from an international school in 2004. During his undergraduate studies, he served on the leadership team for SPIFFY, a \$1.6M real money student managed investment portfolio. After graduation, he worked as a Senior Collector for Bank of America and spent a year teaching English in Taiwan before returning to the University of Maine to earn his MBA. Ian intends to return overseas and assist organizations seeking to expand their operations into foreign markets. ian.burns@maine.edu

Caitlin Clark (Competitor)

Caitlin Clark earned her BS in Business Administration with a focus in Finance from the University of Connecticut in 2007. Upon graduation she joined a two-year rotational finance leadership program with Gexpro (formerly GE Supply) subsidiary of Rexel, Inc. She was permanently placed at the Midwest Region Headquarters outside of Chicago, IL

and supported 20+ branches. Caitlin is currently a NCAA Division III Women's Lacrosse Coach at Husson University and is enrolled in the University of Maine's JD MBA program. She begins law school in the fall.

Caitlin.clark@maine.edu

Richmond Dickey (Competitor)

Richmond Dickey graduated from the University of Maine earning his B.A. in Political Science along with a minor in Business. As a second year MBA student at the University of Maine, he is pursuing an International Business concentration. He is also working on a Master of Arts in Global Policy from the University of Maine in which he is pursuing the track of International Security and US Foreign Policy. He studied international business and German language during part of his first year in the MBA program at Aalen Hochschule in Aalen, Germany. He will be pursuing an international career when he graduates in 2012 in business or government

Richmond.dickey@maine.edu

Frederick Kaiser (Competitor)

Fred Kaiser is a logistics and information systems professional with experience in both heavy industrial logistics and military logistics. He has worked for a fourth-party logistics provider (4PL) in the General Motors supply chain. Fred deployed with a US Army logistics battalion to Afghanistan in 2009. He currently teaches leadership and professional development at Maine Maritime Academy. 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. Fred resides in Blue Hill, Maine, where he enjoys hiking, fishing and camping.

frederick.kaiser@maine.edu

Timothy Stormann (Alternate Competitor)

Tim Stormann is a first year M.B.A. Student at the University of Maine in Orono. He received his undergraduate degree in December of 2010, majoring in both Business Administration and Financial Economics. He plans to complete his degree in December of 2012. He currently works for People's United Bank in Brewer, Maine, and lives a short distance away from Bangor. He interests include weight lifting, options trading, and trying new beers. Tim plans to begin his studies for his Chartered Financial Analyst certification early next year.

timothy.stormann@maine.edu



Left to right: Aaron Chiu, Sean MacDonald (Coach), Brad Fulham, Mehrsima Ashkannejad, Raif Richardson

Brad Fulham (Competitor)

Brad Fulham is enrolled in the MBA program at the University of Manitoba's Asper School of Business, with a focus in Human Resources. While attending part time, Brad enjoys contributing his time chairing the Asper MBA Student Association. Brad's educational background includes a Bachelor of Arts in Criminology. Brad brings a wealth of experience in operations management. He was formerly the District Manager for Puroator Courier in Manitoba and currently manages the beer distribution in Manitoba. Brad is an avid golfer and enjoys playing hockey during the winter.
bradfulham@gmail.com

Raif Richardson (Competitor)

Raif will complete the MBA program with a concentration in Finance in July 2012. He entered the program after spending three years in corporate business development at Librestream Technologies, where he was in integral part of developing and implementing marketing, sales and growth strategies. Raif is actively involved in the Asper School of Business as the Treasurer of the MBA association and member of both the Case and New Venture competition teams.
raif.richardson@gmail.com

Mehrsima Ashkannejad (Competitor)

Mehrsima will complete her MBA at Asper School of Business (University of Manitoba) in June 2012. Her focus is general management. Mehrsima attained her B. Comm (Hons) and MA degree with a major in marketing from Iran. Prior to her move to Canada, she worked as a sales manager in her family's business and as a treasurer in a Japanese multinational Petroleum Development company. In Canada, she sharpened her skills while working at Royal Bank of Canada. In her free time, Mehrsima enjoys learning Italian and cooking.
umashkan@cc.umanitoba.ca

Aaron Chiu (Competitor)

Aaron joined the Asper MBA Program as a full-time student in August 2011. He completed his M.D. degree at the University of Toronto and his paediatric residency and neonatal subspecialty fellowship at the University of Ottawa. He is an attending neonatologist practicing in the NICUs at the Children's Hospital of Winnipeg, Women's Hospital and the St. Boniface General Hospital. He is a clinician scientist and educator in the Department of Paediatrics, Faculty of Medicine at the University of Manitoba and holds the academic rank of associate professor.
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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 Honours 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 providing consulting services to the agriculture and public sector industries.
macdona9@cc.umanitoba.ca

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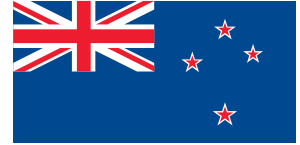


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From left to right: Christopher Wahl, Hamza Almakky, David Band (Coach), Richard Turton, Jonny Mirkin

Dr David Band (Coach)

David Band is an experienced international businessman. David's career encompasses significant experience in corporate consulting and management. This included extensive periods with Korn/Ferry International, PA Consulting Group and, most recently, Sibson Consulting. At PA he was Global Head of the Management Development Practice. He has held numerous Board appointments in Europe and New Zealand. He is currently Chairman of AbacusBio and a Director of Pacific Edge Ltd., and Principal of Boardroom Partners, Australia's leading Board evaluation firm.
dband10@gmail.com

Christopher Wahl (Competitor)

Before joining the Otago MBA in New Zealand, Christopher was working as a Management Consultant in Germany. His personal project experience includes organisational restructuring, organisational performance, process optimization and the development of a Management Accounting logic. Prior employments include one of the world's largest breweries and the world's largest electrical distributor. Christopher has graduated magna cum laude in Economics & Electrical Engineering at the University of Applied Sciences Schmalkalden, Germany. In his private life, Christopher enjoys travelling which has led him to most countries in Eastern & Western Europe, North America and South East Asia.
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Ali Hamza Almakky (Competitor)

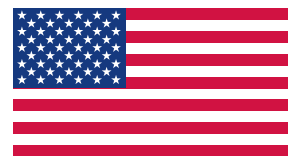
Hamza has an undergraduate degree in Economics (Major), Mathematics and Computer Sciences (Minors) from LUMS Pakistan. Before commencing study on Otago MBA, he worked in the banking sector as a Corporate Relationship Manager (Assets), a role which he held for four and a half years. Hamza says he is grateful for the opportunity to participate in the John Molson Case Competition and is excited about his upcoming Otago MBA International Exchange to Schulich School of Business.
almaal030@student.otago.ac.nz

Richard Turton (Competitor)

Richard has most recently worked in various strategy and business planning roles in the UK and New Zealand over a number of years, gaining experience in regional economic development, public private partnerships and health systems development. His previous academic studies have been in the areas of Economics and Government. After graduating with his Otago MBA, Richard intends to pursue a career in strategy consulting. In his free time Richard enjoys mountain biking, outdoor photography and travel.
turri962@student.otago.ac.nz

Jonny Mirkin (Competitor)

Jonny completed his law degree at the University of Otago before joining the recently named 'mid-sized law firm of New Zealand', Wilkinson Adams. Following several years practising law in the commercial team he returned to University to complete his Otago MBA. Jonny was accepted to undertake his MBA International Exchange at Duke University where he will undertake electives in strategy in early 2012.
mirjo175@student.otago.ac.nz



From left to right: Ram Parameshwar, Caleb Garcia, Avesh Padayachee, Emily Burns, Anthony Cray, Todd Blaskowitz

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

Emily Burns (Competitor)

Emily Burns is a second year MBA student at the Joseph M. Katz Graduate School of Business. She is concentrating in marketing and strategy, with a particular focus in Entrepreneurship. Prior to attending graduate school, Emily worked as a Buyer and Director of Marketing & Operations for a privately owned specialty clothing store. In addition to her five years of sales and marketing experience, she has worked in the U.S. House of Representatives, the market research industry, and as a marketing and PR consultant for a start-up apparel company. Emily has a B.A. in History and Political Science from the University of Michigan and intends to pursue a career in marketing communications and strategy. emb104@pitt.edu

Anthony Cray (Competitor)

Anthony is a 2nd year MBA with a focus in finance. He received his baccalaureate degree from Bucknell University, with a major in accounting and a minor in philosophy. Prior to coming to Pittsburgh he worked in the financial industry in New York, NY. Anthony also sits on the Graduate and Professional Student Assembly Executive Board at the University of Pittsburgh. In his free time he enjoys sampling a wide variety of brewed beverages arc83@pitt.edu

Avesh Padayachee (Competitor)

Avesh Padayachee is a second year MBA student at the Katz Graduate School of Business concentrating in Finance. Prior to entering the MBA program, Avesh worked as Corporate Lawyer for five years specializing in mergers and acquisitions of US and UK companies in relation to their activities in the

emerging markets. Avesh received his Bachelor of Commerce and Post-graduate Law degrees from the University of Cape Town in South Africa. Upon completion of the MBA, Avesh intends to pursue a career in Corporate Finance. Avesh.padayachee@gmail.com

Caleb Garcia (Competitor)

Caleb Garcia is a second year student MBA at the Joseph M. Katz Graduate School of Business, University of Pittsburgh concentrating in Finance. Prior to attending business school, Caleb served over ten years in the United States Air Force. While on active duty he completed a BS in Professional Aeronautics from Embry-Riddle Aeronautical University. Upon graduation, Caleb plans to pursue a career in investment management. cmg70@pitt.edu

Todd Blaskowitz (Alternate Competitor)

Todd Blaskowitz is a first year MBA and MS candidate at the University of Pittsburgh Joseph M. Katz Graduate School of Business, with a concentration in accounting and information systems management. Prior to Katz, Todd was enlisted in the United States Navy where he worked as a Human Resources Analyst. While enlisted he finished his Bachelor Degree at Robert Morris College in Chicago, IL. Todd is very active with the Men's University Hockey team and the Student Veteran Association. After graduation Todd hopes to secure a technology consulting position working with the US government. tfb15@pitt.edu

Ram Parameshwar (Alternate Competitor)

Ram Parameshwar is a first year MBA student at the Joseph M. Katz Graduate School of Business focusing on Strategy and marketing with a career focus in business development. Ram graduated from the University of Auckland in New Zealand as a Biomedical Engineer in 2008. Since then, he has worked as a clinical research scientist at Fisher & Paykel Healthcare in New Zealand, who manufacture medical devices to treat respiratory disorders such as Obstructive Sleep Apnea and COPD. As a clinical research scientist, Ram worked closely with productive development and was extensively involved in conducting research projects in this area of medicine with other research communities. Post MBA, he would ideally like to work as a business development manager preferably with a medical devices manufacturer. Rap93@pitt.edu



Front Row Left to Right: Jacquelyn Crandell, Jenny Dodd, Anusha Arulmozhi - Back Row Left to Right: Wyatt Franks, Dustin Tardiff, Pat DeMouy (Coach)

Patrick DeMouy (Coach)

Lecturer in the management department at the University of South Carolina. Twelfth 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 14 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. demouy@moore.sc.edu

Jenny Dodd (Competitor)

Jenny is a born-and-raised Texan, and enjoys travel, athletics, reading, and photography. Jenny Dodd is an International MBA candidate at the University of South Carolina with a concentration in marketing and entrepreneurship. Jenny graduated from Abilene Christian University with a degree in intercultural communications and a minor marketing. Since that time she pursued jobs in marketing for Genesis Networks Solutions and recruiting for ACU. Jenny recently completed a 10-month stint in France, where she was working as a procurement communications intern for Michelin Manufacturing. During her internship, she served as project manager for the reconstruction of the purchasing intranet system and served as a facilitator in developing marketing and communications materials. Although France was her longest stay, Jenny is no stranger to international work. During college Jenny completed 3 short-term international internships in Germany (Leipzig Professional Basketball team), England (Oxfam) and Honduras (Honduras Medical Mission). jad05c@acu.edu

Wyatt C. Franks (Competitor)

Wyatt Franks is an International Master of Business Administration (2012) candidate at the University of South Carolina in Finance and Marketing. While a graduate student at USC, Mr. Franks spent a semester in Germany studying the language and local business practices. Additionally, Mr. Franks had the opportunity to participate in a business plan competition in Thailand. In the summer after his first year of the International MBA program, Mr. Franks worked at Doosan Infracore Portable Power as a Product & Strategy Marketing Intern. Prior to pursuing his international MBA, Mr. Franks worked at FedEx Services in Memphis, Tennessee (USA). Various responsibilities allowed Mr. Franks to have a front-row seat to global commerce and ultimately influenced his decision to attend an International MBA graduate program. Mr. Franks is a 2007 graduate of Rhodes College in Memphis, TN. While at Rhodes College, Mr. Franks majored in Economics, captained the Varsity Swim Team, and served as the President of the Student-Athlete Advisory Committee. wyatt.franks@gmail.com

Dustin Tardiff (Competitor)

As a current International MBA student, I am excited about the opportunity to compete in the John Molson MBA International Case Competition. I will graduate in May 2012 from the Darla Moore School of Business with a focus in Global Supply Chain Management and Strategy. I have had the ability to utilize my technical engineering background in a student consulting program, as well as building my skills with negotiations and case consulting programs. Before my time at the University of South Carolina, I completed my Bachelor's of Science in Mechanical Engineering degree at The University of Iowa. Additionally, I completed three internships, academic research, and an entrepreneurship certificate during my undergraduate experience. I have a particular interest in energy, sustainability, and strategic sourcing. dustin.tardiff@gmail.com

Anusha Arulmozhi (Competitor)

Anusha earned an undergraduate degree in Computer Sciences Engineering. She began her career with the TATA Group India as a consultant with GE Healthcare in Quality Engineering and then later on with SAP AG as a Product Specialist in ERP with a focus on Strategic Sourcing and Procurement Logistics. She enjoyed the opportunity to live and work in Germany for about 6 months. This experience raised her interest in international business, which then led me directly to The Moore School of Business. As part of the International MBA program, she travelled to China on a Business Trip and visited Beijing and Shanghai in the spring of 2011. In summer of 2011 she completed an internship with General Motors Europe in Frankfurt, Germany. Anusha is currently completing the 2nd year of her International MBA program at the University of South Carolina with a major in Supply Chain & Operations Management. AnuArul08@gmail.com

Jacquelyn Crandell (Competitor)

Jacquelyn grew up in Cleveland, Ohio where she attended Laurel School for girls. She went on to Boston College where she obtained Bachelors in Mathematics as well as a minor in Middle Eastern Studies & Arabic. After graduating college, she moved to Charleston, SC where she worked as a retirement consultant in the actuarial firm Brown Edwards & Associates. Thereafter Jacquelyn returned to the University of South Carolina as a candidate in the International MBA program. During the course of her studies, she spent 12 months studying Arabic in Morocco & Syria in addition to the six months she interned with the Syria Trust for Development in Damascus. After graduating next year, Jacquelyn will move to San Francisco where she has accepted a Financial Analyst position with Hewlett Packard. jcrandell08@gmail.com

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Left to right: Back: Greg Rosenthal, Paul Schlosser, Supreet Sunil - Front: Sean Macneill, Benjamin Parent, Vincent Georgie (Coach), Sarim Ehtesham

Vincent E. Georgie (Coach)

Vincent E. Georgie was named Male Professor of the Year for the entire University of Windsor in 2010. He is an internationally recognized expert in the marketing of film. In 2011, he went to Hollywood for the 83rd Annual Academy Awards and was invited to become a voting member for the Independent Spirit Awards. He makes upwards of 50 media appearances annually, including Destination Windsor with Vincent Georgie on CBC Radio. He is a member of the American Marketing Association and has presented his research internationally.
vgeorgie@uwindsor.ca

Paul Schlosser (Competitor)

Paul Schlosser is currently enrolled in the Odette School of Business Master of Business Administration (MBA) Program at the University of Windsor. Originally from Waterloo, Ontario, Paul has earned his honours BComm Co-op at Odette with a minor in Political Science. He is involved in a number of organizations such as the MBA Society, SIFE Windsor and Golden Future South Africa.
schlossp@uwindsor.ca

Greg Rosenthal (Competitor)

Greg Rosenthal is currently enrolled in a dual-degree masters' program at the University of Florida (M.S. Sport Management) and the Odette School of Business (MBA). Originally from Maple Glen, Pennsylvania, Rosenthal earned a B.A. in Geography from the University of Colorado at Boulder in 2007. Professionally, Rosenthal has worked for the University of Miami Athletic Department as well as the University of Florida Athletic Association.
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Ben Parent (Competitor)

Ben Parent is an MBA student from the Odette School of Business at the University of Windsor. Ben holds a Bachelor of Commerce degree from the same school, where he was a two-time Dean's List member. Currently the VP of Communications on the Odette MBA Society, Ben also works part-time as a Financial Services Coordinator at BMO Bank of Montreal. He tutors primary, high school, and university students in his spare time. His strongest business competencies are developing long-term business strategies and analysis of financial information.
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Supreet Sunil (Competitor)

Supreet Sunil is currently enrolled in the Odette MBA program. Having completed his undergraduate degree in science at the University of Toronto, Supreet aims to specialize in Finance. He is an active member of several student organizations including the Odette MBA Society and the Take Action! Organization, which he helped found at U of T in 2009.
sunils@uwindsor.ca

Sarim Ehtesham (Alternate Competitor)

Sarim Ehtesham is an MBA Candidate (Year 2013) at the Odette School of Business, University of Windsor. Sarim has an undergraduate degree in business administration and is currently enrolled in the CFA program (passed Level 1 examination in June 2011). Sarim also holds the Canadian Securities Course (CSC) certification and is working towards the Chartered Investment Manager (CIM) designation. Sarim's interests lie in financial modeling for business and equity valuation, entrepreneurship, and strategy development/evaluation.
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Sean Macneill (Alternate Competitor)

Sean MacNeill is currently enrolled in the Odette MBA program at the University of Windsor. Having been born and raised in Windsor, he recently graduated with his Honour's Degree in Biochemistry, with a minor in Biological Sciences from the same university. He has been involved in a variety of volunteer services with local schools, and operates a tutoring club at a local high school.
macneils@uwindsor.ca



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Left to right: Eric Humes, Heather Gawel,
Andre Belisle, Matthew Davies

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.
drose@wlu.ca

Andre Jean-Louis Belisle (Competitor)

Andre Belisle has an Honours Bachelors of Medical Sciences Specialization in Physiology and a Masters in Anatomy and Cell Biology from the University of Western Ontario. His research focused on characterizing a rabbit model of atherosclerosis and developing MRI imaging techniques for imaging vascular plaque. He managed three Home Hardware Stores and was general manager of a Home Hardware Building Centre. He aspires to a career as an entrepreneur where he can grow his own business and seeks opportunities where he can further develop and improve his skills.
andre@lshomehardware.ca

Matthew John Davies (Competitor)

Matthew holds graduate degrees in Sport Psychology and Sport Management; his research on job satisfaction was published internationally. In addition, he holds undergraduate degrees in Psychology and English. Matthew spent the last seven years working in the Sport Industry, gaining experience in fundraising, relationship management, project management, and marketing. Currently involved on-campus as the VP-Academics for the MBASA, he is also an Assistant Coach with the university's men's basketball program. Matthew intends to pursue a career that combines his interest in strategic management and marketing.
matthewdavies@live.ca

Heather Ann Gawel(Competitor)

Heather Gawel holds both a Bachelor and Masters of Applied Science in Mechanical Engineering from the University of Waterloo specializing in biomechanics and biomedical material interactions. Heather's work experience includes quality control and process optimization for the automotive industry and managing an orthopedic implant research program operating out of Drexel University in Philadelphia, PA. Heather is currently the Director of Business for the University of Waterloo Alternative Fuels team where she manages fundraising, sponsorship and business development for the team
heathergawel@gmail.com

Eric Fabian Humes (Competitor)

Eric Humes has earned a Bachelor of Science degree, general studies, with concentrations in Chemistry and Community Health Science, as well as an Honours Bachelor of Science degree in Biology. This led to a Masters of Biotechnology, which resulted in Eric's research into genetically modified yeast strains being internationally patented in April 2010. Eric is currently embracing the new experiences of the MBA curriculum and life. He is the MBASA President, which offers many challenges and opportunities to grow as an individual, expanding his abilities to be a team player and to evolve as a respected leader.
ericfabianhumes@gmail.com

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WINNERS FROM 2011



We would like to **congratulate** last year's 1st, 2nd and 3rd place winners of the competition:

2011 Champions - Porto University



Left to Right, Top: José Rocha, Filipe Nogueira, bottom: Mikhil Shah, Renata Blanc (Coach) and Ana Bizarro

2nd Place- Queen's School of Business



Left to right: Sufian Mughal, Martin Putyra, Khalil Saade front: Christal Agostino

3rd Place- University of Kaiserslautern



Left to right, Top: Wali Hosein, Alexander Spranz, Andreas Venturini, bottom: Sascha Sohn, David Zitzlsperger (Coach) and Fabian Kircher

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THANK YOU



On behalf of the 2012 Organizers, Executives, and Board of Directors, I would like to thank the more than 220 judges, who have donated their time year after year to help ensure a fair and challenging competition. As Seymour Schulich said: "A hundred years from now, it won't matter how much you had in the bank, what kind of car you drove or house you lived in--but the world might be a better place because you helped a younger person." Without your help, a competition of this calibre would not be possible. Once again, we extend our sincere gratitude to all judges at the 2012 competition.

Rios-Karim Mercier
Organizer - 2012 John Molson MBA International Case Competition

"On behalf of all the members of the 2012 Organizing Team and the members of the Board, I would like to extend my sincere and heartfelt thanks to each and every person who was involved as a volunteer. The success of the competition and all the accolades it has received would not have been possible without the efforts and enthusiasm of the volunteers. This message would be incomplete if I did not thank all the Lead Volunteers who assisted us, both before and during the competition and ensured that all the volunteers worked together in a spirit of unison.

The large number of people who volunteered from both the graduate and undergraduate level made me realize that the present is good and the future will be even better, for both JMSB and the Canadian business community.'

-Arun Kumar Rajagopalan
Executive Assistant – Volunteers, JMSB MBA ICC 2012

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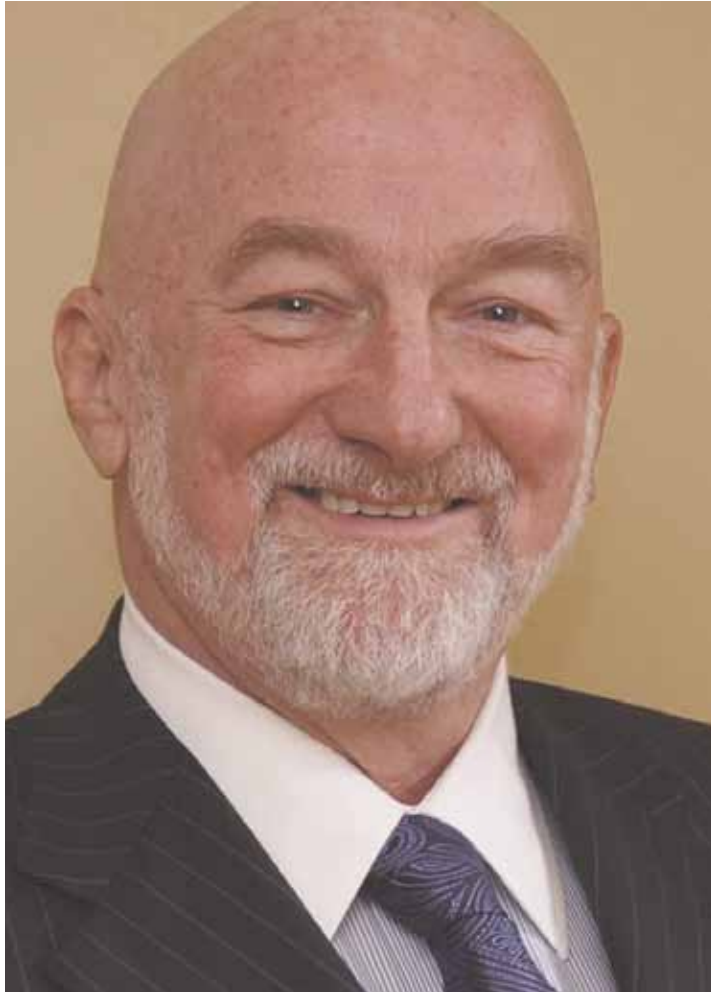
All the best to the participants of the
2012 John Molson MBA
International Case Competition



Bonne chance à tous les participants du
Concours international d'étude de cas MBA John Molson,
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SPECIAL THANKS TO PIERRE BRUNET



A special thanks to Dr. J. Pierre Brunet, former John Molson School of Business professor and one of the greatest contributors and well-known figures of the case competition. He has been involved with the MBA International Case Competition since its inception in 1981 and throughout as a coach, lead judge and chairman of the board.

Dr. J. Pierre Brunet announced his retirement from the MBA-ICC board of directors last year; but has continued to be involved in the continuity and success of the case competition.

Once again, a special thanks to the man that helped start the case competition, Dr. J. Pierre Brunet.

THANK YOU!

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IN MEMORY OF JAMES HOBLYN

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JAMES HOBLYN 1965 - 2011

We would like to dedicate the 2012 competition to James Hoblyn. His contributions and dedication to the MBA International Case Competition shall always be remembered.

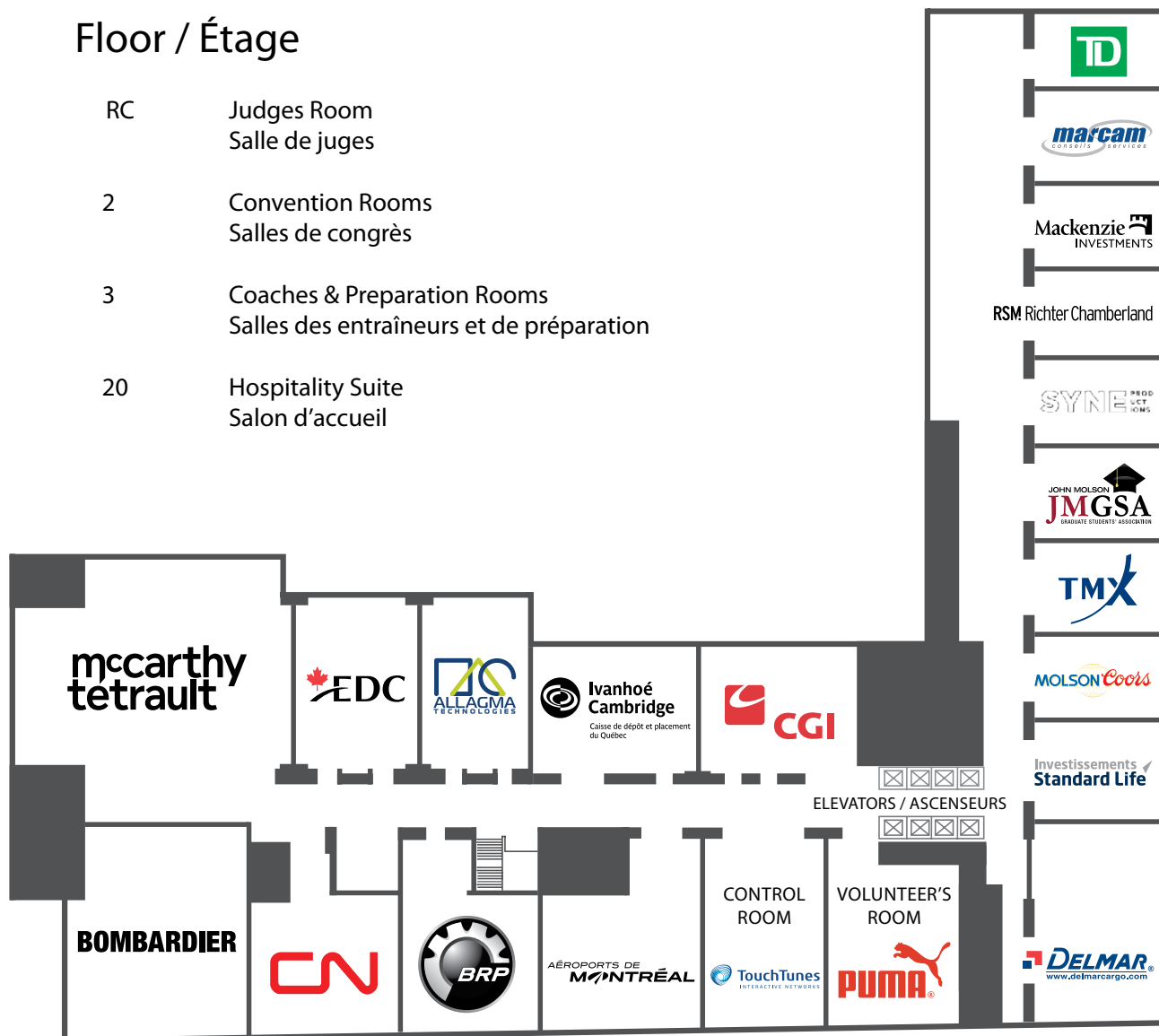
-The 2012 Organizers

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