Message from the Deans

Welcome to the School of Commercial Management Studies and the School of Financial Management of Rotterdam University. This is the first time that Rotterdam University is hosting the Undergraduate Case Competition of the Network of International Business Schools and we are proud to have you with us during the competition week.

Rotterdam University joined the Network of International Business Schools only a few years ago. As one of the largest business faculties in the Netherlands, we think it is crucial to know that we are on a par internationally with the best business schools in other countries. Furthermore, it gives our students a valuable experience and offers them the possibility of testing their business skills against their fellow students. In this respect the case competition forms an important part of the total package of internationalization activities that our schools are involved in.

Besides testing competitive abilities, events like this also offer the possibility of networking and making new friends. These new connections extend beyond the week of the competition and thus add to the memorable character of the event.

For quite some time already the committee organizing the event has been working hard to make sure that the case competition will be a rewarding and successful experience. We would like to thank everyone involved in the organization for their work, including all the jury members, many of whom come from the business community. Their involvement and commitment to the event is much appreciated.

We hope that all the participants in the event will have a rewarding competition, in which there is space for competition, but also inspiration and fun. Good luck to all of you!

Best regards,

Drs. Bert Reul MBA
Dean, School of Commercial Management Studies

Drs. Petra van LangeRA
Dean, School of Financial Management
Katie Parker is from Baltimore, Maryland. I am completing my bachelor’s degree in Accounting from Salisbury University. I will graduate in May 2012 and become a certified public accountant after passing the CPA exam. I have served two years as president for Zeta Tau Alpha and have enjoyed volunteering in many community service projects throughout my college career. I will join McGladrey in November 2012 as an auditor in the not-for-profit division. I am very excited to begin my career as an auditor and apply all of the skills I have acquired.
Matthew Cohen is from Annapolis, Maryland. I will graduate in May 2012 with a bachelor’s degree in Finance and a Minor in Accounting from Salisbury University. I am sitting for the CFA Level I in June 2012. For the past year, I have interned for a financial advisor located in Salisbury, Maryland and I was the lead analyst for a student managed investment fund during the Fall 2011. In August 2012, I will begin working for FannieMae in Washington D.C. as a Financial Analyst. I eventually plan to go to graduate school, relocate to New York City, and get involved in politics.

Christopher Dalton is from Marlton, New Jersey. I am completing my bachelor’s degree in accounting at Salisbury University. I will graduate in May 2012 and will review and take the CPA exam in the summer of 2012, to become a certified public accountant. I currently serve as a Student Business Leader in the Perdue School of Business, and as a University Host by giving tours of Salisbury University’s campus. I will join the audit side of McGladrey in 2012. My long term plan is to attend graduate school, obtain a master’s and PhD in business, and teach accounting at a university.

Danielle Hart is from Baltimore, Maryland. I will graduate in December 2012 with bachelor degrees in Marketing and Environmental Studies. I interned at OceanCity.com and Worcester County Tourism this past summer where I gained skills in social media, event planning and sales. I won gold in the fall 2011 Direct Marketing Association of Washington DC’s MAXI, digital marketing campaign, collegiate competition. I am an active member in the Zeta Tau Alpha fraternity, and have started a Women in Leadership organization on campus to help empower women to succeed in the professional world.

I plan to move back to Baltimore, MD when I graduate and work for an advertising agency or do in-house marketing for Under Armour.

Dr. Olivier Roche is an Assistant Professor of Management and International Business at Salisbury University and Associate Academic Director of the Directors Education Program at the McGill University Executive Institute. Professor Roche holds degrees from the law school of Georgetown University (L.L.M.) and McGill University (Ph.D.). He is a licensed attorney in the State of New York. Prior to his academic career, he has worked at the World Bank in Washington DC and as investment banker in Hong Kong and Tokyo.
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Dr. Willie Redmond earned a PhD in Economics and an MBA from the University of South Carolina. His primary research areas are International Economics and Trade Negotiations. At Southeast Missouri State, he teaches the Graduate and Undergraduate courses in Strategic Management. He is also affiliated with the study abroad program and has taught classes in Finland and the Netherlands. In addition to teaching, he is also a Faculty Fellow in the office of the Provost, where his primary responsibility is serving as the Director of the Missouri Alliance for Collaborative Education (MACE).
Elizabeth Maldonado is a senior, non-traditional student completing her BSBA in Human Resource Management at Southeast Missouri State University. She is also a full-time employee of the University in the Office of the Vice President for Finance and Administration. After graduating in May she plans to continue immediately into Southeast’s MBA program in General Management. Her goal is to then use her education (and her personal and professional support of diversity) to make a significant contribution to the University. Elizabeth has lived in numerous places in the U.S., in addition to one year in South Korea when she was in grade school.

Mitchell Brunson is a senior from Springfield, Illinois double majoring in entrepreneurship and finance. He is a member of Sigma Tau Gamma Fraternity and active in the Collegiate Entrepreneur’s Organization. He is also a member of the following honors societies: Beta Gamma Sigma, Phi Kappa Phi, and the Order of Omega. Mitchell has participated in study abroad programs in Ireland and Italy. After graduating, he plans on pursuing a career in finance.

Deanna Dippold is a senior with majors in Human Resource Management and Finance and minors in Spanish and Entrepreneurship. She is a member of Phi Kappa Phi and Beta Gamma Sigma honor societies and is the President of the Redhawks Collegiate Entrepreneurs Organization. In addition, she is employed as both a paralegal and an aquatics facility manager. She has participated in study abroad programs in Mexico, Finland, and Costa Rica.

Egbar Ozenkoski is a senior from St. Louis, Missouri, USA perusing a Business Administration degree in Finance with a minor in Economics. He is senator in Student Government, an officer in the National Residence Hall Honorary, a member of the Student Advisory Council, a Resident Assistant, and just completed his presidency in Alpha Kappa Psi. Egbar has participated in two short-term study abroad programs in England/France and Ireland/Italy. He has also sat on multiple university committees and interns in the Office of the Vice President for Finance and Administration. After graduation Egbar plans to attend law school to study corporate litigation.
Katie Parker is from Baltimore, Maryland. I am completing my bachelor's degree in Accounting from Salisbury University. I will graduate in May 2012 and become a certified public accountant after passing the CPA exam. I have served two years as president for Zeta Tau Alpha and have enjoyed volunteering in many community service projects throughout my college career. I will join McGladrey in November 2012 as an auditor in the not-for-profit division. I am very excited to begin my career as an auditor and apply all of the skills I have acquired.

Shirah Foy is a senior International Entrepreneurship major at Belmont University. She formerly served as president of Belmont’s International Business Society and is currently a vice president in the organization. Shirah is passionate about travel, linguistics, and journalism. She has studied abroad in Belgium, China, and Russia, also interning at the U.S. Consulate in St. Petersburg, Russia in 2011. She has lived on four continents and traveled in 28 countries over the past six years, learning French and Russian along the way, and updating a wildly popular travel blog for those at home who travel vicariously through her (www.shirah.mobi). Shirah is currently an intern in an Export Assistance Center at the U.S. Department of Commerce. She is now finishing her undergraduate Honors thesis on the formation of entrepreneurial intent in the former Soviet Union, in anticipation of a May 2012 graduation. She plans to pursue a PhD in Management,
curiosity as to how people continue research and teach at the university level, start a consulting firm to help small businesses expand internationally, and some day work in her dream job - as a journalist at National Geographic. When not buried in books, you’re likely to find Shirah in the studio, ballroom dancing, or hiking the nearest hill.

**Ayesha Ghaffar**

is a junior double-majoring in finance and accounting at Belmont University in Nashville, Tennessee. She has lived in three different countries and traveled to thirteen countries, including a study abroad trip to Eastern Europe. Her plans for the future are to work in international finance and economic & educational development in Southeast Asia and the Middle East.

**Rami Zaidoun Nofal**

was born in Raleigh, NC. Moving a lot as a child, he considers both the USA and Hashemite Kingdom of Jordan to be his home countries. As a result of his intellectual curiosity as to how people behave cross-culturally and partake in commerce with States, as well as Nations, he is currently majoring in International Business, with concentrations in Marketing and Arabic, Finance, and Economics. In addition, he is minoring Political Science. Around campus, he participates in a variety of co-curricular activities ranging in, but is not limited to, Students in Free Enterprise (SIFE), Equity Trading Club, Co-Founder and President, and International Business Society, President. Having a strong passion to cater to and serve the underprivileged and disenfranchised, Mr. Nofal is active in the Non-Profit community. He strongly believes that business is the most powerful force to make a difference in the world, as well as of the world. Because of this, he consults and collaborates with locals about the importance of competing on a for-profit basis in order to be effective with the mission of the organization. He has had numerous internships in his undergraduate career; all were directly focused on economic, business, and community development. At this point in time, he modestly works with his family at their Store. The idea of the store started with Rami. He then Grocery proposed the idea to his Father, which his Father pursued the next week! It all started because Rami noticed that the community living in government housing did not have adequate transportation, and also lived in the food desert. In his free time, which is once every blue moon, Rami enjoys spending time with family, reading about contemporary issues, and cooking!

**Jordan**

is a senior marketing major at Belmont University in Nashville, Tennessee. He has lived in six different states and traveled to England, Italy, Germany and Austria. One day he hopes to move to London to help plant a church. He is looking forward to graduating in May and pursuing a creative marketing job.
Hello, my name is Karla Agerley and I am from Mexico. I live here in Denmark together with my husband who is Danish. When I came to Denmark I released that I couldn’t use my veterinarian education, therefore, I decided to study Marketing Economist at the IBA, so I could combine both educations. After that I got a job in a Medical company where I was working with logistics, helping at preparing courses to Veterinarians and also a little bit with exports. Now, I have come back to school to continue my bachelor degree in International Sales and Marketing Management.

I like to travel and to get to know new people from different cultures, learn about their traditions and culinary cuisine, I find it fascinating. Besides, in my spare time I am making Glass Art, Plastic Friendly Jewellery and other creative things.
My name is **Amanda** I am Danish with Greenlandic roots, I live in Kolding with my boyfriend and our dog. I am studying the Marketing Economist program at IBA, before during this I have studied Economy for two years and also International Business Communication. I have not found my call in life yet, therefore I am preparing with multiple different educations. In my spare time I am renovating our house which is a time consuming project, besides that I read crime books with great pleasure. I am a very social person and therefore enjoy the company of good friends and also meeting new friends. Furthermore traveling is a great passion of mine, I absolutely love to see other countries and cultures and I am looking very much forward to revisiting Rotterdam.

My name is **Nadja Mulvad**, I’m a student at the IBA in Denmark. I find it very interesting to study strategic marketing, communication, culture and HR. I plan my future occupation will be associated with these profiles. My spare time I spend with my family and friends, playing sport and reading Russian classics.

**Natascha Oxholm.** I’m living in Kolding, with my boyfriend and our 1 year old son, but I originally come from Copenhagen, the capital of Denmark. I have been working in the private sector since I finished the market economist degree in 2005 until I resumed studies in 2011 to top-up and take the AP degree which I am currently doing at the IBA. I lived in both London and Barcelona. Apart from spending time with my precious family I enjoy playing theatre, when time allows it, as it is very time consuming.

**Niels Kjærside**, coach, teaches marketing, specializing in international marketing. Before entering teaching, I worked as an export manager for Stimmorol, a Danish manufacturer of chewing gum. I spend my spare time on physical exercise, music and reading; running, bicycling, listening to music, playing guitar, and reading history, crime fiction and Charles Dickens.

**Albert Elam**, coach, worked in the fields of finance, accounting, and human resource management for 30 years, and currently lectures in these fields. Educated in the United States, I have experience in both the public and private sectors. I spend my spare time running, cycling and enjoying family and friends.
Katie Parker is from Baltimore, Maryland. I am completing my bachelor's degree in Accounting from Salisbury University. I will graduate in May 2012 and become a certified public accountant after passing the CPA exam. I have served two years as president for Zeta Tau Alpha and have enjoyed volunteering in many community service projects throughout my college career. I will join McGladrey in November 2012 as an auditor in the not-for-profit division. I am very excited to begin my career as an auditor and apply all of the skills I have acquired.

Mario De Wolf (coach) is a lecturer at the KHLeuven department of Business Studies. His main subjects are market research and international marketing. Furthermore he coaches several student projects. As staff member of the International Office he is departmental coordinator of the Erasmus Exchange Programme for incoming students. He also organises the annual International Marketing Week and supports students in their search for master studies abroad. His main hobbies are swimming and reading.

Karen Wandels, 21 years old, lives in Linden near Leuven. After having studied Marketing-Communications, she
Karen is currently studying Advanced Business Management, option Logistics and Purchasing. Karen loves to do salsa dancing, running, organising events with friends and watching a good movie. Next to that, reading books helps her to relax. After this bachelor programme she would like to follow a master programme abroad.

Wesley Vanzeir was born 23 years ago and is also currently studying Advanced Business Management, option Logistics and Purchasing. Next year he would like to continue his studies abroad, in the UK or Spain. Wesley also plays an active role in several platforms with ecology and business as subjects. That’s the reason why he applied to participate in the NIBS Case Competition. In his spare time he plays football and soccer. Furthermore Wesley is interested in photography and traveling whenever he has the opportunity. Reading a book in the evening is for him the best way to end the day.

Chloe Vernimmen is a 24-year-old student at KHLeuven. She is currently studying Advanced Business Management – Marketing Communication. She has a background in communications, mainly in public relations. Advertising is a subject that interests her as well. She describes herself as outgoing, extrovert, hands-on and pragmatic. Chloe has international ambitions and would love to work abroad for a communication agency that focuses on public relations. Traveling is very important for her. She is eager to learn and to know, loves to explore foreign cities and to discover new things. She loves listening to indie and rock music and watching movies from the 50s and 60s.

Stephanie Declercq, 22 years old and living in Beerse in the province of Antwerp, also follows the courses of Advanced Business Management option Marketing-Communication. At this moment she is doing an internship in Brussels. Next year she wants to do an internship abroad.

In the past she followed an Erasmus program in Istanbul and participated in a youth exchange in Brazil. Furthermore she worked as an assistant at an international camp in Belgium. Her main interests are skiing, playing tennis with friends or family (once or twice a week) and cooking and organising dinners for her friends. Pasta and wok are Stephanie’s favourites!
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Salisbury University has been mainly in business development and sales, with organizations like Lululemon Athletica and the Ottawa Senators. With a career goal of being the Chief Operating Officer of a National Hockey League franchise, I’d love to one day own my own profession.

Matthew Corluka. I am 21 years old, from Ottawa by way of Montreal. I am currently completing my fourth year of the Bachelor of International Business program, with a minor in Spanish. As part of my degree, I have spent a year at the Universidad Antonio de Nebrija in Madrid. I am also a member of Carleton’s Jeux du Commerce case competition team, focusing on business strategy. A huge Star Wars fan, my passions also include yoga and filmmaking. My work experience has been mainly in business development and sales, with organizations like Lululemon Athletica and the Ottawa Senators. With a career goal of being the Chief Operating Officer of a National Hockey League franchise, I’d love to one day own my own profes...
Zach Levine.
I am 20 years old, Ottawa-born and raised. I am currently in my third year of the Bachelor of Commerce program at Carleton, pursuing a major in Finance and a minor in Economics. I currently serve as Vice President (Academic) of the Sprott Business Students’ Society and am also representing the school in the Finance stream of the Jeux du Commerce case competition. I also serve as a teaching assistant for various finance courses at Sprott. In my spare time, I enjoy working out, reading, and watching sports. I aspire to combine my business background with a law degree and work in the field of corporate law, and hope to one day test my luck in politics.

Taylor Mendonça.
I am 21 years old and in my fourth year of the Bachelor of International Business program, concentrating in International Marketing and Trade with a minor in French. I grew up in Toronto, but spent five years living on Canada’s west coast in Vancouver. My exchange year was spent at l’Université Paris Dauphine, France, where I caught the travel bug and visited more than 20 major cities in 15 countries in less than 10 months. While at Carleton, I have served as Vice President (Public Relations) for the Sprott International Business Association, and am currently a member of the International Business team for the Jeux du Commerce case competition. On graduation, I hope to draw on my international experience to kick off an exciting career in international marketing.

Adam Rixon.
I am 21 years old, born in Calgary, but have lived across Canada, the United States, Russia, United Arab Emirates, and China. At Carleton, I am studying International Marketing and Trade with a minor in Japanese. I love skiing, cycling, skateboarding, playing drums, fencing, and weight training, and am interested in psychology, photography, design, and new experiences of all kinds. My goal is to master in Architecture / Industrial Design / Film; I want to be involved with the visual evolution of our planet, shaping the things we use and the places we live in. I relish new opportunities and the thrill of where life may take me once I have finished my degree, including the possibility of working with my brother in Hollywood as part of a start-up film and production studio venture.

Robin Ritchie (Coach).
I am an Assistant Professor of Marketing at Sprott, where I teach marketing communications, marketing strategy, and consumer behaviour in our undergraduate, MBA and Ph.D. programs. I grew up in Calgary, but spent time in Vancouver, Edmonton, Québec City, London (Ontario), and Valencia, Spain before moving to Ottawa. Prior to completing my Ph.D. at the University of British Columbia, I worked as an account manager with Columbus Group Communications (now part of Telus, Inc.), and a marketing coordinator with Travel Alberta (the tourism marketing agency for the province of Alberta, Canada).
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Haig Tachejian graduated from Jean-de-Brebeuf College in 2009 with a degree in Commerce and an International Baccalaureate degree in Economics. He is working towards his Bachelor’s degree in Commerce at the John Molson School of Business, with a major in Finance and a minor in Accounting. He is a member of the Institute of Co-operative Education and the John Molson Investment Society. Currently, Haig was selected to be a member of the Finance Team at the Inter-Collegiate Business Competition for the academic year 2011-2012. He received a BMO Entrance Scholarship in Fall 2009 and a Deans Knight Capital Management Ltd. Scholarship, Fall 2010. He is on the Dean’s Honour List and a member of both the Golden Key and Beta Gamma Sigma Honour Societies. Haig completed a first Work Internship at Mercer Investment Consulting in Summer 2010 and a second Work Internship at Industrial Alliance Securities as Research Associate during Winter 2011. Upon graduation, Haig plans to obtain the CFA designation and complete a MBA. Haig contributes a part of his time to a scout organization, managing a youth group. He also enjoys cooking, biking, traveling and wine tasting. As a KWPMP Fund Manager, Haig is responsible for the Utilities and Industrial sectors and co-responsible for Concordia University

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Asset Allocation and Sector Rotation.

**Haby Diallo** is half French and half Malian (from Mali). She came to Montreal four years ago to study architecture, but along the way discovered a passion for business and decided to switch to another bachelor. Having travelled in more than ten countries and lived in four, Haby developed a deep interest for cultural diversity and thus decided to major in International Business (and minor in Finance) at John Molson School of Business. Currently, she is simultaneously completing a certificate in East Asian Studies (focused on Japanese) while studying Management at McGill University. John Molson School of Business gave her the opportunity to further develop her business knowledge and skills by taking a leadership role in a student association (called AIESEC) and participating in case competitions throughout the world.

**Alison Revine** is a fourth year student at Concordia University, majoring in Marketing with a minor in Art History and Studio Arts. She left her hometown of Ottawa to study at Concordia because it was one of the few schools allowing her to study a combination of the two things she is most interested in: Business and Fine Arts. Throughout her studies she has engaged herself in several co-curricular activities including being a Councillor for the Concordia Student Union, holding the position of VP Events for the John Molson Marketing Association, and being a Vice President in her international sorority, Delta Phi Epsilon. This is her first year doing case competitions and she eagerly awaits the 2012 NIBS competition in February.

**Robin Sancton** is a student at the John Molson School of business, with a major in Human Resources, and a minor in Management. She will be completing her studies at the end of this school year, and will be looking for full-time employment for the spring of 2012. She was born and raised in Montreal, Quebec where she lives with my family. Even after living in a wonderful city, Robin enjoys traveling and exploring new countries, whether it is in Europe or the United States. When she is not at school or at work, Robin enjoys baking and playing basketball.

**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.

**Mark Haber** received his M.B.A. in 1972 from Syracuse University right after earning his Bachelor of Commerce at Sir George Williams (presently Concordia University). His business experience includes corporate marketing in the banking industry and marketing of health and beauty aids. In 1988 he began teaching part time at Concordia. Presently Mark teaches at the John Molson School of Business, where he is Advisor to the Undergraduate Competition Program. He introduced a system and a class for nine Commerce Games teams in the Fall of 1998 and It was in 2007 that Mark won the “Recognition Award” at the Jeux de Commerce TD Meloche Monnex. In the ’10”11 season JMSB fielded almost fifty academic teams who brought home thirty-six podium finishes under his guidance. The vision is to make JMSB a sustainable contender in the world case competition arena.
Brandon Copeland is currently completing two degrees at Memorial University; a Bachelor of Business Administration and a Bachelor of Arts (Political Science). This educational path has allowed Brandon to develop an increased understanding of the relationship between business and government. Brandon has been involved on campus since arriving at MUN, taking part in some of the University’s promotional campaigns as well as spending a year as a member of residence executive. In his spare time, Brandon enjoys reading books, expanding a DVD collection of film and TV series’, and snowboarding when the weather cooperates.
**Daniel Kenny**
is currently completing a Bachelor of Commerce (Co-op) at Memorial University with a concentration in accounting and is in his fifth and final year. Since arriving at MUN in 2007, Daniel has taken part in a number of entrepreneurship and business case competitions in addition to completing an exchange semester in Penang, Malaysia. In his spare time, he enjoys playing golf, ice hockey, and keeping up to speed on current events and the financial markets.

**Jennifer Mitchell**
is currently in her last semester of her Bachelor of Commerce (Co-op) program at Memorial University, with a concentration in accounting. She is excited to pursue her Chartered Accountant designation with Price-waterhouseCoopers after graduation. Jennifer recently spent 4.5 months on an exchange in Southeast Asia which allowed her to experience a variety of cultures. In turn, this also helped her gain a better outlook on businesses on an International scale.

**Samantha Phelan**
is currently in the last semester of her Bachelor of Commerce (Co-op) degree program at Memorial University. She was born and currently resides in Newfoundland but has lived in both Europe and Asia. Samantha is actively involved in her school as President of her graduating class, Co-Chair of Business Day Committee, and Director of Communications for AIESEC Memorial. In her spare time Samantha enjoys skating on the reigning Atlantic Canadian Champion synchronized skating team, “Synergy”. Upon graduation, Samantha hopes to work in the field of International Marketing.

**Peggy Coady** is a Chartered Accountant and has coached graduate and undergraduate case teams from Memorial University for 10 years. Peggy is an accounting professor and the Director of the MBA Program at memorial University. Peggy was part of the team that organized the 2011 NIBS Case Competition.
Mr Roger Sherlock,
I am currently Head of the Department of Marketing Studies at DIT College of Business. There are approximately 600 full-time students studying Marketing on a range of courses as well as 100 international students from partner institutions throughout mainland Europe, Scandinavia and Eastern Europe, USA, Canada and Asia. Full-time Marketing courses in the department include a two year Certificate in Marketing, a
One year M Sc in Marketing, a four year Honours Degree in Marketing and the part-time Postgraduate Diploma in Management and Marketing. Research interests are in the area of Consumer Behaviour, Consumption and Culture, specifically music.

**Daniel Fogarty**
My name is Daniel Fogarty, I am a 4th year student in DIT currently studying Marketing. I had the opportunity to live abroad last year and spent a semester studying at Southeast Missouri State University which I thoroughly enjoyed. I am a keen skier whilst my hobbies and interests also include rugby, golf and football. My plans for the future are to travel and work in different places throughout the world. Long term I see myself setting up and running my own business.

**Deirdre O’Flynn**
‘My name is Deirdre O’Flynn, I am a final year student in DIT where I have been studying Marketing for the past 3 years. I hope to successfully complete my degree in Dublin before beginning my career in either New York or London in September. Having gained insight and further understanding I endeavor to eventually start my own business. I love to travel and experience different cultures. I have been lucky enough to visit America, Thailand, Europe, The Middle East and Malaysia over recent years.’

**Saragh Kileen**
My Name is Saragh Killeen. I was born in Milwaukee, Wisconsin, USA. I moved to Ireland when I was three and I’m now living in Dublin. I am studying a Bachelor Degree in Marketing in The Dublin Institute of Technology. I’m currently in my final year. Last year I got the opportunity to study abroad for a semester.

**Aoife Maria Walsh**
My name is Aoife Maria Walsh, I am a 4th year marketing student studying at Dublin Institute of Technology in Ireland. In fall 2010 I studied abroad at Florida Atlantic University in Boca Raton, Florida. I love to travel Sydney, Paris and San Francisco are a few of my favourite cities in the world. I have a huge interest in ballet, I spent ten years dancing with the Irish National Youth Ballet Company. In my spare time I love to dance, take yoga classes and of course I love to socialise with friends and family.
Chris Gal (Rotterdam). I will graduate in June 2012 with a bachelor’s degree in Business Economics from the Rotterdam University of Applied Sciences. After graduation I am planning to continue with my studies in order to obtain a master’s degree. During my years so far as a student at the university, I have managed to obtain a place in an additional program for high performing students called the ‘Honours class’. In the long run I hope to start up my own successful business.
Roxanne van Geest (Spijkenisse). I will graduate in July 2012 for my bachelor’s degree in Business Economics from the Rotterdam University of Applied Sciences. During the last year I have been studying the specialization International Business in both Finland and Rotterdam. Furthermore, I have been working on a Corporate Social Responsibility program of the city of Rotterdam. After my graduation I will continue studying abroad in order to obtain a master’s degree.

Marjolein Hesselink (Gouda). I am completing my bachelor’s degree in Business Administration at the Rotterdam University of Applied Sciences. I will graduate in May 2013 and I will continue studying for my master’s degree in Accounting and Finance at the Erasmus University in Rotterdam. In the last six months I was an intern at the company Customer Games where I have developed skills in website building, social media and translating. During my high school and college career I have been involved with several extracurricular activities, such as helping fellow students in improving their study skills, guiding new students through their introduction week and being a mentor for a group of students. My long term plan is to become a management accountant for an international firm.

Alexander Meulema (Rotterdam). I will graduate for my bachelor’s degree in Business Administration with a minor in international business from the Rotterdam University of Applied Sciences in June 2012. I have been representing the Rotterdam University of Applied Sciences in a number of key events in Latvia, Turkey, Belgium and China during the past years in order to help me become an international marketing expert. After graduation my plan is to either continue with my Mandarin studies or acquire a master’s degree in marketing.
Nibs Case Competition 2012
Rotterdam University of Applied Sciences