nibs '17 RAUMA

samk

The World's Leading International Business Case Competition

26 February - 3 March 2017
Hosted by Satakunta University of Applied Sciences, Rauma, Finland

nibscasecompetition.org

Cover photos: City of Rauma

SUNDAY

26 February

3:15 p.m.	**Depart hotel** and walk to SAMK Campus Rauma
4:00 – 4:30 p.m.	**Opening Ceremony begins**
	Welcome from the chairs, NIBS Organizing Committee: Marina Wikman and Anssi Pajala
	Welcome from the Faculty of Logistics and Maritime Technology and Satakunta University of Applied Sciences: Dean Jaana Vase and President Juha Kämäri
	Welcome from the City of Rauma: Chair of City Council Hanna Marva
4:30 – 5:00 p.m.	**Competition overview and team match-ups** by seeding and random draw
5:00 – 5:30 p.m.	**Team Ambassador introductions and building tours**
5:30 – 6:30 p.m.	**Welcome Reception**
	A selection of cocktail foods
6:30 p.m.	**Depart for hotel**

MONDAY

27 February

8:00 a.m.	**Depart hotel:** Teams and coaches competing in Matches 1.1-1.4
10:00 a.m	**Depart hotel:** Teams and coaches competing in Matches 1.5-1.8.
	• Participants will drop off electronics and belongings in the Student Lounge • Lunch will be provided to teams in the preparation rooms at noon • Lunch for coaches will be available in Coaches' Lounge • Lunch for judges will be available in the Judges' Lounge • After finishing your match, return to hotel or stay on campus to watch other presentations
8:30 a.m.– 5:00 p.m.	**Case Competition: Round 1** 4 Hour preparation, staggered start times
5:15 p.m.	**Depart for hotel by bus**
5:15 p.m.– 6:00 p.m.	**Coaches' Meeting in Coaches' Lounge**
	Dinner
7:00 p.m.	**Competitors meet guides in hotel lobby and walk to restaurant**
7:15 p.m.	**Coaches meet hosts in hotel lobby and walk to restaurant**

7:15 p.m.	**Competitors' dinner** Teatteriravintola Ankkuri, Alfredinkatu 2
7:30 p.m.	**Coaches' dinner** Wähä Tallbo, Vanhankirkonkatu 3
9:30 p.m.	**Return to hotel**

TUESDAY

28 February

8:00 a.m.	**Depart hotel:** Teams and coaches competing in Matches 2.1-2.4 depart hotel
10:00 a.m.	**Depart hotel:** Teams and coaches competing in Matches 2.5-2.8 depart hotel

- Participants will drop off electronics and belongings in the Student Lounge
- Lunch will be provided to teams in the preparation rooms at noon
- Lunch for coaches will be available in Coaches' Lounge
- Lunch for judges will be available in the Judges' Lounge
- After finishing your match, return to hotel or stay on campus to watch presentations, meet with your team, or relax

8:30 a.m. – 5:00 p.m.	**Case Competition: Round 2** 4 Hour preparation, staggered start times
5:15 p.m.	**Depart for hotel by bus**
6:00 p.m.	**Competitors and coaches meet guides in hotel lobby and walk to City Hall**
	Cocktail reception City Hall Pruutmestarska, Kanalinranta 3
	Return to hotel

WEDNESDAY

1 March

6:30 a.m.	**Depart hotel:** Competitors and coaches (teams 5-8 and 13-16)
7:15 a.m.	**Depart hotel:** Competitors and coaches (teams 1-4 and 9-12)

- Participants will drop off electronics and belongings in the Student Lounge
- This is the last round of the group matches. Top two point-earners in each group advance to the Quarter-Final round in the afternoon. Teams that do not advance can go back to hotel and use the time to tour Rauma, or stay on campus to watch presentations in the afternoon.

12:15 p.m.	**Lunch for competitors and coaches served on campus** (teams competing in the afternoon are served first)
	Lunch for judges will be available in the Judges' Lounge
7:00 a.m. – 12:15 p.m.	**Case Competition: Round 3** 3 Hour preparation, uniform start times
1:15 p.m. – 4:15	**Case Competition: Quarter-Finals** 3 Hour preparation, uniform start times
4:40 p.m. – 5:55	**Presentations**
	Dinner
6:45 p.m.	**Competitors finished in the morning meet** in hotel lobby and take bus
6:45 p.m.	**Competitors in quarter finals take bus from university campus**
7:00 p.m.	**Dinner** Kahvila-Ravintola Torni, Vesitornintie 2
9:30 p.m.	**Depart for hotel**

THURSDAY

2 March

Touring Day

10:00 a.m.	**Depart hotel for a walk tour of Old Rauma** – starts at City Hall
11:00 a.m.	**Bus tour of Port and Seaside Industry Park** – pick-up from Kalatori
12:00 a.m. – 3:30 p.m.	**A Finnish cultural experience, activities and lunch**
	For competitiors in Meriristi, Varhontie 14
	For coaches Kiviranta, Kivirannantie 133
4:00 p.m.	**Buses depart for hotel**
	Dinner on your own

FRIDAY

3 March

Merimäki building

6:15 a.m.	**Depart hotel:** Teams and coaches competing in Semi-Finals QF1 and QF2
7:00 a.m.	**Depart hotel:** Teams and coaches competing in Semi-Finals QF3 and QF4
	Participants will drop off electronics and belongings in the Lounge at Merimäki
10:15 a.m.	**ALL non-competing teams and coaches depart hotel to watch semi-final presentations**
12:30 p.m.	**Lunch for competitors and coaches served on campus (Merimäki Building)** (teams competing in the afternoon are served first)
	Lunch for judges will be available in the Judges' Lounge at Merimäki
6:45 a.m.	**Case Competition: Semi-Finals**
11:10 a.m. – 12:25 p.m.	**Semi-finals presentations**
1:30 p.m. – 2:30 p.m.	**Coaches' Meeting in the Coaches' Lounge** Discuss competition and recommend improvements for next year's event.
1:20 p.m.	**Case Competition: Grand Final**
4:45 p.m. – 6:00 p.m.	**Grand Final case presentations**
6:15 p.m.	**Depart for hotel by bus**
7:15 p.m.	**Depart for NIBS Gala Banquet**
7:30 p.m.	**Reception and Grand Gala Banquet** Juhla-Tallbo, Petäjäksentie 178
	Celebrate the hard work and achievements during this week Competition champions, medalists and other winners announced
10.00 p.m.	**Depart for hotel**

ROOM INFORMATION

Williams School of Business, Bishop´s University	KA241
Sprott School of Business, Carleton University	KA208
John Molson School of Business, Concordia University	KA309
DIT College of Business, Dublin Institute of Technology	KA317
Heilbronn University	KA307
International Business Academy	KA314
Laurentian University	KA324
Leeds Business School, Leeds Beckett University	LIB1
London South Bank University	KA326
Memorial University	KA312
Rotterdam Business School, Rotterdam University of Applied Sciences	KA323
Satakunta University of Applied Sciences	KA225
Greehey School of Business, St. Mary's University	KA306
Universidad del Istmo	KA308
Grossman School of Business, University of Vermont	KA325
Windesheim Business School, Windesheim University of Applied Sciences	LIB3

COACHES' LOUNGE
Sauna
KA

STUDENTS' LOUNGE
Room 304
KA

JUDGES' LOUNGE
Teachers' Lounge
KA

Team Preparation Rooms on Friday 3 March	MA208 MA218 MA316 MA318

LEGEND
KA and KB = Kanali Building
MA = Merimäki Building

Rounds 1 & 2	Round 3	Quarter-Finals	Semi-Finals	Grand Final
Mon. / Tue.	**Wed. a.m.**	**Wed. p.m.**	**Fri. a.m.**	**Fri. p.m.**
KB206,KB207, KA113, KA313	KB206, KB207, KA113, KA114, KA206, KA305, KA311, KA313	KB206, KB207 KB113, KA313	MA219–220, MA320	Auditorium

"I hope you have a chance to look around and fall in love with our beautiful city of Rauma"

The City of Rauma is pleased to welcome all the participants to the 2017 NIBS Case Competition! Rauma, the 3rd oldest city in Finland, reaches its 575th anniversary this year, and Finland its 100th anniversary. We are proud to be able to receive talented, skilled, international students to our celebrating city.

Versatile educational opportunities are a great asset to our city. It is possible to gain a bachelor's and master's degree in business administration and international business, to become an engineer with specialization in logistics, maritime engineering or industrial and mechanical engineering, and furthermore study to become a teacher or sea captain. There are also several opportunities for adult learners. The NIBS Worldwide Case Competition focuses on networking, interaction and problem-solving to generate new creative solutions and innovations. All this is also important for the development and future of the City of Rauma and its industry and commerce. Modern industry, port operations and service sector in Rauma will need a large number professionals, and that is exactly what you who participate in the NIBS Case Competition represent. You matter to us!

Rauma is an international city. A strong history of seafaring, port operations and international industry have for centuries brought people and goods to our city from all over the world. Rauma is famous for two UNESCO World Heritage Sites, which are Old Rauma, an idyllic wooden town, and Sammallahdenmäki, a bronze age burial site. History, modern industry and internationality blend in a unique way in our city.

I hope that in addition to the competition you have a chance to look around and fall in love with our beautiful city and that you can take back home Rauma Spirit!

I also want to thank Satakunta University of Applied Sciences for their activity in building the future!

Sari Salo
City of Rauma
Director of Administration

“I wish you all a successful competition.“

It is a true honor for Satakunta University of Applied Sciences to host the 22nd NIBS Worldwide Case Competition, one of the longest-running case competitions in the world.

Satakunta University of Applied Sciences, shortly called SAMK, profiles itself as an industrial higher education institution. Satakunta area has a versatile economic and industrial structure. SAMK emphasizes in its strategy renewal of industries, international competence and active collaboration with enterprises of the area.

The World Economic Forum in its report on Future of Jobs highlights how the trends of changing nature of work are transforming the workforce and creating demand for new types of skills. Work tomorrow is increasingly collaborative and focused on solving complex problems in creative ways. These types of cross-functional skills requiring critical thinking and creativity, are best learned by combining studies with real-life practical applications, such as internships, living labs and case competitions.

Today the NIBS Worldwide Case Competition is, therefore, extremely topical and of great relevance.

I wish to thank all the participants, the judges, the Faculty of Logistics and Maritime Management and the enthusiastic organizing committee for their invaluable contribution in making this event come true. I wish you all a successful competition.

Dr. Juha Kämäri
President and CEO
Satakunta University of Applied Sciences

“I wish you enjoy your stay at Satakunta University of Applied Sciences Rauma Campus.“

On behalf of Satakunta University of Applied Sciences and Faculty of Logistics and Maritime Technology, I bid you welcome to Finland and especially to the city of Rauma.

Satakunta University of Applied Sciences has about 6000 students studying in four campuses in four cities: Pori, Rauma, Huittinen and Kankaanpää. We have five different business programs and four of them are represented here in Rauma. The total number of business students is 2000.

Internationality has been very important in the business education provided in Rauma Campus. There has been tuition in English since the beginning of the University’s history. International education was already started at the beginning of 1990s, when the first compulsory courses held in English were included into the curricula. The English-tuition courses encouraged students to apply for an exchange abroad as part of their studies, and enabled the campus in Rauma to receive international exchange students. Thus began internationalization at home. During the last academic year our degree programmes, six of which are completely in English, have aroused interest among students from more than 30 different countries all over the world.

Satakunta University of Applied Sciences has taken part in NIBS Worldwide Case Competitions 5 times. In this competition our students get the opportunity to be in contact with students from around the world solving business cases grounded in the real world and at the same time they gain social and cultural experiences. “Learning by doing” has been the motto of this campus for decades, and this competition suits this well. Also characteristic of the business studies at SAMK Campus Rauma is a strong connection with working life. This approach is introduced already at the beginning of the studies and it deepens and widens throughout the studies, thus giving the students an understanding of working life in practice.

I was given the honorary task to recruit business leaders to be judges in NIBS competition 2017. I am especially glad that local businesses have been very enthusiastic and willing to take part as judges. They really appreciate this form of business education, and when linked to internationality even more. I wish you enjoy your stay at Satakunta University of Applied Sciences Rauma Campus.

Jaana Vase
Dean
Faculty of Logistics and Maritime Technology

ORGANIZING COMMITTEE

NIBS 2017

Co-Chair, Volunteer Recruiting, Training & Coordination
Marina Wikman

Co-Chair, Case Coordinator
Anssi Pajala

Assistant to the Chairs, Social Media
Vu Do

Judge Selection & Training
Ari-Pekka Kainu

Assistant to the Chairs, Social Events
Anu Aalto

Team Ambassadors & Digital Engagement
Saija Arslan

Assistant to the Chairs
Anni Kaija

Planning & Logistics
Johanna Kares-Koskinen

Communications Coordinator
Elina Valkama

IT Coordinator
Markku Santamaa

TEAM AMBASSADORS

Anttila Heidi	London South Bank University
Brewer Jacob	Grossman School of Business, University of Vermont
Dyer Alex	Sprott School of Business, Carleton University
Hansen Mathias	International Business Academy
Klimentyev Ivan	Heilbronn University
Lammi Petra	Memorial University
Lavi Miro	Laurentian University
Lindholm Iina	Universidad del Istmo
Markova Evgeniia	Leeds Business School, Leeds Beckett University
Nguyen Thanh	DIT College of Business, Dublin Institute of Technology
Salminen Johanna	Windesheim Business School, Windesheim University of Applied Sciences
Salo Mervi	Williams School of Business, Bishop's University
Turunen Karin	John Molson School of Business, Concordia University
Vigato Valentina	Satakunta University of Applied Sciences
Mariaraj Kumudha	Greehey School of Business, St. Mary's University
Josephat Ndulango	Rotterdam Business School, Rotterdam University of Applied Sciences

JUDGES REPRESENTING UNIVERSITIES AND BUSINESSES

Antola Kati
Asumalahti Hannu
Blue Riitta
Eerola Rafael
Eklund Ari
Halttunen Pia
Heiskanen Katariina
Hemminki Jaakko
Huhtala Johanna
Hyppölä Jussi
Ihamäki Pirita
Joshi Ajaya
Jääskeläinen Tiina-Maija
Kallama Kimmo
Kandelin Niko
Keinänen-Toivola Minna
Keskinen Arto
Kivirauma Arttu
Komaro Kim
Korhonen Satu
Klemm Chris
Kuusinen Jere
Lehto Antti
Lehtonen Salla
Lehtonen Suvi
Lundell Teppo
Lähdeniemi Matti
Mantere Sari
Markela Marko
Miettinen Tuula
Minkkinen Eila
Mikkola Marko
Niininen Mika
Nurmi Kaarina
Pajala Susanna
Peltomäki Niilo
Pihlava Olli
Pirkanaho Tapio
Pohjus Anne
Raynor-Karjalainen Ramona
Salo Jouni
Salo Risto
Salomaa Timo
Sallinen Kari
Sankari Anne
Santanen Teemu
Seppälä Marika
Siitonen Mikko
Sävel Jaana
Tanhua Daniela
Tekajarin Pathinee
Tempakka Riitta
Teppola Petteri
Tuomi Tero
Vastiala-Saarinen Maija
Viljanen Marja

WILLIAMS SCHOOL OF BUSINESS, BISHOP'S UNIVERSITY

Canada

Robert Palmer (Coach) Born in Montreal, QC, but having lived in Alberta, British Columbia, Ontario, Michigan, and Ireland, Robert is Professor of Strategy and Chair of the Williams School of Business. Prior to teaching at Bishops, Robert completed his Ph.D. at Michigan State University in Marketing. Prior to his Ph.D., Robert worked as Director of Sales for IBM, consultant for McKinsey, and worked in the field of sports marketing with the Sponsorship Marketing Group out of Ottawa.

Maria Paula Gonzalez Raised in Montreal, Maria Paula is a 3rd year Bachelor of Business Administration student with a focus on international business. She currently serves as Project leader of Enactus, an international non-profit organization who seeks to shape generations of entrepreneurial leaders passionate about advancing the economic, social, and environmental health of many countries in the world. During her studies at Bishop's she has developed a passion for business strategy and change management and is aiming to work as a consultant in the future.

Natasha Paikin Natasha is a 4th year accounting student at the Williams School of Business. Why she is excited to be a part of NIBS: While on exchange at the University of Malta last year, she fell in love with travelling and learning abroad, and has since been seeking out similar opportunities wherever she can find them. While attending NIBS, she will see Scandinavia for the first time, represent Bishop's on a global scale, and be faced with the biggest challenge of her education to date.

Alex Lambert Raised in Maine, Alexander is a 4th year Bachelor of Business Administration student studying Accounting and Economics. He currently serves as the President of the Bishop's University Accounting Society which he joined back in 2013. In 2016 Alex was awarded the Hypercube Prize in Entrepreneurship for the outstanding business plan he developed and presented to his peers. Upon graduation in 2017, Alex has plans to pursue his CPA designation back in the United States and start a career in public accounting.

Bill Robson (Coach) Born in Southern Ontario, Bill has been involved in academia for over the past 40 years. With many years teaching strategic management and being the Dean of the Williams School of Business, Bill has always been passionate about linking theory to practice. Having coached many successful NIBs case study teams, Bill is looking forward to returning back to Finland for another successful and rewarding competition. Bill's passion for Rugby has continued from his playing days and is currently the head coach of the Mens Rugby Team at Bishops University.

Cameron Albert Hailing (not pictured) from northern Greater Toronto Area, this Aurora native is currently pursuing an honors designation to crown his bachelors of Business Administration degree with concentrations in Finance and International Business. He has served two full terms in the SEED portfolio program as a research analyst and then a presentation manager. Cameron was also selected to be a member of the first ENACTUS presentation team, where Bishop's placed 3rd nationally, all while promoting financial literacy to the youth and elderly. This past year, Cameron spent a semester abroad in Australia to compliment his 3 summers of corporate finance and consolidation work at Magna International. Moving forward, Cameron seeks to develop a career marrying his passions for relational, social business, with the automotive Industry.

UNIVERSITÉ BISHOP'S UNIVERSITY

SPROTT SCHOOL OF BUSINESS, CARLETON UNIVERSITY

Canada

Jacqueline De Sousa Jacqueline is currently a fourth year commerce student, concentrating in marketing at Carleton University in Ottawa. She has been an active member of the Sprott community utilizing her passion for marketing within her role in the Commerce Students' Society. Jacqueline has also held multiple summer analyst roles in IT and marketing at the Royal Bank of Canada. This is her second international case competition and is she is looking forward to the upcoming challenge!

Chongo Bwalya Born in the UK, Chongo is a 4th year Bachelor of Commerce student with a concentration in Accounting and Finance. She previously served as the Vice President of Finance of Developing Excellence Celebrating Achievement (DECA), which is a club dedicated towards developing students' case presentation skills. Chongo was also a member of Sprott's Accounting team for the Queens University Inter-collegiate Business Competition in 2016 and was a co-winner of the Sprott-Telfer Accounting Case Competition in 2014 and 2015. She also participated in the First Year Connections Mentorship Program in fall 2016, where she assisted first year students with their transition to university. She is currently working an internship at Deloitte LLP and plans to pursue a career in accounting.

Carlos Cantafio Born and raised in Caracas, Venezuela, Carlos is a 4th year Bachelor of Commerce student concentrating in International Business, and minoring in Economics. Carlos is a member of the Sprott Student Investment Fund, a student-run portfolio management program. Additionally, Carlos has held internship positions at both Toyota de Venezuela and Deloitte Canada, where he engaged in various consulting and strategic planning projects. In addition to NIBS, Carlos will represent Sprott on the Finance team at the 2017 Inter-Collegiate Business Competition in Canada. Carlos has a distinct passion for music and singing/song-writing. He plans to pursue a career in economic development and international finance.

Sonia Fendt Born and raised in Caracas, Venezuela, Sonia is a 4th year Bachelor of Commerce student concentrating in International Business and Supply Chain Management. She is a member of Sprott's Business Policy team for the 2017 Inter-Collegiate Business Competition and participated in the John Molson Undergraduate Case Competition in 2016. Sonia currently serves as Events Director for the Jeux du Commerce Central business competition, in which she obtained 2nd place in the International Business category in 2016. Sonia has completed internships working in distribution and international logistics at PepsiCo Venezuela and Restaurant Brands International. She plans to pursue a career in international supply chain management.

Linda Schweitzer (Coach) (not pictured) An Associate Professor of management and strategy, Linda teaches strategy, organizational behaviour, organizational learning, and knowledge management in the school's undergraduate, MBA and Ph.D programs. Linda, is currently on sabbatical after having served 5 years as the Associate Dean (Research and External). She has published in the areas of alternate work arrangements (telework and virtual teams), strategic human resources management, organizational behavior, women in business and society as well as generations in the workplace. Prior to completing her Ph.D. at Carleton University, Linda worked as an engineer and Project Manager in Montreal and Quebec City.

SPROTT
SCHOOL OF BUSINESS
CARLETON UNIVERSITY

JOHN MOLSON SCHOOL OF BUSINESS, CONCORDIA UNIVERSITY

Canada

Aubrey Hansen-Barkun Born and raised in Montreal, Aubrey is pursuing a BComm in marketing. Originally a student-athlete, his world was turned upside down when injury forced him to retire from the varsity soccer team in 2015. This void was quickly filled by a passion for tech. After spending time in the fast-paced world of startups, he now works in strategy at Autodesk. Along the way, he has served as VP Marketing for the John Molson Marketing Association and is on the 2017 Jeux du Commerce Marketing team. In his spare time, he can be found in local cafes producing music, learning how to code, and plotting world domination.

Justine Carlone Justine is in the final year of her Bachelors of Commerce in International Business. She has always been passionate about discovering the world, exploring new places and learning about different cultures. This passion led her to go study abroad in Australia for a semester in winter 2015 where she fell in love with the country. She is the Vice President of her university's exchange committee (JIC) and strives to help her fellow classmates live the unforgettable and life-changing experience of studying abroad. Justine has competed in the debate discipline at the Jeux du Commerce 2016 which opened her eyes to inter-collegiate competitions. Firm believer in getting out of your comfort zone, Justine aims to continue to push herself to reach her goals. She loves to write and is excited to visit Finland this February!

Kate Richard Kate is a 4th year accounting student at the John Molson School of Business (Concordia). She is currently the Academic Coordinator for the John Molson Competition Committee and this is her 3rd year competing! Previously, she participated in managerial accounting, accounting and ethics competitions. She will be graduating this May and after graduation, she will be working full time at EY. Along with working, she will be studying part-time to obtain her CPA designation.

Jean-Sébastien Chaussé D'arcy Jean-Sébastien is a third year Bachelor of Commerce majoring in Finance and International Business. Currently, he serves on the executive team of Concordia's Management Consulting. He conducted two internships, in the aviation and banking industries, and will be performing a third one in the strategy team of a major Canadian aircraft manufacturer. Jean-Sébastien competed at RITC and the Financial Open in 2016, and will be competing at Jeux Du Commerce and Financial Open in 2017 in finance and corporate finance. He plans to pursue a career in consulting.

Mark Haber (Coach) (not pictured)

Haig Tachejian (Coach) (not pictured)

UNIVERSITÉ Concordia UNIVERSITY

JOHN MOLSON SCHOOL OF BUSINESS

AACSB ACCREDITED

DIT COLLEGE OF BUSINESS, DUBLIN INSTITUTE OF TECHNOLOGY

Ireland

Roger Sherlock (Coach) Roger Sherlock is Head of the Department of Marketing Studies at DIT College of Business, with over 600 full-time students studying Marketing on a range of programmes as well as 130 international students from fifty-six partner universities worldwide. Marketing programmes 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. Case study teaching is central to the approach adopted with all students at DIT and Roger has been coaching in case competitions for over ten years.

Ciara Purcell is in her final year studying Marketing at DIT. Ciara's home is Athy, County Kildare. Her family background is in the Hospitality and Retail sector, which exposed Ciara, at an early age, to an understanding of the "customer experience". Ciara has completed a variety of work experience. This has ranged from the Corporate Model in IBM where she, coordinated and communicated unified brand, to working as a PR and Digital Marketing Assistant. Ciara's interests include reading, films and fashion. She has participated in a number of projects, such as a hackathon for a new business. She was awarded a bronze medal in the Presidents (Gaisce) Awards for competing in a range of challenges. Ciara plans on going into the Public Relations side of the industry.

Leanne Keegan Originally from Sligo, in the North-West, Leanne is in her final year of studying marketing. Leanne enjoys challenging projects giving her the opportunity to 'think outside the box'. Leanne has volunteered at a number of events including the 2014 and 2015 Web Summits held in Dublin and events held by the Interactive Digital Marketing Association Dublin. Leanne has also participated in a number of creative, group project competitions including The Vodafone Loyalty program challenge –her team being a finalist; and most recently a hackathon for a new business idea. Following the completion of an internship for a legal IT solutions company in 2015, Leanne has continued work with them while completing her degree, and will return to the position of marketing manager in May 2017.

Rachel McFadden From Dublin, Rachel is a final year, Marketing student at DIT. She is currently the Public Relations Officer and Social Media Manager of the DIT Snow Sports club. She took part in the Google Online Marketing Challenge alongside a team. She has completed several internships, e.g. as a Marketing Executive assistant and, as a Social Media assistant & app consultant at the ICSB Entrepreneurship Conference. She has travelled to Panama with the DIT Global Brigades and helped educate two indigenous communities, and was awarded the DIT volunteer award for this work. She has also been given a Silver President's award (Gaisce) for the completion of various challenges. Among her other interests, Rachel is a fitness enthusiast with love of skiing and plans to pursue a career in international business.

Patrick Reilly A native of South Dublin, Patrick is currently in his fourth year, of his Marketing degree at DIT. Patrick formally worked with Grant Thornton Ireland for two and a half years but now works as a director, on the board for The DIT Students Union, a role being one of the key decision makers for the entire union. Patrick is also a Class Representative, School Representative, & Student councilor within the School of Marketing. In his spare time, Patrick volunteers for the Irish Society for the Prevention of Cruelty to Children (ISPCC), the DIT Student Union's chosen charity for the academic year for 2016/2017. Patrick is also an avid supporter of the Arsenal and Republic of Ireland football teams. When Patrick completes his degree, he hopes to pursue a career in Marketing or finance and hopefully one day run his own business.

HEILBRONN UNIVERSITY

Germany

Joachim Link (Coach) has been working as a Professor of Marketing at Heilbronn University in Germany since 2002. His main areas of teaching and research are within the field of brand management and customer management. In addition to that Joachim is the Internship Manager of the Bachelor program ”Business Administration, Marketing and Media Management” at Heilbronn University. Prior to his academic career he worked as a Sales Manager in the machine building industry and for a couple of years as a Service Manager in a software company. In his doctoral thesis he did research on B2B services in cooperation with Siemens AG.

Christof Schäfer was born and raised in Southern Germany. He is a fourth-year Bachelor of Business Administration student concentrating in marketing and media management. His area of study is product and customer management. Christof has held an internship in marketing and product management for Kärcher at the German headquarters. During his six-month internship, he gained lots of professional experience. Among his many interests, Christof is dedicated to football, skiing and travel. He plans to pursue a career in marketing and product management and is currently looking at possibilities to take his Master’s degree.

Jana Fink was born in Heilbronn, Germany. She is a fourth-year Bachelor of Business Administration student concentrating in Marketing and Media Management. From March to August 2016, Jana did an internship at MANN+HUMMEL, an automotive supplier specializing in filtration technology, where she actively supported the product marketing department. Alongside her studies, she is a working student at Reinhoffer & Wolf, a headhunting agency. Among her many interests, Jana is interested in music and travelling. Since she has a passion for product management as well as personnel marketing Jana plans to pursue a career in one of those areas.

Vivian Kühnert was born and raised near Stuttgart, Germany. She is a fourth-year Bachelor of Business Administration student focusing on Marketing and Media Management. From March to September 2016, Vivian completed her internship at the Marketing and Online department of SWR, a regional public broadcasting agency. During her year as an Aupair in America and her semester abroad at the ”Universidad Europea de Valencia” in Spain, she could gain international and intercultural experience. Vivian has a passion for sports and travelling. After her Bachelor’s degree she wants to start a Master’s program. In the future, she sees herself working in an international environment.

Tobias Reutlinger was born and raised in Ravensburg. He is a fourth-year Bachelor of Business Administration student studying Marketing and Media Management. The focus of his studies lies on Product and Customer Management. From August 2015 to January 2016, Tobias completed an internship at the communications agency Schindler Parent Gmbh, where he supported the brand management of different companies, especially in the B2B sector. Tobias participated in the 2015 International Marketing Week in Den Haag and studied Tourism Economics abroad at the University of Bologna for six months. He has passion for brand strategies and plans to work in the marketing department of an international company.

HHN
HOCHSCHULE HEILBRONN
HEILBRONN UNIVERSITY
ENGINEERING BUSINESS INFORMATICS

INTERNATIONAL BUSINESS ACADEMY

Denmark

Mie Schultz Lyskov, 25. Born and raised in Denmark, Fredensborg. She is an educated marketing manager and is currently studying a Professional Bachelor in International marketing and sales at IBA in Kolding. In the future, she hopes to help companies worldwide solve their business-related problems. She is adventurous and loves to experience new things and test her limits. She is always full of energy and her innovative personality means that she can always contribute with a good idea. On a daily basis, she works at Kolding local newspaper, and also as a customer service representative in one of the biggest supermarket chains in Denmark.

Edgars Niedols Born on the windy shores of Western Latvia, Edgars is a highly ambitious and hardworking student who after having completed a Management Diploma from the Business Academy Aarhus is currently pursuing a Double Bachelor's degree in International Sales & Marketing Management at IBA and Business Marketing & Management with London South Bank University. In terms of international experience, before joining IBA Edgars did an internship in an IT company in Stuttgart, Germany as well as successfully participated in the NMUN 2016 – United Nations conference simulation in New York City, US. In his free time, Edgars enjoys reading, traveling and social engagement activities.

Dorottya Kosurnyikov is originally from Hungary, currently studying International Sales and Marketing at IBA, Kolding, Denmark. Prior to coming to Denmark, she was living and working for four years in the Middle East, in one of its richest countries, Qatar. This experience created a deep interest in her toward that area, both in a cultural and an economical context. In her home country, she studied Tourism and Hospitality, and also gained valuable experience in that field. She has a profound passion for sports, being a qualified and experienced group fitness and personal trainer.

Bára Sýkorová Born and raised in the Czech Republic, Bára is a third-year student of International Sales and Marketing. In the last two years she has lived in 3 different countries using most of the international opportunities given by the academy. In the third semester, she decided to go on a study exchange to France and the following semester went on an internship to New Zealand where she worked for a professional theatre as a marketing assistant. In September 2016 she became a student ambassador at IBA. Among some of her passions are sustainable living, poetry, yoga and tea rituals.

Jon Ording Haug (Coach) (not pictured) Native Norwegian, lecturing in International Marketing and Sales, Strategy and Research Methods at IBA, Kolding. Experience from several international companies like LEGO, Sara Lee, Bestseller as head of Marketing. Working experience covers a wide area within marketing, sales and management, specializing in branding, consumer insight and communication. Specific interests in sailing and triathlon.

Albert G. Elam (Coach) (not pictured) Albert is a lecturer in Finance, Accounting, Strategy and Leadership at the IBA, specializing in International Finance. Before entering academia, he had a 23-year career in the United States Air Force achieving the rank of Lieutenant Colonel and owned/operated a small consulting firm for 27 years selling client list in 2007. He enjoys music, movies, reading crime and action novels, basketball and American football.

INTERNATIONAL
BUSINESS ACADEMY

LAURENTIAN UNIVERSITY

Canada

Curtis Byron H.B.Com. Candidate, 2017. Curtis was born and raised in Sudbury, Ontario; he is a 4th year Commerce student at Laurentian University. He works as a risk assessment officer at the Canada Revenue Agency. When he is not busy, Curtis enjoys hitting the slopes to snowboard and ski. Other interests include hockey, football, the gym, reading and playing video games. Curtis thoroughly enjoys traveling.

Eric St-Denis H.B.Com. Candidate, 2017. Eric was born and raised in Sudbury, Ontario; he is a 4th year commerce student at Laurentian University with a focus in accounting. He works for KPMG's Sudbury branch as a staff accountant in the audit field. In his spare time, Eric enjoys fishing, playing hockey and going out for drinks with friends.

Arege Bilgasem H.B.Com. Candidate, 2017. Arege was born in Canada and holds dual citizenship in Libya. She is a 3rd year Commerce student completing a double major in finance and operations. Arege works for the Canadian Imperial Bank of Commerce part-time and expects to complete all of her studies in the summer of 2017 due to fast tracking. Arege is a member of the first Laurentian University team to attend Queen's ICBC competition in the MIS category. On top of this achievement, Arege does a lot of volunteering in her community for several organizations such as Health Science North, the Canadian Cancer Society, and the local Arabic school. She enjoys traveling and spending time with family and friends on her spare time.

Jean-Noël Desmarais H.B.Com. Candidate, 2017.Jean Noël Desmarais is a 4th year commerce student in the French stream of the program. He is heavily involved in volunteering around his community and the university. Jean-Noël was President of Enactus-Laurentian, a non-for-profit student-run organization whose mission is to improve the livelihood of the community through entrepreneurial action. His involvement within Enactus has allowed him to travel to Moose Factory First Nation twice and work with the Cree Band. Jean-Noël was selected to represent the Faculty of Management, Laurentian University and Canada in various business case competitions such as the 20th International Workshop in China in May 2017. Aside from his studies, Jean Noël is a foreign language enthusiast currently learning Spanish and German. This has thrusted him to travel to Europe and study abroad. Jean-Noël is proud of living in Northern Ontario and loves to fish and play hockey in his spare time. After he finishes his bachelor's degree, Jean-Noël plans to work and travel for a few years in Latin America. He has the long-term goals of going to law school and working for the foreign services of Canada.

Luc Lagrandeur (Coach) (not pictured) H.B.Com. (Laurentian), M.Sc. (Sherbrooke), eDBA (Sherbrooke). Luc is Professor of Marketing and Business Consulting in the Faculty of Management at Laurentian University, teaching courses in marketing, case analysis and competitions, integrated marketing communication, social media marketing, business-to-business marketing, retailing management, marketing research, consumer behaviour, business venture/small business start-up and business consulting. Luc has 10 years of practical marketing experience; he held positions such as Strategic Account Manager, Marketing Manager and Manager of Customer Relations for one of Canada's largest information technology outsourcing company based in Montreal. He is currently pursing doctoral studies (PhD) at University of Lille1 in France. His current research projects are on the implementation strategies of local government offering e-services using the virtual organization model.

LEEDS BUSINESS SCHOOL, LEEDS BECKETT UNIVERSITY

United Kingdom

Matthew Luczynski Born and raised in the United Kingdom, Matthew has always over-achieved with everything he's been part of. From a young age he's been able to think outside the box which has been enhanced by his parents' abilities and own achievements within business. Currently a final year student studying International Business working on numerous start-up businesses within the digital & application industry, Matthew looks to penetrate the global market once he finishes his degree. Prior to this he has run numerous small businesses and worked with some industry professionals such as Key members of Lloyds Banking Group which has led him to be where he is now. Matthew looks at the bigger picture, sees how to move forward and drives until it's achieved. He also enjoys numerous adrenaline filled sports, travelling, seeing new places and what they have to offer.

Jasmine Tamer Jasmine is a 3rd year Business and Management student at Leeds Beckett University. Throughout her time at university, Jasmine has undertaken both a semester abroad at a partner university in Melbourne, Australia, and a year in placement working for Panasonic in London. Along with this competition, Jasmine recently took part in an investment competition organised by one of the UK's largest independent stockbroker firms, in which her team came first place, achieving the highest return on their portfolio.

Alex Johnston Alex is a 4th year student studying International Business at Leeds Beckett University. During his time studying, Alex has completed a successful year working/leading in an office in London for an international market research agency. He also spent a semester abroad in Melbourne studying at Victoria University. Alex has also been part of a winning team in a university organised investment competition which was also headed up by a local stockbroker firm.

Hayley Ward Hayley born and raised in England, Hayley excelled in school and is enjoying her time at Leeds Beckett University. She is a hard-working individual which has led her to where she is today, having her own online clothing shop and working 3 other part-time jobs to ensure she gets to where she wants to be. Currently a third year International Business student, Hayley wishes to be in the Marketing industry once finished her degree. This became apparent after achieving the second highest grade in International Business on the Marketing module in a previous year. Hayley has always had a passion for numbers which she is hoping will help within the financial section of the competition. She enjoys travelling and has tried increasing her employability through volunteering in the Fiji Islands last summer gaining valuable skills for further in life.

Marie Kerr (Coach) (not pictured)

Clare Manning (Coach) (not pictured)

LEEDS BECKETT UNIVERSITY

LONDON SOUTH BANK UNIVERSITY

United Kingdom

Zaryoon Sheikh Born and raised in London, Zaryoon is a 4th year Business Studies student specialising in economics and digital marketing. He recently completed his placement year at Quantum Marketing and won the Placement Student of the Year award for the School of Business at London South Bank University. He is also the co-founder of Smarket which is a mobile application currently in development. Zaryoon has a passion for entrepreneurship and has plans to open a family business after graduation.

Naseeba Mhearban Born in the UK, Naseeba is a 4th year Business Studies student specialising in business IT having undertaken a placement year in IBM. Previously a student member of the Institute of Directors, Naseeba is a trained mentor and is currently an Enterprise Ambassador at the university promoting diversity and innovation in business. She hopes to pursue a career in the IT services sector.

Jon Warwick (Coach) Jon is Professor of Educational Development in the Mathematical Sciences within the School of Business and has more than 30 years teaching and research experience in mathematical modelling and business education.

Miek De Smet Born in Belgium, Miek is a 3rd year student studying the BA Marketing. As well as serving as a student member of the Institute of Directors, Miek has won the AB Inbev Project organised by the University College Leuven Limburg, a competition that encompassed brand management and business strategy for the Jupiler brand of the organisation. Miek undertook an internship in the Aminolabs Group where the work delivered entailed corporate streamlining after mergers and acquisitions. Besides other engagements, Miek aspires to take part in and grow the Family Business CDS (Cochuyt-De Smet).

Christina Anderl (Coach) Born and raised in Germany and employed as a Graduate Teaching Assistant in Economics at London South Bank University, Christina teaches international business, financial economics and econometrics. Prior to joining the university, she worked in the foreign exchange market on margin adjustments and derivative pricing. Christina is the Business School lead for the Institute of Directors student membership scheme and is currently studying for a PhD in Economics.

Richard Hart Born in London and raised in Essex. Richard is a final year Accounting and Finance student. Having contributed to a variety of business events at London South Bank University he aims to pursue a business career as a financial analyst/ business adviser. Some of his interests include: cycling, squash and reading a variety of contemporary literature. He also has interest in performing and listening to a variety of music genres.

Anna Howard (Coach) (not pictured) Anna is Associate Professor in Enterprise Education and leads the School of Business's Student Enterprise Strategy. Bringing to the School a rich background in accounting and finance, Anna is also Associate Head of the Department of Business and Enterprise and as well as providing a strong lead on student enterprise within the School of Business, she has also developed impactful relationships with key external stakeholders, including the Institute of Directors and the Institute of Enterprise and Entrepreneurs.

London South Bank University
EST 1892

MEMORIAL UNIVERSITY

Canada

Sydney Pinsent Born and raised in St. John's, Newfoundland and Labrador, Sydney is in her final year of the Bachelor of Commerce program with a concentration in Human Resources and Marketing. After completing three Marketing and Human Resources-related work terms with Husky Energy, Common Ground Coworking, and North Atlantic, Sydney has been equipped with diverse experiences and skillsets, particularly enhancing her skills in communication, public speaking, and time management. With graduation approaching, Sydney has recently applied to law school in the UK in order to follow her dream of pursuing an internationally-focused career as a Human Rights Lawyer. In particular, she is passionate about fostering diversity and advocating for women's rights.

Frank Norris A Newfoundland and Labrador native, Frank is currently completing his fifth and final year of a Bachelor of Commerce degree program with a concentration in finance and accounting. During his time at Memorial University, Frank has completed finance work terms with both the Newfoundland Liquor Board and WorleyParsons Canada. While at WorleyParsons, he completed audits relating to the Hebron oil platform which is one of the largest offshore platforms around the world. Outside of academics, he is the male head coach for the Newfoundland and Labrador Rowing team, and a recreational rugby player. Frank is also on the Memorial business day committee and a member of the universities investment club. Aspiring to complete a career in either public accounting or banking, Frank will be pursuing his Chartered Professional Accountancy designation upon graduation.

Aaron Moore A native of Newfoundland and Labrador, Aaron is a 5th year Bachelor of Commerce (Co-op) student focusing his studies in Marketing and Small Business Entrepreneurship. He currently works at Johnson Insurance as a Marketing Analyst and aims to drive growth through a data driven forecast to assist operations and capacity planning. In the past, Aaron has worked on teams and lead major projects involving marketing return on investment, campaign management for Salesforce.com, web analytics and insights, and a nationwide brand launch. Aaron enjoys travel as he has spent time in Germany, France, Switzerland, Austria, Italy, Scotland, and Ireland.

Laura Bennett Born and raised in Mount Pearl, Newfoundland and Labrador, Laura is currently completing her 5th and final year of the Bachelor of Commerce program with a focus in Human Resources. In her spare time Laura loves volunteering with organizations such as Memorial University Business Day, Memorial University Student Council, and Mount Pearl Special Olympics. In 2015, Laura competed in the Intopia Business Simulation Competition and her team won first place for Best Overall Team Strategy. Laura has a passion for people and looks forward to competing at an international level and meeting other students.

Peggy Coady (Coach) (not pictured) Peggy teaches accounting and is the Associate Dean for the MBA Program at Memorial University. Peggy has been involved in coaching MBA and undergraduate case teams for 15 years. Memorial University has a long history with the NIBS Case Competition having hosted the event three times and winning first place six times.

MEMORIAL
UNIVERSITY
FACULTY OF BUSINESS
ADMINISTRATION

ROTTERDAM BUSINESS SCHOOL, ROTTERDAM UNIVERSITY OF APPLIED SCIENCES

The Netherlands

Jill Klein was born and raised in The Netherlands, in a historical town called Brielle. Jill is currently in her final year of her Bachelor study in Accountancy. In 2014 Jill started working for a debt-collecting agency being responsible for the financial administration of a division. Last year Jill did an international internship at one of the Big Four accounting firms in Washington D.C. Here she gained valuable work experience as an accountant. Afterwards, Jill travelled through the United States by herself. Then she developed a real passion for traveling. But her biggest passion is horseback riding. She and her family have their own show jumping horses. In the future Jill wants to develop herself into an outstanding accountant and consultant.

Anwar Zekhnine was born and raised in The Netherlands, in the beautiful city of Rotterdam. Anwar is currently a 4th year Bachelor student in International Business and Management, with a focus on international marketing. Ever since 2010 Anwar has gained valuable work experience in the field of transportation. After tasting the international vibe of logistics, the urge to go abroad was born. Since then Anwar has worked in London, studied in Frankfurt and now he is the student ambassador for international students and expats at his home university. As from February 2017, Anwar will expand his resume by doing his graduation placement at the after-sales department of a top 10 car manufacturer. Anwar loves to spend his free time with friends and family and loves to be surrounded by different cultures.

Gerard van der Star (Coach) wants to contribute to others' success by using an innovative and transformational change and learning approach, 'learning to learn' is his passion. As researcher, he looks for ways to close the gap between business education and the business world. Some of his specialties are Teaching Case Writing, High Performance Team Coaching, Strategic Management, Action Learning and Action Research, International Marketing & Business, Services Marketing and Operations Management, Business Modelling, New Product Development, and Integrated Marketing Communications. During recent years, he transformed from lecturer to teacher, from researcher to new business creator. This is related to his vision on the real meaning of products: Products - combinations of goods and services - are in a deeper sense nothing else than promises. Changing the world using this "Promise Management Philosophy" is his ambition and his philosophy of life!

Bob Janson was born and raised in Rotterdam, The Netherlands and currently in his final year of the Business Economics Bachelor. He did an internship in Dunedin, New Zealand and an exchange study programme in Beijing, China to gain international experience. Upon returning, he competed in international case competitions at the University of Vermont in the USA and the HKUST Business School in Hong Kong. He plays rugby in the Dutch first division and plans on continuing his education with a Masters at Nyenrode Business University.

Donovan Liu was born and raised in the Netherlands with a Chinese background, Donovan is a 4th year Bachelor student in Commercial Economics, with a focus on Marketing. In 2015, he successfully led three projects of start-up companies as a project leader. After discovering the thrill of having such a position, he committed himself to the art of project management by gaining certificates and working as a consultant in 2016. Currently, Donovan spends his time working on a challenging graduation assignment where he will implement a strategy for a new department of a Swedish telecom company. Among his many interests, his passion lies in playing the piano, whereas in the past he performed at concerts. He was also once selected for a masterclass given by a renowned piano artist, which was shown on television. He aspires to obtain his masters and becoming an outstanding consultant in the future.

ROTTERDAM UNIVERSITY
UNIVERSITY OF APPLIED SCIENCES

SATAKUNTA UNIVERSITY OF APPLIED SCIENCES

Finland

Marcel Uhlig Born in GDR in 1984, he made his way into the open world trying to accomplish greater goals. After serving in the German military and on two missions in Afghanistan as an infantry soldier he came to Finland to work as an QA/QC manager and welding specialist in Finland for the Olkiluoto 3 Project. It seemed like the right path, but it wasn't. Studying at SAMK has given him the mindset he needed to create his own business and grow it successfully.

Jan Joensivu Jan is a 3rd year student of the International Business bachelor's degree program. He has chosen Service Design as his major. He is a native Finn from a town called Nokia. During the studies Jan has taken part in many international activities, one of these has been acting as a student tutor for the exchange students that spent a semester at SAMK. Jan has taken part in many projects during his studies.

Van Nguyen Born and raised in a small village in the central province of Vietnam, Nguyen is a 4th year IB student concentrating on Marketing Logistics. Nguyen had completed his automotive engineer program and had been working as a technical engineer for one year in Vietnam before he decided to switch to business. Nguyen went for an academic exchange semester in Hogeschool Rotterdam in 2015. In the same year, his team participated in the NIBS Business Plan Competition, in which his team was one of the finalists. Nguyen is passionate about business analysis and intends to pursue a career in this field. He loves playing football and badminton.

Uyen Thuc Le Uyen was born and raised in Ho Chi Minh City, Vietnam. She is a 3rd year student of the English-tuition international business program at SAMK, concentrating in Service Design and Marketing. Uyen has participated in many international projects relating to her field of studies and worked as an international tutor for exchange students. She is an illustration enthusiastic and a book worm.

Vesa Rosenqvist (Coach) At Satakunta University of Applied Sciences (SAMK), Vesa teaches various courses related to management and product development. He grew up in Rauma in Finland. Prior to working at SAMK he spent 26 years at Rolls-Royce Marine in various senior management positions including 13 years in expatriate positions in China, Singapore and Japan. Vesa completed his M.Sc. at Tampere University of Technology.

samk

Satakunta University of Applied Sciences

GREEHEY SCHOOL OF BUSINESS, ST. MARY'S UNIVERSITY

United States of America

Jeffrey Johnson (Co-Coach) A Professor of International Business and Director of the Center for Global Business Studies, Jeffrey teaches International Business courses to undergraduate and MBA students in the Greehey School of Business. He enjoys leading students on study abroad programs, coaching NIBS teams, and traveling around the world.

Vilimira Delcheva Born and raised in Bulgaria, Vilimira moved to San Antonio, Texas to pursue her higher education goals. While completing her Associate in Business Administration Degree, she was selected a Distinguished Graduate of 2015. As a Senior at St. Mary's University, Vilimira received an Outstanding Student Award in Management, represented St. Mary's at the 2016 Beta Gamma Sigma Global Leadership Summit and earned her Ethical Leadership Certification. She has been inducted into Phi Theta Kappa, National Society of Leadership and Success, Golden Key Honor Society, and Betta Gamma Sigma. Vilimira plans to pursue a career in corporate management.

Guillermo Avelar Born and raised in San Salvador, El Salvador, Guillermo is a third year Bachelor in Business Administration (BBA) Marketing student. He serves as the project manager for Enactus, a global organization that encourages entrepreneurial skills to make a social impact. Additionally, he serves as the President of the Greehey Scholars Program. He has participated in national case competitions and has been a speaker at a national conference. Guillermo was a data analytics summer intern at Equifax, Inc. Centroamérica, and is currently working at Southwest Business Corporation (SWBC) as Technical Design and Development Specialist in the Training & Employee Development Department.

Cassandra Cantu Cassandra grew up in small town Eagle Lake, Texas and is currently a junior at St. Mary's University pursuing a BBA in Accounting. She is involved in campus activities through the Greehey Scholars Program, Accounting Club, Delta Zeta Sorority, and Volunteer Income Tax Assistance (VITA) program. She has completed an internship with Union Pacific Railroad in internal audit, and is currently interning for CliftonLarsonAllen in tax. After graduation, Cassandra plans to pursue her CPA and open her own practice.

Michael Maciel A Texas native, Michael is in his 4th year of the BBA program in Finance and Risk Management. He is an active member of the Greehey Scholars Program, the St. Mary's tennis team, and a founding member of the Investments Club where he has personally allocated over $75,000 of the student-managed fund. Michael spent the summer of 2015 working as an intern for financial advisors at Merrill Lynch and the following summer working as an intern on the trade floor of Valero Energy Corporation in San Antonio, where he will pursue a career in energy trade upon graduation.

Ajaya Swain (Co-Coach) An Assistant Professor of Quantitative Management, Ajaya teaches operations management, business intelligence, and data analytics courses in the school's undergraduate and MBA programs. Born and raised in India, he loves traveling, volunteering, and playing cricket. Before coming to the United States, Ajaya worked as an operations manager with the largest public sector steel company in India.

ST. MARY'S UNIVERSITY
GREEHEY
SCHOOL *of* BUSINESS

UNIVERSIDAD DEL ISTMO

Guatemala

Juan Carlos Posas (Coach) He is a professor in the programs of administration of companies of the Universidad del Istmo and of UNIS Business School. Juan Carlos holds the Director's post in the program of business International studies of the Universidad del Istmo. He is in addition a teacher of the Universidad de la Sabana, Bogota, Colombia for the model area of internationalization in service industry.

Pablo González Born in Guatemala. Pablo is a senior student of a 4-year Bachelor of Business Administration (Major) program, with a Marketing and International Business Minor. He is co-founder of Yo Soy Más, a solidarity association in Guatemala, the goal of which is to raise funds and find volunteers for other small solidarity associations. He also gained experience in Marketing, Business Intelligence and International Trade during work practices. Since 2015 he has worked as an assistant and tutor for different courses at the university. Pablo plans to pursue a career in Analysis and Finance.

Ana Rosenberg Born in Guatemala, Ana is a 4th year Bachelor of Business Administration student, studying Marketing and International Business. She has gained international experiences with students of diverse nationalities, in Germany, Holland and Mexico; taking part in student exchanges, representing Guatemala in the International Mathematical Olympiad (IMO) 2011, and a course of visual merchandising. During work practices, she has gathered experience in Business Intelligence, Marketing and Logistics. She has volunteered in many social programs and worked as an assistant and tutor in different courses at the university. Ana is a trilingual student (Spanish, English and German) who plans to learn more languages and pursue a career in Marketing and Strategy.

Beatriz Arango Born in Guatemala. Beatriz is a senior student of a 4th year Bachelor of Business Administration (Major), with an International Business Minor. Currently, she serves as Director of Belishos, a catering organization she co-founded in 2012. In 2016 she worked in a well-known Guatemalan company developing marketing and financial project that helped the company establish their strategy in the industry. Beatriz plans to pursue a carrier in international business.

Maria Saucedo Born in Guatemala, Maria is a senior student of a 4-year Bachelor of Business Administration program (Major), with a Marketing and International Business (Minor). Since 2013, she has worked in the medical tourism industry at Medical Tourism Guatemala, customer service at Xerox and is currently holding an internship in the Commercial division at CEMEX Guatemala. In 2016, Maria participated in a PepsiCo Latin America Beverages and Universidad del Istmo innovation project, among other socially responsible projects. She plans to develop her career in international business, market research and consumer behavior, while promoting Guatemala's assets globally.

Marleen Campbell (Coach) With a Master's Degree in International Business and Education, Bachelor's degree in Marketing with emphasis in Advertising, Marleen has extensive experience in management of consumer products and mass media. She has worked as a Marketing Manager, having the responsibility of putting brands in Central American markets. She is a professor at Istmo University, specialized in marketing and advertising in global markets.

UNIVERSIDAD DEL ISTMO
SABER PARA SERVIR

GROSSMAN SCHOOL OF BUSINESS, UNIVERSITY OF VERMONT

United States of America

Cecilia Baker Raised in Waterbury, Vermont, Cecilia is a 4th year Bachelor of Business Administration student, concentrating in marketing and global business. This past summer, she was in Changchun, China for eight weeks through Critical Language Scholarship, an intensive language program fully funded by the United States Department of State. Through the University of Vermont (UVM) Honors College, she is currently conducting an honors thesis. Her research focuses on identifying key cultural adjustments in Chinese international students at UVM and distinguishing how to enhance their collegiate experience. She plans to pursue a career in international business with a focus on marketing in China.

Jonathan Kelly Originally from Westfield New Jersey, Jonathan is in his 3rd year of study at the University of Vermont perusing a Bachelor of Arts in Economics, as well as a Bachelor of Business Administration (concentrations in Finance and Accounting) at the Grossman School of Business. Jonathan spent this past summer in New York City as a Capital Markets Summer Analyst at Shellpoint Partners—a specialty finance company. At Shellpoint, Jonathan focused on warehouse lending, mortgage servicing, and mortgage pooling and securitization. A member of the University of Vermont's Honors College, Jonathan is currently researching how debt covenant structures change throughout the credit cycle. In his spare time, you will find Jonathan outdoors skiing, hiking, or playing a round of golf. Jonathan hopes to pursue a career in banking with a focus in structured finance and real estate development.

Colin Kimball Raised in rural Vermont, Colin is a 4th year student studying finance and history at the University of Vermont. He recently returned from a semester abroad at the Stockholm Business School in Stockholm, Sweden where he studied corporate finance and Swedish history. Colin represented the University of Vermont at the 2016 KGP Case Competition in Montreal, Canada where his team advanced to the final round. Previously, Colin has worked in investment management and has helped direct a non-profit organization. In his spare time, he enjoys kayaking and cross-country skiing, as well as playing on intramural soccer and volleyball teams.

Gaelyn Sullivan Raised in Shelburne, Vermont Gaelyn is a 4th year Business Administration student pursuing a Bachelor of Science degree in marketing and entrepreneurship at the University of Vermont. She is currently a Peer Mentor for the Grossman School of Business, as well as a Site Leader for the University of Vermont's Alternative Spring Break program. She held an internship with a local Pilates studio doing small marketing and graphic design projects. After graduation she plans to spend a year doing service work before entering the business world. She hopes to work at a small marketing firm and eventually own her own business.

Paula Cope, MEd. (Coach) (not pictured) Paula is a lecturer in organization behavior and human resources. She is also president and chief executive officer of Cope & Associates, Inc., a premier consulting and training firm in Vermont operating since 1991. As a consultant, trainer, and facilitator, she specializes in organization development, team dynamics, change management, and leadership. In 2012, she was the recipient of the Distinguished Service Award, awarded by the University of Vermont and in 2005 she was named Vermont's Small Business Woman of the Year, awarded by the U.S. Small Business Administration.

UVM + BUSINESS
ENDLESS POSSIBILITIES

The University of Vermont
Grossman
SCHOOL OF BUSINESS

WINDESHEIM BUSINESS SCHOOL, WINDESHEIM UNIVERSITY OF APPLIED SCIENCES

The Netherlands

Janneke Biersteker – Born and raised in Barneveld, the Netherlands, Janneke is a 4th year student of the bachelor International Business and Languages. Her passion mainly lies in continuously improving her communication skills in French and Spanish and becoming an expert in the export business. To help this become reality she studied in France for five months and did an internship at a Dutch export consultancy company. Janneke is dedicated to achieve the best results, both in professional and personal life. She graduated cum laude in secondary education and is still in the run to graduate cum laude in higher education.

Hans Korsten (Coach) – 61-year-old team coach for the Windesheim team participating in the 2017 NIBS Worldwide Case Competition in Rauma, Finland. English lecturer, study counsellor and study adviser for International Business and Languages students. Hans started his career as an English teacher at a grammar school where he taught English for some 18 years. He then decided it was time for a change and started his own consultancy firm as a career counsellor. After some years – having realised that being an entrepreneur was not quite what he was cut out to be – he returned to education. This time as lecturer and counsellor in the Business School of Windesheim University of Applied Sciences. Teaching is what he loves doing but what makes his work especially meaningful to him is that as a counsellor he can coach and facilitate his students in their personal and professional development. He very much looks forward to playing a supportive and incentivising role in the Windesheim team's performance at the Case Competition!

Bender Kilinç – Born and raised in Zwolle, the Netherlands, Bender is in his final year of the bachelor in International Business and Languages. In his junior year, he studied abroad at Stetson University in Central Florida, USA, where he had several classes in marketing, sales and family enterprise. Bender is someone who has perseverance and likes to take responsibilities to succeed both at school, as well as in his family firm, where he focuses on expanding the company outside Dutch borders. Discipline, flexibility and a dose of humour basically define Bender's personality. Oh, and not to forget, he loves coffee.

Rick de Vries – Born in the Netherlands, Rick is a fourth year International Business and Languages student studying a broad range of International Business courses accompanied by learning English, German and Spanish. During an Erasmus exchange in Vilnius, Lithuania, and an internship at the Benelux Chamber of Commerce in Beijing, he experienced new cultures and languages which helped him to further develop his international mind-set and outlook on the world. Rick plans to work in an international organization focusing on sustainability and innovation.

Anne-Lisa Zwart - Raised in Elburg, the Netherlands, Anne-Lisa is in her fourth year of the bachelor International Business, with speaking foreign languages such as Spanish and French as an important focus. She has the experience as an Erasmus student at the University of Applied Sciences Emden/Leer in Germany for a semester, at which she has expanded her knowledge of German, sustainability in businesses and ERP systems. After having finished a one-semester internship in exports at Altrex, Anne-Lisa plans to complete her graduate project, which is an export plan for Maars in June 2017.

Windesheim
UNIVERSITY OF APPLIED SCIENCES

NOTES

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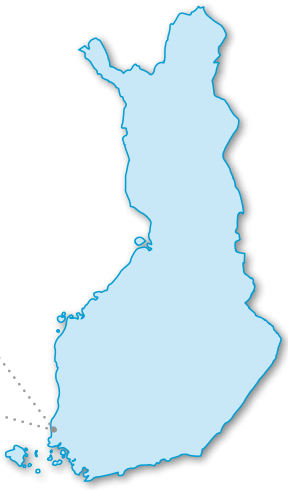
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