

**JOHN MOLSON**  
**MBA** CASE COMPETITION COMMITTEE

**JMSB MBA CCC April Newsletter**

**JMSB OWNS THE PODIUM AT ROTMAN!**

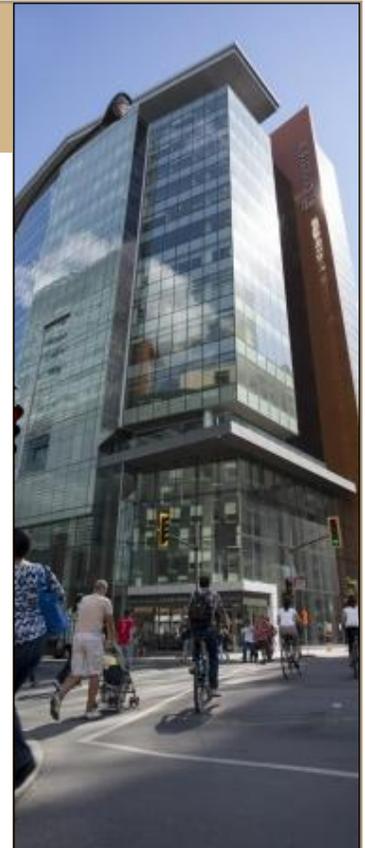
Last month, two JMSB MBA teams headed to the University of Toronto's Rotman School of Management to compete at the A4S International Case Competition held on March 29 and 30, 2019. They were among the 16 teams from international universities given the mandate to address the impact of an increasing global urban population.

Since the researched-based case emphasized viable sustainable solutions, JMSB team Rotapower focused on methane mitigation while team GoFood concentrated on the reduction of food waste. Team Rotapower, composed of Geneviève Roch, Eda Tuzunatac, Akshay Joshi and Ankit Kumar, won the first place. Team GoFood, made of Félix Saint-Denis, Hamed Safae Fard, Ricardo de la Parra and Kavan Someshwar, won the third place. The National University of Singapore placed second.



From left to right: David McGraw, Jessica Fries, Geneviève Roch, Akshay Joshi, Eda Tuzunatac, Ankit Kumar, Brian Lawson, Tashia Batstone

"I am incredibly proud of our teams that competed at the A4S International Case Competition and the coaches who supported them. The competition mandate challenged students to solve an important global problem and simply,



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From left to right: Kavan Someshwar, Félix Saint-Denis, Hamed Safaee Fard and Ricardo de la Parra

## TESTIMONIALS

*“The mandate of the research-based case is quite demanding and I think we only understood how much time and how much diligence such a case would require until midway through. Once we understood that we needed to pitch a compelling business proposal, it still took us a while to align our parts. We finally understood we needed to walk through our plan more granularly to make sure each delegated part kept the flow of our idea. Combined with rehearsing and ensuring each slide was clear and concise, I believe that this diligence is partially what led to our win”.*

- Geneviève Roch (Team Rotapower, 1<sup>st</sup> place winner)

*“Besides improving our storytelling skills, we refined our presentation transitions and got to learn more about lean startup”.*

- Félix Saint-Denis (Team GoFood, 3<sup>rd</sup> place winner)

JMSB placing 1st and 3rd is an incredible feat,” says Tim Field, faculty advisor for the MBA Case Competition Program.

With the help of their coaches Marc LeGuen, Geneviève Redstone, Pierre Carpentier, Vigneshwaran Ramaraj and Elena Raznovan, both JMSB teams trained over a period of three months to prepare their business pitches.

The event was sponsored by Brookfield Asset Management, Chartered Professional Accountants of Canada and the Ontario Teachers’ Pension Plan.

## CELEBRATING OUR COMMUNITY’S ACHIEVEMENTS

On Saturday April 6<sup>th</sup>, the MBA case competition community participated in the Cutthroat Case Competition at JMSB to celebrate the hard work and accomplishments of the students and coaches who have been involved in this academic year’s case competitions. Seven teams, composed of MBA students and coaches, gathered at school to solve a case.

The first-place winners were Geneviève Roch, Akshay Joshi and their coach Marc LeGuen. The second-place winners were Jean-Simon Castonguay, Rohit Rawat, Natarajan Arulolie and Udhay Kapoor. The competition was followed by a dinner at Wienstein and Gavino’s, where students and coaches had the opportunity to network and celebrate the achievements of the MBA case competition program.

# 2018-2019: YEAR IN REVIEW

(SEPTEMBER 2018-APRIL 2019)

## HIGHLIGHTS OF JMSB MBA WINS

Bell Case Competition (1<sup>st</sup>) **Divisional winners**

Bell campus, Nuns' Island, Montreal

HEC Montreal CSR Challenge (1<sup>st</sup> and 2<sup>nd</sup>)

HEC Montreal

Diversity and Inclusion MBA Case Competition (2<sup>nd</sup>)

Telfer School of Management (University of Ottawa)

A4S International Case Competition (1<sup>st</sup> and 3<sup>rd</sup>)

Rotman School of Management (University of Toronto)

Other Case Competitions Attended by JMSB MBA Delegates:

DeGrootte Case Competition (McMaster University)

KGP Case Competition (UQAM University)

University of Münster Case Challenge (University of Münster, Germany)

John Molson MBA International Case Competition

East Meets West MBA Leadership Case Competition (Western University)

## COMMITMENT\*



\*excluding class preparation and time spent at competition

## EXPERIENCE

88%

enjoyed their case competition experience (score of 8 or more on 10)

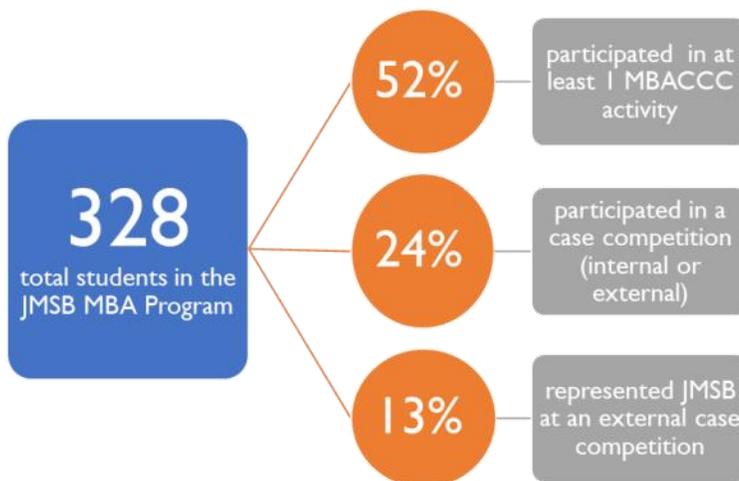
95%

would participate in more case competitions (score of 8 or more on 10)

100%

would recommend case competitions to others (score of 8 or more on 10)

## ENGAGEMENT



# FINAL WORDS FROM THE 2018-2019 EXECUTIVE TEAM

## **Karolyne Courville, VP Marketing**

“Executing the role of VP Marketing allowed me to channel my creativity and apply the knowledge gained throughout the MBA to promote the committee and grow engagement substantially. This year I had the opportunity to **create an Instagram page for the MBA Case Competition Committee and grow the average engagement on Facebook by 30%**. The result was extraordinary; fellow students would follow and comment on stories, growing interest in case competitions. The MBACCC account received over 60 views per story on Instagram and even more on Facebook. Other accomplishments included updating the MBACCC website with all the latest news, informing our audience of everything that is happening. I also had the opportunity to collaborate with fellow executives. We all supported each other in our tasks and learned much more than what is traditionally expected from our role.”

## **Magalie Han, VP Communications**

“One of my greatest accomplishments has been the **rebranding of the MBA Case Competition Committee as a more professional and established organization**. This was achieved through the implementation of a consistent communications strategy, the creation of a new logo in collaboration with the VP Marketing, the improvement of all communications through various channels and the enhancement of the committee’s newsletters in terms of content and design. I feel extremely grateful to have been part of the MBA Case Competition Committee. Together with faculty advisor, Professor Tim Field, our team has worked in a horizontal structure, leading us to closely collaborate with each other to produce the best results.”

## **Jonathan Faerman, VP Finance and Analytics**

“Being part of the MBA Case Competition Committee has been one of the best learning experiences. I had the opportunity to interact with students, university staff and sponsors. Helping organize a number of events was very enriching. One of my biggest accomplishments was without a doubt **expanding the finance role to also include analytics**. It gives the MBACCC an opportunity to quantify and analyze our work. I also created the first cross-functional dashboard for the MBACCC, which gave me the opportunity to work more closely with each team member to better understand their work.”

## **Paola Sunye, VP Internal Events**

“The MBA Case Competition Committee truly is greater than the sum of its parts. The opportunities for collaboration with other team members beyond our role made it a great learning experience. My teammates unfailingly amazed me with the excellence of their work and inspired me to do better. With that motivation, I **successfully organized two internal case competitions and four workshops with high attendance rate**. I also worked to make the role more training-oriented, facilitating the creation of videos and laying the ground for more comprehensive workshops in the future.”

## **Amanda Rushton, VP Logistics**

“This year, I had the pleasure of supporting 20 MBA teams through nine external case competitions in my role as VP Logistics for the MBA Case Competition Committee. **By introducing a standardized pre-competition briefing process, I helped create a seamless, highly professional experience**. This allowed participants to focus entirely on the competition at hand, knowing that all registration, travel and accommodations were well-organized. The collaborative work environment also provided an opportunity to learn and receive feedback from my fellow executives. Next year, I look forward to taking on a more active leadership role as MBACCC President, to continue building upon my colleagues’ outstanding accomplishments and growing the case competition program.”

## About the JMSB MBA CCC

The JMSB MBA Case Competition Committee (CCC) facilitates the participation of MBA students in case competitions.

Under the supervision of Timothy Field, Faculty Advisor MBA Case Competitions, the committee's Executive Team provides basic training in the form of "Bootcamps" to initiate students to case cracking and presenting, and manages all the outgoing competing teams. With the help of dedicated coaches, teams are provided training and mentoring before heading to case competitions.

This unique opportunity provides students the platform to develop their problem solving & presentation skills, expand their academic & professional networks and represent John Molson School of Business (JMSB).

For more information, visit our website, or follow us on [LinkedIn](#), [Facebook](#) and [Instagram](#).

JOHN MOLSON  
MBA CASE COMPETITION  
COMMITTEE

## Winnie Hu, President

"It has been my privilege to lead the MBA Case Competition Committee this year and to have worked with the best team possible in the entire MBA program. As President, I set the strategic vision for what our team would accomplish beyond the transactional process of sending teams to external case competitions and organizing internal ones. I **introduced governance into our strategic planning process and am proud to say that our operations grew significantly** through the many initiatives that were executed by each vice president. This was truly a transformative year and I could not be prouder of our success!"

## Tim Field, Faculty Advisor

"Since the inception of the MBA Case Competition Committee, it has been my long-term goal to establish case competitions as a major part of the MBA Program at JMSB. From humble beginnings, we have had exponential growth. This year, **our key focus was organizational structure and processes**. To this end, we:

1. fully supported 20 teams competing at 9 external competitions.
2. formalized communications and developed and executed a successful social media strategy.
3. established KPI's and performance metrics mirroring the practices of leading organizations.
4. planned and hosted internal events that were well received by industry sponsors and students.

I am extremely proud of the MBACCC team (Winnie Hu, Karolyne Courville, Magalie Han, Jonathan Faerman, Paola Braga Sunyé and Amanda Rushton). Simply, they have set new standards by which case competition success can be measured."

## THANK YOU TO OUR SUPPORTERS!

Our achievements would not have been possible without the support of our dedicated volunteer coaches:

Stavros Athanasoulas, Raid Attir, Matthew Beck, Pierre Carpentier, Michel Greiche, Cedrin Law, Marc LeGuen, Emad Naeemi, Vigneshwaran Ramaraj, Elena Raznovan, Geneviève Redstone, David Spinner, Evan Steeves, Anju Suddul and Geoff Weissbach.

The MBACCC would like to thank Stéphan Crétier for supporting the Stéphan Crétier Foundation Case Competition at JMSB and Roy Pottle and Dianne Pink for supporting MBA students' participation at the A4S International Case Competition held at the University of Toronto's Rotman School of Management.

Last but not least, the MBACCC is immensely grateful for the support of the JMSB Dean's office, MBA Program and the Department of Management.