

JOHN MOLSON  
**MBA** CASE  
COMPETITION  
COMMITTEE

## A FULL FEBRUARY FOR THE MBACCC

### Bootcamps Weather the Storm

Despite the snow, several teams came out to practice their presentation skills at the second MBACCC Bootcamp: Tips & Tricks. The session was led by alumni coach Cedrin Law, who gave the teams pointers on creating and telling a compelling story when presenting. Though numbers were lower than anticipated due to the storm, the teams that did attend appreciated the opportunity to get individual feedback, especially with the Stéphan Crétier Foundation Case Competition just around the corner!

### NIBC Milestones - JMSB Advances to Final Round

NIBC **LIVE**

Over 200 universities participate in the National Investment Banking Competition (NIBC), for a total of 500 teams and 2000 individual competitors. Only 64 teams were selected to make it through to the final round of the competition, held in Vancouver, Canada. The MBACCC is proud to announce that JMSB will be one of the finalists. This is a major success given it is JMSB's first time entering this competition at the MBA level. Best of luck to Aws Al-Hasani, Epaminondas Capsis, José Armando Del Greco Peixoto Neto and Jesus Mondragon - the MBACCC is cheering you on!

### Announcing the Next MBACCC President: Marie-Pier Darsigny

After careful review of applicants and interviews conducted by Prof. Timothy Field and current MBACCC President Amanda Rushton, we are pleased to announce the leader of next year's MBA Case Competition Committee: congratulations Marie-Pier Darsigny!

Marie-Pier got her first exposure to business by helping her parents open and run their coffee shop on the south shore of Montreal. Being stimulated by challenges, surpassing oneself and helping other people, she decided to enter medical school at the age of 18.

However, her passion for business and her roots in management caught up with her. After a deep professional and cultural exchange with a Moroccan business family she decided to leave medicine behind and pursue a career in business.

She holds a BSc in Health Sciences and worked in an artificial intelligence startup as a data analyst before joining the Innovation Office of the Quebec Ministry of Health. Marie-Pier's passion for business and interest in tech are undeniable, but above all, she is dedicated to the greater good of others.



### In This Issue

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- HEC & Rotman Team Announcements



The MBACCC is currently recruiting to fill the other VP roles - interested MBA students should consult Moodle, the MBACCC website, or our Facebook page for more information.

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### And in the East... JMSB!

After over 50 hours of non-class preparation time, Stéphane Larin, Sapandeep Randhawa, Paola Sunyé and Jennifer Ward boarded a flight to Calgary for the East Meets West MBA Leadership Case Competition. Hosted by the University of Calgary's Haskayne School of Business, the competition is forward-thinking and future-oriented. Both cases required teams to look at how modern issues - technological disruption and cybersecurity threats - impact the human element. Though the JMSB team showcased their best presentation to date, first place was awarded to Asper School of Business (University of Manitoba). The MBACCC would like to join the team in thanking their coaches, MBA program alumni Anne Morinville and Geoff Weissbach for the 30+ hours of coaching they donated to the team.



Stéphane Larin, Sapandeep Randhawa, Paola Sunyé and Jennifer Ward

"The mixed case was a very interesting experience - it allowed each of us to get a variety of perspectives on different types of solutions and how to approach cases. It was also a great way to get to know our skilled competition. The leadership theme encouraged us to focus on the more "human" side of business and forced us to consider a broad range of stakeholders. My favorite moment of the competition was when we finished the Q&A period with the judges. I came out feeling like we had delivered our strongest performance and I could not have been more proud of my team." - Stéphane Larin

### Strong Performance at Telfer Diversity and Inclusion Case Competition



On Saturday, February 29, Akshay Joshi, Paul Bugnon, Geneviève Roch and Amanda Rushton presented to a panel of judges at the Diversity and Inclusion Case Competition hosted by the Telfer School of Management at University of Ottawa, in partnership with Export Development Canada (EDC), RBC and Deloitte. The team had been preparing a research case on employment equity at the Bank of Canada with coaching from Professor Tim Field. The MBACCC is proud to have this strong team representing JMSB; all 4 members are experienced case competitors, and have shown great dedication in the lead-up to the event.

### Mixing Sport and Case Cracking: TRSMxNBA Case Competition

NBAxTRSM is co-hosted by the Ted Rogers School of Management (Ryerson University) and the National Basketball Association. The focus of the competition is on the future of basketball marketing in Canada in the wake of the Toronto Raptors' recent championship win. The competition is brand new, and JMSB MBA students were extended a coveted invitation to attend; representing Concordia University are Genevieve Roch, Akshay Joshi, Paul Bugnon and Rachel Simmons, along with their coaches, alumnus Matthew Beck and faculty member Michel Greiche.

The committee's ability to support additional participants is due in part to the incredible coaching network established over the last decade of case competitions at JMSB, and the strong interest from students for additional competition opportunities



**SPECIAL**

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**FEATURE**

## Stéphan Crétier Foundation Case Competition a Great Success



Every year the MBACCC hosts an internal case competition to give MBA students the chance to try out the case competition experience in a psychologically safe and supportive environment. For the past several years, the Stéphan Crétier Foundation (GardaWorld) has sponsored the competition and presented a live case for participants to crack. This year, the case was centered on a rebranding and marketing strategy for the new TalentWorld division of GardaWorld. On Saturday, February 15, Louis Garceau, VP of TalentWorld Canada gave a presentation full of important insights on the Canadian labor market and the strengths of TalentWorld.

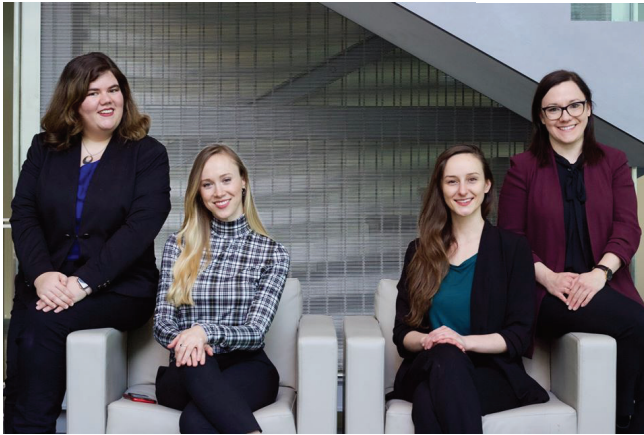


Teams were then divided into 4 different divisions, and given time to prepare their presentations. Each judging panel featured a representative from TalentWorld or GardaWorld, an experienced case competition coach and an industry specialist. Over 55 MBA students participated in this case competition, representing the largest number of teams entered in the Stéphan Crétier Foundation Case Competition to date, and a noteworthy conclusion to the Foundation's sponsorship commitment to MBA students.

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The top prize went to Marie-Pier Darsigny, Polina Gamayunova, Eda Tuzunatac and Karine Prévost - congratulations!



Our second prize winners were Akshay Joshi, Paul Bugnon, Pankajakshan Ramaswamy, Kavan Someshwar.



Rounding out the podium were Debanjan Biswas, Souptik Pal, Amith Anand, Balakumaran Mohandoss in third place.



The MBACCC extends a huge thank you to all the volunteer judges, the Stéphan Crétier Foundation, GardaWorld and TalentWorld representatives who helped make this competition possible. Additional photos from the event can be found on our Facebook page and website.

**LET'S KEEP IN TOUCH**

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