

11th Annual



**SCHLESINGER GLOBAL  
FAMILY ENTERPRISE  
CASE COMPETITION**

January 10 - 13, 2024



**2024 COMPETITION BOOKLET**



THE UNIVERSITY OF VERMONT  
**GROSSMAN**  
SCHOOL OF BUSINESS

# WELCOME

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Welcome to the 11th Annual SG-FECC

The University of Vermont Grossman School of Business (GSB) is pleased to welcome you to the 11th Schlesinger Global Family Enterprise Case Competition, or SG-FECC. This four-day competition provides a unique platform for graduate and undergraduate student teams from top business schools around the world to analyze cases focused on the unique dilemmas and critical issues specific to family enterprises while fostering academic excellence and innovation.

With a decade of successful competitions, SG-FECC has become a symbol of global collaboration. Over 1,700 student competitors, organizers, and judges from around the world have participated since the founding of SG-FECC in 2013. Often referred to as the “world cup” of family business, the 2024 SG-FECC brings together 25 competing teams and 65 judges from 15 countries across 5 continents.

Central to the seamless execution of SG-FECC is the dedicated organizing committee—a diverse group comprising undergraduate student organizers supported by Grossman School's faculty and staff. The organizing team works hard throughout the year to ensure that the competition remains the epitome of academic excellence and an opportunity for global collaboration.

SG-FECC recently was honored with the 2023 International Achievement Award by the Family Firm Institute (FFI), the leading association for family enterprise professionals in the world. This award recognizes individuals or organizations for outstanding achievement in furthering the understanding of international issues and global networks in multi-generational, family-owned enterprises.

We hope that your time in Burlington, Vermont during SG-FECC provides a valuable experience for your teams while fostering international friendships and connections in the process.

Best regards,

Sanjay Sharma  
Dean  
Grossman School of Business

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# ORGANIZING TEAM



# Student Organizers



## Senior Leadership Committee

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Dante Blasi  
Peter Moiseyev  
Ethan Ryen  
Marley St. Pierre

Nicole Sobczak  
Jane Steadman  
William Tessmer

## Junior Leadership Committee

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Ruby Blunt  
Noah Burnham  
Caroline Fox

Allison Kingsley  
Owen Venturelli

# Competition, Recruitment & IT

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**Nicole Sobczak**  
*Senior Chair*

Nicole is a senior concentrating in Accounting with a theme in Global Business and a minor in Nutrition & Food Sciences. She spent her summer interning at Gallagher, Flynn & Company, a local professional services firm, where she performed audits for clients from a wide variety of industries. At Grossman, Nicole was a Teaching Assistant for Business Communications; she is also the Co-President of the Grossman Undergraduate Case Competition Committee and has competed in several case competitions. After graduation, Nicole will be staying at UVM to complete the Master of Accountancy program.



**William Tessmer**  
*Senior Chair*

William Tessmer is a senior at GSB with a theme in Global Business and a concentration in Business Analytics. His passions are working with data and analysis generation and presentation to provide useful and insightful solutions. This past summer he was an intern at a financial firm in Boston where he was able to apply these skills and gain great knowledge of the industry.



**Owen Venturelli**  
*Junior Chair*

Owen Venturelli is a Junior concentrating in Accounting and Business Analytics with a theme of Global Business and a minor in Economics. He plans to pursue a master's degree after graduation and become a CPA. Over the summer he worked as a lifeguard supervisor, helping to improve staff training and implementing new safety procedures. Owen's career interests include bridging the gap between AI and accounting, as well as working in transaction advisory.

# Logistics, Social Events & Sustainability



**Marley St. Pierre**  
*Senior Chair*

Marley is a sophomore concentrating in Finance with a theme in Global Business. She spent her summer working at the Florida-based hedge fund, Appaloosa Management, working on building reports on world events, policy decisions, and trending investments. At Grossman, Marley is a financial analyst for the Catamount Innovation Fund and a member of the Grossman Student Advisory Committee. She recently participated in Universidad Panamericana's Business Management Case Competition in Guadalajara, MX.



**Jane Steadman**  
*Senior Chair*

Jane Steadman is an undergraduate student concentrating in Accounting with a theme in Global Business. She was born and raised in Vermont and plans on pursuing her master's degree this fall and eventually becoming a CPA. Jane has always loved numbers and discovered her passion for accounting during her sophomore year at UVM. She recently participated in a case competition at the Lazaridis School of Business and Economics and interned for M&T Bank over the summer.



**Caroline Fox**  
*Junior Chair*

Caroline Fox is a Junior with a concentration in Marketing and a theme in Global Business. She spent her summer interning at Vermont Adaptive Ski & Sports, managing transaction records and helping clients with disabilities. She also traveled to Athens to study international business and marketing communications at the American College of Greece. She will continue her studies abroad in Prague next semester. Caroline is the Vice President of the Catamount Innovation Fund's marketing team and an active member of the Grossman Student Advisory Committee to the Dean.

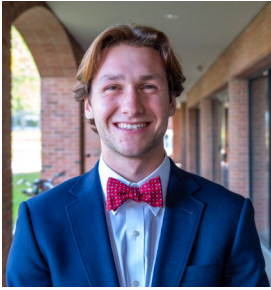
# Judge Selection & Sponsorship

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**Peter Moiseyev**  
*Senior Chair*

Peter Moiseyev is a Junior studying Finance. An individual committed to excellence, he has taken initiative to collect diverse experience across entrepreneurial and financial environments. He is currently serving as a Financial Analyst intern at a local biotechnology start-up and will be working in Boston this summer as an investment banking analyst intern. At the Grossman School of Business, he has worked to re-instate the Catamount Innovation Fund, a student-startup accelerator. He also serves as an executive board member of the Alpha Gamma Rho Fraternity. Peter aspires to lead a successful career in the intersection of investment banking, sustainability, and technology.



**Ethan Ryen**  
*Senior Chair*

Ethan is a Junior concentrating in Business Analytics with a theme in Global Business. Ethan spent his summer interning at SeeCares, a property technology company, where he researched markets and dove into the complexities of commercial real estate. At Grossman, he is Co-Chair of the Case Competition Selection Committee, a teaching assistant for Business Communications, and a case competition competitor. Ethan is most excited by data analytics and focused research in systems and finance. He loves the outdoors and taps into his adventurous side through passions for sailing, skiing, hiking, and travel.

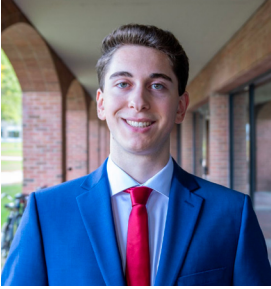


**Ruby Blunt**  
*Junior Chair*

Ruby Blunt is an undergraduate business student aspiring to work in the sustainability consulting or accounting industry. She is pursuing a dual concentration in marketing and accounting with a theme in sustainability, and a minor in sociology. Her curiosity about how stories and numbers can influence people's behavior drives her goal to positively contribute to organizations and the planet.



# Website, Media & Communication



**Dante Blasi**  
*Senior Chair*

Dante is a senior concentrating in business analytics with a theme in entrepreneurship and a minor in computer science. He has experience in finance, analytics, and several coding languages including Python, Java, and SQL. Dante spent his summer interning at Fidelity Investments, where he built an Excel dashboard for his team that became an integral part of their daily routine. After graduation, Dante hopes to solve internal operations problems at a major firm or start his own consulting firm.



**Noah Burnham**  
*Junior Chair*

Noah Burnham is a sophomore studying Computer Science with a minor in Mathematics. He is from Cambridge, Vermont, and is fascinated by numbers, aviation, and technology. He has coding experience in Java and Python. Noah is a financial analyst for the Catamount Innovation Fund and is an active volunteer for Rally Cat's Cupboard, UVM's food pantry. He hopes to use his skills to work in software engineering, data science, or quantitative finance. This is Noah's second year with SG-FECC, and he serves on the Media and Communications team.



**Allison Kingsley**  
*Junior Chair*

Allison is a sophomore concentrating in business analytics with a theme in global business and a minor in parks, recreation, and tourism. At UVM, she works as a teaching assistant, peer tutor, and plays ultimate frisbee. In 2021, Allison interned for Resident Home creating internal marketing content for the retail team. Growing up surrounded by family businesses has shaped her into a hardworking, detail-oriented, and focused individual. She hopes to combine her passions for the outdoors and travel to make an impact within a sustainable business.

# Faculty & Staff



Pramodita Sharma, Sharon Harper, Ellery Hunt,  
Michael Hobbs, Thomas Chittenden, Kevin  
Encarnacao, Kayla Dewey, Ellen Santos, Steven  
Gagner, Dylan Wintersteen



The Grossman School of Business is accredited by AACSB International, the Association to Advance Collegiate Schools of Business. AACSB accreditation is the hallmark of excellence in business education and has been earned by fewer than 5 percent of the world's business programs.



SCHLESINGER GLOBAL FAMILY ENTERPRISE CASE COMPETITION | ORGANIZING TEAM



“An experience that will challenge you personally and professionally, you will grow as a team and as a person. It is a unique competition with an exceptional and professional organization. The best thing about SG-FECC is the people you meet during the competition (judges, participants, coaches and organizers).”

Karla Hernandez, 2023 Undergraduate Student Competitor  
Universidad Panamericana, MEXICO

# SG-FECC WELCOMES

**120 COMPETITORS AND COACHES**

**60 JUDGES**

**52 GROSSMAN STUDENTS**

**25 TEAMS**

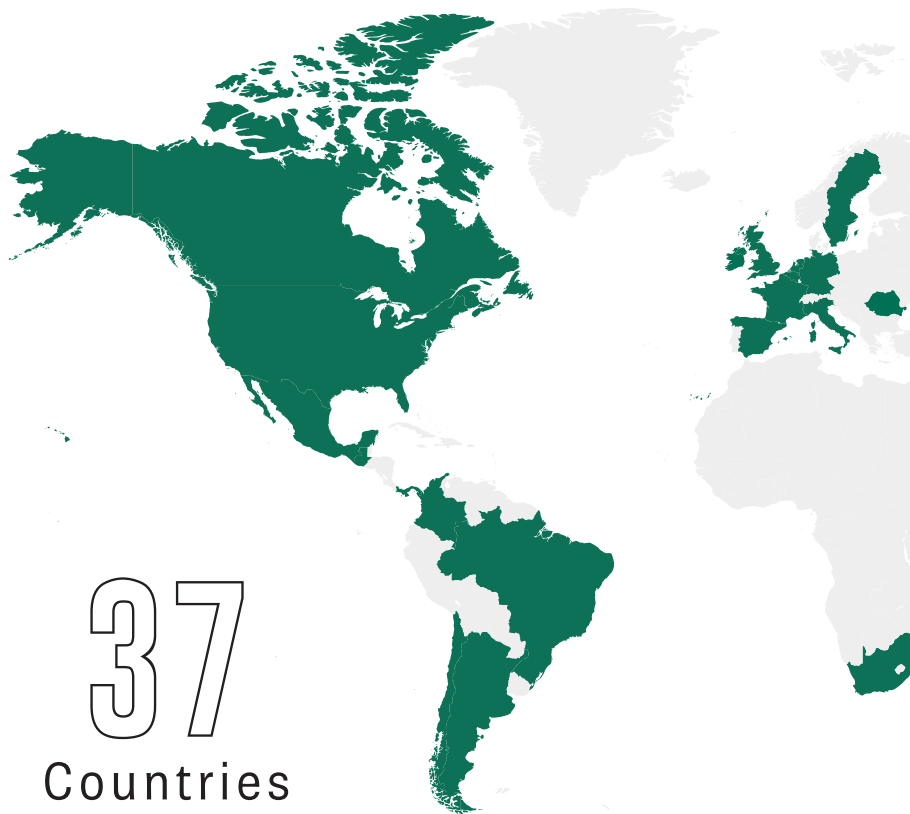




SCHLESINGER GLOBAL  
FAMILY ENTERPRISE  
CASE COMPETITION

11 YEARS

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37

Countries

821

Competitors

A GLOBAL EVENT

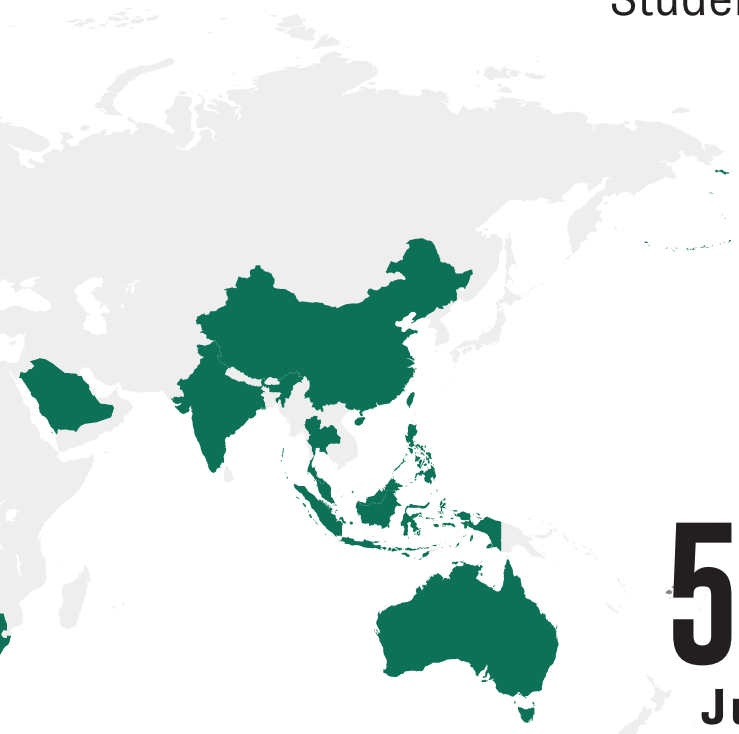
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# OF SG-FECC

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# 220

Student Teams



# 558

Judges

# 334

UVM Student  
Organizers

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ESTABLISHED IN

# 2013



Dita Sharma and Thomas Chittenden pose with the 2023 FFI International Achievement Award in the Kalkin-Ifshin Atrium.

# International Achievement Award

The 2023 International Achievement Award from the Family Firm Institute (FFI), the premier global association for family enterprise professionals, was officially presented to the Grossman School of Business for the Schlesinger Global Family Enterprise Case Competition (SG-FECC) at the FFI Annual Global Conference on October 26, 2023 in New York City.

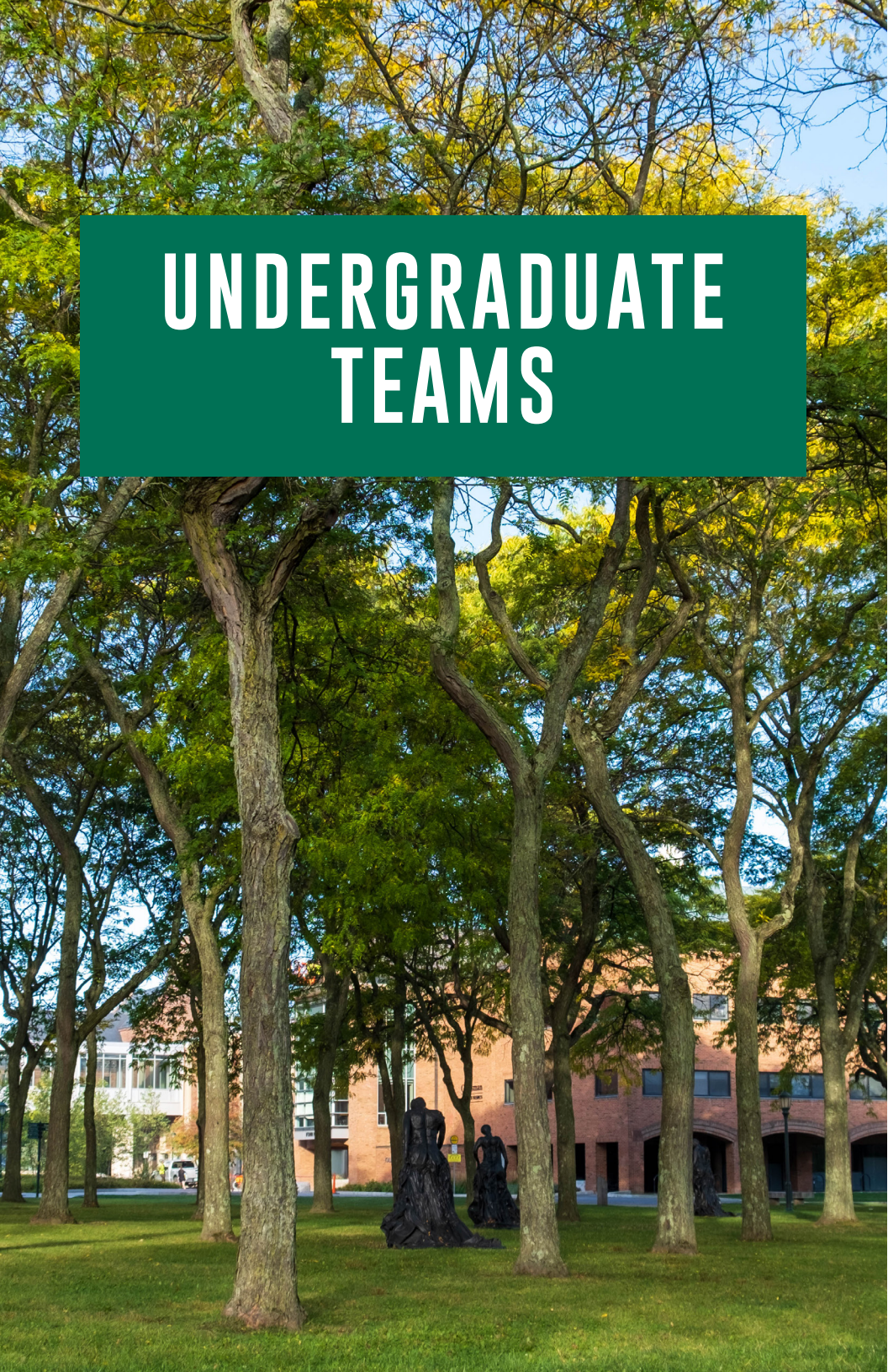
This annual award recognizes individuals and organizations for outstanding achievement in furthering the understanding of international issues and global networks in multi-generational, family-owned enterprises. "It's an honor to be recognized by FFI for our work in the family business education, research, and practice with SG-FECC. FFI sets the bar high as a global leader through their work advancing family enterprises," said SG-FECC founder and co-chair Pramodita "Dita" Sharma





SCHLESINGER GLOBAL FAMILY ENTERPRISE CASE COMPETITION | A GLOBAL EVENT

# UNDERGRADUATE TEAMS





## **Bishop's University**

Primary Coach: Max Jacques

Team Members: Johnathan Desy, Finley MacDonald, Annabelle McLean, Anne-Shopie Voyer

## **Grand Valley State University**

Primary Coach: Ana Gonzalez

Team Members: Abigail Hoffman, Alina Ladewig, Theodore Rounds, Justin Quinn

## **Maastricht University**

Primary Coach: Lieven Quintens

Team Members: Daniel Dieckmann, Tobias Hansen, Matteo Planker, Oliver van Erven

## **Ohio University**

Primary Coach: Tommy Mackensen

Team Members: TJ Green, Brandon Shinkawa, Jacob Wisenfelder, Cam Lewis

## **Rotterdam University**

Primary Coach: Guus van Haastregt

Team Members: Dennis Hoekstra, Alex Kind, Benjamin Torrens, Joris Walraven

## **Toronto Metropolitan University**

Primary Coach: Francesco Barbera

Team Members: Payten Cervini, Jerry Gao, Kieran Gibson, Jack Scanlon

## **Universidad de los Andes**

Primary Coach: Yeny Rodríguez

Team Members: Andrés Barbosa, María José Daunas, Santiago Gomez

## **University of Panamericana, Campus Aguascalientes**

Primary Coach: Marcos Cedillo

Team Members: María Florencia Arreola Espinosa, Montserrat Franco, Alvaro Mayora, Andres Urbina

## University of Panamericana, Campus Guadalajara

Primary Coach: Ana Gonzalez

Team Members: Karla Alatorre, Andrea Davila Trejo, Maria Fernanda Plaschinski Valencia, Paola Velazquez

## University of Applied Sciences Munich

Primary Coach: Marcel Huelsbeck

Team Members: Linus Bothe, Angelo Iannone, Berkant Kirbiyik, Lennart Neubauer

## University of California, Berkley

Primary Coach: Lauren Simon

Team Members: Kavi Dolasia, Alexa Tsai, Katherine Zhang, Kerren Zou

## University of Prince Edward Island

Primary Coach: Sherilyn Acorn

Team Members: Vanessa Corless, Liam Ellis, Lok Yin Arthur Leung, Charlize Sahely

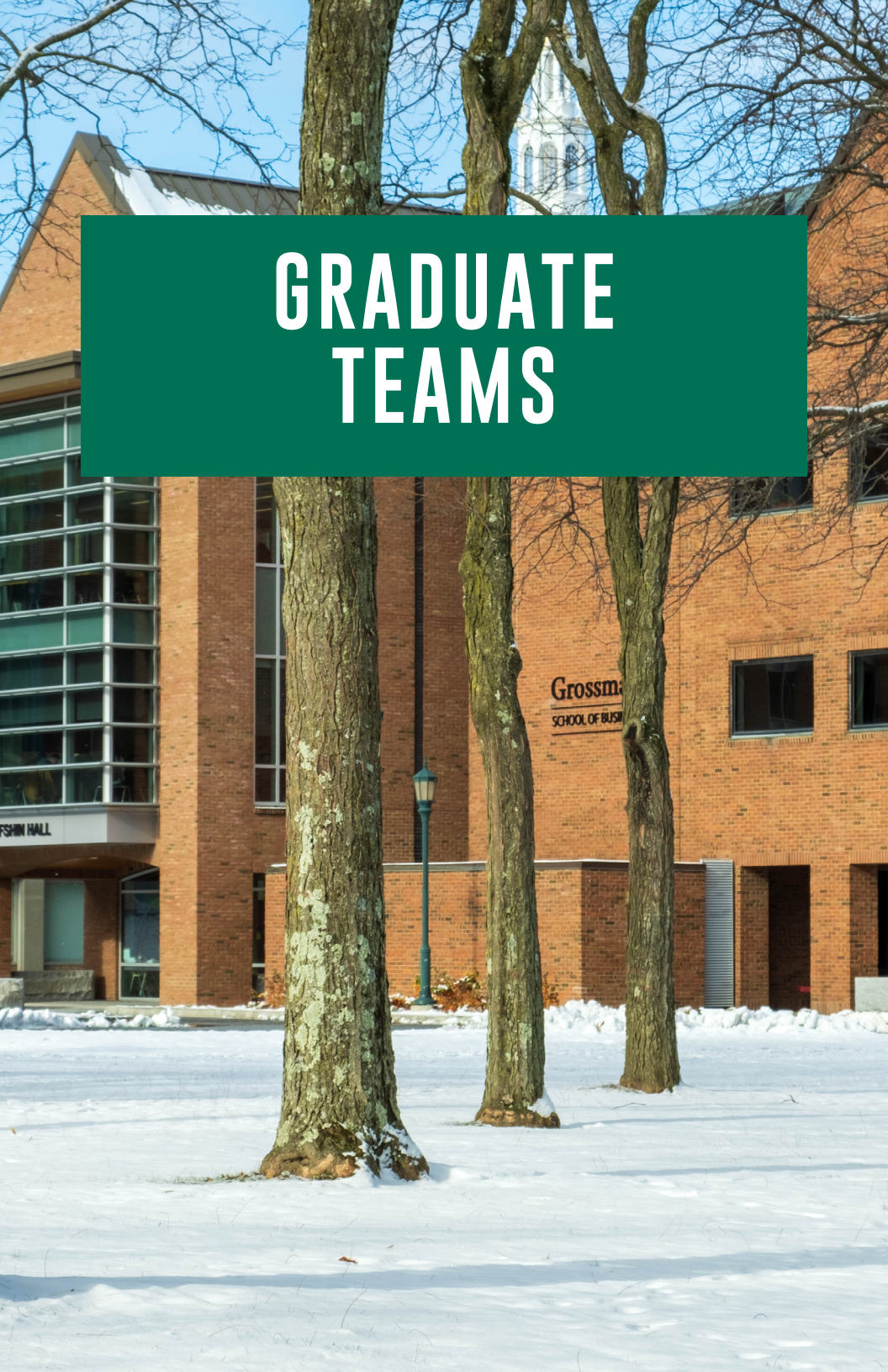
## University of Vermont

Primary Coach: David Mount

Team Members: Otto Berckmueller, Tessa Masino, Jen O'Donnell, Rowan Pinkham



# GRADUATE TEAMS



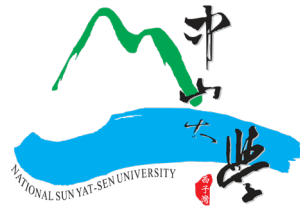


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 BABEȘ-BOLYAI TUDOMÁNYEGYETEM  
 BABEȘ-BOLYAI UNIVERSITÄT  
 BABEȘ-BOLYAI UNIVERSITY  
 TRADITIO ET EXCELLENTIA

# BABSON COLLEGE

# HTN

HEILBRONN UNIVERSITY  
OF APPLIED SCIENCES



School of Management



THE UNIVERSITY OF VERMONT  
**GROSSMAN**  
SCHOOL OF BUSINESS

## **Babeş-Bolyai University**

Primary Coach: Bela Racz

Team Members: Kende Pásztor, Evelin Székely, Péter Szekernyés, Dora Szoke

## **Babson College**

Primary Coach: William Gartner

Team Members: Ben Canary, Gopika Maheshwari, Rohan Patil, Nick Wood

## **Heilbronn University**

Primary Coach: Joachim Link

Team Members: Arzu Cinücen, Noelle Speckner, Laura Termöllen, Anna Ultsch

## **Indian School of Business**

Primary Coach: Nupur Pavan Bang

Team Members: Mukund Marodia, Anura Pareek, Eashan Trehan

## **McGill University**

Primary Coach: Amir Taherizadeh

Team Members: Omar Ba Mashmos, Mohit Goyal, Sonali Ranjan

## **National Sun Yat-sen University**

Primary Coach: Shyh Jer Chen

Team Members: Yen-Chu Lai, Ying Ying Liu, Chia-Chun Sun

## **National Taiwan University**

Advisory Coach: Kevin Chiang

Team Members: Michelle Hsia, Weichia Lan, Masaru Nagatsuka

## **Sasin School of Management**

Primary Coach: Tanachote Vongsurbchart

Team Members: Sofia Ajami Arkomdhon, Proud Chanarat, Chavaphon Lertnavasrichai, Krit Vanapruks



## Universidad Francisco Marroquin

Primary Coach: Jaly Chea

Team Members: Pedro Chavez, Alexandra Nanne, Ana Ruth Sagastume

## University of Adelaide

Primary Coach: Michael Browne

Team Members: Jason Bobis, Anastasia Bougesis, James Davidson, Jing Holmes

## University of Manitoba

Primary Coach: Judith Jayasuriya

Team Members: Breanne Batters, Eli Koulack, Laura Kroecker, Ramy Penner

## University of Vermont

Primary Coach: John Wilking

Team Members: Isabella Butzirus, Courtney Cunningham, Brian Lamoureux, Janessa Thompson





# SPONSORS

# Major Sponsors

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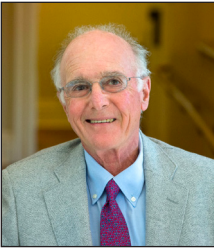
**STEVE SCHLESINGER**  
Class of '83

Steve has been in the marketing research industry for over 35 years, starting his career as a project manager and then working his way up to lead Schlesinger Group for the past 25 years. As a leader within his company, Steve has created the strategy and vision for Schlesinger Group as the world's leading data collection company.

He served for 8 years on the board of the then Marketing Research Association, finishing his tenure as the Secretary of the Board. He is a founding member of the Insights Association CEO Summit and continues his involvement, co-chairing the events.

**Grossman**  
SCHOOL OF BUSINESS





**Steven Grossman**  
Class of '61

Steven Grossman, a 1961 graduate of the business school, was the CEO of Southern Container Corp., a manufacturer of custom corrugated packaging and a business started by his grandfather in 1904. Since 2010, he has been a trustee of the Grossman Family Foundation of Cos Cob, Conn., a charitable organization. He is a member of the UVM Foundation Board of Directors and Foundation Leadership Council; former member of the Business School Board of Advisors 1985-1998; and has been a business school guest speaker on several occasions.



**Adam Ifshin**

Adam Ifshin is Founder and CEO of DLC Management Corp., which he founded in 1991. Since then, he has grown DLC into one of the nation's premier owners and operators of retail real estate, and one of the most active acquirers of assets with value added potential. Mr. Ifshin oversees DLC's acquisitions and dispositions, capital markets activities, redevelopments, joint ventures, and corporate strategy. As a principal, he has been involved in over \$4.5 billion of real estate transactions. Mr. Ifshin received a BA, cum laude, from Williams College, with honors degrees in economics and history, and was elected to Phi Beta Kappa.



**Jim Keller**  
Class of '72

Jim Keller is the President of Green Mountain Business Consultants, a consulting business solving a diversity of issues for international enterprises. He is also President of Rengo Packaging Inc. a packaging manufacture located in Honolulu, Hawaii. Mr. Keller received a Bachelor of Science from the University of Vermont. He received his Masters of Business Administration from Dartmouth College. Mr. Keller is on the Grossman School of Business Board of Advisors and the Indigenous Education Foundation of Tanzania, which provides for co-education opportunities in rural Tanzania Communities.



**Chuck Tauck**  
Class of '77



**Robin Tauck**  
Class of '76

Robin and Chuck Tauck are both UVM alums and have been heavily involved in the leadership of Tauck, Inc., a third-generation global travel company offering luxury land, small ship cruising, river boating, event and safari travel since its founding in 1925.

# Event Sponsors

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Sukey and Davis Farmer  
Class of '79

Lisa and Dan Lehan  
Class of '88

The Waesche Family



# Media Sponsors

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## Case Sponsors

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## Case Collaborator

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## Case Selection Committee

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### **Mira Bloemen-Bekx (chair)**

Hanze University of Applied Sciences, The Netherlands

### **Albert James**

Dalhousie University, Canada

### **Karen Vinton**

Emeritus Montana State University, USA

### **Leilanie Mohd Nor**

Group CEO BinaPavo, MALAYSIA



**Established 2013**

**Join The Conversation**  
**#SGFECC2024**



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Website

