

The University of Vermont Grossman School of Business

January 8 - 11, 2025



12th Annual



**SCHLESINGER GLOBAL
FAMILY ENTERPRISE
CASE COMPETITION**

Competing Teams & Student Organizers Book



FSHN HALL

Greenwood
Fleming / Pe
Trinity Caf
Trinity Caf
Trinity Caf

CONTENTS

- 4 Undergraduate Teams
- 32 Graduate Teams
- 54 Student Organizers
- 72 Sponsors

Grossman
SCHOOL OF BUSINESS

UNDERGRADUATE TEAMS



Contents

6	Bishop's University
8	California State University Fullerton
10	Dublin City University
12	Mississippi State University
14	Ohio University
16	Rotterdam University
18	Universidad Panamericana
20	University of Alabama
22	University of Alberta
24	University of Applied Sciences, Munich
26	University of Prince Edward Island
28	University of Vermont
30	Utah State University

BISHOP'S UNIVERSITY

Canada



UNIVERSITÉ
BISHOP'S
UNIVERSITY

Team Coach

Max Jacques

mjacques@korokgroup.com



As a former SG-FECC competitor and as a 2020 graduate, I've been coaching the SG-FECC team for the last 2 years now - qualifying for the finals both times. Currently working as Director of Sales in a family business in the manufacturing sector in Quebec, Canada, I bring my own experiences to my coaching method. I am aiming for nothing short of a podium this year.

Student Competitors

Joseph Aubert

jaubert22@ubishops.ca



I am a 3rd year student completing a double major in Economics and Finance. Aside from academics, I am a research advisor for our student-led investment portfolio, conducting research in basic materials. I am also involved in the Bishop's Commerce Society, acting as director of external affairs, and work as an editor for our student-run newspaper. After my academic journey, I intend to pursue a career in the financial advisory services field.

Josee-Anne Lafond

Jlafond21@ubishops.ca



Hi! My name is Josee-Anne Lafond, a student in her final semester at Bishop's University, majoring in Finance. During her time at Bishop's she has found a strong liking for consulting and hopes to diverge from her job in insurance and delve into consulting in the future.

Simon Salvail

ssalvail23@ubishops.ca



I'm a second year student in finance and entrepreneurship. I cover the Tech and Telecoms sector for the student led investment portfolio. I'm part of the student ambassador team and have completed a co-op in finance this past summer. I aspire to build my leadership and professional skills to pursue a career the consulting world.

Vivienne Webster

vwebster21@ubishops.ca



Vivienne is a third-year business student at Bishop's University from North Hatley, highly involved in campus leadership and activities. She is Co-Founder and VP of Internal for the Bishop's Consulting Group, VP of Marketing for the Bishop's Real Estate Club, and serves as the student union photographer. Vivienne was selected as one of eight consultant-interns for the Desjardins Estri-preneur program in May 2024. Her career goals involve working in business consulting, corporate leadership and international travel.

CALIFORNIA STATE UNIVERSITY FULLERTON

United States



Team Coach

Kulraj Singh

krsingh@fullerton.edu



Dr. Kulraj Singh is the Academic Director of the Center for Family Business and Rick Muth Endowed Chair professor in the College of Business and Economics at California State University Fullerton. His long term goal is to create a self sustained eco-system that provides a sanctuary for late stage career people to rejuvenate and engage in a process of self discovery and introspection to seek solace within instead of outside. He can be contacted at krsingh@fullerton.edu

Student Competitors

Melissa Aguilar-Perez

melissaa.12@csu.fullerton.edu



I grew up in South Los Angeles, where my family owns a bakery and restaurant. Throughout my childhood, I saw the work my parents accomplished using minimal resources and it inspired me to study in the business field. After graduating with a degree in Business Management and Marketing, I aim to work in the family business I grew up in, as well as search for opportunities to one day have my own business.

Isaac Merino

iketommerino@csu.fullerton.edu



I am a student majoring in accounting, finance, and information systems at California State University Fullerton, with a strong interest in pursuing a career in internal audit after graduation. I am excited to participate in my first SG-FECC and look forward to applying the knowledge and skills gained from this experience to my future career.

Cara Nguyen

caranguyen@csu.fullerton.edu



My name is Cara, and I am a second-year Business major at California State University, Fullerton, concentrating in Operations and Supply Chain Management. As part of the third generation in my family's cosmetology school business, Advance Beauty College, I am dedicated to developing my business skills to strengthen our 37-year legacy in beauty education. I am passionate about creating a strong community at CSUF, holding leadership positions in the Business Honors Program and the Fullerton Fashion Association.

DUBLIN CITY UNIVERSITY

Ireland



Team Coach

Catherine Faherty

catherine.faherty@dcu.ie



Dr. Catherine Faherty is Assistant Professor of Enterprise at Dublin City University (DCU) Business School, and co-founder and Associate Director of the National Centre for Family Business in Ireland. Prior to joining DCU, Catherine held visiting research fellowships at Northwestern University, USA, and Northeastern University, USA. Her research, focused on trust dynamics in family-owned enterprises, has been published in top-tier journals, including *Entrepreneurship Theory & Practice* and *Journal of Management Studies*.

Student Competitors

David Byrne

david.byrne227@mail.dcu.ie



I am a final-year Business Studies student specialising in Data Analytics. During a 14-month internship with KKR, I gained experience in portfolio investment tracking and improving efficiency in multibillion-dollar funds. Growing up in a family of first-generation entrepreneurs gave me insights into challenges faced by family businesses. I also earned a scholarship for academic excellence, ranking in the top 2% nationwide. I plan to pursue a Data Analytics career using Python, SQL, and Power BI.

Evelyn Keane

evelyn.keane33@mail.dcu.ie



I am a final-year BA in Global Business student, completing a dual degree with two years at DCU in Ireland and ICADE in Spain. This experience has honed my cross-cultural communication, teamwork, and problem-solving skills. I am proud to have received an "Exceptionally High Achiever Award" for my Leaving Certificate. I am eager to obtain a graduate role where I can continue to grow, contribute, and make a meaningful impact.

Sarah Muldoon

sarah.muldoon5@mail.dcu.ie



I am a final-year Accounting and Finance student specialising in Data Analytics. Growing up in an entrepreneurial family and working in a family business has provided me with valuable insights into family business dynamics. I have experience in sales and brand promotion with Irish SMEs and contributed to a €200M solar portfolio sale at KPMG's Sustainable Futures Team, engaging with over 100 global bidders. I aim to gain more industry experience before starting my own business and creating a positive impact.

Rory Mulhern

rory.mulhern3@mail.dcu.ie



I am a final-year Business Studies student specialising in Analytics. During a 15-month internship at KKR, I worked within Global Client Solutions, collaborating with portfolio managers, sales, and product managers to enhance clients' understanding of leveraged credit investments. I've also contributed to the growth of a family-run restaurant business, where I've worked for a number of years. After graduation, I intend to pursue a Master's in Quantitative Finance and aim to return to KKR as a product strategist.

MISSISSIPPI STATE UNIVERSITY

United States



MISSISSIPPI STATE
UNIVERSITY™

Team Coach

Nathan Hammond
nlh150@msstate.edu



Nathan Hammond is the primary coach for Mississippi State University at the 12th annual SG-FECC.

Student Competitors

Kate Cupit

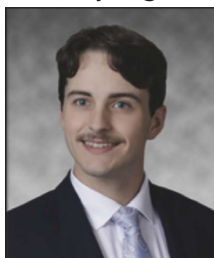
kwc112@msstate.edu



I am a senior at Mississippi State University majoring in Business Administration. I plan on obtaining my real estate license after graduating in the spring while continuing my education towards my MBA. I hope to go into a career path that is in sales and marketing in the future.

Austin Hill

Austinroyhill@outlook.com



My career goal is to step into a lead project manager role with my family's small electrical company and eventually move into consulting for industrial and commercial construction. This path is meaningful to me; I grew up around it, and it feels like a natural part of who I am.

Thomas Taylor

tjt277@msstate.edu



My name is Thomas Taylor, I am a fourth year student at Mississippi State University. I study Business Administration with concentrations in Management, Marketing and Risk Management. After graduation, I plan on attending Officer Candidate School for the Army National Guard and then I would like to pursue a civilian career in the business field.

Hope Steward

hes371@msstate.edu



I am a senior economics major with a minor in political science at Mississippi State University. I am passionate about economic development and using my expertise to enhance business operations. As president of the largest women's organization on campus, I have a strong passion for hands-on work and thriving in a fast-paced environment. I am now seeking opportunities in consulting, economic policy, or any role in which I can make a meaningful impact in the business world.

OHIO UNIVERSITY

United States

OHIO

UNIVERSITY

College of Business

Team Coach

George Howell
howellg@ohio.edu



George Howell is the primary coach for Ohio University at the 12th annual SG-FECC.

Student Competitors

Michael Cavanaugh

michaelcavanaugh66@yahoo.com



I am a student at Ohio University, pursuing a Bachelor of Business Administration with concentrations in Management Information Systems and Business Analytics. My academic journey includes leadership roles in Emerging Leaders and Bobcat Consulting Group, along with global consulting experience in Hungary. Aspiring to become a strategic consultant, I am passionate about leveraging my analytical skills to solve complex business challenges and drive organizational success.

Kevin Diaz

kd115421@ohio.edu



I am a first-generation student studying Management Information Systems and Business Analytics. Over the last four years, I have developed a strong interest in consulting because it allows me to think creatively and solve problems. I look forward to getting my career started in consulting soon!

Cameron Lewis

cl694720@ohio.edu



My name is Cameron Lewis and I currently am a Senior at Ohio University studying MIS and Business Analytics. I strive to be the best student, leader, and person I can be through my commitment to others and motivated demeanor. My goal is to work in educational consulting, providing solutions to school systems across America to better education for the youth.

Jacob Wisenfelder

jw983121@ohio.edu



I'm Jacob Wisenfelder, a Junior at Ohio University double majoring in Strategic Leadership Management and Analytics with a minor in Sports Management. My career aspirations lie in finance, sales, and analytics, where I aim to leverage my skills and experiences. I've interned at Optum, managed a pool, and assisted Ohio University's Division 1 football team. I'm passionate about roles that allow me to grow professionally and expand my industry network.

ROTTERDAM UNIVERSITY

Netherlands



ROTTERDAM BUSINESS SCHOOL

Team Coach

Henriette Terpstra
terhh@hr.nl



After more than 20 years in business, I dedicate my experience to provide students with insights into business processes.

Student Competitors

Viviënne Koehler

viviennekoehler@live.nl



I am a final-year Architectural Engineering honors student, currently focusing on consultancy for my minor. Seeking a new challenge led me to explore consultancy, significantly improving my business knowledge. I enjoy analyzing problems and creating innovative, practical solutions. In the future, I plan to combine consultancy and architectural engineering to solve complex business challenges with a balance of strategic thinking and technical expertise.

Agustina Patrone

1061947@hr.nl



As an international business student in Rotterdam University focused on strategy and market expansion, I hope to make an impact in the business world. I'm passionate about consulting and aspire to help corporations thrive by blending creativity with data-driven decisions.

Ludvig Styrefors Sparby

1027840@hr.nl



My name is Ludvig Sparby. I am a fourth year international business student with a focus on Marketing and Consultancy. I have a passion for generating innovative ideas for businesses to drive change in business. I come from an international background and I love to learn about different cultures and ways of working. I am excited about the upcoming case competition, meeting new people, and building my network.

Sean Van Rosmalen

1016697@hr.nl



My name is Sean van Rosmalen, a final-year Business Management & IT student focused on refining my consulting skills and bridging the gap between technology and business. Through the All-Star Consultancy minor, I've gained practical skills in critical thinking and strategy. After graduation, I plan to gain work experience while pursuing a Master's in Business, with a long-term goal of helping a startup grow to success and eventually launching my own venture, leveraging AI to tackle sustainability challenges.

UNIVERSIDAD PANAMERICANA

Mexico



U N I V E R S I D A D
Panamericana

Team Coach

Guadalupe Rizo Olvera

mgrizo@up.edu.mx



I am 28 years old, I am the coordinator of the Family Business Management program, and I have a degree in Education. I am a social and cheerful person who loves interacting with others. I enjoy knowing that I can contribute to the personal and professional development of students. I see myself growing professionally, expanding my entrepreneurship, and developing within the university.

Student Competitors

Raúl Martínez Magaña

0243683@up.edu.mx



I'm a competitive person always looking to improve. Tennis has been my passion for over ten years, shaping how I approach challenges and sparking my interest in consulting competitions, where I now put my skills to use. Currently, I'm studying Family Business Administration and inspired to pursue consulting in the future.

Denhi Pacheco

denhipacheco@gmail.com



Hi there! I'm a senior in Administration and International Business with a strong passion for consulting. Since 2022, I've competed in 3 case competitions, each bringing challenges, friendships, and a lot of personal growth. I've been looking forward to FECC 2025 and I'm thrilled to make it the final chapter of my case competition journey. I'm eager to build my career path in consulting and keep growing professionally.

Daniela Peralta Soto

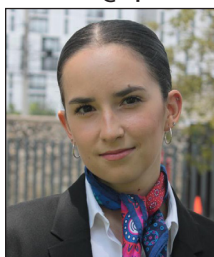
0253944@up.edu.mx



I am passionate about consulting and international experiences. I have a proven track record of success in competitions, including winning an entrepreneurial sustainability competition at my university and participating in over six case competitions. I am eager to apply my skills in a demanding environment.

Ana Sofia Paredes Camberos

0242996@up.edu.mx



I'm a 21-year-old International Business student with a focus on marketing, driven by a passion for impactful brand strategies and creative storytelling. With experience in organizing large events, securing sponsorships, and competing internationally in business cases, I excel in combining strategic thinking with creativity. My goal is to shape brand growth and consumer connections on a global scale, leveraging my background to drive success and inspire others in the ever-evolving world of marketing.

UNIVERSITY OF ALABAMA

United States



Culverhouse
College of Business

THE UNIVERSITY OF ALABAMA®

Team Coach

Quoc Hoang

quoc.hoang@ua.edu



As an experiential educator, my purpose is to help students understand their place and voice, based on who they are now and what they aspire to. During my first career as a strategy consultant, I was fortunate to be supported and mentored by a diverse group of professionals. That's why the work I do today, in my second career, focuses on designing unique learning experiences that develop students' heads and hearts, helping them making a smooth transition from college to career.

Student Competitors

Joe Clark

jtclark9@crimson.ua.edu



As a math, finance, and economics major, I'm able to use unique insights across my areas of study while learning more about my areas of interest. On campus, I'm involved in a variety of activities like student government, the Beat Auburn Beat Hunger Food Drive, and the Blackburn Institute. After graduation, I'll be working as an Associate for the Boston Consulting Group in Dallas, TX.

Ella Foes

igfoes@crimson.ua.edu



I'm a math major with a passion for data storytelling. I've leveraged my analytical skills to guide strategic marketing at financial institutions, contribute to anti-human trafficking research, and develop educational initiatives on campus that transform students into skilled business intelligence analysts. After graduating with my bachelor's degree and master's degree in May, I'll be joining 84.51° as a Data Scientist.

Bailey Liddle

bliddle@crimson.ua.edu



I am a kind and curious person who loves to learn about people and is driven by results. I am most passionate about my work as a researcher where I use data analytics to help find victims of human trafficking. I also greatly enjoy competitions, reading, and art.

Angel Peterson

apeterson6@crimson.ua.edu



As a senior studying Human Resource Management, I am building my future as both a business owner and an HR professional. Currently, I work as a Campus Relations Specialist at Hibbett, where I apply HR recruitment and selection strategies to support business growth. Alongside my corporate career, I run Angel's Home Bakery, a business I founded in high school to help pay for college. What began in my family's kitchen has expanded to a storefront, embodying my entrepreneurial drive.

UNIVERSITY OF ALBERTA

Canada



UNIVERSITY OF ALBERTA

Team Coaches

Fox Hawreluk

fhawreluk@unionfinancialcorp.com



Fox obtained his Bachelor of Commerce degree from the University of Alberta, following which he worked as a consultant in People and Advisory Services with Ernst & Young. Fox is a licensed Mortgage Associate with Union Lending Corporation, as well as a Lending and Investment Specialist and and Dealing Representative with Union Financial.

Matt Knight - Additional Coach/Advisor

mknight2@ualberta.ca



Matt Knight is the Executive Director of the Alberta Business Family Institute and a Lecturer at the Alberta School of Business at the University of Alberta. Matt guides business families and advisors through strategy, governance, and succession. He teaches family business in undergrad, MBA, and executive programs, sharing insights on strategic decision-making, AI, and growth to support a resilient, sustainable business family ecosystem.

Student Competitors

Myлана Aloshyna

aloshyna@ualberta.ca



Hi everyone! I'm Mila, a third-year International Business student at the University of Alberta with a minor in Finance. In the future, I would appreciate the opportunity to utilize my broad area of expertise for finding innovative solutions as a consultant!

Nursultan Amangeldiev

nursulta@ualberta.ca



I am a third-year student studying Finance at the University of Alberta. I love tackling complex tasks and contributing something new to the table. I am interested in private equity and hope to get an internship that will allow me to build on my expertise and thrive in my field.

Sofia Iliuk

iliuk@ualberta.ca



With a background in digital consulting for family and small businesses, inspired by my family business roots, I aim to build a company that blends strategic insight with cutting-edge technology. As a finance major with a computer science minor, I combine analytical and tech skills to drive sustainable growth and innovation. I approach challenges as opportunities to redefine industry standards and build a legacy of transformation and resilience.

Dmytro Razluchnyi

razluchn@ualberta.ca



As a third-year Marketing student at the University of Alberta, I enjoy leaving my comfort zone by accepting new challenges in my life. When it comes to career goals, I aspire to open a marketing agency that will help small businesses overcome the liability of newness and scale their operations online.

UNIVERSITY OF APPLIED SCIENCES, MUNICH

Germany



Team Coach

Marcel Huelsbeck

marcel.huelsbeck@hm.edu



Marcel Huelsbeck is the primary coach for University of Applied Sciences, Munich at the 12th annual SG-FECC.

Student Competitors

Jon Lovis Imming

imming@hm.edu



I am currently studying Business Administration in Munich, gaining valuable experience through internships at innovative startups and major tech companies like Amazon. My goal is to build a career in the U.S., learning from industry pioneers and making a sustainable impact in the business world. Outside of academics, I enjoy sailing and hiking in nature. These activities inspire me and provide balance, fueling my passion for adventure and creativity as I prepare for my future career.

Fabian Plaza

fabian.plaza@hotmail.de



Hi, im Fabi. Right now i am in my 7th semester at hochschule münchen. i love every physical challenging activity, especially handball or the gym. When im not exercising im working as a tax assistant, or volunteer as VPM for the finance network.

Kavishan Selvaratnam

kavishan.selvaratnam@gmail.com



I am currently pursuing a Bachelor's degree in Business Administration with a concentration in Finance. My primary interests lie in corporate valuation and investment transaction processes. I completed an exchange semester in Tokyo, which enhanced my international perspective. I currently work at a state bank in payment processing while studying. My career aspiration is to work internationally, collaborating with partners around the globe to drive impactful financial solutions.

Moritz Waldmann

moritz.waldmann@hm.edu



I am pursuing my Bachelor of Arts in Business Administration at MUAS, with international experience from my semester at Tōyō University in Tokyo and as a member of iClub@MUAS. During my past internships, I developed skills in financial analysis, sustainability, and project management. In my free time, I lead a team managing an investment portfolio for FNI Finance Network. I am passionate about sustainable energy and strategic M&A, aiming to make an impact in these fields.

UNIVERSITY OF PRINCE EDWARD ISLAND

Canada



UNIVERSITY
of Prince Edward
ISLAND

Team Coach

Lena Liang
ljliang@upei.ca



Dr. Lena Liang is an Assistant Professor at the McDougall Faculty of Business. She teaches courses in the areas of tourism and hospitality management, as well as marketing. Holding a PhD in Management from the University of Guelph, her research interests primarily focus on consumer behavior and marketing within the tourism and hospitality sectors.

<https://islandscholar.ca/people/ljliang>

Student Competitors

Vanessa Corless

vccorless@upei.ca



Highly analytical and detail-oriented 4th-year student with strong organizational and problem-solving skills, complemented by hands-on experience in financial statement preparation and the use of accounting software. A proven leader and effective communicator, with a history of excelling in both academic and team settings, ready to tackle complex challenges and contribute to business success.

Samuel Harding

sharding3@upei.ca



I am currently a fourth-year business student at UPEI specializing in accounting. I aspire to continue studying and working towards becoming a tax lawyer. My favourite quote is from Warren Buffet: "It takes 20 years to build a reputation and 5 minutes to ruin it"

Keith Nabuurs

knabuurs@upei.ca



I am enrolled in Accelerated Bachelor of Business Administration, with an expected graduation date of May 2025. I previously completed a Business Manager Diploma from Holland College. I also am a partner in real estate holdings and associated property management.

Luciana Quiroa Paredes

lrquiroaparedes@upei.ca



Related to my major in International Business: I have experience in Communication and Client Relations, Event Planning and Project Implementation, and CRM Database Management. I have work experience on UPEI campus in project management and social media content management. I have experience working for the province in project management for the Chief Public Health Office.

UNIVERSITY OF VERMONT

United States



University of Vermont Grossman School of Business

Team Coaches

Dave Mount

davidmount325@gmail.com



Dave Mount is the primary coach for University of Vermont's undergraduate team at the 12th annual SG-FECC.

Rocki-Lee Dewitt - Co-Coach

rocki.dewitt@uvm.edu



Professor of Management, Grossman School of Business, University of Vermont. Family Firm Institute (FFI) Fellow. Executive Coach and Advisor to Family Business Founders and their Non-Family Executive Teams.

Student Competitors

Otto Berckmueller

22oberckmueller@gmail.com



I would like to work in the ESG realm of business one day, helping keep companies aligned with goals that will be beneficial for them, their customers, and the world. While at the University of Vermont some of my proudest accomplishments include winning the Grossman Dean's Cup and placing 3rd at the Eller Ethics case competition. Looking forward to a great competition!

Tessa Masino

tessa@masino.com



I am majoring in Business Administration with a concentration in accounting and sustainable business theme. I will be pursuing my Master of Accountancy next year and my CPA designation. I have experience with internal auditing and am excited to continue my career development in the audit field. My passion for sustainable business is a driving force in my education and career aspirations.

Joshua Moore

jmoore37@uvm.edu



Joshua Moore is a Finance and Entrepreneurship major, minoring in Economics. He has interned with the Vermont Small Business Development Center and for the University of Vermont Academic Research Commercialization Program. After university he wants to work in Equity Research or Investment Banking.

Andrew Horvat

ahorvat1@uvm.edu



With a strong interest in accounting and business analytics, I aspire to build a career as a tax accountant or consultant. My goal is to support the growth of communities by empowering entrepreneurs with practical solutions and financial expertise. In the near term, I plan to further my education by attending graduate school and developing my skills to make a meaningful impact in the business world.

UTAH STATE UNIVERSITY

United States



UtahState
University

Team Coach

Cassidy Creech

cassidy.creech@usu.edu



Cassidy Creech has been with Utah State University since 2018. He received his Ph.D. in business administration from Oklahoma State University in 2021. His research interests include entrepreneurship, family business, and succession. Professor Creech has extensive experience as a successful entrepreneur, investor, and executive consultant. He presents to student and business groups around the world about entrepreneurship and family business, in addition to executive development workshops.

Student Competitors

Megan Bagley

meganbagley29@gmail.com



As a data analytics major in business school, I thrive on learning on the go and finding innovative ways to leverage data insights. I'm passionate about entrepreneurship and enjoy diving into ventures that allow me to apply my skills in real-world settings. With a strong foundation in data and a drive to create meaningful impact, my goal is to launch my own business, where I can merge analytics and business strategy to bring fresh ideas to life and make data-driven decisions for growth.

Annaica Dodson

annaicadodson@gmail.com



I believe great marketing isn't just seen; it's felt! That's why I focus on creating brands you can feel—bringing brands to life through storytelling and strategy. My career aspirations include working in brand management and creative marketing, where I can continue crafting impactful brand experiences that inspire and connect. Through my involvement with the Huntsman Marketing Association and various projects, I'm building the skills to shape the future of meaningful brand strategies.

Emma Kunz

emmakunz9@gmail.com



Emma is an ambitious entrepreneur with a wedding cake business and a clear path in accounting. Majoring in accounting with a minor in entrepreneurship, she combines creative flair with financial expertise. Emma plans to expand her cake business while preparing to take over her father's CPA firm, where she aims to bring fresh, strategic perspectives to strengthen its legacy. With skills in both arts and business, Emma is ready to lead and innovate in family business management.

Ethan Rasmussen

r.ethanrasmussen@gmail.com



During my education in agribusiness, marketing, and entrepreneurship, I have cultivated skill sets in communication, leadership, consulting, and business development. I have experience functioning as an independent consultant, representing Utah in a national agricultural panel, and leading the development of an ag-tech company currently negotiating contracts with industry leaders. I plan to continue my career on a global scale and lead organizations that are making a positive impact on the world.

GRADUATE TEAMS



Contents

34	Babeş-Bolyai University
36	Grand Valley State University
38	Heilbronn University
40	National Sun Yat-sen University
42	National Taiwan University
44	Sasin School of Management
46	University of Adelaide Business School
48	University of Manitoba
50	University of Vermont
52	York University

BABEŞ-BOLYAI UNIVERSITY

Romania



UNIVERSITATEA BABEŞ-BOLYAI
BABEŞ-BOLYAI TUDOMÁNYEGYETEM
BABEŞ-BOLYAI UNIVERSITÄT
BABEŞ-BOLYAI UNIVERSITY

TRADITIO ET EXCELLENTIA

Team Coach

Kincso Kelemen

kincso.kelemen@econ.ubbcluj.ro



Studied Business Information Systems, Business Management. I have been to 11 international case competitions and I won the last one. I love coaching and going to case competitions.

Student Competitors

Zsófia Bánffy

zsosifanffy@gmail.com



Zsófia Bánffy is a student competitor for Babeş-Bolyai University at the 12th annual SG-FECC.

Krisztina Bokor-Toth

krisztinabokortoth@gmail.com



Krisztina Bokor-Toth is a student competitor for Babeş-Bolyai University at the 12th annual SG-FECC.

Anna Bugár

anna.bugar@stud.ubbcluj.ro



I am a commodity trading consultant and data-based management master's candidate. I aim to integrate data-driven insights into high-impact projects and M&A. My long-term goal is to leverage this expertise to build and lead my own business.

Kata Kovacs

kata.kovacs@stud.ubbcluj.ro



Kata Kovacs is a student competitor for Babeş-Bolyai University at the 12th annual SG-FECC.

GRAND VALLEY STATE UNIVERSITY

United States



GRAND VALLEY STATE UNIVERSITY®

FAMILY OWNED
BUSINESS INSTITUTE

Team Coaches

Ana Gonzalez

gonzaana@gvsu.edu



Ana Gonzalez is Associate Professor and Director of the Family Owned Business Institute (FOBI) at GVSU.

Chandresh Baid - Additional Coach/Advisor

baidc@gvsu.edu



Chandresh Baid holds a Ph.D. in Strategy and Entrepreneurship from Washington State University.

Student Competitors

Danielle Daves

davesd@mail.gvsu.edu



Driven by a passion for aviation and business, I began at West Michigan Aviation Academy, then earned my BBA from GVSU. Now a Sr Procurement Analyst at Pratt & Whitney Canada, I am focused on supply chain efficiency, strategic partnerships, and fostering innovation. In addition to my professional role, I serve as the treasurer for the GHAA. My goal is to deepen my knowledge and impact, advancing in roles that drive change and champion collaborative solutions in aviation.

Bethany Hubsel

hubselb@mail.gvsu.edu



I receive my undergraduate in Integrated Marketing Communications from Albion College and am now finishing up my MBA at Grand Valley. Currently, I work in digital advertising and media buying for a charter school system. I truly value my job working in the corporate side of education, behind the scenes and being able to help fill our K-12 schools.

Nicolas Matthews

nclsmatthews23@gmail.com



My brand is a very lively, outgoing, and fun one! This is due to the fact that I live life to its fullest make others' lives more enjoyable wherever I am needed and make complex problems solvable and at times even fun solutions. I am competent and charismatic, the "Renaissance Man" everyone needs in their corner. With my background as an MBA and undergraduate discipline in Communications, Advertising & Public Relations, Theatre, and Economics, I am your utility guy. I want to go into sports/media/entertainment consulting, and voice acting is my side passion.

Vance Orr III

orrv@gvsu.edu



I'm Vance W. Orr III, a Marketing and Promotions Manager with degrees in Fine Arts and Commercial Design. I specialize in creative media strategy and audience engagement. With over 16 years of experience, I aspire to lead a station as GM with a focus on dynamic marketing and innovation in media and communications.

HEILBRONN UNIVERSITY

Germany



HEILBRONN UNIVERSITY OF APPLIED SCIENCES

Team Coach

Joachim Link

joachim.link@hs-heilbronn.de



I've been working as Professor of Marketing at Heilbronn University of Applied Sciences in Germany since 2002. Prior to my academic career I worked as a sales manager in a family-owned machine building company and for a couple of years as a service manager in a software company. My teaching approach is based on real life projects with well known companies in the southern part of Germany.

<https://www.linkedin.com/in/joachim-link-b638635/>

Student Competitors

Jakob Gronbach

j.gronbach@gmx.net



After completing my Master's degree in Marketing and Communication, I aspire to follow my passion for strategic and creative Marketing in an international context. Different international and inter-cultural projects such as "X-Culture" showed me that this is the right path for my future career.

Jonas Huber

jonas@mch-studios.de



I completed my Bachelor's Dual Studies in Business Administration with a focus on Media and Communication Management in September 2022. My partner company was a regional media company, where I gained experience in editorial work and marketing. This included content creation for print and digital platforms, managing social media accounts, and overseeing marketing campaigns. Currently, I am pursuing a Master's in International Marketing & Communication at Hochschule Heilbronn to deepen my expertise in international media, marketing, and management.

Charlotte Schüle

cschuele@stud.hs-heilbronn.de



I completed my bachelor's degree in International Business and currently I'm pursuing my masters in International Marketing and Communication. Alongside my studies, I work in my family business, and support in marketing and various areas of the business. Additionally, I'm responsible for our social media channels and the creation of our sales documents.

Nora Selca

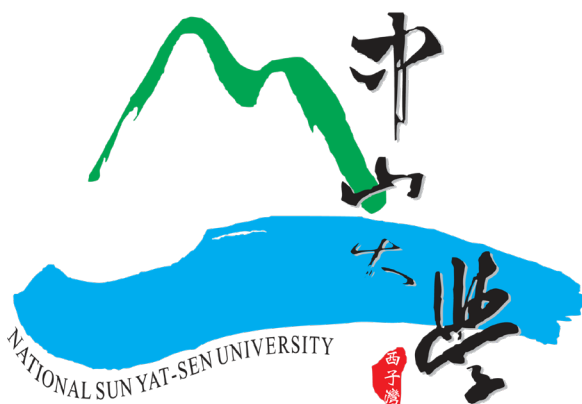
nora.selca@hotmail.de



I am currently pursuing an M.A. in International Marketing and Communication. My career aspirations revolve around creating impactful contributions in marketing that blend strategic analysis with decision-making. I am passionate about promoting environmental sustainability and female empowerment in my work.

NATIONAL SUN YAT-SEN UNIVERSITY

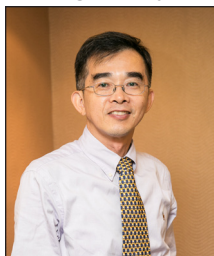
Taiwan



Team Coaches

Shyh-Jer Chen

schen@cm.nsysu.edu.tw



See webpage for more information:

<https://hrm.nsysu.edu.tw/p/404-1235-321205.php?Lang=en>

Chiung-Wen Tsao - Additional Coach/Advisor

cwtsao@gm2.nutn.edu.tw



Chiung-Wen Tsao is a Professor of Business and Management at National University of Tainan. Her primary research interests include the role of women in organizational value creation and the people management issues in the family enterprise. She has published Family business and HRM research in a variety of outlets including Family Business Review, Journal of Business Research, and Journal of Family Business Strategy. She is also an affiliated researcher of the Center for Strategy and Human Capital Research at NSYSU.

Student Competitors

Pin-Chun Huang

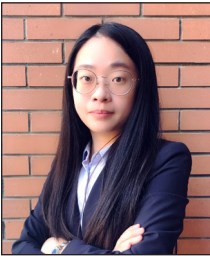
pinchunn01@gmail.com



My academic focus lies in Labor Relations, and I am advancing into a master's in International Business. I've developed expertise in teamwork, public relations, and event planning.

Yenchu Lai

yenchu1011.lai@gmail.com



Currently studying organizational behavior and human resource management with a focus on family business succession and corporate governance. My research explores how companies can achieve sustainable development by valuing human capital and promoting employee growth.

Yen-Chen Lin

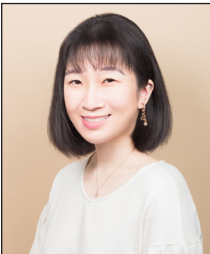
yennchen.lin@gmail.com



I am currently an MBA student specializing in marketing, branding, and strategy, driven by a passion for consulting and delivering impactful business solutions through strategic thinking and innovation.

Kylene Neo

kylene.neo@gmail.com



Hello, my name is Kylene, I am a year 2 graduate student from National Sun Yat-sen University, Taiwan majoring in international business. SG-FECC is my first case competition thus a huge challenge for me. I hope to gain valuable experience and forge new friendships from this competition. I look forward to learning more about family enterprises from everyone!

NATIONAL TAIWAN UNIVERSITY

Taiwan



Student Competitors

Wang Ling li

H09121144@gmail.com



I am currently pursuing an MBA at National Taiwan University and have 9 years of experience in banking and insurance. At BNP Paribas, I manage digital transformation projects, focusing on improving operational efficiency and customer experience. Additionally, I work at China Trust Bank, where I analyze competitors and market trends to support strategic decision-making. My goal is to continue leading initiatives that drive innovation and create value for customers.

Eric Nguyen

dainguyen2607@gmail.com



From Vietnam to the world.

Ruo Ying Tan

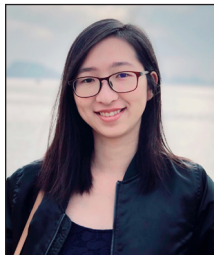
hello.casuarina@gmail.com



A GMBA student with a concentration in strategic marketing and business growth, committed to bridging brands with diverse cultural narratives. With over ten years across tourism, lifestyle, and tech industries, I've driven impactful campaigns, led market expansions, and built high-achieving teams. My career goal is to transition into corporate culture and branding, where I can blend my experience to foster cohesive organizational culture and brand impact, inspiring authentic engagement both within and beyond the company.

Tiffany Wang

tiffwang92@gmail.com



I began my career in product management, successfully launching a reproductive genetics product line. Its success led to the creation of a biotechnology startup, where I am now showcasing Taiwan's biotech expertise on the global stage.

SASIN SCHOOL OF MANAGEMENT

Thailand



Sasin

School of Management

Team Coach

Tanachote Vongsurbchart

tanachote.vongsurbchart@sasin.edu



Tanachote Vongsurbchart is the primary coach for Sasin School of Management at the 12th annual SG-FECC.

Student Competitors

Sutinee Chaowanich

sutinee.chaowanich@sasin.edu



Driven by family legacy and ambition, I manage hotels and real estate in South Thailand. My vision is to create a mixed-use development featuring hotels, private villas, wellness centers, and convention meeting ballrooms. Focused on well-being and elegance, I aim to build spaces that inspire rejuvenation and connection.

Klanarong Mongkolsirichaikul

Klanarong.mongkolsirichaikul@sasin.edu



I'm quite passionate in sustainability. At current I work for a renewable energy investment company as a business developer and investment analyst. Moreover, I am studying executive MBA at Sasin School of Business for expand my vision more broaden for the next chapter of business leader.

Jaruwan Rojprinyavut

jaruwan.rojprinyavut@sasin.edu



I have five years of working experience across various industries, including beauty, e-commerce, events, and human resources. I am currently pursuing my MBA with a focus on gaining deeper insights into the business world to prepare myself to become an entrepreneur.

Nopnaphat Wongsrinoppakun

nopnaphat.wongsrinoppakun@sasin.edu



I finished my undergraduate school in the US at Boston University. Then, I went back to Thailand to work for 4 years before pursuing graduate school in Thailand at Sasin School of Management

UNIVERSITY OF ADELAIDE BUSINESS SCHOOL

Australia



Team Coach

Chris Graves

chris.graves@adelaide.edu.au



I am a Chartered Accountant, Head of the Entrepreneurship and Family Enterprise discipline and Director of the Family Business Education and Research Group at the University of Adelaide. I have 'real life' experience working with family businesses as a former accountant in public practice and my consulting work. I'm a recognized leader in the family business community, serving as an ambassador for the Family Business Association (FBA) (AUS&NZ) and the academic director and facilitator of FBA's Advisor Accreditation program.

Student Competitors

Simmonette Duggin

simmonette.duggin@student.adelaide.edu.au



My career choices reflect my dedication to purpose-driven organisations and benefiting community. I have a diverse background in legal practice, contract management and strategic leadership. I'm currently responsible for our procurement and contract management practices – leading a specialist team; and, as a commercial advisor, I'm involved in complex negotiations and contract development at the Office of Hydrogen Power South Australia. My career goal is to transition to consultancy, where I can support clients with their commercial arrangements for sustainable development.

Benjamin Lewis

benjamin.lewis@student.adelaide.edu.au



I am an experienced educator and leader focused on fostering student well-being, academic excellence, and cultural inclusion. With a concentration in educational leadership and pastoral care, I've worked extensively with Indigenous communities and boarding programs. My career aspiration is to continue developing inclusive, supportive environments where students thrive, while advancing in senior leadership roles in independent schools. Currently completing my MBA, I aim to drive strategic, community-focused initiatives.

Caroline Nankivell

caroline.nankivell@student.adelaide.edu.au



My experience spans across project management, civil engineering, asset management and operations within the water industry. I strongly believe in lifelong learning, and embarked upon a Master of Business Administration to further my business knowledge. I hope to be able to put my learnings into practice in business, and mentor others embarking on their careers.

UNIVERSITY OF MANITOBA

Canada



ASPER SCHOOL OF BUSINESS

Team Coach

Anna Gilfillan

anna.gilfillan@mnp.ca



Anna Gilfillan is a management professional with over 14 years of experience in operations management, process improvement, and leading cross-functional teams through periods of rapid growth. She is in her final term of the MBA at the Asper School of Business and will graduate with dual concentrations in Leadership and Sustainability. She currently works as a consultant with MNP supporting clients in the private and public sectors in areas of business planning, economic development, and community safety.

Student Competitors

Erika Hunzinger

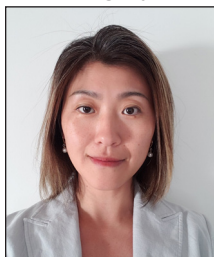
umhunzin@myumanitoba.ca



leadership, international

Shih-Han Iwasaki

iwasakis@myumanitoba.ca



MBA: International and Emerging Markets; Leadership and Organizations.

Tien Nguyen

nguyen99@myumanitoba.ca



MBA: Leadership & Organization, Sustainability

Janna Woelk

umdirks6@myumanitoba.ca



MBA, concentration in Healthcare Administration and Leadership and Organizations

UNIVERSITY OF VERMONT

United States



University of Vermont Grossman School of Business

Team Coaches

John Wilking

john@nevilleinv.com



After running real estate management firms in Boston and Providence, my wife and I moved to Vermont, where I founded and ran a 3rd party real estate management company. In 2004 we expanded to Boston. When I sold, a few years ago, we were in 5 states managing in excess of 2 million square feet. I now operate my own real estate commercial investments, totaling roughly 300,000 square feet.

Rocki-Lee Dewitt - Co-Coach

rocki.dewitt@uvm.edu



Professor of Management, Grossman School of Business, University of Vermont. Family Firm Institute (FFI) Fellow. Executive Coach and Advisor to Family Business Founders and their Non-Family Executive Teams.

Student Competitors

Caroline Catlin

caroline.catlin@uvm.edu



Caroline recently left her position as Office and Building Manager at First Congregational Church of Burlington (UCC). Starting the position in January 2020, she worked tirelessly to keep the congregation safe and united through Covid, all while navigating a multitude of perspectives and needs. Caroline graduated from St. Lawrence University in 2018 with a BS in Psychology and a BA in Communication and Rhetoric. Caroline looks forward to continuing to effectively help others upon completing her MBA at the UVM Grossman School of Business.

Sam Ghazey

sghazey@uvm.edu



Sam is a member of the Sustainable Innovation MBA cohort of 2025. He holds a Bachelor of Science in Natural Resources from the University of Vermont and has spent the last decade directing issue campaigns with various organizations and political committees. Sam's research is focused on the socially and environmentally sustainable aspects of business.

Ellie Penfield-Cyr

ellie.penfield-cyr@uvm.edu



Ellie Penfield-Cyr is a VT-based professional in communications, marketing, and development. She holds a BS in Political Communication and Social Advocacy with a minor in Philosophy from Emerson College. Her roles include Marketing Communications Manager at WomenExecs on Boards, Marketing & Development Manager at Mountain Roots Food Project, and Development Associate for the Bernie Sanders 2020 campaign. Ellie aims to work in the startup space or impact investing after completing her MBA at UVM's Grossman School of Business.

Elliot Stevenson

epstevenson@uvm.edu



After graduating from college with a BS in Biology and a BS in Environmental Policy and Decision Making, Elliot found work with the Champlain Valley Office of Economic Opportunity (CVOEO). Working in the weatherization department, Elliot helped low-income Vermonters with fuel efficiency and living more comfortably in their homes. Elliot served the role of a crew lead, helping coordinate and teach fellow employees. Elliot now attends UVM SI-MB, taking the next step in his career.

YORK UNIVERSITY

Canada



Team Coach

Joe Fayt

joefayt1@gmail.com



I have two main roles as an Adjunct Professor at the Schulich School of Business. I teach courses in the area of Service Marketing. And I also coach our graduate level case teams, preparing our students to compete in international case competitions. These events provide such a wonderful opportunity to meet so many bright and talented people, it's very exciting. Before joining the academic world, I worked as a Client Servicing Director, helping many leading Canadian and Global companies strengthen their competitive strategies.

Student Competitors

Kibati Femi-Johnson

kibatifemijohnson@gmail.com



Kibati is passionate about creative thinking and problem solving. He is looking to solve problems that make impactful changes in industries and communities through a career in management consulting. He wants to grow through experiences such as this competition to develop an understanding of areas that excite him. Working towards his career goals, he is currently pursuing a JD/ MBA at York University.

Peter Hong

Hongp@schulich.yorku.ca



By way of background, I have completed my both my HBSc and MSc Graduate student at the University of Toronto, and I am currently pursuing my MBA at the Schulich School of Business. I am Inquisitive, entrepreneurial, analytical, solution-focused, and a team-player with a positive-attitude and a passion for community engagement. I hope to pursue Healthcare consulting following the completion of my degree.

Dana O'Flynn

doflynn@yorku.ca



I aspire to work in a corporate setting where I can fuse my law and business education. Business law is a broad term that encompasses a diversity of roles in business functions. I am most interested in working with individuals and corporations to maximize their company goals and problem-solve the evolving challenges presented in today's society. In addition to my standing on the Schulich Case Competition Team, I am also an Associate Editor at the Osgoode Hall Law Journal and a Junior Executive on the Osgoode Women's Network.

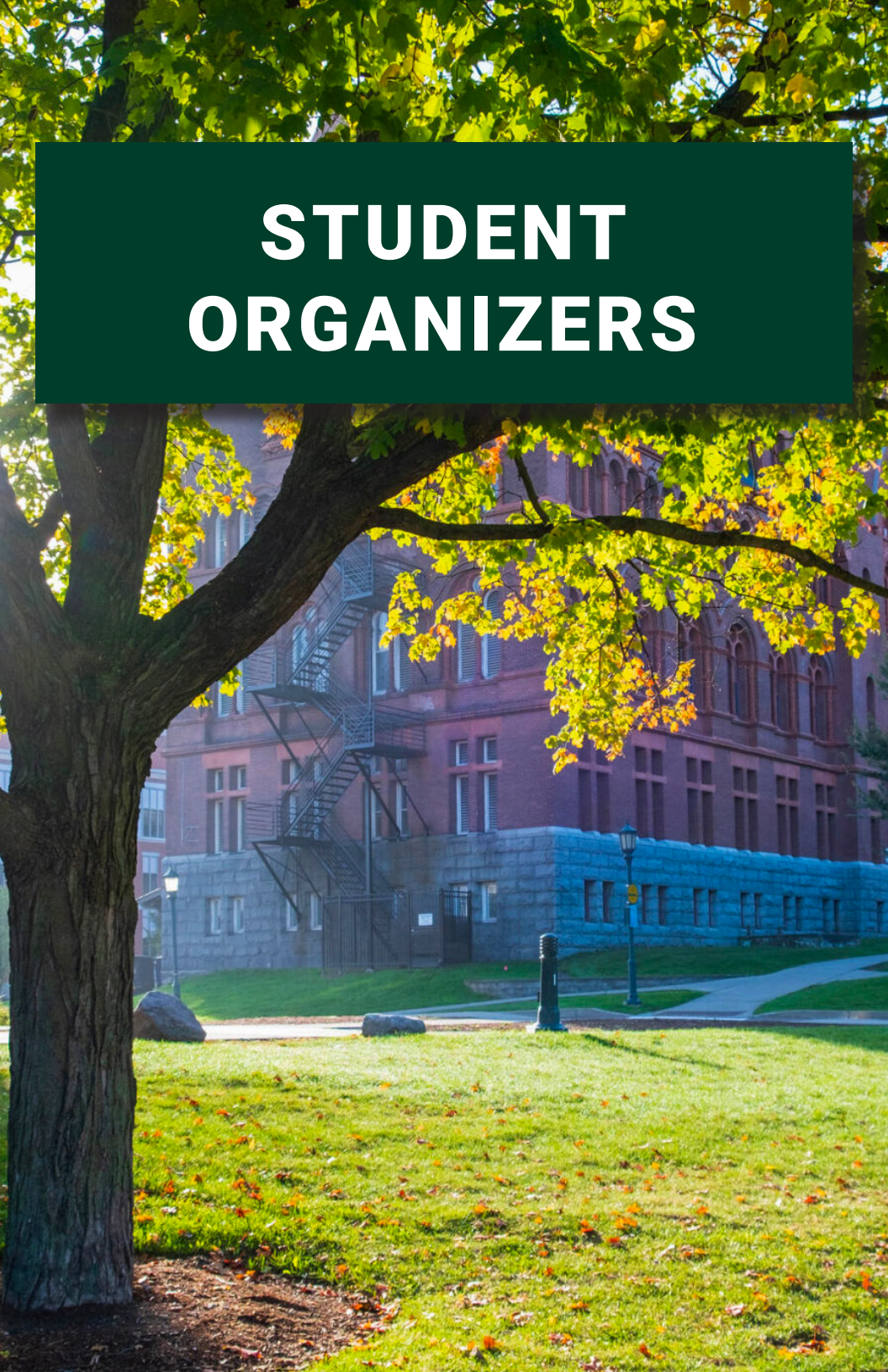
Ryan Tully

rtully@schulich.yorku.ca



I am a Master of Management Student with an undergraduate background in business communications and physical geography. After completing my degree, I plan on entering a career in management consulting with a large firm. I plan to grow in this field and work in a more senior management role one day. While my focus is strategy, operations, and project management, I am open to new experiences. I am always interested in expanding my capabilities or learning new skills to help me through my career or personal life.

STUDENT ORGANIZERS



Contents

56	Senior Leadership
58	Junior Leadership
60	Ambassadors



Caroline Fox, Aaron Solomon, Jaden Grace, Grace Berry, Owen Venturelli, Ethan Ryan, Marley St. Pierre, James Millerick, Arianna Clark, Jordan Dawley, Allison Kingsley, Noah Burnham, Lindsey Wolf, Ruby Blunt

Senior Leadership

Ruby Blunt

ruby.blunt@uvm.edu



Ruby is a senior with a concentration in accounting, dual themes in sustainability and global business, and a minor in sociology. This winter, she is working as a busy season Assurance & Accounting intern at Gallagher, Flynn & Company. Ruby has a strong interest in ESG accounting; she is excited to further her knowledge of the field when she completes her Master of Accountancy at UVM.

Noah Burnham

noah.burnham@uvm.edu



Noah is a Junior at the University of Vermont studying computer science and mathematics. He is a Senior Leadership Coordinator on the SG-FECC Leadership Team, an analyst for the Catamount Innovation Fund, and a volunteer at the on-campus food pantry. Noah loves aviation, software engineering, and skiing, and he aspires to lead a meaningful career in software engineering or entrepreneurship.

Caroline Fox

caroline.fox@uvm.edu



Caroline is a senior concentrating in marketing with a theme in global business. She aspires to build a career where her passions for travel, marketing communications and cultural integration are central. She is open to exploring opportunities in non-profit consulting, travel & international marketing, ecotourism management, or another course she has yet to find! She's also considering contributing to her own family business, Alashan Cashmere.

Allison Kingsley

allison.e.kingsley@uvm.com



Allison is a junior with a dual concentration in business analytics and marketing 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. Growing up surrounded by family businesses has shaped her into a hardworking, detail-oriented, and focused individual. Allison aspires to merge her passions for graphic design and marketing with her strong analytical mindset, aiming to create impactful and data-driven solutions in her future career.

Senior Leadership

Peter Moiseyev

peter.moiseyev@uvm.edu



Peter, a Senior Finance student at the University of Vermont, leads the Catamount Innovation Fund, a student startup accelerator, and serves as an Alumni and Development Associate for the Grossman School of Business, supporting SG-FECC fundraising efforts. With practical experience in startup finance, equity research, and investment banking, Peter will begin his career as an Analyst at Progress Partners, a technology-focused investment bank.

Ethan Ryen

ethan.ryen@uvm.edu



Ethan is a Senior studying Business Analytics at the Grossman School of Business. He has been on the SG-FECC LT for 3 years and has competed in 3 case competitions, traveling to Montreal, CA, Guadalajara, MX, and Rotterdam, NL. This past summer, he worked as a Product Intern for Versana, a Fintech in the syndicated loan market, and is planning on rejoining the team after summer as a Business Analyst.

Marley St. Pierre

marley.st-pierre@uvm.edu



Marley is a third-year undergraduate student concentrating in finance with a theme in global business. She spent her summer working within sales & trading and investment banking at Siebert William Shank in NYC. At Grossman Marley is the founding co-president of the Grossman Case Competition Association, a financial analyst for CIF, a teaching assistant, and a member of GSAC.

Owen Venturelli

owen.venturelli@uvm.edu



Owen Venturelli is a Senior concentrating in Accounting and Business Analytics with a theme of Global Business and a minor in Economics. He plans to pursue his master's degree in accounting after graduation and become a CPA. He traveled to Madrid this past year to study international business at Universidad de Carlos III. This summer he looks forward to interning with PwC in their tax practice.

Junior Leadership

Grace Berry

grace.berry@uvm.edu



Grace Berry is a junior concentrating in Business Analytics and Accounting with a theme in Entrepreneurship. At UVM, she is a part of the Trailblazers Leadership Program, serves on the executive board of the Grossman Case Competition Association, is a member of Women in Business, and is the treasurer for UVM jewelry club. She spends her free time teaching scuba diving and working on expanding her small business. Grace hopes that her love of math, statistics, and logic will help lead her to a fulfilling career that connects her creativity and leadership skills.

Arianna Clark

arianna.clark@uvm.edu



Arianna is a sophomore concentrating in finance with a theme in global business and a minor in economics. Her first year on the leadership team, Arianna created new Ambassador Handbooks and manages event social media as part of the Media and Communications sub-team. In her free time, Arianna acts as the Head of Fundraising for the UVM Taekwondo team and competes in every case competition she can.

Jordan Dawley

jordan.dawley@uvm.edu



Jordan is a sophomore at UVM, studying finance and minoring in Parks, Recreation, and Tourism. His goal after graduating is to work in a small business that he's passionate about and proud of. He has a strong passion for the outdoors and is a content creator for the UVM Telemark Ski Club, and a trip leader for Outdoor Programs.

Jaden Grace

jaden.grace@uvm.edu



Jaden Grace is a sophomore majoring in Mechanical Engineering with a minor in Business Administration. He believes in the value of serving a diverse range of roles on campus, including as a TA in community development, a student government senator, an acapella group member, and a competitor in the Grossman Dean's Cup. Jaden aims to bring engineering problem solving abilities to the business world.

Junior Leadership

James Millerick

james.millerick@uvm.edu



James is a Junior studying Finance and Accounting with a theme in Global Business. He plans to pursue a master's degree after graduation and obtain his CPA license. At UVM, he is a part of the accounting club and is involved in Campus Recreation as an intramural official. James' career interests include working in Boston for a professional services firm, where he can transition into the forensic accounting field as he aims for clarity and accuracy in the business world.

Aaron Solomon

aaron.solomon@uvm.edu



Aaron is a junior at Grossman, where he focuses on marketing and sustainability, while also being a skilled operations professional. He aims to take skills and knowledge learned at GSB to create memorable experiences for people. He is the Production Lead at UVM University Event Services and on staff at UVM Athletics, while holding board positions with UVM FeelGood and The University Players.

Lindsey Wolf

lindsey.wolf@uvm.edu



Lindsey is a junior concentrating in finance and marketing with a theme in global business and a minor in economics. On the Judges Recruitment and Communications sub-committee, she has been mass communicating with judges and coordinating judging schedules. Lindsey was an ambassador last year and this is her first year on the SG-FECC Leadership Team.

Ambassadors

Georgii Apinian - Room Coordinator

gapinian@uvm.edu



As a Finance student with experience in Private Equity, Financial Services, and multiple Case Competitions, I succeeded in developing and demonstrating leadership, public speaking, and teamwork skills. Furthermore, after living in Russia, the United States, and France, I acquired skills that allow me to effectively work in globally oriented environments. With these competences, I am motivated to work in analytical and detail-oriented Finance roles.

Sophie Ball-Dolan - Facilitator

Sophie.Ball-Dolan@uvm.edu



I am sophomore business major at the Grossman School of Business with a concentration in marketing. While undecided, I hope to declare a theme in entrepreneurship and minor in environmental studies. I hope to further my experience in business and am interested in getting my MBA.

Elizabeth Bernard Whittaker - Facilitator

ebernar3@uvm.edu



I am a first-year student at the Grossman School of Business. I am doing a double concentration in accounting and marketing, and I plan to pursue a job in one of those fields.

Aiden Boyle - Ambassador

apboyle36@gmail.com



I'm a Business major with a concentration in Analytics and a Computer Science minor, passionate about leveraging data-driven insights to develop creative financial solutions. With a keen interest in consulting, I aim to combine analytical expertise and innovative thinking to solve complex problems and deliver impactful results.

Ambassadors

Nicholas Breen Herrera - Ambassador

nbreenhe@uvm.edu



I am a sophomore at GSB, taking marketing and sustainable business as my theme and concentration. I am pursuing a minor in environmental studies, and expect to graduate from UVM a year early. I plan to use the skills I have learned to bring positive change to the business world, and ensure that companies take corporate social responsibility for their actions and make sustainable decisions.

Anders Buursma - Ambassador

Anders.Buursma@uvm.edu



I am currently a Sophomore at the Grossman School of Business. I have a concentration in accounting, a theme in entrepreneurship and a minor in Spanish. My objective after completing college is to pursue a career as a business consultant, leveraging my skills and knowledge to help organizations optimize their operations, strategies, and overall performance.

Caroline Canney - Room Coordinator

caroline.canney@uvm.edu



Caroline is a Junior in the Grossman School of Business with a concentration in business analytics, a theme in global business, and a minor in statistics. She expects to use her degree to pursue a career as a business analyst and utilize data-driven decision making to promote sustainable business operations.

Linzhi Cardinal - Facilitator

lcardina@uvm.edu



I'm a sophomore at the University of Vermont. I'm majoring in Business Administration, with a focus in Entrepreneurship and Marketing. I've always loved to be a helping hand growing up, and I hope to incorporate that into my future and career. One day, I hope to work in a startup and be able to help others achieve their goals.

Ambassadors

Alaina Cimonetti- Ambassador

Alaina.Cimonetti@uvm.edu



Alaina is a freshman in the Grossman School of Business and is also in the Trailblazer cohort. She would like to pursue a concentration in marketing with an entrepreneurship theme. Alaina would like to eventually own her own business and tie her interests with her line of work. As an ambassador, Alaina would like to connect and build relationships with others in the business world and learn about their experiences in the business field.

Sophie Cormier - Room Coordinator

sophie.cormier@uvm.edu



Sophie is a student at the University of Vermont studying Business Administration with the Grossman School of Business. Sophie will be acting as a Room Coordinator at the 12th annual SG-FECC case competition.

Anka Delos Reyes - Ambassador

anka.delos-reyes@uvm.edu



I am a first-year student at the Grossman School of Business and I plan on double concentrating in Marketing and Business Analytics. As an immigrant and first-gen student, I have always dreamed big. I want to one day work as a Marketing Analyst in a major city, coming from a small town in a small country.

Parker Diaz - Room Coordinator

prdiaz@uvm.edu



I am currently a Sophomore at the Grossman School of Business study business administration with a concentration in Finance. I hope to pursue a career in either financial advising or government administration upon graduation. This is my second year participating in SG-FECC and am eager to serve as a room coordinator this upcoming competition.

Ambassadors

Charlie Droppo - Room Coordinator

cdroppo@uvm.edu



I am a Junior with a double concentration in Finance and Marketing with a theme of Sustainability. I love exploring my interests in management consulting, alternative investments, and the many facets of the sustainable business world. Outside of the classroom, I previously served as an ambassador for SG-FECC, I am a member of the Finance Club, Family Business Club, and serve as the Health and Safety Chair of the Pi Kappa Alpha Fraternity.

Mateo Eschleman - Ambassador

mzeschle@uvm.edu



I am currently a Junior at UVM majoring in Economics, as well as minoring in Business Administration and Statistics. I'm from Asuncion, Paraguay, having moved to the U.S at 14. After completing my bachelor's degree I hope to work as a financial analyst at a bank.

Colin Fain - Facilitator

cfain@uvm.edu



My interest in business emerged during high school through classes and my involvement in extracurricular clubs. Combining this passion with my aptitude for numbers, I am aspiring to build a successful career in finance or accounting, which would give me the ability to use my analytical skills to drive financial decision-making and contribute to the strategic growth of organizations.

Megan Gensel - Ambassador

megensel@uvm.edu



Megan is a freshman studying Business Administration with a minor in Political Science. She plans to concentrate in Finance and Business Analytics with a theme in Global Business. She is a student-athlete on the Cross Country and Track & Field teams. She hopes to expand her knowledge of business and plans to attend law school in the future.

Ambassadors

Taha Jamal - Facilitator

taha.jamal@uvm.edu



Taha is a Junior at UVM with a focus on the Global Business theme and Business Analytics concentration, coupled with a Computer Science minor, which has allowed him to develop a strong foundation in both quantitative analysis and global business strategy. His career aspirations lie at the intersection of business and technology. He envisions himself working in a dynamic role to make strategic decisions.

Victoria Madison - Ambassador

vmadison@uvm.edu



My name is Victoria Madison, and I'm studying finance, business analytics, and economics. Growing up in a family business ingrained in me a passion for business and the desire to carry on my family's legacy. I'm driven by a love for learning and strive to gain as much knowledge as possible to build a successful career in corporate finance.

Alexander Marshall - Ambassador

alexander.marshall@uvm.edu



I'm a second year student majoring in computer science with a minor in mathematics. I also have a co-major in business administration and I am planning to focus on finance. I am currently exploring my horizons to determine what I want to concentrate on in my career.

Jacob Meckey - Room Coordinator

jacobmeckey88@gmail.com



My name is Jacob Meckey and my concentration and theme will be finance and global business. After college I am trying to become a financial advisor or try to work in corporate finance.

Ambassadors

Lillian Miner - Ambassador

lgminer@uvm.edu



Lillian is a first-year student at the Grossman School of Business. While she is undecided on a theme and concentration, she is excited to continue exploring all fields the school has to offer, as she enjoys working with people to develop and pursue their interests and ideas.

Luke Nelson - Ambassador

lnelson5@uvm.edu



I aspire to have a successful business of my own one day that leaves a positive impact on myself and others. With an entrepreneurship theme, a concentration in analytics, and a minor in music, I am striving to work on my passions and achieve my goals!

Aidan O'Connor - Ambassador

aoconnor0905@gmail.com



I'm a first-year student double majoring in Business Administration and Film and Television Studies, with a concentration in Marketing. I hope to find myself in advertising in the film industry once I graduate. I'm confident that my skills and my unique qualifications will give me the ability to make it such a competitive industry.

Gabe Poritzky - Ambassador

gabeporitzky@yahoo.com



I am a first year from The University of Vermont. I am a business major. This is my first SG-FECC competition and after graduation I would be interested in entering the real estate or food service business.

Ambassadors

Sloane Price - Ambassador

sloane.price@uvm.edu



I am a first-year student at GSB with a major in Business Administration in the Honors College. I hope to declare a concentration in Marketing with a Global Business theme. I am looking forward to furthering my business knowledge during my time at Grossman and beyond.

Madeleine Reilly - Ambassador

mreill18@uvm.edu



I'm a freshman in the Grossman School of Business with a theme in global business and a concentration in business analytics. My goal throughout college is to expand my horizons as much as I can. I'm interested in consulting because it connects many aspects of business in one field. I intend to take advantage of all my opportunities here at Grossman and apply what I learn to my classes and beyond.

Tyler Rodgers - Ambassador

tlrodger@uvm.edu



I am a sophomore in the Grossman school of business. I have a theme in entrepreneurship and concentration in accounting. I hope to further my knowledge in the realm of family business and hope to walk away with new skills.

Alexander Rubin - Room Coordinator

aerubin@uvm.edu



I am a junior at GSB studying marketing and sustainability. Outside of class, I am the co-president of the Grossman Case Competition Association, a case competitor, and a member of GSAC. In the future, I hope to find work designing marketing campaigns/sustainability consulting for small businesses!

Ambassadors

Seth Rubinstein - Facilitator

Sarubins@uvm.edu



I am currently a business administration major with a future concentration in marketing. My career aspiration is to excel in digital marketing in hopes of being a director of marketing for a major global business.

Katie Rush - Room Coordinator

krush1@uvm.edu



I am a fourth year at GSB concentrating in finance, with a theme in sustainable business. After graduation, I hope to enter a career in financial financing that will combine my financial knowledge with my customer service skills. Similarly, I hope to work for a company that prioritizes social and environmental well-being to align with my values.

Emilia Scanlon - Ambassador

emilia.scanlon@uvm.edu



I am a current sophomore at GSB with a minor in Spanish and I plan to concentrate in accounting or marketing with a theme in sustainable business. In the future, I hope to use my passion for environmental stewardship to help integrate sustainability into the business world. I would love to be able to use my academic background to help organizations adopt eco-friendly practices while maintaining long-term growth and profitability.

Myra Shalaty - Ambassador

mshalaty@uvm.edu



Myra is a sophomore at the Grossman School of Business. She is majoring in business administration with a concentration in accounting with a global business theme. And is pursuing a double minor in economics and sports management. After graduation, she plans to attend graduate school to earn a master's in accounting and sit for her CPA. Myra aims to use her passion for athletics and accounting to work for a professional sports league to bridge those gaps. While also using her skills to give back to her local communities.

Ambassadors

Cooper Silverstein - Room Coordinator

Cooper.silverstein@uvm.edu



As an aspiring leader in the outdoor industry I am a Business Administration Major with a concentration in Business Analytics and a minor in Parks, Recreation and Tourism. My goals after school are to continue growing in the outdoor industry as a coach and a leader. That will work to create socio-economic outdoor programs that will help get more people into the outdoors.

Cole Snyder - Ambassador

ccsnyder@uvm.edu



I am a Junior studying Finance and Business Analytics with an entrepreneurship theme at GSB. After graduating, I hope that my work will use what I learned at UVM to help bring positive change to my community in a sustainable manner.

Kendall Spencer - Room Coordinator

kendall.spencer@uvm.edu



I am a junior at GSB with a concentration in marketing, a theme in global business, and a minor in environmental studies. While still unsure of the career path I would like to take after graduation, I know I want to end up in a position that allows me to balance environmental, social, and economic perspectives.

Carly Steenstra - Ambassador

csteenst@uvm.edu



My name is Carly Steenstra, I'm a current freshman at GSB as a Business Administration major and I'm interested in finance and global business.

Ambassadors

Thomas Sunkenberg - Facilitator

Tsunkenb@uvm.edu



Thomas is a sophomore pursuing a business degree with a concentration in accounting and a theme in global business. He plans to complete the MAcc program after graduation and obtain his CPA in the future. This is his 2nd year assisting with the SG-FECC team and is excited to help.

Grace Thompson - Ambassador

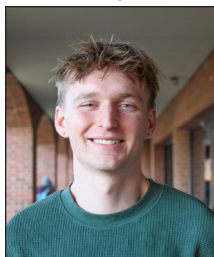
grace.thompson@uvm.edu



I am a first year studying business who hopes to concentrate in finance and marketing. I play for the women ultimate frisbee team at UVM. I have completed an internship at Green Mountain Power, and plan to find an internship for this summer. In the future I plan to work for a corporate marketing or consulting firm.

Ozmond VanHendrick - Room Coordinator

ovanhend@uvm.edu



Inspired by my parents' journey of building a pottery business that impacts the community through art, I am motivated to own a business of my own and carry forward their entrepreneurial spirit.

Ethan Wagener - Room Coordinator

ewagener@uvm.edu



I am a business administration major with an accounting and finance dual concentration, sustainability theme, and minor in geography. I wish to use my knowledge and experiences to positively contribute to society, emphasizing sustainable ethical practices and community development. I dream of having my own business one day where I can implement both my business and geography knowledge to help facilitate positive change through civic advancements.

Ambassadors

Griffin Zimmer - Ambassador

griffin.zimmer@uvm.edu



My name is Griffin Zimmer. I am a second year student graduating in May 2026. I am studying marketing with a theme in sustainable business. I hope to work as a marketing analyst /specialist at a firm or company. I really enjoy learning about Grossman's view on how a business should be run. I'm looking forward to SG-FECC because it is a great opportunity to learn about sustainability, especially from professional teams and judges.

Thank You to Our Sponsors

Major Sponsors

Steven Grossman

Steve Schlesinger

Jim Keller

Robin & Chuck Tauck

Event Sponsors

Sukey & Davis Farmer

Lisa & Dan Lehan



Case Selection Committee

Mira Bloemen-Bekx (chair)

Hanze University of Applied Sciences, The Netherlands

Leilanie Mohd Nor

Group CEO, BinaPavo, Malaysia

Karen Vinton

Emeritus Montana State University, United States

Case Sponsors



STEP PROJECT
GLOBAL CONSORTIUM

FOR FAMILY ENTERPRISING



SCHLESINGER GLOBAL
FAMILY ENTERPRISE
CASE COMPETITION

Established 2013

Join The Conversation
#SGFECC2025



University of Vermont

Grossman School of Business

Grossman School of Business
University of Vermont
Kalkin Hall
55 Colchester Ave.
Burlington, VT 05405
uvm.edu/business

View SG-FECC
Website

