

MBA Case Competition Committee News - April 2026

Year in Review

The 2025-26 year was a big one for the MBA Case Competition program! With 11 teams representing our school at seven competitions across the country representing JMSB with pride, we are beyond proud of the dedication and passion our students displayed throughout the year.



Incoming Team Announcement

We are delighted to announce the new MBACCC team will be starting their mandate on May 1. Join us in welcoming Luvdeep Bhandari, Jasmine Lebel, Julia Baydar, Étienne Guay, Alana Deutch and Jailyne Meade as they support the case competition program for the 2026-27 year.



JAILYNE MEADE
PRESIDENT



JULIA BAYDAR
VP LOGISTICS



ETIENNE GUAY
VP COMMUNICATIONS



JASMINE LABEL
VP FINANCE



ALANA DEUTCH
VP INTERNAL



LUVDEEP BHANDARI
VP MARKETING

Case Competition Features

Performance at Telfer

Last month, our team competed in the 10th Annual MBA Diversity & Inclusion Case Challenge, hosted by the Telfer School of Management, on February 27-28. Acting as a consulting firm, the team was mandated to design a sourcing and logistics strategy for a fictional apparel company to strengthen resilience, credibility, and inclusion while protecting financial performance in a volatile global environment.



Swapnil Hirani, Pragma Tiwary,
Hoda Heli and Jeremie St-Jules Prevost

Join us in congratulating Pragma Tiwary, Swapnil Hirani, Jeremie St-Jules Prevost and Hoda Heli for their dedicated preparation and diligence through this process! We'd also like to extend our heartfelt thanks to coaches Liane Villemure, Beth Clarke, Anne Morinville and Tim Field for their continued support of our Telfer team.

Student Testimonial

“One of my proudest decisions in the MBA program was to be part of case competitions. The Strategies in Action course taught me the right way to look at complex business problems and helped me present creative solutions to C-Suite executives at competitions like Asper and DeGroot. It taught me resilience and the ability to have fun while solving real world problems. Through the case competition culture, I was able to make friends across North America - learning from them and growing with them. This is the type of experiential learning I wanted, and I'm really happy about how the CCC prioritizes learning opportunities over all else.”

Hayagrish Balaji, P.Eng., M.Sc., PMP



Case Competition News

Pitch Day

This year, we hosted our very first Pitch Day - an opportunity for students to get introduced to the experience of preparing a case solution alongside a coach and practice pitching it to judges and receiving feedback. As a low stakes entry for students who may not have had previous experience, it was an opportunity to test the waters before our **MBA659/MANA690** tryouts.



We welcomed 15 students to work on the Bobsla case. Thank you to coaches Raul Braganz, Cedrin Law, Liane Villemure, Sumer Bhasin and Matthew Beck for volunteering their time in supporting the teams.

Donors and Sponsors

We extend our sincere thanks to the generous donors whose support makes participation in MBACCC and case competitions across the John Molson School of Business possible. Including; Andrew Lutfy, Anatol von Hahn, Bernie Schroder, Enterprise Mobility, Jason Parravano, Jay Mann, Mark Goodman, Richard Lapointe, Richard Paterson, Robert Courteau, Roy Pottle, Select Vantage Inc.

thank
you