



FIRST ANNUAL BCLC CASE COMPETITION

Congratulations to all who participated!

On February 10th, teams of four to five students from the BCLC gave their case presentations to representatives from the sponsor company, Target.

The case encompassed a hypothetical challenge, in which participants were to put themselves in the role of a Target team member, and develop a strategy that complemented the digital and in store experiences.

The judges were impressed by all the presentations and were proud to have been a part of the first annual BCLC Case Competition. We look forward to this event in the years to come.

Sponsored by...



Judges:

Greg Pare, Senior Campus Recruiter
Jenny Garrity, Store Team Leader
Caitlin McLaughlin, Executive Team Leader

First place:
Julie Merani,
Joe Gauthier,
Jonathan Wintenberg,
Clay Leopold and
Jess Nieves

Second Place:
Victoria Meyers,
Lindsay O'Donnell,
Michael Tolisano and
Ali Corcoran

Shout-out:
Jingyi Wei,
participated as first
year international
student

Thank you!
Elizabeth Perry and
Josh Schramm for
planning and
coordination

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