Integrated Management Project Fall 2014 Team Assignments

at&t

Develop options for in-flight entertainment services as part of a go-to-market strategy for a new in-flight connectivity service for airlines and passengers in commercial and business aviation.

- Chris Darbyshire
- Sarah Guthrie
- Yani Kisoki
- Jaswanth Varma Pinnamaraju
- Sasikanth Vadlamudi
- Jiayuan (Daisy) Zhang

Bayer

Identify growth opportunities in the organic agriculture segment for biological crop protection products and recommend a strategy to define and enter priority markets.

- Geoff Coleman
- Saumya Garg
- Chad McFadyen
- Alexandra Nichols
- Sky Shi
- Pingfan Wu
Propose a market strategy for a major supplier of communications semiconductors for the growing “internet of things” by researching competitors, options for sales channels, and the technical and commercial customer experience.

- Nishthaa Bhardwaj
- Shareghe Mehraeeen
- Kivo Sanli
- Roman Terentiev
- David Werner-Sexton

**Gartner**

Develop a strategy for talent allocation, workforce development and performance management for a management consulting firm. The plan will identify opportunities to change structure, process and technology to improve efficiency and effectiveness and improve employee engagement in these functions.

- Brooke Brown-Saracino
- Caleb Cavazos
- Brian Emmenegger
- Amber Lewis
- Venita Sivamani
- Jaime Tuttle-Santana
Develop an expansion strategy for a supplier of biological products for agriculture that identifies options for innovative marketing, partnerships with Big Food companies, and potentially disruptive distribution systems.

- Erik Carlow
- Ricks Davis
- James Scott Harris
- Dina Levkov
- Rachel Peri
- David Zhang

**MARS**

Research the innovation ecosystem for a major food company in the area of new/alternative sources of protein, develop a decision framework for evaluating investment and acquisition opportunities in that ecosystem, and recommend structures and processes to continue to monitor relevant deal flow.

- Dawson An
- Laura Devany
- Rashmi Ekka
- Stefan Gerlicz
- Anton Mironov
- Armin Shamskhou
Evaluate changing consumer behaviors and emerging technologies to identify opportunities for new products and features to meet customer expectations for the future office environment.

- Anuj Atri
- Christine Bolghand
- Nelson Du
- Erin Ford
- Feng She
- Harneet Singh

Develop the value proposition for bio tech companies in regenerative medicine to locate operations in Sacramento in partnership with the UCD Health System; and propose the market strategy for UCDHS, SARTA/MedStart and the City of Sacramento to attract these companies.

- Richard Andrews
- Seunghoon Lee
- Michael Luo
- Julia Tanghetti
- Wen Wen
- Wataru Yoshimura