

ROBERT H. LEE
GRADUATE SCHOOL



Track Info Session

Full-time MBA

November 05, 2019

TODAY'S AGENDA

Choosing Your Track

1. Introductions

- Innovation & Entrepreneurship – Paul Cubbon
- Finance – Georgios Skoulakis
- Product & Service Management – Tim Silk
- BCC Team

2. Quick Review of UBC MBA Program

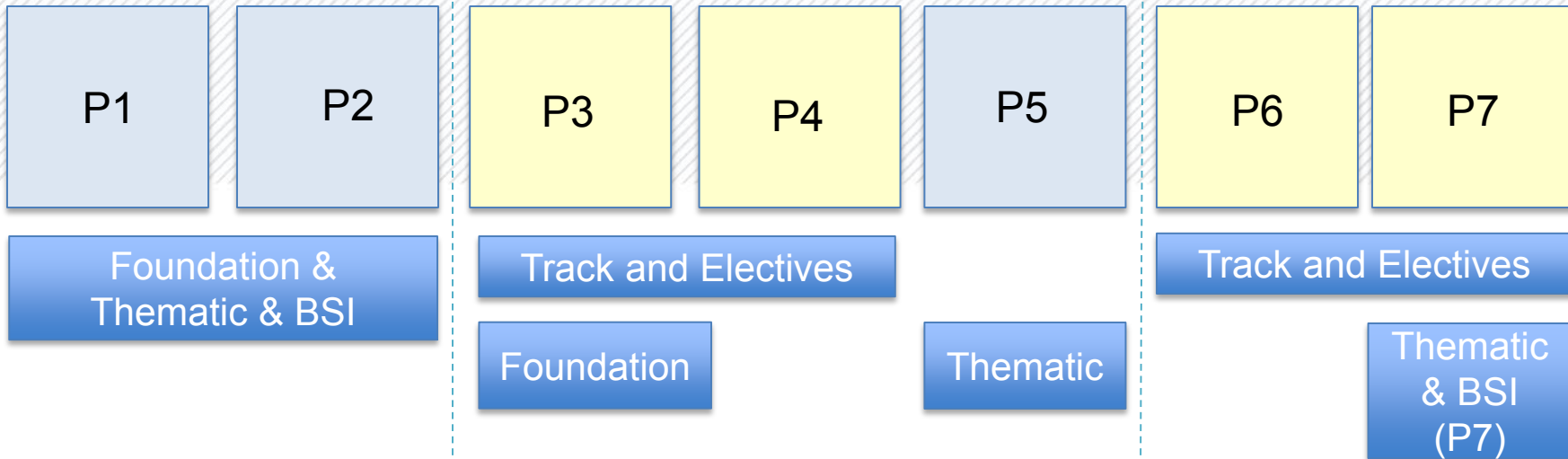
3. Track Info

4. General Q & A

FT MBA OVERVIEW

Sept
2019

Dec
2020



December break

Summer (BA 512)

FT MBA OVERVIEW

- Sept 2019 – Dec 2020, graduate May 2021
- P1, P2 & P5 = set curriculum
- P3, P4, P6 & P7 = electives & track required courses
- **Registration for P3-P4 opens November 13th at 12.30 pm**
- **Track Selection: January 13th 2020**
- Need to complete **51.5 credits** to graduate and meet specific program/track requirements

TRACKS

- Innovation & Entrepreneurship (IE)
- Finance (FIN)
- Product & Service Management (PSM)
- Custom (General)

You can complete **only 1 track** – this track will be listed on your transcript, but not on your degree.

“Custom” is not listed on your transcript.

DIFFERENT KINDS OF COURSES IN THE PROGRAM

- Foundation courses (P1, P2 and P3)
- Thematic courses (P1, P5 and P7 - Ethics and Sustainability, Global Issues & Macro Econ, Creativity, Leadership Development, Decision Making for Managers)
- Business Strategy Integration courses (P1, P2, P3 and P7. BSI: Foundation, BSI: Global, BSI: Experiential Learning, BSI: Capstone)
- Track Required courses – each track has 6.0 credits: 4.5 mandatory +1.5 elective (P3, P4, P6, P7)
- Track Elective courses – each track provides a list
- MBA Elective courses – make up the rest of your program credits

TRACK WORKSHEETS

- Each sheet is a snapshot for the track and will help you understand what courses are required/affiliated with each track
- Worksheet is for your reference, to better understand where you are at in your program and with your track – they do not need to be submitted
- Worksheet enables you to see what is required in each Period, and where you have elective choices to make
 - Outlines how many credits of electives you need to take in each Period
 - Outlines where overloading is allowed – 1 extra course, minimum 80% cumulative academic average to qualify



Innovation & Entrepreneurship

Track Champion: Paul Cubbon

Innovation & Entrepreneurship (IE)

4 Track Required Modules – IE

- P2: BAEN 550 Fundamentals of Entrepreneurship
- P3/P4: BAEN 506: Technology Entrepreneurship (counts as 2 modules, 3.0 credits) **APPLICATION Deadline Friday Nov 8th, 23:59 pm.**

<http://blogs.ubc.ca/baen506apsc541techentrepreneurship/>

- P4: BAEN 505: Entrepreneurial Finance
- + at least one 1.5 credit module from the list of recommended IE electives

Innovation & Entrepreneurship (IE)

Some recommended electives that support the IE track

- P3** BASM 580A Economics of Innovation & Entrepreneurship
- P3/4** BAMA 514 Brand Management

- P4** BAMA 508 Marketing Research
- P4** BAFI 580B Venture Capital

- P6** BAEN 549 Innovation and Sustainability
- P6** BAEN 580C Impact Investing

- P6-P7** BAEN 580B Creative Destruction Lab (taught over 2 periods)

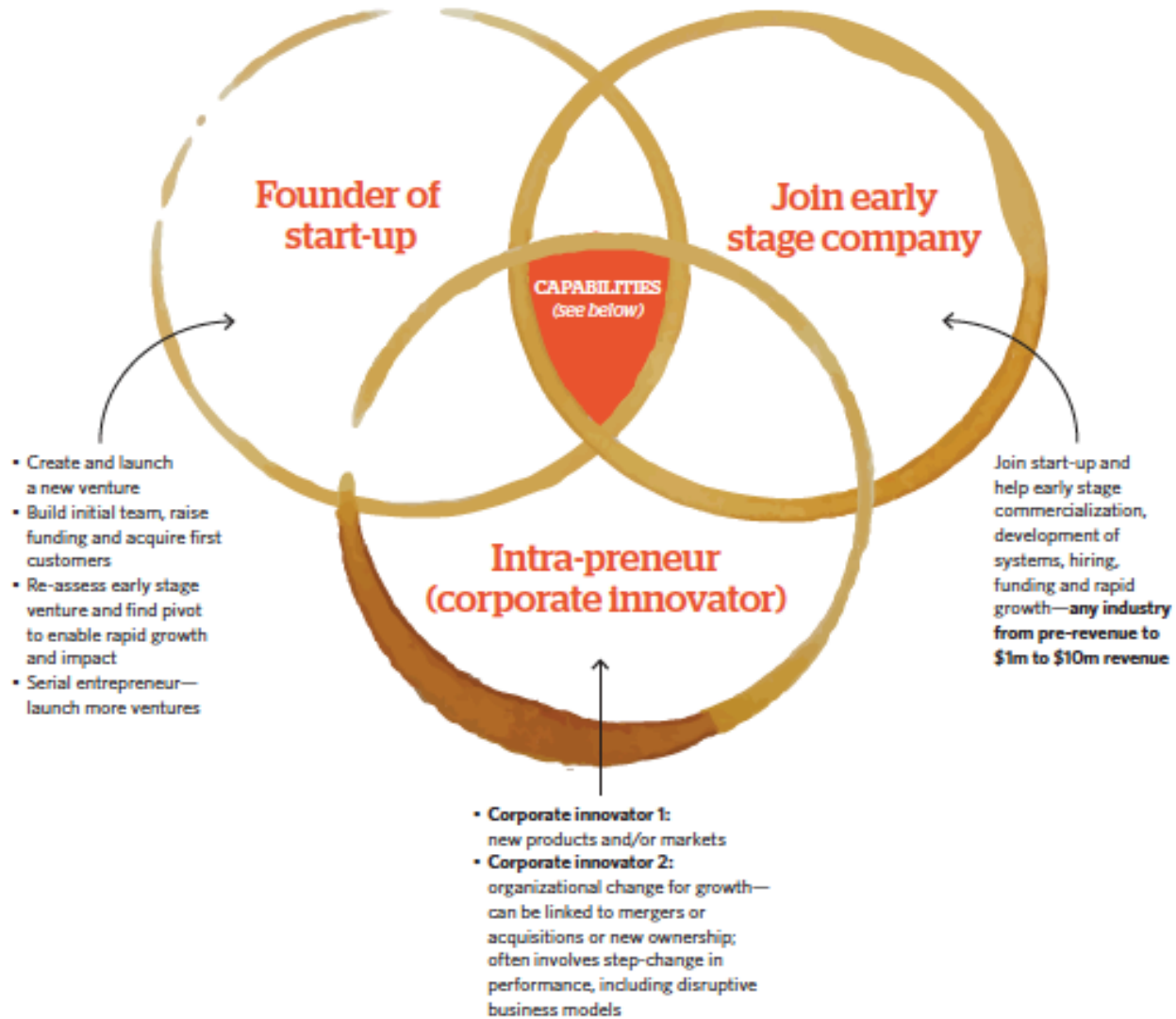
- P7** BAEN 502 Growing and Exiting a Venture
- P7** BAMA 503 New Product Development

Innovation & Entrepreneurship

Summer experience options:

- [Work full-time on start-up venture \(unpaid, but potential funding\)](#)
 - Enter **e@ubc** incubator or BC Tech partner
 - Assigned Faculty advisor & help with industry mentor
 - Individual or team
- [Paid internship in relevant role and organization](#)
 - Entrepreneurial role in start-up or early stage company
 - Intra-preneur or Innovation role in scale-up or larger co.
- [Social enterprise, non-profit or NGO innovation](#)
 - Paid and volunteer opportunities including iHub

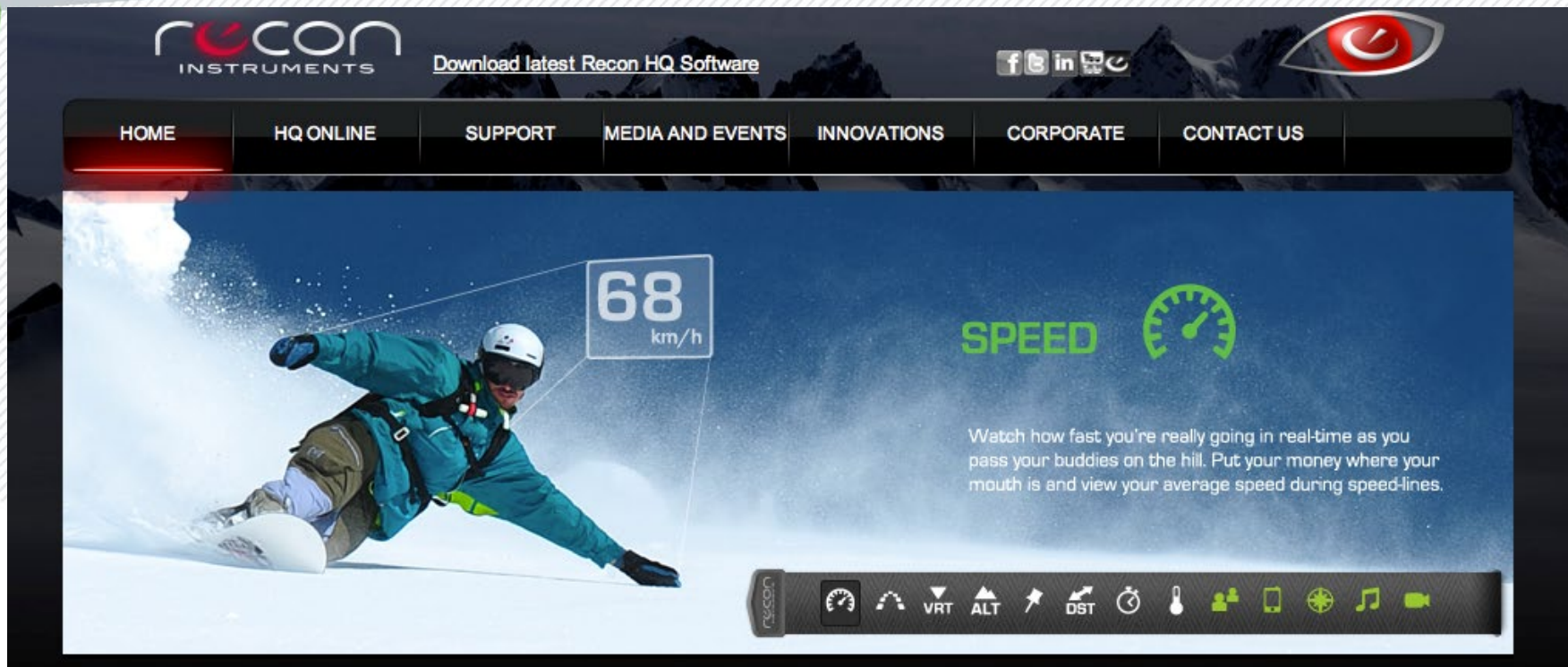
Entrepreneurial Careers



THE SKILL SET THEY SHARE:

- Dealing with ambiguity, messy and incomplete data
- Working fast with very limited resources
- Ability to multi task and improvise
- Design and run rapid experiments, find out what does not work, and to find pivot points
- Build partnerships internally and externally to increase capability

Entrepreneurs in Action: MBA 2007



Type 1: Founder: Recon sold to Intel 2015: Fraser Hall now runs Vancouver Founder Fund (VFF), Article (e-com furniture); Darcy Hughes started Skio Music, Dan Eisenhardt started Form (Wearable Tech for Sport.)

Where are they now?



Ryan Smith • 1st

Love Matching People & Shoes, CEO at FTSY
FTSY • The University of British Columbia
Vancouver, Canada Area • 500+

Message

More...

Ryan is Founder & CEO of FTSY ('footsy') a platform to match people and shoes. As a trusted relationship builder, Ryan advanced UBC's \$1.5B campaign with companies, foundations, and f...

[See more](#)

Highlights



269 Mutual Connections

You and Ryan both know Ian Christie, Steven Forth, and 267 others



You both worked at The University of British Columbia

Ryan worked at The University of British Columbia after you started

[Show more highlights](#)

Ryan's Activity

1,950 followers

[Following](#)



6 Brands Working Hard to Make the World a Better Place

Ryan liked



Some big announcements by Seattle companies this week i...

Ryan liked



Shopify Meetup NYC: Williamsburg / Tuesday,...

Ryan liked



So glad I had had the opportunity to attend the 201...

Ryan liked



On October 27th Oaklins DeSilva+Phillips Hosted the...

Ryan liked



If you're in the #retailtech space and in NYC on November 7,...

Ryan shared this

[See all activity](#)

Experience



CEO (HIRING)

FTSY

Sep 2014 - Present • 3 yrs 3 mos
Vancouver, Canada Area



Julian (Jay) Rhind • 1st

Principal at Vancouver Founder Fund
Beanworks Solutions Inc. • Sauder School of Business
Vancouver, British Columbia, Canada • 500+

[Message](#) [More...](#)

Highlights



300 Mutual Connections
You and Julian (Jay) both know David Miller, Ryan Smith, and 298 others



1 Mutual Group
You and Julian (Jay) are both in the UBC MBA Alumni (official) - Sauder School of Business group

[Show more highlights](#)

Julian (Jay)'s Activity

1,125 followers

[Following](#)



This Consumer-Level AR App Targets A \$400 Billion Industry
Julian (Jay) liked

[See all activity](#)

Experience



Board Observer
Beanworks Solutions Inc.
Feb 2017 – Present • 10 mos
Vancouver, Canada Area



Board Observer
Tutela
Oct 2016 – Present • 1 yr 2 mos
Victoria, British Columbia



Principal
Vancouver Founder Fund
Aug 2016 – Present • 1 yr 4 mos
Vancouver, Canada Area



Adjunct Professor
UBC Sauder School of Business



Janelle Goulard • 1st

Director of Health Investment at Pangaea Ventures
Pangaea Ventures • The University of British Columbia
Vancouver, Canada Area • 500+

[Message](#) [More...](#)

Innovation enthusiast with private capital market investment experience with both traditional (private equity) and innovative (healthcare venture capital) business models. Eight years of str...

[See more](#)

Highlights



178 Mutual Connections
You and Janelle both know Ryan Smith, Ian Christie, and 176 others



1 Mutual Group
You and Janelle are both in the Angel Forum - Vancouver group

Experience



Director of Health Investment
Pangaea Ventures
Dec 2016 – Present • 1 yr
Vancouver, Canada Area

Pangaea is the world leader in advanced materials venture capital. We invest in start-up companies using advanced materials to make our world better. Established in 2000, Pangaea has built an outstanding portfolio addressing multi-billion dollar markets in energy, electronics, health, and sustainability.



Consulting Manager
bernelle
Aug 2013 – Present • 4 yrs 4 mos

Serving a broad range of clients both in the private and public sector, to deliver on strategic initiatives, evaluate and execute on new growth opportunities.



Associate
RecapHealth Ventures
Apr 2015 – Mar 2016 • 1 yr
Vancouver, Canada Area

RecapHealth Ventures is an investment fund focused on producing meaningful financial and social return in the areas of health and wellness. RecapHealth incubated an internally generated venture; a digital Health Solution for Home and Community Care).



Rian Gauvreau • 1st
COO and Founder at Clio

Clio • The University of British Columbia
Vancouver, British Columbia, Canada • 500+

Message

More...

Highlights



60 Mutual Connections

You and Rian both know Reg Nordman, Boris Wertz, and 58 others



Rian can introduce you to 4 people at Gowling WLG Canada

Rian worked at Gowling WLG Canada

Experience



COO and Founder

Clio
2008 – Present • 9 yrs
Vancouver, Canada Area

Clio is the leading and most widely-used provider of cloud-based practice management software for small-to-mid sized law firms.



Legal Technology

Gowling Lafleur Henderson LLP
May 2000 – Jan 2008 • 7 yrs 9 mos
Vancouver, Canada Area

Gowlings is an international full-service law firm with more than 750 legal professionals who have consistently been sought out for their creativity, effectiveness and value.

Education



The University of British Columbia
M.B.A., Strategic Management
2011



Kerry Costello • 1st

COO at HeadCheck Health

HeadCheck Health • The University of British Columbia
Vancouver, Canada Area • 500+

Message

More...

Kerry Costello graduated from UBC in 2013 with a Masters of Business Administration. She is an enthusiastic leader, manager, coach, and student with an entrepreneurial drive and passion fo...

[See more](#)

Highlights



326 Mutual Connections

You and Kerry both know Praj Patel, Ryan Smith, and 324 others



You both worked at The University of British Columbia

Kerry worked at The University of British Columbia after you started

[Show more highlights](#)

Kerry's Activity

Following

1,446 followers



"Product market fit for health startups" event with...
Kerry liked



ATB Financial rolls out world's first full-featured virtual banki...
Kerry liked



Talking about #entrepreneurs #innovation and #diversity tod...
Kerry liked



A big thanks to Jennifer E. Thompson for helping us "ma...
Kerry liked



Great Discussion forum today on #Agile, and want to thank all...
Kerry liked

[See all activity](#)

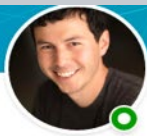
Experience



Co-Founder & COO

HeadCheck Health
Dec 2013 – Present • 4 yrs
Vancouver, Canada Area

HeadCheck Health enables Athletic Trainers and Team Doctors to make better sports concussion decisions. The key pieces of information that are needed to make a sound sideline judgement are provided to these medical professionals through a mobile app called HeadCheck. Through the app they have access to athlete baseline and test history as well as to a variety of tests including new objective test measures when the app is paired with the HeadCheck headband. 31 teams are already using the HeadCheck system on the sideline of their games including two WHL teams, UBC, University of the Fraser Valley and the University of Saskatchewan.



Timothy Yu · 1st

Founder at Kilslaay Restaurant Group
Kilslaay Restaurant Group · IE (Instituto de Empresa)
Vancouver, British Columbia, Canada · 500+ &

Message

More...

I am a recent MBA grad with a dual specialization in Strategy, and Marketing. I achieved my MBA from the Sauder School of Business at UBC - where I was ranked in the top ten of my class - an...

[See more](#) ▾

Highlights



115 Mutual Connections

You and Timothy both know Ian Christie, Angelo Veotte, and 113 others



3 Mutual Groups

You and Timothy are both in the UBC - StartUps by Alums, UBC MBA Alumni (official) - Sauder School of Business, and 1 other group

Experience



Founder

Kilslaay Restaurant Group
May 2015 - Present · 2 yrs 7 mos
Vancouver, Canada Area

Kilslaay Restaurant Group operates Koerner's Pub, Loafe Cafe and Cafe MOA.

Principal



Koerner's Pub
Sep 2013 - Present · 4 yrs 3 mos
University of British Columbia



Founder

Hong Kong Gourmet for iPhone
Apr 2010 - Present · 7 yrs 8 mos

Partnered with Chua Lam - one of Asia's most famous and loved celebrity food critics - to produce a location based recommendation App for Hong Kong restaurants.

Director, Creative Operations



Aritzia
Apr 2013 - Aug 2013 · 5 mos



Director of Marketing

Recon Instruments
Feb 2012 - Apr 2013 · 1 yr 3 mos
Vancouver, BC

[See more positions](#) ▾



Jacek Mis · 1st

Business Development Manager at The Centre for Drug Research & Development (CDRD)

The Centre for Drug Research & Development (CDRD) · Sauder School of Business
Vancouver, Canada Area · 331 &

Message

More...

Over 15 years of experience in the fields of biotechnology, market research, health care and business development have taught me to be analytical, resourceful, and question driven. I am ...

[See more](#) ▾

Highlights



91 Mutual Connections

You and Jacek both know Ryan Smith, Ian Christie, and 89 others



You both worked at The University of British Columbia

Jacek worked at The University of British Columbia after you started

[Show more highlights](#) ▾

Jacek's Activity

331 followers

[Following](#)



Aspect Biosystems: Creating Meaningful Impact

Jacek liked



Merck & CDRD Announce Joint Investment in the Canadian Lif...

Jacek liked



"Canada punches above weight on research but we need to up..."

Jacek liked



BC Innovation Council Awards \$735,000 to Fund Market-Drive...

Jacek shared this

[See all activity](#)

Experience



Business Development Manager

The Centre for Drug Research & Development (CDRD)
Oct 2017 - Present · 2 mos
Vancouver, Canada Area



Principal

Hive Business Solutions Inc.
Jan 2016 - Oct 2017 · 1 yr 10 mos
Vancouver, Canada Area

- Working with businesses, organizations and government agencies providing expertise in healthcare, life sciences, technology, and financial services.
- Specializing in strategic planning, business development, market research, financial modeling and valuation.



Mark M. Chen · 1st

Turning data into actionable insights at Mountain Equipment Co-op

Vancouver, British Columbia, Canada · 500+ connections

[Contact info](#)

Message

More...



MEC™



UBC Sauder School of Business

Experience



Manager, Analytics, Automation and Data

MEC™

Dec 2018 – Present · 1 yr
Vancouver, Canada Area

Mountain Equipment Co-op is one of Canada's most iconic brands and largest retail suppliers of outdoor recreation gear and clothing. As the head of the Supply Chain Data Analytics team, I support the analytics behind inventory management by designing interactive dashboards, automating repetitive day-to-day tasks, and encouraging a more objective and data driven framework for decision making.

Examples of my team's current project focus:

• AUTOMATION: automating the creation of seasonal demand profiles and size dist... See more



MEC Label Spring '19



Canada's Top 10 Most Trusted Brands



Consultant

The Boston Consulting Group (BCG)

May 2017 – Dec 2018 · 1 yr 8 mos
Calgary, Canada Area

BCG is a global management consulting firm, with 90+ offices across 50 countries and over 16,000 employees. As a member of the consulting team, I apply structured problem solving to help my clients frame their business questions into clear and actionable workplans and partner with them to unlock insights on the most challenging problems facing the future of ... See more



BCG - Unlocking Our Purpose



Co-Founder

PeerLoop.ca

Jun 2016 – May 2017 · 1 yr
Vancouver, Canada Area

PeerLoop is a platform for students and employees to solicit feedback from their teammates and mentors for continuous self-improvement and better team dynamics. Our goal was to foster a stronger feedback culture within our student cohort at UBC Sauder and beyond. We believe feedback shouldn't just be "checking a box" for a company's annual emplo... See more



How to Exchange Feedback



The Importance of Feedback



Business Analyst (Summer Intern)

Vancouver Coastal Health

May 2016 – Dec 2016 · 8 mos
Vancouver, Canada Area

VCH oversees the hospitals and healthcare services within one of six regions within British Columbia. As a summer intern, I helped to support executive decision making around capital

UN



Clea Stone · 1st

Manager at The Sound: Exploration Strategy Innovation

The Sound: Exploration Strategy Innovation · Sauder School of Business

Vancouver, British Columbia, Canada · 500+ &

Message

More...

I get to spend my days uncovering insights about human behavior that help solve business problems and drive innovation in diverse industries all over the world. I have always been fasci...

[See more](#)

Highlights



124 Mutual Connections

You and Clea both know Ian Christie, Ann Stone, and 122 others

Experience



Manager

The Sound: Exploration Strategy Innovation

Aug 2016 – Present · 1 yr 4 mos
Vancouver

The Sound is a Consumer Exploration, Brand Strategy and Product Innovation agency, applying leading edge research techniques, technologies and marketing models to solve client brand, marketing, communications and product challenges.

We are a team of brand experts, strategic researchers, idea generators and cultural anthropologists based in New York, Chicago, London, Mumbai, Toronto and Vancouver. We provide clients with the insight, inspiration and strategy needed to answer the brand challenges most important to their business all over the world.



Senior Associate

The Sound: Exploration Strategy Innovation

Feb 2016 – Jul 2016 · 6 mos
Vancouver, Canada Area




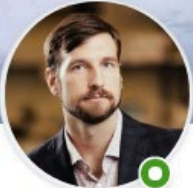
MBA Internship


The Sound: Exploration Strategy Innovation

May 2015 – Aug 2015 · 4 mos
Vancouver, Canada Area

U

Intra-preneur – scaling early stage tech venture





Tomas Skrinkas · 1st 

Biotech Entrepreneur, Rapid Growth Operations Specialist, Engineer and Scientist

Vancouver, British Columbia, Canada · [500+ connections](#) · [Contact info](#)

[Message](#) [More...](#)

 Ascension Sciences

 The University of British Columbia / UBC

Experience



Principal and Founder

Ascension Sciences
Apr 2019 – Present · 8 mos
Vancouver, BC



Precision NanoSystems Inc.

5 yrs 3 mos

Associate Director of Business and Product Intelligence

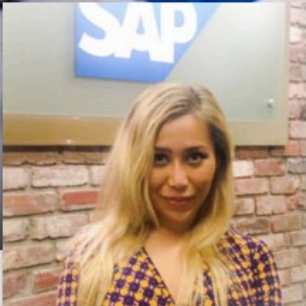
Mar 2018 – Present · 1 yr 9 mos
Vancouver, Canada Area

The primary responsibility of this role is to work with the Product Management team in developing PNI's product strategy by analyzing and reporting on current operations, customer experience, market trends and other internal and external forces. As a member of the Product Management team, analysis outcomes will directly impact all phases of developme... [See more](#)

Associate Director - Commercial Operations

Jan 2017 – Present · 2 yrs 11 mos
Vancouver, BC

Commercial Operations encompass business analytics, strategy and support for short and long term revenue/unit related initiatives. Responsibilities include ownership of forecasts, portfolio analysis, sales/demand updates, and revenue/product trend analysis. By leading PNI's commercial planning efforts for long term top line growth, this role brings together ... [See more](#)



Vivienne Wang, MBA M.A.Sc

1st • PREMIUM

Innovation Practice Lead, SAP Marketing Strategy & Transformation | Office of the CMO

Vancouver, British Columbia, Canada | Computer Software

Current SAP
Previous SAP, The University of British Columbia, IBM
Education The University of British Columbia

Send a message

Endorse

Experience



SAP

5 yrs 11 mos

Strategic Initiatives | Office of the CMO/CDMO

Jan 2017 – Present · 2 yrs 11 mos
Vancouver, British Columbia, Canada

Innovation Practice Lead, Marketing Strategy and Transformation

Jun 2014 – Jan 2017 · 2 yrs 8 mos
Vancouver, Canada Area

Office of the Chief Marketing Officer

Leading Global Innovation & Intrapreneurship at SAP Marketing
Currently heading Innovation Practice @SAP oCMO - empower employees to have the latitude and freedom to innovate without friction via democratizing funding, accelerating gr... See more



Marketing Innovation
Accelerator 2.0 Model



Marketing Innovation
Accelerator 2015 Pilo...

Global Technical Merger & Acquisition Project Manager

Jan 2014 – May 2014 · 5 mos
Vancouver, Canada Area



Managing Director

Girls in Tech, Inc.
Jun 2016 – Present · 3 yrs 6 mos
Vancouver, Canada Area

Girls in Tech (GIT) is a global non-profit focused on the engagement, education and empowerment of influential women in technology and entrepreneurship. We focus on the promotion, growth and success of entrepreneurial and innovative women in the technology space.



Software Engineer, Websphere Commerce

IBM
May 2010 – Sep 2013 · 3 yrs 5 mos
Toronto, Canada Area



Artyom Mamzhev · 1st

Driving changes to make life better

Vancouver, British Columbia, Canada · **500+ connections** ·

[Contact info](#)



Experience



Business Development / Marketing Consultant

Spectrum

May 2019 – Aug 2019 · 4 mos

Vancouver, Canada Area

Spectrum Mobile Health is a fast-growing tech start-up that helps doctors prescribe antibiotics appropriately. Major achievements:

- Prepared venture for fundraising (pitch deck, financial model, valuation model, 5-year business plan, data room, investors database).
- Supported sales and business development (HubSpot set up, email sequences, outbound reach, price increase campaign, pricing model, research of additional business opportunities).



MBA Honorarium

Creative Destruction Lab

Jan 2019 – Apr 2019 · 4 mos

Vancouver, Canada Area

Supported five CDL ventures with completion of their key business objectives. Examples of projects:

- Built valuation model including DCF and comparables methods; assessed market potential for the advancement of a company's product in adjacent markets; prepared pitch deck...
- [See more](#)



Product Manager, MBA Intern

Mitacs

May 2018 – Aug 2018 · 4 mos

Vancouver, Canada Area

- Owned the development of online portal used by tens of thousands users (prepared functional and tech specs, mock-up screens; worked with UI/UX designer and software engineers to implement business requirements; prepared test cases and drove test execution)
- Participated in planning, design, development, deployment and enhancement of ... [See more](#)



Co-Founder

Online marketplace for beauty professionals and their clients

Jan 2014 – Jul 2017 · 3 yrs 7 mos

Moscow, Russian Federation

- Created an e-commerce platform for beauty professionals and clients. Led the product from concept design to launch into production.
- Managed acquisition of 1000 beauty professionals to post their profiles.
- Led digital marketing campaign (SEO, Google ads, social) that generated >30K vi... [See more](#)



Senior Managing Consultant, Product Manager

IBM Global Business Services

Apr 2010 – Jul 2017 · 7 yrs 4 mos

Moscow, Russian Federation

Completed more than 15 projects related to software development, business process analysis and optimization, market research, integration and building new business units.

Industries: Banking, Retail, FMCG, Oil and Gas, Manufacturing, Government.... [See more](#)



Amer Abu-Khajil, MBA · 1st

Business Development Manager at TTT Studios

Vancouver, Canada Area · [500+ connections](#) · [Contact info](#)



Experience



Business Development Manager

TTT Studios

Apr 2019 – Present · 8 mos
Vancouver, Canada Area

My mandate at TTT Studios is to explore, validate, and accelerate new product development - focused on our facial recognition solution, AmandaAI. We're obsessed with creating solutions that simplify, yet enrich, user experience through the power of facial recognition.



MBA Honorarium

Creative Destruction Lab

Jan 2019 – Mar 2019 · 3 mos
Vancouver, Canada Area

Research and recommend strategies that maximize capital investment in the ventures such as developing disruptive business models, financing strategies, B2B sales pipelines, as well as branding and marketing plans.



MBA Candidate

UBC Sauder School of Business

Sep 2017 – Dec 2018 · 1 yr 4 mos
Vancouver, Canada Area

- 1st Place Team; Marketing Case – Canada MBA Games 2018: Developed and presented a comprehensive business and marketing strategy for an Ottawa-based whitewater rafting business within a 60 hour time frame.

... See more



Structural Engineer-in-Training

Bush, Bohlman & Partners Consulting Structural Engineers

Jun 2015 – Jul 2017 · 2 yrs 2 mos
Vancouver, BC

- Coordinated with engineers, project managers, and contractors to accomplish multiple YVR projects from schematic design through construction to final commissioning, including World Duty Free retail stores and SkyTeam Lounge.

... See more



University of Waterloo

5 yrs 8 mos

Graduate Student Researcher

Sep 2013 – Apr 2015 · 1 yr 8 mos
Waterloo, ON

- Developed a complex reliability assessment of ACI's structural load testing code provisions using extensive knowledge in structural engineering, reliability, statistics, and programming.

- Acquired substantial working knowledge of various American and Canadian code provisions:

ACI 318, CSA A.23.3, CAN/CSA S6, AASHTO LRFD, ACI 437.



Jason Sparrow · 1st


Co-Founder, CEO at BarrelWise Technologies

Vancouver, British Columbia, Canada · [368 connections](#) ·

[Contact info](#)

Message

 BarrelWise Tech

 UBC Sauder Sch
Business

Experience



Co-Founder, CEO

BarrelWise Technologies

Aug 2018 – Present · 1 yr 4 mos

Vancouver, Canada Area



MBA Student

UBC Sauder School of Business

Aug 2017 – Jan 2019 · 1 yr 6 mos

Vancouver, British Columbia, Canada



DSL - Food Service Solutions

3 yrs 4 mos

Business Development Manager

Apr 2016 – Aug 2017 · 1 yr 5 mos

Vancouver, Canada Area

Marketing Manager

Apr 2015 – Apr 2016 · 1 yr 1 mo

Edmonton, Canada Area

[Show 2 more roles](#) ▾



Business Development Associate

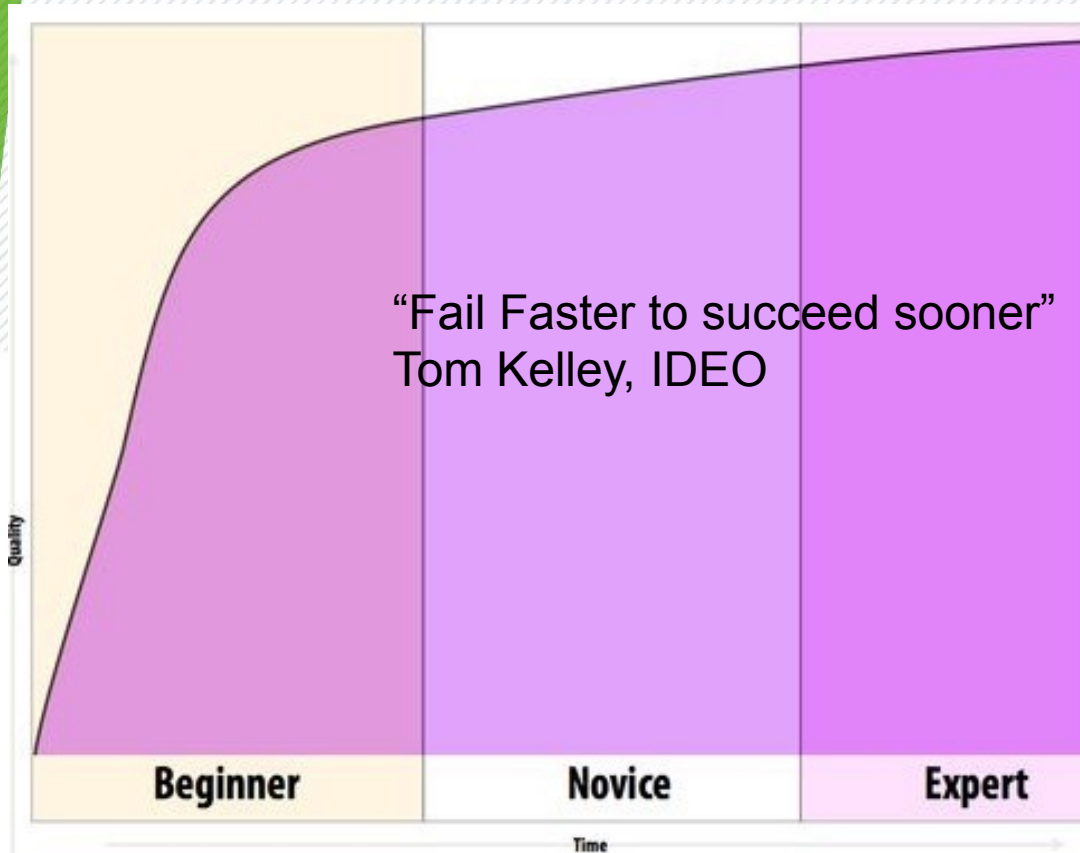
Orangetheory Fitness

May 2013 – Aug 2013 · 4 mos

Edmonton, Canada Area

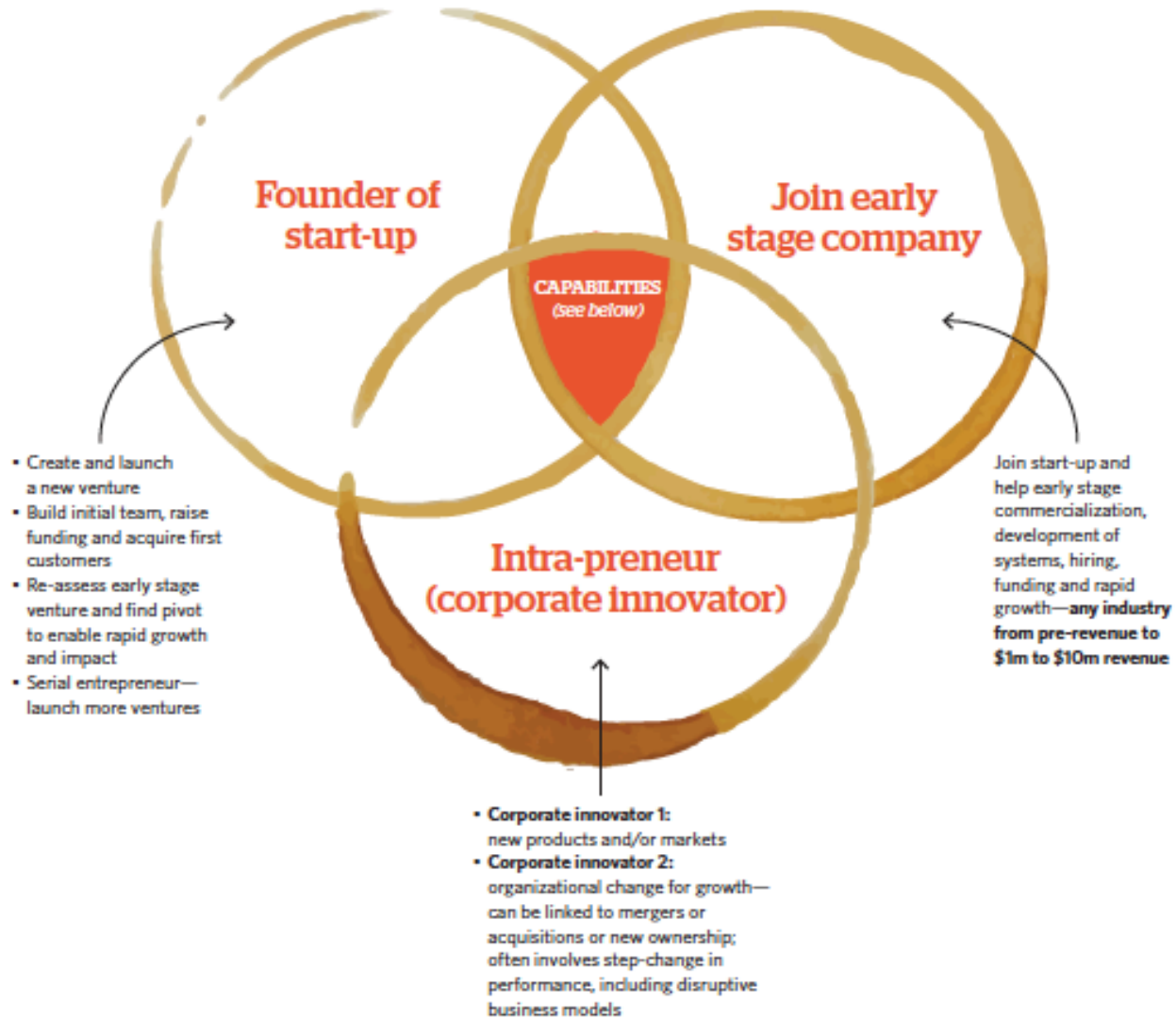
“Being a Novice Is Way Overrated”

“Winners”
live here



The IE track
Develops
entrepreneurial
thinkers and do-ers

Entrepreneurial Careers



THE SKILL SET THEY SHARE:

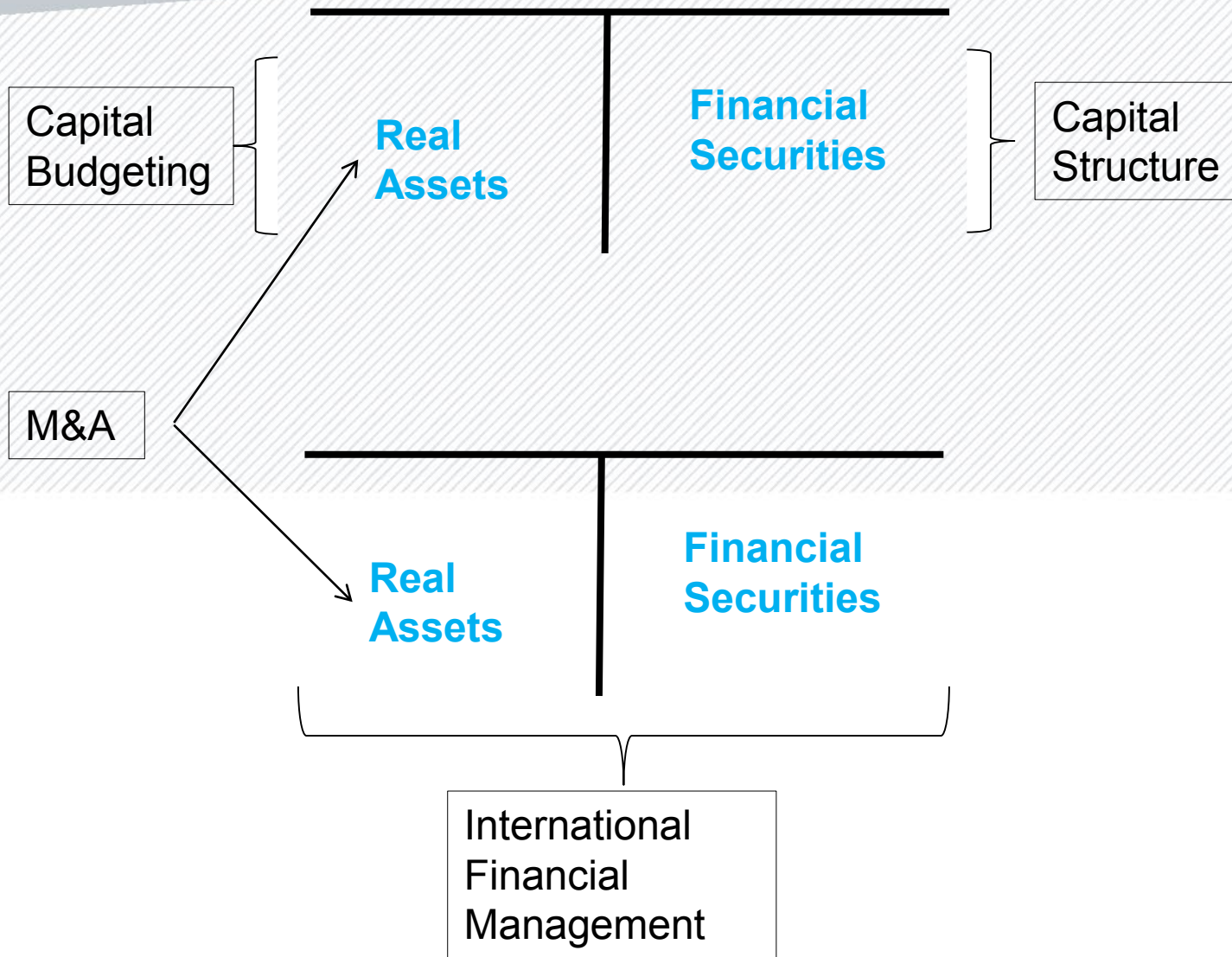
- Dealing with ambiguity, messy and incomplete data
- Working fast with very limited resources
- Ability to multi task and improvise
- Design and run rapid experiments, find out what does not work, and to find pivot points
- Build partnerships internally and externally to increase capability



Finance

- **Corporate Finance:** Solving strategic financial problems in a company.
- **Investment:** Making optimal investment decisions for investors.

Corporate Finance



Investment

Real Assets

Financial Securities

Security Analysis

Financial Engineering

Risk Management

Portfolio Strategies

Real Assets

Financial Securities

⋮

Finance Career Opportunities

Corporate Finance

- Economic Analysis
- Budgeting
- Cash and Credit Management
- Risk Management
- ...

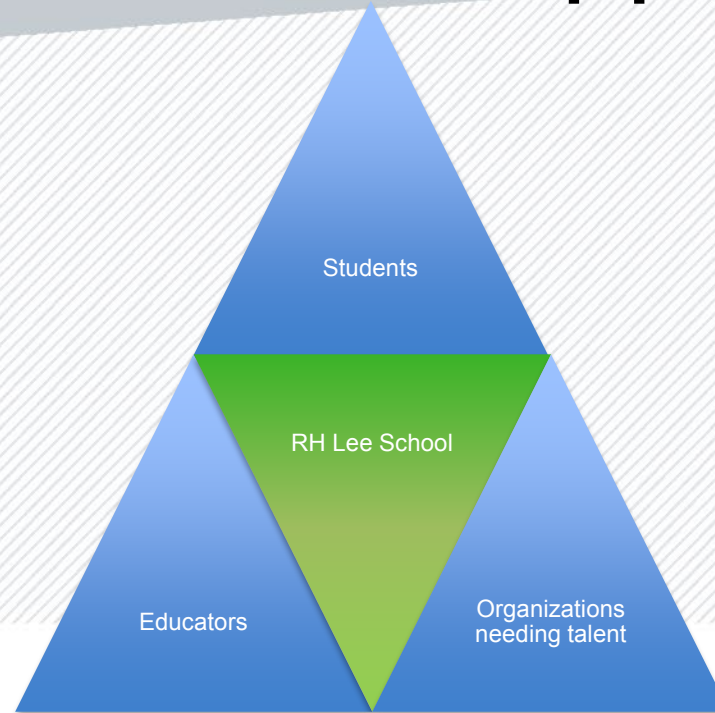
Banking

- Commercial Lending
- Securities Underwriting
- Trading
- M&A
- Securities Analyst
- ...

Investment Management

- Research Analyst
- Portfolio Manager
- Financial Planner
- Private Wealth Management
- ...

A Skills-based Approach



What skills should I build or improve during the time I have access to this platform?

Accounting
Finance
Business economics
Marketing
Business analytics

Writing
Public Speaking

Team-based problem solving
Leadership

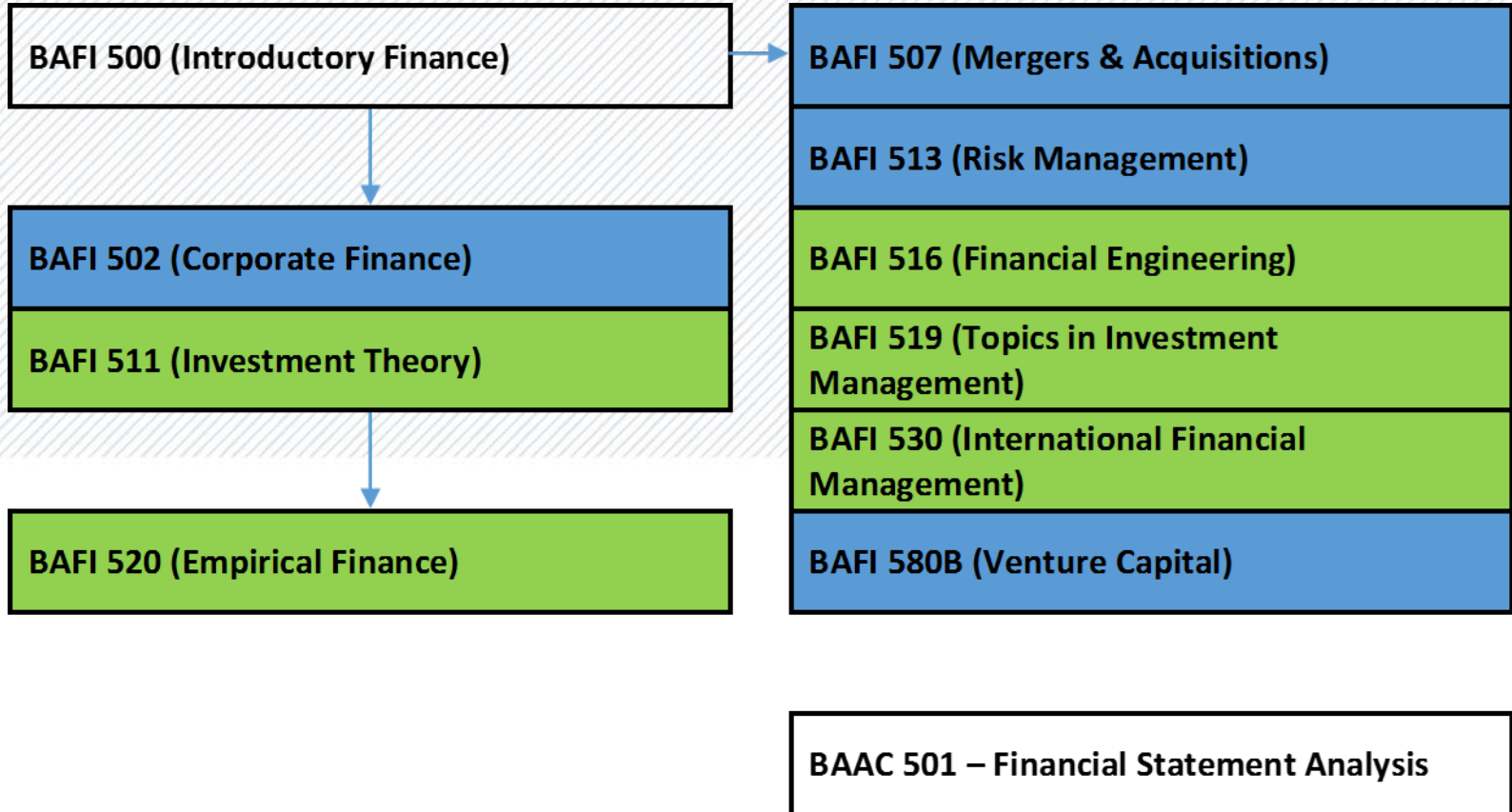
Finance Track Requirements

4 Track Required Courses - FIN

- BAFI 502 Corporate Finance (P3)
- BAFI 511 Investment Theory and Asset Pricing (P3)
- BAFI 520 Empirical Finance (P4)
- + at least one 1.5 credit module in list of suggested FIN electives

Choose 10 MBA Electives (any module in any track) to make up the rest of your program credits

Finance Curriculum



Entrepreneurial Finance and Venture Capital

Growth Stage	Point of View		Financing
	Inside	Outside	
Early	Entrepreneurial Finance		Direct Interaction (e.g., Angel \$)
Late		Venture Capital	Intermediated (e.g., Limited Partner \$)



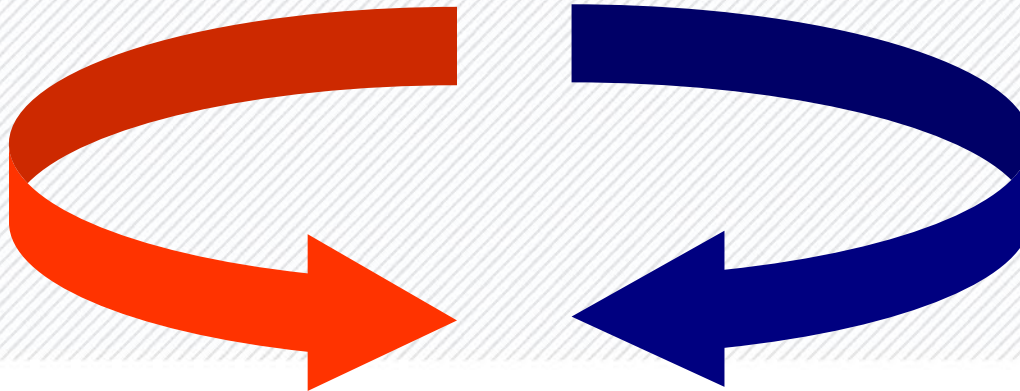
Product and Service Management

Track Champion: Tim Silk

Product and Service Management (PSM)

Operations

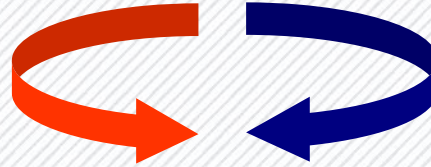
Marketing



Product / Service Management

- Managing the product/service portfolio as a business
- Develop, launch and manage products & services

Product and Service Management (PSM)



- **Insight into firm's capabilities & optimization.**
- **Manage interface between firm, supply chain and production.**

- **Insight into market expectations and opportunities.**
- **Manage interface between the market and the firm.**

Product and Service Management (PSM)

Objective:

- The PSM track develops a manager who combines a deep understanding of customer and market needs with strong knowledge in supply chain and product/service operations.
- You will learn how to develop, introduce and sustain products and services in a wide range of private and public sector organizations, as well as managing collaborations among supply chain and channel partners.
- The track provides students with integrated skill set valued by employers in product & service management while providing an opportunity to concentrate in traditional areas of marketing or operations.

Product and Service Management (PSM)

Key Knowledge and Abilities:

1. Understand B2B and B2C buyer behavior to identify market opportunities.
2. Manage collaborations among supply chain and channel partners.
3. Learn how to develop, introduce and sustain products and services in a wide range of private and public sector organizations.
4. Design and improve production and service operations.
5. Develop firm-wide perspectives for problem solving, while proficient in traditional marketing and/or operations skillset.

PSM Career Opportunities



Specialize in Operations



- Operations Manager
- Supply Chain Specialist
- Process Improvement
- Transportation/Logistics
- Operations consultant
- Health Care Operations

Hybrid



- Business Unit Manager
- Product Manager
- Brand Manager
- Product Development
- Project Management
- Consultant

Specialize in Marketing



- Marketing Manager
- Market Research
- Advertising & Media
- Public Relations
- Business Development

Product and Service Management (PSM)

Full-Time Placements & Summer Internships:

Operations Focused:

- Process Manager
- Logistics Analyst
- Operations Consultant

Integrated:

- Product Manager
- Brand Manager
- Business Analyst

Marketing Focused:

- Marketing Manager
- Marketing Analyst
- Social Media Planner



Product and Service Management (PSM)

4 Track Required courses - PSM

- P3: BASC 500 Process Fundamentals (Ops)
- P4: BAMA 508 Marketing Research (Mktg)
- P4: BASC 523 Supply Chain Management (Ops)
- + at least one 1.5 credit module from the list of PSM electives

Choose 10 MBA Electives (any module in any track) to make up the rest of your program credits

Product and Service Management (PSM)

Suggested Electives (not restricted to these)

- P3
- BAMA 506 Consumer Behavior
 - BAMA 514 Brand Management (P3 & P4)
- P4
- BAAC 511 Intermediate Managerial Accounting: Decision Making and Performance Evaluation
- P6
- BAIT 527 Business Intelligence for Management
 - BAMA 513 Digital Marketing
 - BAMS 523 Managerial Decision Modeling & Analytics
- P7
- BAMA 503 New Product Development
 - BASC 524 Supply Chain Analytics

PSM Who Went Where: Marketing



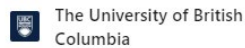
Juliana Osorio · 1st

Senior Marketing Manager at TELUS | MBA

Vancouver, Canada Area · [500+ connections](#) · [Contact info](#)

Message

More...



Experience



Senior Marketing Manager

TELUS
Mar 2017 – Present · 2 yrs 8 mos
Vancouver, Canada Area



MBA Intern, Strategy

Interbrand
Jun 2016 – Aug 2016 · 3 mos
Toronto, Ontario, Canada

Global brand consultancy.

- Provided strategic support across client engagement projects reporting to the Senior Director of Strategy, working with design and creative teams in building business cases to drive gro... See more



Director of International Business

EXTRUSIONES S.A.
Jun 2013 – Jun 2015 · 2 yrs 1 mo
Itagui, Colombia

Leader of engineered sealing solutions.

- Managed and optimized international business operations in over 20 countries through market expansion and product diversification strategies, increasing revenue by 15%... See more



Director of Sales and Marketing

CI OLAS | IMPROVEMENT WEAR
Jan 2009 – Mar 2013 · 4 yrs 3 mos
Medellin, Colombia

Apparel manufacturing and clothing company. (Promoted from Marketing Manager in 2009)

- Improved corporate profitability from 15% to 25%. as a result of diversifying the core business



Christian Wengi · 1st

Head of Marketing at Holcim Switzerland & Italy

Zürich Area, Switzerland · [500+ connections](#) · [Contact info](#)

Message

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Holcim Schweiz / Suisse / Svizzera



The University of British Columbia

Experience



Head of Marketing and Commercial Performance

Holcim Schweiz / Suisse / Svizzera
Apr 2018 – Present · 1 yr 7 mos
Zürich Area, Switzerland



Intern for Human-Centric Brand Strategy

Centre of Gravity Consulting
Jun 2017 – Aug 2017 · 3 mos
Bangalore, India

I worked on a project to define the design philosophy and brand structure of wall texture brands for a paint company. Additionally, I contributed to the new product development and documented the strategy process of Centre of Gravity. Moreover, I adopted Centre of Gravity's mindset that every business problem is a huma... See more



LafargeHolcim

8 yrs 6 mos

Strategic Assistant to Area Manager (South East Asia)

Jan 2014 – Sep 2015 · 1 yr 9 mos
Singapore

Reporting to the Head of South East Asia (Indonesia, Philippines, Vietnam, Malaysia, Singapore, Thailand, Cambodia), I lead cross-functional projects, contribute to the Area strategy, and submit all documents to the Group Executive Committee. For example, I have crafted investment appraisals of up to USD 40m, sold assets for USD... See more

Strategic Assistant to Area Manager (Emerging Europe)

Apr 2011 – Dec 2013 · 2 yrs 9 mos
Zürich Area, Switzerland

Reporting to the Head of Emerging Europe (Czech Republic, Slovakia, Hungary, Austria, Croatia, Serbia, Bulgaria, Romania, Russia, Azerbaijan), I led cross-functional projects, contributed to the

PSM Who Went Where: Marketing






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 Terramera
 UBC Sauder School of Business

 Anheuser-Busch InBev
 Sauder School of Business

Maria Nanette Anzola Enriquez · 1st
Marketing Manager at Terramera
Vancouver, British Columbia, Canada · [500+ connections](#) · [Contact info](#)

Vaughn Coomansingh · 1st
Asst. Trade Marketing Manager at Anheuser-Busch InBev
Toronto, Ontario, Canada · [478 connections](#) · [Contact info](#)

Experience

Experience



Marketing Manager

Terramera
Jul 2019 – Present · 4 mos
Vancouver, Canada Area



Anheuser-Busch InBev

2 yrs 10 mos



Co-Founder, Marketing & HR

BarrelWise Technologies
Jan 2018 – May 2019 · 1 yr 5 mos
Vancouver, Canada Area

Asst. Trade Marketing Manager

Sep 2018 – Present · 1 yr 2 mos
Toronto, Canada Area



C.A. Ron Santa Teresa

3 yrs 1 mo

Retail Solutions Manager

Jul 2017 – Aug 2018 · 1 yr 2 mos
Toronto, Canada Area

Market Research and Brand Strategy Manager

Aug 2015 – Aug 2017 · 2 yrs 1 mo

- Developed brand strategy and guidelines for marketing executions in local and global markets.
- Guided brand annual planning processes by delivering situational (internal and external) analysis, identifying key indicators/opportunities and forecasting market performance.
- Monitored local A&P expenditures and reviewed brand executions to guarantee align... See more

Territory Manager

Jan 2017 – Jun 2017 · 6 mos
Kelowna, Canada



¡SA-CA EL PE-CHO!
Hacienda Santa Teresa...



Ron Santa Teresa -
Corporate Campaign...



Category Management Intern

Anheuser-Busch InBev
May 2016 – Aug 2016 · 4 mos
Vancouver, Canada

Project / Quality Coordinator

Bird Construction
Jun 2012 – Aug 2015 · 3 yrs 3 mos
Edmonton, Canada Area

Market Research Jr Manager

Aug 2014 – Aug 2015 · 1 yr 1 mo

- Kearn South MSF Buildings, \$64.0M
- Athabasca Oil Corp. Phase 1 Foundations. \$3.0M

PSM Who Went Where: Product Management / Tech



Karim Raphael · 1st

Program Manager at Microsoft

Canada · [500+ connections](#) · [Contact info](#)

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Microsoft



The University of British Columbia

Experience



Microsoft

4 yrs 5 mos

Program Manager

Jul 2019 – Present · 4 mos

Vancouver, British Columbia, Canada

Technical Account Manager

Jun 2015 – Present · 4 yrs 5 mos

Vancouver, Canada Area



MBA Graduate class of 2015

Sauder School of Business at UBC

Aug 2013 – Dec 2014 · 1 yr 5 mos

Vancouver, Canada Area



Product Manager - Internship

Xodo Technologies Inc.

May 2014 – Aug 2014 · 4 mos

Canada

- Set a strategy for Xodo's life cycle and potential features that would allow maximum impact on both Retention and Acquisition
- Acquisition
- Increased app downloads by 48% by analyzing the potential demand in Asian markets... See more



Project Manager

Mobinil

Dec 2009 – Jun 2013 · 3 yrs 7 mos

Egypt



Zaayer Nasib · 2nd

Product Management Business Analyst at Hyperwallet (A PayPal Service)

Vancouver, British Columbia, Canada · [500+ connections](#) ·

[Contact info](#)

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Hyperwallet



UBC Sauder School of Business

Experience



Business Analyst

Hyperwallet

Dec 2018 – Present · 11 mos

Vancouver, Canada Area

Manage the prepaid cards portfolio and related projects stemming from a strategic, regulatory or product enhancement perspective

- Finalize business requirements along with solution design and work with internal teams including product development, marketing and technical implementations to deliver projects within budget and timelines
- Streamlined project rollouts by introducing product processes documentation, ensuring stakeholders efficiently manage various responsibilities
- Manage relationships with existing prepaid card partners including banks, payment sc... See more



Business Analyst Intern

Vancouver Coastal Health

May 2018 – Aug 2018 · 4 mos

Richmond, British Columbia, Canada

Co-managed several projects with Richmond Hospital's (RH) project management team, in close collaboration with operations directors and other cross-functional teams including marketing and RH foundation

... See more



Business Consultant

GROOVE X

Nov 2017 – Feb 2018 · 4 mos

Tokyo, Japan

PSM Who Went Where: Strategy



Menaka Premkumar · 1st
Strategy | Branding | Sustainability
Canada · 500+ connections · [Contact info](#)



[Message](#) [More...](#)

Experience



Consultant
Junxion Strategy
Nov 2018 – Present · 1 yr
Vancouver, Canada Area

Junxion Strategy is an international social impact consultancy that supports leaders of the next economy. For over 20 years, Junxion has been advising on strategy, sustainability, and social impact, building a global portfolio of clients that include some of the world's most courageous and generative brands—Adidas, Doctors without Borders, MEC, Reconciliation Canada, and United Nations, to name a few. Junxion has also helped more companies achieve B Corp certification than any other consultancy.



Brand Strategy Consultant
REX Marketing + Design
Jun 2018 – Sep 2018 · 4 mos
Project-based consulting



Club President
Net Impact
Nov 2016 – Nov 2017 · 1 yr 1 mo
Vancouver, Canada Area
Net Impact Club : UBC Chapter

The Net Impact mission is to make a positive impact on society by growing and strengthening a community of new leaders who use business to improve the world. The Sauder Net Imp... See more



Innovation & Supply Chain Management Intern
MEC™
May 2017 – Aug 2017 · 4 mos
Vancouver, Canada Area

The task for the MBA internship was to develop a detailed business case for a new technology. This



Joseph Goldes · 1st
Strategy/Analytics Manager at Fresh Prep
Vancouver, British Columbia, Canada · 500+ connections · [Contact info](#)

[Message](#) [More...](#)



Experience



Strategy/Analytics Manager
Fresh Prep
Jul 2018 – Present · 1 yr 4 mos
Vancouver, Canada Area

I provide data-driven business and marketing strategy recommendations. I use order records and customer survey data to better understand the lives and needs of busy people in the lower mainland and use insights gained from this analysis to better focus Fresh Prep's product and storytelling.



Business Development and Marketing Associate
Archi Enterprises Inc.
Apr 2018 – Jul 2018 · 4 mos
Vancouver, Canada Area



MBA Candidate
UBC Sauder School of Business
Aug 2016 – May 2018 · 1 yr 10 mos
Vancouver, Canada Area



Lottery Marketing MBA Intern
BCLC
May 2017 – Oct 2017 · 6 mos
Vancouver, Canada Area

Wrote Integrated Marketing Proposals and Creative Briefs for LottoMax, Lotto 649, and Daily Grand Brands
Edited and Published an internal marketing magazine
Supported the project management of Daily Grand "Live Grand" Promotion... See more



China Course Instructor
Where There Be Dragons

PSM Who Went Where: Operations/Supply Chain



Camile Machado, MBA · 1st

Project Manager, New Mobility at TransLink

Vancouver, Canada Area · [500+ connections](#) · [Contact info](#)

Experience



Project Manager, New Mobility

TransLink

Feb 2019 – Present · 9 mos
Vancouver, Canada Area



Service Model Research Intern

Taymor

May 2018 – Aug 2018 · 4 mos
VANCOUVER

- Led and delivered a study about Taymor's service capabilities model resulting in the identification of seven business opportunities and an implementation roadmap

- Developed the project plan, scope, deliverables, and risk assessment, by gathering req... See more



New Business Consultant

Softplan Planejamento e Sistemas

Feb 2017 – Aug 2017 · 7 mos
Florianópolis, Santa Catarina, Brazil

- Led three business studies involving 100+ interactions with infrastructure contractors, realtors, and building material retailers resulting in 3 actions plans

- Identified innovative solutions on the construction and infrastructure industries, provid... See more



Whirlpool Corporation

5 yrs

Corporate Senior Specialist

Jun 2015 – Jul 2016 · 1 yr 2 mos
Joinville e Região, Brasil

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TransLink



UBC Sauder School of Business



Maxim Pak, MBA · 1st [in](#)

Director of Analytics | Supply Chain Innovation

Canada · [500+ connections](#) · [Contact info](#)

Experience



Orkestra SCS

1 yr 5 mos

Director of Analytics and Business Operations

May 2019 – Present · 6 mos
Toronto, Canada Area

Lead Analytical and Orkestra platform-as-a-service operations functions. Ensure best-in-class analytical support to Sales, Consulting, and Implementation; as well as on the Platform side, fl operations, continuous improvement, and smooth onboarding for customers.

Head of Client Innovations

Jun 2018 – May 2019 · 1 yr
Toronto, Canada Area

Lead the Orkestra platform development and its continuous improvement. Leveraging extensive industry experience and best-in-class innovative technology (Machine Learning, AI, Business Intelligence, Cloud Native software development, Agile, etc.) to transform customers' supply ch and help their businesses thrive.

Manager, Innovation and Transformation | Managed Solutions Group

DB Schenker

Jun 2017 – Jun 2018 · 1 yr 1 mo
Toronto, Ontario, Canada

Lead supply chain innovation and transformation initiatives with internal and external focus.

Transforming supply chains of all contexts through the provision of unprecedented visibility an advanced analytics, enabling customers to make only data-driven business decisions.... See mo

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Orkestra SCS



UBC Sauder School of Business



PSM Who Went Where: Communications, Strategy



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 World Innovations Forum Foundation
 UBC Sauder School of Business

Alyssa King · 2nd
Communications and Marketing Manager at World Innovations Forum Foundation
Zürich, Canton of Zürich, Switzerland · 500+ connections · [Contact info](#)

Experience



Communications and Marketing Manager

World Innovations Forum Foundation
Sep 2019 – Present · 2 mos
Zürich Area, Switzerland



Sales and Marketing Manager

Play Estate Winery
Jan 2018 – Aug 2018 · 8 mos
Penticton, BC

- Initiated winery-specific content for website, social channels, and email marketing for consumer engagement
- Increased social engagement by an average of 30% across all social media platforms
- Maintained monthly demand generation reporting to provide in-depth evaluation of r... See more



Project Manager

Four Seasons Hotels and Resorts
May 2017 – Aug 2017 · 4 mos
Whistler

- Developed a business plan that identified recommendations and determined an implementation strategy that would double the Spa's revenue and profit by 2020.
- Delivered a dynamic pricing strategy that could increase revenues by \$53,000 in 6 months.
- Developed a retail strategy plan that identified recommendations for the Spa retail bus... See more



Marketing Coordinator

Preventice Solutions
Jul 2014 – May 2016 · 1 yr 11 mos
Houston, Texas Area



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RBC



UBC Sauder School of Business

Bobby Thakolkaran, MBA, JD · 1st

Manager, Strategy and Transformation Services (STS) at RBC
Toronto, Ontario, Canada · 500+ connections · [Contact info](#)

Experience



Manager, Strategy and Transformation Services (STS)

RBC
Nov 2018 – Present · 1 yr
Toronto, Ontario, Canada



Strategy Consultant

Freelance Consulting
Jan 2018 – Oct 2018 · 10 mos
Toronto



Internal Consultant (Strategy)

Taymor
May 2017 – Dec 2017 · 8 mos
Vancouver, Canada Area

Mapped the B2B "Path to Purchase", established an innovative sales strategy, and instituted KPI's for the US market for Taymor. The "Path to Purchase" map is now the Senior Leadership Team's beacon that drives strategic change. Mapping the "Path to Purchase" required understanding the company, its competitors, and the industry via research, internal and external stakeholde... See more



Associate

Sauder Consulting Group
Jan 2017 – Dec 2017 · 12 mos
Vancouver, Canada Area

Client: Couturist (Vancouver, BC), a women's fashion boutique

Led team of six consultants to craft a digital transformation strategy for Couturist that drove customer acquisition and lead generation and reduced costs. The transformation includ... See more

PSM Who Went Where: Strategy, Market Research



Swetha Kola • 2nd

MBA | Strategy | Transformation | LSS | Creating a climate of possibilities.
RBC • The University of British Columbia
Toronto, Canada Area • 500+

Connect

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Experience



Strategy & Transformation Manager

RBC
2015 – Present • 2 yrs
Canada

In-house consulting department to support the organisation with its current and future needs across all lines of businesses in RBC.

- Work on cost-efficiency & multi-million\$ revenue-generating projects such as Sales conversions, Market sizing, New Product Development, Process improvement initiatives across I&TS, Capital Markets, Insurance and Personal & Commercial Banking
- Chair the Engagement & Inclusion department under Persons with Disabilities committee to provide work opportunities and easy assimilation into work environment for Persons with Disabilities while educating the organisation.



Change Management Consultant

The University of British Columbia
2014 – 2014 • less than a year
Canada

Project: Rebranding and envisioning the future of UBC HR given the University's organic evolution. (MBA Internship)

- Conducted a current brand perception analysis and identified areas of opportunities through qualitative research, provided recommendations in the areas of communications, improving the working relationships between Central and decentralized HR units that would eventually impact 12000 employees and 50000 students.



Clea Stone • 2nd

Manager at The Sound: Exploration Strategy Innovation
The Sound: Exploration Strategy Innovation • Sauder School of Business
Vancouver, British Columbia, Canada • 500+

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Experience



Manager

The Sound: Exploration Strategy Innovation
Aug 2016 – Present • 1 yr 3 mos
Vancouver

The Sound is a Consumer Exploration, Brand Strategy and Product Innovation agency, applying leading edge research techniques, technologies and marketing models to solve client brand, marketing, communications and product challenges.

We are a team of brand experts, strategic researchers, idea generators and cultural anthropologists based in New York, Chicago, London, Mumbai, Toronto and Vancouver. We provide clients with the insight, inspiration and strategy needed to answer the brand challenges most important to their business all over the world.



Senior Associate

The Sound: Exploration Strategy Innovation
Feb 2016 – Jul 2016 • 6 mos
Vancouver, Canada Area



MBA Internship

The Sound: Exploration Strategy Innovation
May 2015 – Aug 2015 • 4 mos
Vancouver, Canada Area

ROBERT H. LEE
GRADUATE SCHOOL



Custom

CUSTOM MBA

a.k.a. the Choose Your Own Adventure track

- No track required courses, so more electives
- Guidance from track champions and career coaches
- Outlined on “custom” worksheet
- No track listed on transcript

TRADEOFFS

- Choice
- Breadth
- Articulating your story



Next Steps...

DECISION MAKING & NEXT STEPS

- Discuss career options and track options with Track Champions and your Career Coach
- P3 & P4 Registration – November 13th at 12:30 pm
- P3 is decision time! Your P3 registration will determine your track based on the required courses you choose and the pre-requisites that you take
- It is difficult, and in some cases not possible, to change Career Tracks after P3 (although can always change to Custom
- You will officially declare your track via a survey we send out in mid-January. We then update this on the SSC for you.



FOR ANY QUESTIONS ON REGISTRATION AND PROGRAM REQUIREMENTS
EMAIL:

ASKMBA@SAUDER.UBC.CA