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Paradigm

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Introducing Undergraduate Team #1

CSULB is proud to announce our undergraduate team in the ICSBC competing against schools across the country consisting of the brightest business students. We are excited to participate in this event and use all our strengths to create weekly decisions that affect the business's marketing, production schedule, and financial status. Our product "Paradigm" will focus on selling eco-friendly water bottles at a friendlier price than our competition. Our goal is to eventually obtain a higher market share than our competition and investing into research and development to ensure our product has a competitive advantage.

We have appointed Alejandro Ponce as our CEO who is a driven leader with great communication skills. He is a fourth year Finance major striving to become a business owner after graduation. His expertise in Excel has helped us tremendously with making regression models to prepare us for future decisions.

Next up we have Cynthia Buzas as our COO who's a proven decision maker and has great outside experience from internships that will propel us to success. She is currently a fourth year International Business major with a minor in Russian and is hoping for a career in global marketing after graduation. She is another proven leader and even helped make our amazing logo!

For our CFO position, we have Khristina Aguirre who's knowledge of financial statements has helped us make critical decisions in budget allocation and financial planning. She is currently a fourth year Finance major with plans of working as a finance analyst after graduation. She has helped tremendously organizing our information in Minitab and Excel to create well-informed decisions.

To complete our management team, we have Stephan Collard as the Director of Marketing who's knowledge of advertising stems from his works on IFC and class projects. He is a fourth year Marketing major with career aspirations in the sports industry as a Marketing Director for a team. He hopes to gain business experience in Marketing that he can use in his career.

Overall, we are excited to participate in this competition and can't wait to create meaningful relationships and gain all the necessary skills in running a business for the future. Thank you Barbara and the rest of the ICSBC team for this opportunity and cannot wait to see how this semester goes!