CAPSTONE CUP FINALS

FRIDAY, DECEMBER 2, 2022 | MAMMEL HALL
9:30–11:30 A.M. | FINALIST PRESENTATIONS
11:30–11:45 A.M. | POSTER SESSION
11:45 A.M.–12:00 P.M. | AWARDS CEREMONY

FALL 2022 FINALISTS

TEAM 9
Ashley Ellsworth, Management & Leadership
Ethan Morland, Accounting
Harrison Martindale, Business Finance
Sophia Green, Marketing

TEAM 10: MAVERICK CONSULTING
Bret Barber, Marketing
Colin Goracke, Accounting
Meghan Thies, Human Resource Management
Travis Good, Economics

TEAM 11: THE STRATEGISTS
Alma Espinoza-Alejandro, Accounting
Haya Al Siyabi, Supply Chain Management
Kailey Jaros, Investment Science & Portfolio Management
Paola Roblero, Marketing

TEAM 14: TEAM LATTE
Alejandra Arellano, Marketing
Barry Robbins, Supply Chain Management
Ben Kastl, Marketing
Elizabeth Gaddie, Banking & Financial Markets
James Crotty, Entrepreneurship

TEAM 15: GRIMM CONSULTING
Grae Gammel, Business Finance
Max Tomes, Accounting
Morgan Buzbee, Marketing
Rachel Leidy, Management & Leadership

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“We intend to [have] more of a customer-focused, love and kindness approach ... we want people to feel it rather than hear it.” - Nick Jarecke, Senior VP of Supply Chain

FALL 2022 CASE STUDY SYNOPSIS

Headquartered in Omaha, Nebraska, Quantum Workplace is a human resources technology provider intent on helping organizations grow by providing them with the smartest employee engagement, performance software, and talent solutions. Since its founding in 2002, Quantum Workplace has been a pioneer of workplace solutions and has partnered with thousands of organizations to improve employee, team, and business success. Quantum Workplace offers three subscription-based software products to help organizations carry out their HR objectives, which are Engagement, Performance, and Intelligence. As Quantum Workplace looks to the future, its product suite, market position, and growth strategy must work together. As larger all-in-one HRIS companies attempt to enter the employee engagement software space and the projected demand for engagement and performance platforms persists, how can Quantum Workplace position itself for sustainable growth? Capstone Cup consultants have been tasked with developing a strategic recommendation for Quantum Workplace as it works to achieve its goals for growth for the future.

GET INVOLVED

To learn more about judging or sponsorship opportunities, contact:
Dr. Erin Pleggenkuhle-Miles, Associate Professor of Management - erinpmiles@unomaha.edu

MORE INFORMATION

cba.unomaha.edu/CapstoneCup

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