



UNIVERSITY OF NEBRASKA AT OMAHA

COLLEGE OF BUSINESS ADMINISTRATION

# 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 12: 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*

## SPONSORS





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**CAPSTONE CUP**

## BRINGING THE BOARDROOM EXPERIENCE TO CBA STUDENTS

*"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 - [erinmiles@unomaha.edu](mailto:erinmiles@unomaha.edu)

**MORE INFORMATION**

[cba.unomaha.edu/CapstoneCup](http://cba.unomaha.edu/CapstoneCup)

