Friday, May 11, 2018
9:15-10:30 am

10 Seconds at a Time: The Future of Snapchat
Megan Anderson, Jocelyn Castro, Sage Dahring, Collin Geffrey, Kelly Nguyen

JCPenney: Still in the Fight?
Mitchell Baldridge, Adam Baldwin, Maddie Bond, Nicholas Kosierowski

Under Armour: Patching the Ship
Connor Cantu, Cole Johnson, Janson Pederson, Josh Takagi, Matt Vick

Monday, May 14
9:15-10:20 am

Nordstrom: Evolving for Customers in a Changing Retail Landscape
Amira Beidas, Ally Galeski, Brooke Johnson, Claire Pahlmeyer, Alexis Pappas

The Resurgence of BlackBerry
Dani Gapsch, Terah Jackson, Tianyou Liu, Ian Svasand, Madeline Wentz

Wednesday, May 16
9:15-10:20 am

Alaska Airlines: The Most West Coast
Krysia Davis, Belle Helnore, Keenon Kwon, Marissa Modestowicz

Reigniting Marriott in a Changing Environment
Saleh Abaelkhalil, Harald Overà, René Pedersen, Joel Thomas, Michael Whitley