

# NEWS RELEASE

## Wilfrid Laurier University



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### **Laurier MBA students win national technology case competition**

*Waterloo (March 15)* — A team of four MBA students from Wilfrid Laurier University in Waterloo won a national technology case competition in Ottawa on Saturday, March 13.

The fourth annual Technology Management Case Competition was organized and hosted by the Business and Engineering Development Association at the University of Ottawa.

The Laurier team included Lesley Crompton, Dan Pringle, Robert Tong, and Darryl Williston. Hamid Noori, a WLU professor of business and director of the Research Centre for Management of Advanced Technology/Operations, was the faculty adviser.

A team from the University of New Brunswick placed second.

The three competing teams had five hours to analyse and make written recommendations on a case involving a manufacturing company wanting to develop a new high-tech product. Then the students had another 30 minutes to prepare a 20-minute presentation.

In the preliminary competition a week earlier, the Laurier team placed first out of 12 teams. There, the teams had to make recommendations on a case involving a manufacturing company wanting to develop image-processing software.