



CASS
BUSINESS SCHOOL
CITY UNIVERSITY OF LONDON
EST 1894

Changing more than a name

[Full-time MBA
Class of 2021]

Welcome to the Full-time MBA

Programme summary

Our one-year intensive Full-time MBA is designed to develop your business skills and experience, providing you with the confidence, knowledge and networks to achieve your career ambitions. On this journey, you will be studying and collaborating alongside a talented international cohort of business professionals, each with their own field of expertise. The MBA is a journey of exploration and professional transformation.

The Full-time MBA has four major components:

- Core modules are taken by all students and cover fundamental areas of business. As students progress through the MBA, they build up knowledge and skills that will be used throughout the programme and beyond.
- Our elective portfolio gives students the opportunity to tailor their MBA and focus on specific areas of business. The international electives build an understanding of global business through projects undertaken in Africa, Asia, Europe, Latin America, the Middle East and the USA.
- The Business Mastery Project is the final major project for the Full-time MBA. Students put into practice what they have learnt on the programme by completing an extensive piece of consultative work for a company and provide recommendations or solutions to organisational challenges.

- The Careers and Professional Development team provide workshops and services aimed at developing vital soft skills such as networking, interviewing techniques, negotiation, advanced presentation and leadership transition. Students come away from these sessions better equipped to meet the challenges of business in a global economy.

Programme delivery

Students' understanding of theory is developed through a combination of case teaching, formal lectures, collaborative group work, seminars, discussions, workshops, self-study and projects. Professional skills modules typically involve experiential and immersive learning. In addition to this, students have access to a customised virtual learning environment. This includes interactive learning materials, academic support via Q&A and discussion forums.

Business network

The skills learnt and the qualification itself are just one part of the Full-time MBA; the contacts students make and the network built is the other. At the Business School, we provide our students with the opportunity to build an effective business network that will continue to prove its value long after the programme is completed.

Programme start date

September

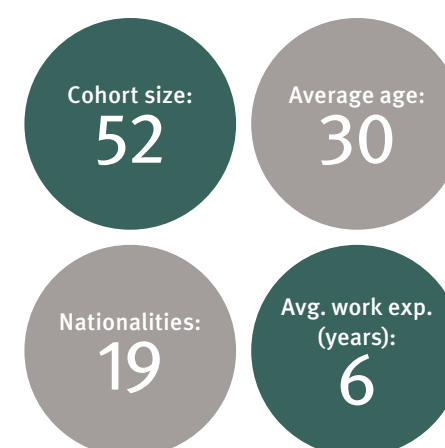
More information

Speak to our team for further information about the Full-time MBA, the admission process, scholarships and funding.

Email: cass-mba@city.ac.uk
Tel: +44(0) 20 7040 0286
www.cassmbalondon.com

Class profile 2021

Key stats



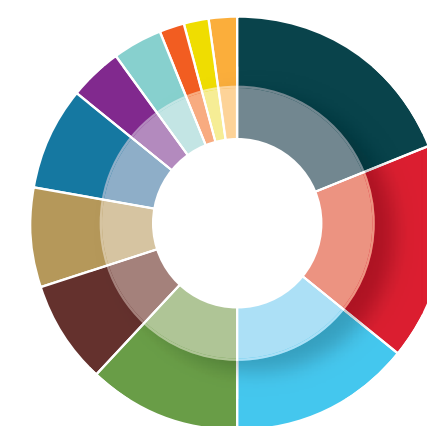
Female

40%

Average GMAT

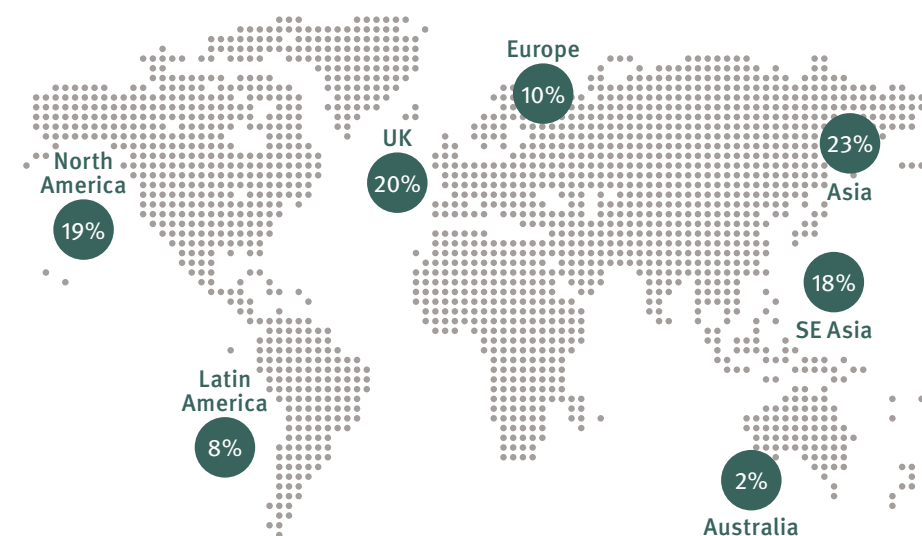
650

Industries represented



- Finance 19%
- Retail/FMCG 17%
- IT/Telecoms 14%
- Marketing/PR 12%
- Consulting 8%
- Education/NFP 8%
- Media 8%
- Aviation 4%
- Energy 4%
- Hospitality 2%
- Pharma/Healthcare 2%
- Real Estate 2%

Nationalities represented by region



Student profiles 2021



Jay Adatiya
Consultant, Aakit Technologies Pvt Ltd,
Mumbai
Indian

Chartered accountant with seven years' experience in auditing and assurance, taxation, asset securitisation and SAP consulting.

- Successfully completed two end-to-end SAP finance module implementation projects
- Restructured the ownership of a family-operated retail business to minimise the impact of complex taxation compliance procedures and reduce product costs by 6.25%
- Developed a model for valuing fixed-rate securities, enabling the organisation to report a mark-to-market profit of USD \$1.5mn for the year ending 2016-17.



Umbul-banu Baghirova
Product Executive, EXO Travel, Japan,
London
Azerbaijani

Multi-lingual product executive in the travel industry with broad international business experience.

- Improved relations between international and local staff, managing the differing needs of a multi-cultural team of employees
- Helped build a new team, training new employees and growing the market by maintaining high working standards
- Developed new partnerships with suppliers, and successfully promoted new products, both externally and internally, using effective marketing strategies.



Michael Alhadeff
Audit Supervisor, KPMG South Africa,
Cape Town
South African

Chartered accountant and auditor with experience across many industries, including manufacturing, advertising and electronics, as well as charitable organisations.

- Carried out, coordinated and led audit engagements across a broad range of industries, working to assessed risks and within defined budgets
- Engaged with various client board members to solve complex accounting matters and finalise financial statements within relevant deadlines
- Coached and mentored junior colleagues, to improve their contributions to audits and to the company as a whole.



Amy Basil
Head of Marketing, The Ink Factory, London
British

Marketing and strategy professional with twelve years' experience in film, TV and SVOD, focusing on innovation, engagement and digital disruption.

- Defined and led a best-in-class global marketing campaign for a six-part premium TV drama, resulting in five million viewers, awards, millions in earned media and high levels of stakeholder satisfaction
- Initiated and managed a full review of company culture, improving productivity and wellbeing
- Drove consistent subscriber growth through a long-term 360° marketing and brand strategy for SVOD platform MUBI.



Jorge Atton
Development Manager, Falabella Retail,
Santiago
Chilean

Ten years' experience developing technology and finance projects in retail, consumer goods and telecommunications.

- Successfully implemented self-checkout and mobile payment in Falabella Retail, increasing customer satisfaction by 5% and reducing costs by 25%
- Led the restructuring process for the Supermarkets department and developed a CPFR plan (collaborative planning, forecasting and replenishment) at brewing company, CCU, improving stock availability by more than 10%
- Co-authored a publication listing Chile's telecommunication challenges when entering the OECD group in 2010.



Varun Bawa
Systems Development Engineer, Dell-EMC,
Bangalore
Indian

Three years' experience in high-performance computing (R&D), machine learning and fintech.

- Led Lustre storage project, resulting in up to fourfold improvements in read/write performance
- Single-handedly implemented a green-computing power-management solution in the high-performance computing R&D lab, reducing power consumption by 44%
- Filed two patents for Dell internal use – one to enhance licence security, and one to speed up large-scale system deployment.



Peem Benjasiriwan
Account Manager, Triads Digital Solutions,
Bangkok
Thai

Account manager, experienced in many industries and roles, including research at Nielsen, e-commerce at Lazada, and online advertising at Triads.

- Consulted with Triads' clients to optimise advertising and audiences, managing monthly budgets of more than GBP £35,000
- Managed over 30 brands at Lazada, including P&G, L'Oreal and Johnson & Johnson, to create successful online marketing campaigns and strategies, resulting in more than 30% category sales
- Provided strategic, action-based solutions to Nielsen's multinational FMCG clients, such as Unilever and Nestle.



Chun-Han Chen
Product Manager, Micro-Star
International Co., Ltd, Taipei
Taiwanese

Four years' experience in IT manufacturing, specialising in sales planning and managing large-scale projects across China and the USA.

- Project-managed deals with Amazon, Newegg, Walmart, Best Buy and Costco, contributing USD \$25mn from January to July 2020
- Co-led 80 sales and 15 marketing staff for three years
- Collaborated with Tencent Gaming to reach one million potential customers within two weeks, and built lasting relationships with large-scale Chinese e-tailers, such as JD.com and Tmall.com.



Mhairi Gilbert
Manager, Endeavor (IMG Events, Golf),
London
British

Six years' experience in Europe and the Middle East, specialising in sports marketing, sponsorship and event management.

- Led a multi-national team, developing and implementing operational and financial plans to ensure events were delivered to the highest standards and within budget
- Managed relationships with over 20 clients, acting as client liaison to fulfil the implementation of rights and benefits, leading to retention rates of over 90%
- Identified new business opportunities through networking, leading to new sponsorships.



Saachi Bharwani
Marketing Manager, Bigin Digital Solutions,
Mumbai
Indian

Senior marketing manager at a digital media marketing start-up, working globally with SMEs and luxury brands.

- Helped launch Korean brand, The Face Shop, via marketing and social media, achieving a 103% year-on-year online sales increase
- Led and mentored a team of five in identifying innovative approaches to social media messaging, resulting in a year-on-year engagement increase for one client of 73%
- Developed data-driven solutions to reach my department's growth goals, achieving a 22% ROI increase.



Abha Dandekar
Director, Raintree Family Office, Pune
Indian

Human resources professional and entrepreneur, who has set up a family investment office and a philanthropic foundation in India.

- Spearheaded an inclusion-led, diversity-driven hiring mandate, and recruited a team of 20 people with diverse backgrounds and skills
- Set up systems, processes, governance, operations and admin for a new investment office and philanthropic foundation
- Designed and structured project-management software for both the family office and the foundation, and managed its adoption and implementation.



Pedro Gonzalez Lopez
Segment Manager, Banco de Chile, Santiago
Chilean

Three years' experience in the financial industry, including retail banking and factoring, bridging the gap between data and management decisions.

- Led a quoting project, which enabled data collection for pricing models, optimising the bank's digital sales channel
- Managed the omnichannel strategy for the bank's retail segment, offering a more digital approach to over 500,000 customers
- Redesignated the factoring process to detect bottlenecks, leading to a 10% reduction in response times to customers.



Ashni Broota
Manager, IIFL Wealth Management, Mumbai
Indian

Four years' experience as an investment advisor to high-net-worth individuals, focusing on portfolio management and alternative asset sales.

- Led pitch meetings, carried out analytics on large portfolios and fostered professional relationships with the firm's clients
- Collaborated with the product structuring team to manage million-dollar transactions for large family offices
- Independently revived inactive clients – distinguished names in their industries – bringing revenue to the company and building lasting relationships.



Pedro Filipe Margarido
Account Manager, C5 Group, London
Portuguese

International executive, experienced in a variety of commercial, entrepreneurial and legal roles, focused on strategy and organisational development.

- Successfully developed business solutions for over a 1,000 retailers and stakeholders within many multi-disciplined global and innovative projects
- Exceeded at least 13% of business-development targets, verifying high levels of commercial acumen
- Demonstrated strong skills in team management and talent development, gaining recognition as a conscientious leader.



Fernando Gonzales
Senior Digital Marketing Executive for
Commercial Banking, Interbank, Lima
Peruvian

Experienced senior executive, specialising in digital marketing for financial services.

- Increased the number of Interbank's B2B products by 30% (23,000 accounts with funds over USD \$18mn) which had the second-highest percentage of sales through digital channels (web and app)
- Increased the bank's internet-banking client base by 20%
- Helped up to 40% of Interbank's staff adopt Microsoft Office 365 tools, and implemented an internal change-management plan.



Kiara Goodwin
Senior Manager of Communications,
United Way of Metro Chicago, Chicago
American

Marketing expert with more than eight years' experience in leading innovative communications strategies for major technology and social-impact organisations.

- Wrote, edited and managed the production of all communications for a USD \$81mn fundraising campaign
- Curated and hosted a quarterly speaker series, each event attended by more than 100 Chicago leaders, fostering cross-sector partnerships and highlighting thought leadership
- Selected, as one of 30 Chicago professionals, for the Kellogg School Center for Nonprofit Management and United Way's inaugural Board Leadership Institute.



Ryan Henkelman
Account Manager, Stratum Reservoir,
London
Canadian

Energy industry professional with technical, operational, project-management and sales skills developed over a five-year career.

- Progressed from laboratory technician to account manager in three years, becoming responsible for all the company's Canadian lab sales
- As a volunteer, successfully lobbied in St. Petersburg, on behalf of WPC Canada, for the 2023 World Petroleum Congress to be hosted in Calgary
- Executed more than 40 well paths, making real-time adjustments by analysing drilling measurements, with no missed landings.



Yun Hu
Associate, B-core Consulting, Beijing
Chinese

Four years' experience in investment and due diligence consulting for private equity and venture capital clients.

- Conducted primary research and secondary research on targets companies in healthcare and e-commerce industries; evaluated investment targets and performed competitive analyses; presented investment recommendations to clients
- Developed financial valuation models including DCF and multiples, and calculated profit prediction using IRR model
- Performed financial analyses and due diligence on companies, suppliers and competitors to identify significant investment risks across eight projects; avoided losses of approximately USD \$30mn.



Kareem Hamwi
Head of Social Media and Business
Development, Ofour.com, Dubai
American

Business development professional with six years' experience and proven creative and communication skills.

- Secured a major partnership with an international supplier for high-selling goods
- Set up and signed a deal, valued at almost USD \$1bn, with a US-based company
- Maintained other responsibilities at that time by delegating them to my small team and reviewing status reports.



Purvee Hetamsaria
Manager, Medicine Centre, Ramgarh
Indian

Four years' experience in statutory audit across real estate, manufacturing and hospitality, and two years in family.

- Serviced listed and unlisted clients in sectors including real estate, infrastructure and manufacturing, performing engagement audit procedures based on the reporting requirements in India
- Coordinated teams of up to six people, and provided guidance and feedback, and evaluated performance
- Collaborated with various client board committees over significant findings within financial statements.



Premal Jain
Customer Success, upGrad, Mumbai
Indian

Six years' diversified experience in the fields of educational technology, finance and IT, along with business development as an entrepreneur.

- Achieved a customer success rate of 85% in the Data Science programme at upGrad by analysing clients' performance and proposing interventions to improve lagging metrics
- As an entrepreneur, developed an e-commerce business, managing IT infrastructure, vendor management, marketing and sales
- Managed individual clients' financial investment portfolios with total assets under management of IND ₹10mn.



Fred Hardman
Business Development Manager, Chika's,
London
British

Leader in hospitality and FMCG, with eight years' experience in the food industry, and expertise in sales, marketing and entrepreneurship.

- Managed out-of-home and hotel, restaurant and café sales channels at Chika's, growing key accounts by 125% in 18 months
- Launched and managed e-commerce channels, including Amazon, developing them into a top-three revenue stream
- Grew Moro Restaurant events stream by 500%, and led the launch of an external events company with a pop-up at Frieze Art Fair.



Julian Hoffmeister
Management Consultant, Commerz
Business Consulting GmbH, Frankfurt
German

Project manager at Commerz Business Consulting with four years' experience in the banking industry, working on digitalisation projects.

- Launched a digital corporate credit product for a bank, and managed the project with hundreds of customers shortly after the launch
- Reduced a bank's IT costs by EUR €5mn a year through thorough analyses and implementing the resulting identified measures
- Developed a platform and digital ecosystem strategy for a bank, to improve product offerings and compete with platform companies.



Marcus Jenkins
Geologist, Occidental Petroleum
Corporation, London
British

Six years' experience across international exploration, production and business development roles in the oil and gas industry.

- Led the geological evaluations of several geographic regions in a worldwide exploration team, resulting in the successful acquisition of five licences offshore Canada
- Improved recovery from fields onshore Algeria by identifying and prioritising infill well locations, adding 20 million barrels of oil production
- Collaborated with international multi-disciplinary teams to improve geological workflows, and represented the company at technical committee meetings.



Simmi Kaur
Commercial Finance Manager, Immediate
Media Co, Birmingham
British

Five years' experience in accounting and finance, focusing on commercial finance and business partnering, including a year in Hong Kong.

- Lead the finance team in the new Indian office, setting up and teaching processes, and helping the team implement them in line with global markets
- Worked with Head of Merchandising to analyse aging stock and reduce it from GBP £1.2m to GBP £800,000
- Identified reporting issues, evaluating, deconstructing and amending processes to correct and streamline them.



Chuanhao Lai
Deputy Product Manager, Edom Technology,
Taipei
Taiwanese

Over four years' experience in integrated circuit products – first as a sales specialist then as a deputy product manager.

- Demonstrated abilities to find new markets and new customers
- Managed sales and engineering teams, assigning workloads to develop and build capabilities
- Developed projects and products, handling market research, assessing potential market values, calculating costs and margins, and arranging time schedules.



Rajarajan Madhivanan
Senior PR Executive, Red Consulting,
Chennai
Indian

Four years' experience with leading brands in hospitality, fashion and lifestyle, including roles in public relations, marketing and event management.

- Integrated different departments within Zebronics video ad production, saving 33% of the budget while improving quality
- Led PR initiatives for Crowne Plaza restaurants, including television shoots and online promotions that increased footfall by 20%
- Negotiated and reduced the commercials by 50% for American Eagle bloggers engagement, while expanding the campaign's reach by 100,000.



Chandan Kumar
Assistant Consultant, Tata Consultancy
Services, London
Indian

Over ten years' extensive experience in technology consulting, project management, development and delivery.

- Designed, developed and delivered technology components for a critical market reforms project, for a leading UK-based stock exchange
- Led a team that successfully re-engineered and migrated over 60 business-critical IT systems for one of the leading German banks
- Developed and supported a trade-processing and settlement system, handling over five million trades for a UK clearing house.



Katrina Ledgerwood
Area Manager, Dyson, New York
British

Dynamic retail leader with nine years' international experience in the luxury retail and technology industries.

- Redesigned company's flagship sales strategy, resulting in a 340% increase in sales and the first instance of profitability, subsequently launching internationally
- Established a new partnership with a luxury hotel group, initiating a service proposition that was adopted internationally and publicised across both industries
- Developed the US expansion strategy for physical retail growth, resulting in two store openings across America.



Elizaveta Makhluif
Head of HR Department, Erlang North-West
Group, St Petersburg
Russian/Syrian

Human resources professional with eight years' experience, mainly in engineering and construction, in both blue-chip holdings and start-ups.

- Led a cross-departmental team to create an employee-orientation programme, implemented across five international branches and achieving a 70% reduction in dismissals
- Equalised employment opportunities by redesigning the hiring process and establishing a more diverse environment and well-balanced gender ratio within the company
- Renegotiated legal agreements by fostering fruitful relationships with service providers, resulting in a total cost reduction of 35%.



Katherine Lai
Marketing Manager, Noodle Street, London
Canadian

Management consultant with marketing and business development expertise, as well as international, industry non-specific experience in applying lean/Six Sigma principles.

- Introduced policies and tracking tools for the accounts receivable department of a US oil and gas company, saving USD \$12mn annually
- Led a Canadian sales and operations planning (S&OP) client team to completely rewrite standard practices, streamlining process flow and introducing volumetric planning and forecasting
- Oversaw behavioural transformation at six sites of the only Zimbabwean-owned supermarket chain in Zimbabwe.



Lei (Raymond) Liang
Director of Huawei Austria Consulting and
Service Solution Sales, Reporting, Huawei
Technologies Ltd., Shen Zhen
Chinese

Business strategy consultant with ten years' experience in business development, digital transformation and international collaboration across Asia, Oceania and Europe.

- Led significant EU projects including sales enablement and customer experience management implementation as Director of Consulting and Professional Services Sales at Huawei Austria
- Consulted for Ericsson in South Korea, Japan, Australia, and China, designing the world's first batch of 4G networks and merged the 4G network for Japan Softbank Mobile
- Acted as the official coach in academic exchanges for the GIS and Surveying Congress of ASEAN countries.



Cristina Mancini
Marketing Manager, A+E Networks, Toronto
Canadian

Marketing and communications professional with ten years' experience in the global media and entertainment industry, specialising in strategy, messaging, social media, project and event planning.

- Led the creation and development of corporate social media plans as a B2B opportunity, producing a lasting competitive strategy for market brand presence
- Analysed and repositioned sales approaches to identify unrealised customer value in underperforming products through research, strategy and bespoke client marketing to surpass targets, increase revenue and meet KPIs
- Collaborated across teams to market and launch the first Disney channels in Canada.



David McMurtry
Associate Project Manager, Jones Lang LaSalle (JLL), Toronto
Canadian

Five years’ experience in the construction industry as a consultant and project manager on various commercial and public infrastructure projects.

- Analysed the project schedule and progress on a USD \$350mn hospital project, helping the client combat substantial delay claims from contractors
- Developed an expenditure reporting framework, to review expenses across 50 projects and complete a USD \$200mn university lab refurbishment on time
- Led a diverse team of engineers and contractors to complete 40 school renovations over the summer break without disruption.



Boon Kiat Phua
Operations Planning & Strategy Manager, Changi Airport Group, Singapore
Singaporean

Aviation professional with ten years’ experience in airport management, consulting, strategy and operations in Asia and the Middle East.

- Led government and private partnerships for Singapore's Changi Airport, responsible for stakeholder management and conflict resolution
- As Head of Airside Operations for a new airport in the Middle East, led efforts with local and international teams to redesign operations
- Initiated reviews of new operating concepts and business models for Singapore's upcoming Terminal 5, as part of the core planning team.



Amrit Sandu
Associate, Wilshire, Los Angeles
American

Sales professional with ten years’ experience in business development, key accounts and marketing throughout the financial services industry.

- Expanded product placements and engagement by building lasting relationships with strategic partners at banks, broker dealers and other investment firms
- Developed, promoted and implemented new marketing campaigns, leading to increased sales and assets under management
- Presented complex investment ideas in an understandable format, implemented by portfolio management teams at nationwide conferences to increase brand recognition.



Murty Nadiminiti
Senior Product Specialist, Cognizant, London
Indian

Certified insurance professional with experience in product consulting and software delivery, and detailed knowledge of property and casualty insurance.

- Led a development team supporting a multi-million-dollar insurance system for nine years
- Implemented bulk cross-product renewals of insurance contracts as part of a Brexit strategy, leading to an improvement in underwriting efficiencies
- Introduced end-to-end claims-payment tracking over the product platform, enabling the Treasury to efficiently track customer payments.



Anmol Rastogi
Software Developer, Birlasoft Limited, Mumbai
Indian

Creative problem-solver, lifetime learner, and client-focused software engineer with over three years’ experience in developing IT solutions.

- Solved an internal business problem by developing a skills-mapping application for efficient resource management
- Led an internal R&D team and developed seven proofs of concept in DevOps, increasing our client conversion rate
- Coached clients and internal teams in DevOps, emphasising best practices and reducing delivery time by 11%.



Kaylee Sarich
Marketing Manager, Mechanical Contractors Association, Vancouver
Canadian

An innovative marketer with nearly a decade of success leading trade, non-profit and tourism organisations’ brand, advertising and digital strategies.

- Won 2018 Accord Hotels Marketing Campaign of the Year at the Canadian Tourism Awards
- Led the strategy and execution of three organisational rebrands, including a CAD \$2mn destination brand for Tourism Richmond
- Launched new websites for numerous organisations, each with complex CRM integrations, including RFP selections, agency and team management, project management, and content strategy.



Derrick Ng
Assistant Manager , Optima Capital Limited, Hong Kong
Australian/Hong Kong

Five years' experience in corporate finance, advised on a wide range of cross-border M&A and equity raising in Asia Pacific Region.

- Led a successful Initial Public Offering project for an Australian Company with total fundraised amount of approximately HK \$68mn in the Hong Kong Stock Exchange
- Advised on the USD \$65mn acquisition of ten property management companies located in the U.S by a multinational real estate company
- Managed and coordinated deliverables for more than ten transactions by conducting weekly progress meetings with external professionals, including legal advisors and auditors.



Gemma Samworth
Trainee Underwriter, AXA XL, London
British

Chartered professional with five years’ experience in risk analysis and lead generation, recognised for building client relationships and improving efficiencies.

- Grew a portfolio of business from GBP £20mn to GBP £60mn over two years, through excellent business-development skills; this exceeded the initial target by 200%
- Built an underwriting system on Tableau to identify new opportunities and underperforming accounts, improving profitability by 12%
- Coordinated events for the Women in Business society designed to support and connect women in business through a mentoring scheme.



Monika Sharma
Design and Content Consultant, Self Employed, New Delhi
Indian

Six years’ experience in the fashion and lifestyle industry, working across export, retail, e-commerce and design consulting.

- Co-founded a fashion label, and managed its expansion through digital platforms
- Steered and streamlined processes in the design department of a fashion start-up, handling end-to-end product development with a team of designers and workers
- Helped build brand identities for businesses through design and content consulting.



Rafael Silverstre
Energy Research Analyst, Energy Research Office, London
Brazilian/Italian

Economist and engineer with six years’ experience coordinating and managing projects in the energy and utilities sectors.

- Managed solar energy studies in São Paulo, bringing in GBP £20mn in investment
- Coordinated an energy integration project estimated at GBP £1bn, which benefitted 80 million consumers and created an estimated 3,000 jobs in Brazil
- Increased energy efficiency by as much as 5% in some regions of São Paulo, reducing the cost of energy for consumers.



Natasha Tucker
Partner, Godet and Tucker, London
British

Co-founder and entrepreneur with over seven years’ experience building brand strategy for sustainable fashion and retail brands.

- Created the brand and e-commerce platform, Rêve En Vert, in a market worth an estimated GBP £81.3bn in ethical spending
- Secured seed-round funding of GBP £300,000, with a follow-on Series A raised at a company valuation of GBP £6mn
- Implemented a marketing strategy that created year-on-year increases of 17% in organic traffic and 240% in sales, plus 86,000 new users.



Ruike Wang
Cabin Supervisor, Emirates Airline, Dubai
Chinese

Eight years’ experience in aviation and hospitality, with additional background in legal practice and capital markets.

- Led crew team to maintain onboard safety, security and customer satisfaction, using strong cross-cultural communication skills, having explored more than 60 countries
- Worked in capital markets, in both investment banking and legal practice, and participated in five follow-on equity offerings and bonds
- As a bilingual TV presenter, interviewed entrepreneurs in Dubai and helped promote their businesses to the Chinese market.



Taksapong Thanaboonthai
Sales Manager, Interflex Textile Co. Ltd, Bangkok
Thai

Sales professional with two years’ experience in banking, as a credit analyst and private-banking relationship manager, also one year in manufacturing.

- Collaborated across countries, dealing with high-net-worth clients from various countries around the world
- Won the Shining Star Award (2018) for achieving the highest KPI in the relationship manager role at CIMB Thai Private Banking.



Lakshay Vachani
Sales Manager UK Division, Al Maya International, London
British

Over four years’ experience in the FMCG industry, managing a large sales team across MENA and EMEA.

- Increased average monthly company sales from GBP £350,000 to GBP £600,000, achieving a record GBP £1.3mn sales in one month
- Negotiated a partnership with Nestlé to distribute goods within the UK Indian ethnic market, ensuring we diversified and expanded our customer base
- Implemented and managed go-to-market strategies to enable the launch of several large brands in the UK.



Erica Wheeler
Owner and Founder, Little Miss Dynamite, LLC, Denver
American

Seven years’ experience as an entrepreneur, and in corporate events, graphic design, marketing consulting, business development and account management.

- Founded a global event-planning company, specialising in corporate events, graphic design and marketing consulting, and earning more than USD \$70,000 in annual revenue
- Executed the re-brand, website development, social media management and PR for Polar Speed, a UPS company
- Established the integration of Salesforce, providing process, structure and organisation for all client lead generation at LeadDog Marketing Group.



Mikhail Tsyrlnikov
CEO, Gamera, Moscow
Russian

Entrepreneur with ten years’ experience in e-commerce and digital games distribution.

- Founded a digital games distribution company, and grew it into one of the leaders in Russia and the CIS region
- Negotiated direct contracts with the world’s leading publishers (Rockstar, Sega and 20 others)
- Released a new version of an e-store for a leading Russian electronics retailer, leading to a 10% increase in the conversion rate.



Peter Walls
On Demand Lead, Farmdrop, London
British

Pragmatic, problem-solving, business development professional with six years’ experience across sectors and functions.

- Launched Deliveroo for Farmdrop, growing conversions by 160%, average order values by 11% and revenue by over 200%
- Launched a new service for City Pantry, catering to the hospitality industry; this opened up a multi-million pound vertical involving high levels of inter-team collaboration
- Identified and planned a pipeline-generation campaign aimed at Iberian NGOs, generating GBP £700,000 against a GBP £120,000 target.



Daniel Wray
Head of Operations, Little Tummy, London
British/Chilean

Finance and strategy professional with seven years’ global experience, developing expertise including risk management, investments, and new-venture strategy and operations.

- Developed a go-to-market strategy and pipeline of partners for a European Fintech start-up, resulting in successful entrance and expansion into the UK market
- Sourced, managed and executed a major deal for a buy-and-build strategy at Mornington Partners, doubling Group revenue and expanding geographically
- Established a dynamic credit-risk framework at a securities brokerage resulting in a 100% response rate for approval requests.



Ho Kit Jerry Wu
Corporate Relationship Manager, Bank of
China Hong Kong, Hong Kong
Hong Kong

Financial professional experienced in both the banking and financial industries, focusing on corporate and high-net-worth clients.

- Managed a corporate portfolio with around GBP £200mn credit exposure, conducting timely credit reviews and customer due diligence
- Achieved average income growth over 15% with annual credit facility increments of over GBP £30mn
- Recognised by the bank’s credit-analysis team for resolving a long-running regional case, and awarded for both quality and quantity in global customer due diligence exercise.

Contact us

Come and meet us in person at one of the many events we host and attend throughout the year.

MBA in a Day: Get a real taste of the MBA experience at the Business School (formerly Cass) with our interactive event. Find out further information about our programmes, participate in a sample lecture and Q&A panel of students and alumni.

Evening Information Session: Join us for an evening to discover more about our programmes through a series of presentations. You will have an opportunity to meet the admissions and recruitment team and talk with students and alumni about their MBA experience.

Online Information Session: Join us from anywhere in the world for our web based information session, Q&A with the recruitment and admissions team and faculty.

International Fairs: Our MBA Recruitment Managers constantly travel the world, imparting information and answers to all your questions.

Find our more at www.cass.city.ac.uk/mba/events

Contact the Recruitment & Admissions team with any questions. They are available on: **+44 (0)20 7040 0286**

Book a one-to-one consultation with a member of the team, to discuss your suitability for the Executive MBA programme. Send your CV to cass-mba@city.ac.uk

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