

MBA ICC – Team Düsseldorf 2024



Soraya Petrasch

Soraya is currently completing her business administration master's degree at HHU, marking the final stage of her academic journey. Prior to this, she earned her bachelor's degree in business administration, also from HHU, with a focus on marketing and management. Soraya enhanced her educational experience with semesters abroad in Rennes (France) and Florence (Italy), and she participated in a student exchange program with Kent University in Istanbul (Turkey). Her professional journey in marketing began with internships at a marketing agency and a startup. She subsequently worked in performance marketing and business development for Douglas GmbH and in product management for O2 (Telefonica). Currently, Soraya is engaged in marketing for KFC Germany, a prominent fast-food chain. Beyond her professional pursuits, Soraya is passionate about language learning, being proficient in five languages. She also dedicates her time to volunteering as a judo trainer for children.



Jonah Goebel

Jonah is a 2nd year Business Administration master's student at HHU specializing in Marketing and Management. Beforehand, he completed his bachelor's degree at Westfälische Wilhelms University Münster in 2021. Through his work as a Marketing working student at Efficio Consulting GmbH he gathers valuable practical experience in B2B Marketing, supplementing the theoretical insights he gains at university. Furthermore, he is employed at HHU's chair of Management to tutor undergraduate students, allowing Jonah to hone his presentation skills and making first experiences in a mentor role. Outside of work and university, Jonah is interested in foreign cultures with a special focus on Asian countries. Accordingly, he participates in the HHU's and Düsseldorf's Folk High School's Language Tandem Programs, and regularly attends to Japanese teenagers visiting Germany via a youth exchange.



Celine Hartje

In her final semester, Celine is completing a master's degree in business administration at Heinrich-Heine-University Düsseldorf, with a focus on Finance and Management. Eager to delve even deeper into her field, she has plans to pursue a doctorate in the future. Her academic journey began with a bachelor's degree at University of Applied Sciences Düsseldorf, where she is still working as a research assistant. Alongside her academic commitments, Celine also works as a flight attendant, reflecting her passion for travel, languages, and cultures. In her leisure time, she enjoys reading, learning to play the guitar, and watching her favorite sport, ice hockey.



Tim Pelzer

Tim is a master's student in business administration at HHU in Düsseldorf, currently in the third semester of his studies, specializing in sustainability and management. Beforehand, he graduated with a bachelor's degree in business administration from the University of Applied Sciences in Cologne, focusing on Marketing and Controlling. Besides his educational efforts, he is a working student in Marketing for an international civil engineering company, working on the company's web performance and Intranet, as well as managing their trade fair appearances. Apart from that, he also gained experience in Pricing Management and Customer Service. Outside of university and work, Tim has

a huge passion for sports, especially football (or soccer) and enjoys learning about Web Design and Coding out of personal interest.



Johanna Großmann

Johanna is a first-year master student in Business Chemistry at Heinrich-Heine-University Düsseldorf. After earning her bachelor's degree in 2022, she did two internships. The first one at the corporate sustainability function of an international chemistry company and the second one in Barcelona at an innovation consultancy. She now gains further practical experience through her working student employment at a consultancy focused on subsidies. She will spend a semester abroad in Sweden after the competition to further enhance her intercultural understanding. In her free time, Johanna enjoys spending time outside with her dog, playing tennis and skiing.

Coaches:

Prof. Dr. Rüdiger Hahn

Rüdiger Hahn is the Henkel-Endowed Chair of Sustainability Management at HHU. He participated as a student in the 2005 MBA ICC, has coached more than 10 teams since, and is recipient of the Dr. J. Pierre Brunet Coach Award 2014. Rüdiger regularly publishes his research in internationally renowned journals and has strong connections to business practice.

Prof. Dr. Andreas Engelen

Andreas Engelen is full professor of management at HHU. Andreas regularly publishes his research in internationally renowned journals and he cultivates strong connections to business practice. He has published several books on opportunity recognition and corporate entrepreneurship.

Victoria Berg

Victoria Berg is a PhD student in her last year at the chair of management at HHU. In her research, she focuses on founder personalities in entrepreneurship. As an executive coach and consultant, she builds the bridge between research and practice.