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Pilon School of Business Sheridan College

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Sheridan

News Releases



Sheridan Business Students Win Gold at OCMC 2014

November 26, 2014

For the 6th time in its history of competing at the Ontario Colleges Marketing Competition (OCMC), a Sheridan team of students from the Pilon School of Business finished on top this past weekend, taking home the Gold Award for their first place overall finish.

The Sheridan team earned Gold by coming first or second in five of the eleven events that comprise the annual OCMC. The following students competed in the five events:

First place, Job Interview: Sunayna Venkatesh

First place, Sales Presentation: Brody Langley

Second place, Entrepreneurship: Ruben Clavell and Victoria Houang

First place, International Marketing: Neal Chauhan and Stephen Kostuk

First place, Prospect Pitching: Caitlin Vollum and Troy Zaffino

Sheridan teams also placed in the Quiz Bowl (4th) and Direct Marketing (4th) events. Each team was coached by expert faculty. "All the coaches are proud of each and every student competitor – they competed well against many talented students from Ontario colleges," said Karen Booth, professor and head coach of the Pilon School of Business team. In addition to the students' accomplishment, Pilon School of Business Professor Keith Barnwell was awarded the OCMC 2014 Award of Excellence in recognition of his selfless and creative contributions to the Ontario Colleges Marketing Competition.

About OCMC:

OCMC is a student-focused learning experience that provides participants the ability to demonstrate their essential, vocational and employability skills before industry professionals. OCMC serves as a stepping-stone from academia to industry by creating real world experiences and networking opportunities. This year's competition was hosted by Georgian College.

About Sheridan's Pilon School of Business:

The Pilon School of Business is located at Sheridan's Hazel McCallion Campus in Mississauga. Offering business degrees, diplomas and post-graduate certificates, the School provides an applied educational experience that is distinguished by the opportunity to develop creative problem-solving skills – a distinct advantage in preparing graduates for a rapidly changing marketplace.