



# **STRATEGIC MANAGEMENT RESEARCH CAPSTONE**

Final Presentations

*Saturday, May 30, 2026*

Dear SMR Client Executives,

**Welcome to the 2026 Strategic Management Research (SMR) Capstone final presentations at the UCLA Anderson School of Management.**

Today, we gather to celebrate the culmination of months of collaboration between UCLA Anderson Executive MBA students and your organizations. This event marks not only a milestone in the students' academic journey but also an opportunity to showcase the transformative impact of experiential learning, which sits at the intersection of academia and business creating value for both students and partner organizations.

Experiential learning enables our students to apply the concepts learned throughout the MBA curriculum to real-world settings defined by ambiguity, risk, and uncertain outcomes. Equally important, it compels them to collaborate as high-performing teams, where irreplaceable human skills such as empathy, collaboration, creativity, and critical thinking are tested, refined, and strengthened.

As society increasingly adopts AI technologies, human-centered experiences like those provided in the SMR Capstone become even more valuable. By combining research, analytical rigor, and lived executive experience, the SMR Capstone prepares transformative leaders who will make a positive impact in business and society.

I thank the SMR clients representing seven countries (Australia, Finland, South Africa, South Korea, Spain, Sweden, and the United States), their executive teams, the dedicated UCLA Anderson Executive MBA students, the SMR faculty, and the SMR Capstone Office team for their contributions to this shared journey of academic excellence.

Thank you for being an integral part of this transformative experience.

With gratitude,



Paulo de Rezende  
Faculty Director, Strategic Management Research Program  
Assistant Adjunct Professor

# TABLE OF CONTENTS

[AGENDA](#) ..... ERROR! BOOKMARK NOT DEFINED.

[CLIENT COMPANIES](#) ..... ERROR! BOOKMARK NOT DEFINED.

[UCLA ANDERSON SMR TEAM](#)..... ERROR! BOOKMARK NOT DEFINED.

[PRESENTATION SCHEDULE](#) ..... ERROR! BOOKMARK NOT DEFINED.

[FACULTY ADVISOR BIOGRAPHIES](#) ..... ERROR! BOOKMARK NOT DEFINED.

# Strategic Management Research

## Final Presentations

### Agenda

Saturday, May 30, 2026

9:00 a.m.	10:00 a.m.	Breakfast	Executive Dining Room
9:00 a.m.	12:30 p.m.	Check-In	Marion Anderson Courtyard
9:00 a.m.	2:15 p.m.	Presentations	Assigned Classrooms
12:00 p.m.	1:00 p.m.	Lunch	Executive Dining Room

# Client Companies

Australian Sports Technologies Network	<a href="https://www.astn.com.au/">https://www.astn.com.au/</a>
Business Finland Pilot House	<a href="https://www.businessfinland.com/">https://www.businessfinland.com/</a>
Cuckoo Rental	<a href="https://cuckoorental.com/">https://cuckoorental.com/</a>
IKEA Southern California	<a href="https://www.ikea.com/us/en/">https://www.ikea.com/us/en/</a>
Neural Trust	<a href="https://neuraltrust.ai/">https://neuraltrust.ai/</a>
Nickelodeon Animation Studios	<a href="https://www.nickanimation.com/">https://www.nickanimation.com/</a>
Northrop Grumman Corporation	<a href="https://www.northropgrumman.com/">https://www.northropgrumman.com/</a>
Nourish South Africa	<a href="https://www.nourishecovillage.com/">https://www.nourishecovillage.com/</a>
UCLA Arts	<a href="https://arts.ucla.edu/">https://arts.ucla.edu/</a>
UCLA Transportation	<a href="https://transportation.ucla.edu/">https://transportation.ucla.edu/</a>
Valua Travel	<a href="https://shop.valuatravel.com/en">https://shop.valuatravel.com/en</a>

# UCLA Anderson SMR Team

## Faculty Advisors

### Faculty Advisors

Mitch Feinman

Paul Park

William Seeger

## Professional Staff Team

Desi Bernal, *Senior Finance Manager, AMP*

Cynthia Torres, *Finance Manager, AMP*

Andrea Kune, *Senior Manager, Academic Partnerships, AMP*

Becki Berumen, *Senior Program Manager, SRP*

Tsoler Adamian, *Program Manager, SRP*

Melissa Cortez, *Events and Operations Manager, AMP*

# Presentation Schedule

Time & Room	AMR Team	Advisor	Panelists	Panelists LinkedIn
9:00 AM A-202	<b>Finland Pilot House</b>	Paul Park	Suresh Jayanthi Ethan Grush Leeor Alpern	<a href="https://www.linkedin.com/in/suresh-jayanthi/">https://www.linkedin.com/in/suresh-jayanthi/</a> <a href="https://www.linkedin.com/in/ethan-grush/">https://www.linkedin.com/in/ethan-grush/</a>
10:00 AM A-201	<b>Northrop Grumman Corporation</b>	Bill Seeger	George Reyes Julie Epstein Scott Perkins	
10:00 AM A-202	<b>Australian Sports Technologies Network</b>	Paul Park	Suresh Jayanthi Rebecca Finer Sujay Kar	<a href="https://www.linkedin.com/in/suresh-jayanthi/">https://www.linkedin.com/in/suresh-jayanthi/</a> <a href="https://www.linkedin.com/in/rebeccafiner">https://www.linkedin.com/in/rebeccafiner</a> <a href="https://www.Linkedin.com/in/sujaykar">https://www.Linkedin.com/in/sujaykar</a>
10:00 AM B-301	<b>UCLA Arts</b>	Mitch Feinman	Lin Lim Karel Ebergen George Abe	<a href="https://www.linkedin.com/in/linlimgoh/">https://www.linkedin.com/in/linlimgoh/</a> <a href="https://www.linkedin.com/in/karel-ebergen/">https://www.linkedin.com/in/karel-ebergen/</a> <a href="https://www.linkedin.com/in/george-abe-43543/">https://www.linkedin.com/in/george-abe-43543/</a>
11:15 AM A-201	<b>IKEA</b>	Bill Seeger	Ashleigh Lew Sujay Kar Tasha Hall	<a href="https://www.linkedin.com/in/ashleigh-lew-5770/">https://www.linkedin.com/in/ashleigh-lew-5770/</a> <a href="https://www.Linkedin.com/in/sujaykar">https://www.Linkedin.com/in/sujaykar</a> <a href="https://www.linkedin.com/in/tashahall">https://www.linkedin.com/in/tashahall</a>
11:15 AM A-202	<b>Nourish</b>	Paul Park	Lin Lim Rebecca Finer	<a href="https://www.linkedin.com/in/linlimgoh/">https://www.linkedin.com/in/linlimgoh/</a> <a href="https://www.linkedin.com/in/rebeccafiner">https://www.linkedin.com/in/rebeccafiner</a>
11:15 AM A-301	<b>Nickelodeon Animation Studios</b>	Mitch Feinman	Karel Ebergen Dillan Damodar Ethan Grush	<a href="https://www.linkedin.com/in/karel-ebergen/">https://www.linkedin.com/in/karel-ebergen/</a> <a href="https://www.linkedin.com/in/ddamodar/">https://www.linkedin.com/in/ddamodar/</a> <a href="https://www.linkedin.com/in/ethan-grush/">https://www.linkedin.com/in/ethan-grush/</a>



# Presentation Schedule Continued

Time & Room	AMR Team	Advisor	Panelists	LinkedIn
1:00 PM A-201	<b>Neural Trust</b>	Bill Seeger	Malia Mason Nathaniel Moore	<a href="https://www.linkedin.com/in/maliarmason/">https://www.linkedin.com/in/maliarmason/</a> <a href="https://www.linkedin.com/in/namoore/">https://www.linkedin.com/in/namoore/</a>
1:00 PM A-202	<b>Valua Travel</b>	Paul Park	George Lang  Jim Hu	
1:00 PM A-301	<b>Cuckoo Rental</b>	Mitch Feinman	George Abe Beth Bayer John Bolling	<a href="https://www.linkedin.com/in/george-abe-43543/">https://www.linkedin.com/in/george-abe-43543/</a> <a href="https://www.linkedin.com/in/bethbayercpa">https://www.linkedin.com/in/bethbayercpa</a> <a href="https://www.linkedin.com/in/john-d-bolling-bb6112/">https://www.linkedin.com/in/john-d-bolling-bb6112/</a>
2:15 PM A-201	<b>UCLA Transportation</b>	Bill Seeger	Duane Muller  John Bolling	<a href="https://www.linkedin.com/in/john-d-bolling-bb6112/">https://www.linkedin.com/in/john-d-bolling-bb6112/</a>

# Faculty Advisor Biographies

Mitch Feinman

SMR Faculty Advisor



SMR Teams:

- UCLA Arts
- Nickelodeon Animation Studios
- Cuckoo Rental

<https://www.linkedin.com/in/mitch-feinman-9173595/>

Mitch Feinman's accomplishments have ranged from running the American Idol text-message voting program to launching the first websites for ABCNEWS, The Academy Awards, and The Oprah Winfrey Show. Currently, Mitch oversees Strategy and Business Development for The Weather Company (TWC), part of IBM Watson, including initiatives around subscriptions, AI, and data and content licensing. Before TWC, Mitch oversaw business development for a "big data" company founded by the inventor of Google AdSense and which was acquired by Foursquare, and prior to that, Mitch was part of a global partnerships team distributing YouTube-optimized for mobile and OTT devices.

Before Google, Mitch was a Senior Vice President at News Corp., including founding and running Fox Mobile Entertainment, as well as a vice president for Disney's ABC division online initiatives. He has also held positions at Regis McKenna, a marketing strategy consulting firm based in Silicon Valley for over 40 years that helped launch the Macintosh computer, and Prodigy, the country's first consumer online service founded by IBM and Sears.

In addition to his "real-world" experience, for more than a decade Mitch has been a panelist or a Faculty Advisor for UCLA Anderson's world-renowned 6-month capstone project where Executive MBAs work on a project for a company, and for the past several years Mitch is also an adjunct professor at USC's undergraduate Marshall School of Business teaching both a core Strategic Management class as an elective focusing on innovation.

Mitch's own academic experience includes graduating magna cum laude with a BA from the University of Pennsylvania and earning an MBA from the Kellogg School of Management at Northwestern University. Currently, Mitch lives in Brentwood with his wife Abby, a trusts-and-estates lawyer in Century City, they have two college-age sons Harrison and Drew, and doodle-breed dogs named Max and Jax.

Paul Park

SMR Faculty Advisor



## SMR Teams:

- Valua Travel
- Nourish South Africa -
- Australian Sports Technologies Network
- Business Finland Pilot House

<https://www.linkedin.com/in/paul-park-741a0524/>

Paul S. Park is a Continuing Lecturer at the UCLA Anderson School of Management where he teaches corporate governance, business law and social entrepreneurship courses, and serves as a senior faculty advisor for the Strategic Research Programs. His field research projects have focused on international and social impact clients with a variety of business objectives, including venture initiation, market entry, marketing strategy, and supply chain management.

Paul is a Principal of Bethel Counsel, PC, and provides corporate law and general counsel services to startup, real estate, and social enterprise clients. His practice areas include venture initiation, corporate compliance, and contract negotiation. Current and past clients work in the following industries: technology, health care, real estate development, retail, media, education, and social services.

Paul previously worked with the Cesar Chavez Foundation, a California 501(c)(3) nonprofit organization, in a variety of executive capacities, including Executive Director, General Counsel and Chief Operating Officer. Paul began his career at the global law firm of O'Melveny & Myers LLP, working on secured lending transactions, venture capital financings, mergers, and acquisitions.

Paul is admitted to practice in the State of California, and holds a JD from the University of California, Los Angeles, School of Law, where he served as an editor for the UCLA Law Review. He also received an MBA from the Anderson School of Management at the University of California, Los Angeles, where he was awarded a Global Access Program Fellowship. Paul earned an AB with distinction in History from Cornell University in Ithaca, New York.

**Bill Seeger****SMR Faculty Advisor****SMR Teams:**

- Northrop Grumman Corporation
- IKEA Southern California
- Neural Trust
- UCLA Transportation & UCLA Sustainability

Bill Seeger developed his global financial experience at TRW, where he spent 30 years in the automotive, aerospace, energy, and electronics sectors. Seeger held positions as division CFO, corporate treasurer, VP of finance – automotive, VP of finance – aerospace, and VP of planning and analysis.

During the past 11 years at GKN plc, a U.K. automotive and aerospace company, he was the CFO of the aerospace division, president and CEO of propulsion systems, and CFO, as well as a member of the company's board. He lived in the U.K. for seven years.

Seeger currently is on the board of directors of Smiths Group as well as on the board of Spectris plc, both U.K. engineering and industrial companies. He has been a visiting professor at UCLA Anderson since January 2015.

# **Special Thanks to Our UCLA Anderson Departments**

Building Services

Business Office

Computing & Information Services

Marketing and Communications Office

Full-Time MBA Operations Office

Full-Time MBA Admissions Office

Mail and Document Services

Rosenfeld Library

