"The IBEAR team once again delivered above and beyond our expectations. Insight; focused business solutions; broad view of the issues we face. Year after year they deliver to our company’s needs. A great team to work with!"

Matt Brown
Executive Vice President
Sony Pictures Home Entertainment

"The project exceeded our expectations and we were very pleased with the overall quality of the analysis and recommendations."

Theresa K. Wilbur
Senior Director
Mattel International

"Outstanding analysis. Extremely rigorous and directly relevant. This is the second IBEAR team we are working with and we have received real value and a roadmap of how to proceed. We enjoyed working with them."

Engle Ark, PhD
CEO, Luminit, LLC.

"I want to thank the group of bright energetic students who worked on our project. Their work product was thorough, well done, well presented and will be the basis for our actions in the business area (they) researched."

Bill Pfannenstiel
Vice President
Manpower Professional

The IBEAR MBA Program is a top ranked, one-year international program for mid-career global participants. Limited to a class size of 30 participants annually, experienced professionals come to IBEAR from 12-15 different countries to earn the prestigious USC Marshall MBA in a global classroom setting. Delivered at University of Southern California Marshall School of Business in Los Angeles for over 39 years, IBEAR MBA is tailored to meet the needs of professionals looking to develop global business competencies and cross-cultural leadership and management skills. The International Business Consulting Project (IBCP) is the capstone course for the IBEAR MBA.

IBCP is led by Marina Kotzianas, M.S. Eng, MBA. Marina combines a strategy consulting career that began at McKinsey & Co., with an engineering background and an academic position in global executive MBA training. She is also the Founder and CEO of a successful, venture-funded technology company, and has significant Director/Chair Board experience. Under her guidance IBCP has successfully delivered over 150 projects in technology, energy, retail, manufacturing, entertainment, telecom, food, pharmaceuticals and other industries in Asia, Europe, Latin America and the U.S. She has trained hundreds of global mid-career managers and executives in problem-solving and fact-based executive decision-making.

To explore an IBCP project, please contact:
marina.kotzianas@marshall.usc.edu or 310-422-6721

For more information about the IBEAR MBA Program:
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"Representative Projects
Supply Chain restructuring in Asia and Europe—manufacturing and DC location restructuring
Technology acquisitions in Europe and Asia—identification, best-fit, due diligence
Food ingredients market entry in India
U.S. clean energy technology market entry in Korea—feasibility analysis and partner strategy
Medical devices market entry in Brazil
Asian fashion company entry in China
Japanese pharmaceutical market entry in Germany
Natural Foods line portfolio expansion strategy in the U.S.
Manufacturing company market entry in Taiwan electronics market
Japanese alternative energy entry in Europe
Next-gen mobile applications—device manufacturer repositioning strategy, global
U.S. Medical/Hospital market entry in Latin America and China
European cosmetics company market entry in Korea
Defense technology entry in India and Turkey
Manufacturing company global financial management; cash flow management process redesign
U.S. specialty sportswear company entry in Mexico
Entertainment convergence in Australia—consumer and retailer digital transition strategy
LED lighting market growth strategy
Convenience store company entry in Latin America—Chile and Brazil
Adhesives and coatings market growth strategy for consumer goods, electronics, food and beverage—Asia
Food and Beverage market entry in Canada
Latin American mining commodities entry in the U.S.
Water purification/treatment technology for Latin America
U.S. Department of the Interior—Micronesia economic development strategy
"
We are looking at the Korean market:

What are the growth prospects for our product there? • Can we achieve break-even within our fixed investment budget? • Can you help us with initial contacts and relationships?

We need to expand our U.S.-based service to Latin America:

Is Mexico or Chile the right first market? • Which segment is the best initial option? • How can we build a strategy around this initial entry with minimum investment?

We are testing a new retail concept in the Southeast Asia market:

Will it work? • Would you start in Malaysia or Thailand? • What resources will be needed?

We are looking at an acquisition in the European Technology market:

Can you analyze potential targets from the financial, organizational and government effect perspectives? • What relationships do you recommend?

Are you facing an international business challenge or have a global business opportunity, but need a professional, cost-effective solution? USC’s iBEAR MBA Program has your answer:

Breadth and depth of experience
- We have successfully executed over 350 projects ranging from market entry, market growth strategies, acquisitions & supply chain to change management, financing and more in the U.S., Asia, Latin America and Europe.
- Our clients include Fortune 100 & SME organizations worldwide across technology, manufacturing, consumer goods, telecom, energy, healthcare, food, fashion, retail, media and other industries.

Mature professionals with local know-how
- Our participants average 33 years of age, with 10 years of international business experience.
- They come from 11-15 different countries and various industries and functions. Most are competent in two or more languages.
- Each team will be tailored to focus on your project’s country, language, and functional needs.

Results supported by extensive in-country field research
- We deliver not just academic research, but professional, consulting-level, specific and actionable recommendations. These are backed by 4 months of analysis and grounded in extensive in-field research that our teams perform for up to 2 weeks in the country of your choice.
- We leverage our program’s deep global network, business and cultural know-how to identify, contact and interview, in the local language, the right sources to address your issue, be it customer prospects, suppliers, partners, industry experts, government, or consumers.

Outstanding commitment
- IBCP is a double-credit, mandatory, capstone course of the iBEAR MBA curriculum, and the most valued experience for our graduates.
- Our teams invest more than 500 hours on each project.
- Each project is closely guided by IBCP Director, Marina Kotsianas, who is an iBEAR & McKinsey alum, global business executive and entrepreneur.

Source of global talent
- IBCP participants have often been a source of talent for our client companies for full-time opportunities after graduation or subsequent consulting projects.
- Once our participants gain the knowledge and insight of the client’s challenges and offer meaningful solutions, they become an asset to be acquired. IBCP is becoming an accepted channel of recruitment.

Please visit us at: www.marshall.usc.edu/ibear/ibcp for additional information.