



MURPHY CUP

CREIGHTON & DRAKE

DEAN HENDRICKSON'S

Welcome



Creighton is pleased to welcome the 10th Annual Murphy Cup Marketing Strategy Competition to campus. We are honored to have with us competition founder, Chris Murphy; local business professionals; Drake University faculty and students; and our own faculty and students.

This year, we celebrate the 10th anniversary of Murphy Cup, the brainchild of Drake University alumnus and Creighton University Board of Trustees member Chris Murphy. His generous support has made this collaborative competition possible for the past decade. Experiential learning fortifies theory learned in the classroom, and the Murphy Cup weekend is experiential learning at its best. Not only does the competition reinforce course work content, it allows students – 240 over the past 10 years – to master these concepts in an atmosphere of collaboration and intellectual exchange.

Thank you to this year's corporate client, Quantum Workplace, who will help continue to build on the success of such past sponsors as NIKE, Inc., Yahoo!, Union Pacific and Loup Logistics, Kiewit Corporation and Scooter's Coffee. We are grateful to our partners and alumni at Quantum Workplace who generously donate their time and expertise with our students and future marketing professionals.

I'd like to congratulate the participating students. Your professors nominated you because of your outstanding performance in the classroom. Your dedication to your academic development makes us proud. This weekend will be demanding, but we know you will rise to the challenge and come away with both a keener appreciation of marketing and new friendships.

Anthony R. Hendrickson

CHRIS MURPHY'S

Welcome



One of the greatest experiences I had as an undergraduate at Drake University occurred in a semester course that afforded my classmates and myself the opportunity to work with a live product and client. It was real-world learning, not just reading from a book. I wanted to replicate this valuable experience for students from my alma mater and Creighton, on whose board of trustees I serve.

The idea initially resonated with John Smith, vice president of university advancement at Drake, along with Charlie Edwards, then-dean of Drake's Zimpleman College of Business, and Tony Hendrickson, PhD, dean of Creighton's Heider College of Business. We wanted the experience to be a collaboration between the two universities' students rather than a competition that pitted Drake against Creighton. The idea was to reproduce a business world experience by providing students with a real-world client challenge and requiring them to work in teams with individuals they do not know to produce their best work in a very short period of time. And yes, we hoped they'd have fun and enjoy the experience as much as I did all those years ago.

An event like this is a group effort. I'd like to thank all the professors, alumni and panel judges for their dedication to our students and future business leaders, and for making the annual Murphy Cup a success.

Chris J. Murphy



10TH ANNUAL MURPHY CUP

February 23-25, 2023

THURSDAY, FEBRUARY 23 STUDENTS IN BUSINESS PROFESSIONAL ATTIRE

- 6:00 P.M.** Cocktail Social (*Fitzgerald Boardroom, Harper 4th Floor*)
- 7:00 P.M.** Opening Dinner (*Fitzgerald Boardroom, Harper 4th Floor*)
Keynote Address and Introduction of Teams

FRIDAY, FEBRUARY 24 STUDENTS IN BUSINESS CASUAL DURING DAY / CASUAL ATTIRE IN EVENING

- 7:30 A.M.** Breakfast Buffet Available (*Harper 3047*)
- 8:00 A.M.** Client Challenge Briefing (*Harper 3047*)
- 9:00 A.M.** Team Work Session
- 11:15 A.M.** Lunch (*Harper 3047*)
- 12:00 P.M.** Teams Travel to Quantum Workplace
- 1:00 P.M.** Team Work Session
- 2:00 P.M.** Client “Check-Ins”
- 7:30 P.M.** Student Social Event

SATURDAY, FEBRUARY 25 STUDENTS IN BUSINESS CASUAL DURING DAY / BUSINESS PROFESSIONAL FOR PRESENTATIONS AND EVENING

- 7:30 A.M.** Breakfast Buffet Available (*Harper 3047*)
- 8:00 A.M.** All-Teams Meeting (*Harper 3047*)
- 8:30 A.M.** Team Work Session
- 11:15 A.M.** Lunch (*Harper 3047*)
- 2:00 P.M.** Team Presentations through 5:15 p.m. (*Harper Auditorium*)
- 5:00 P.M.** Cocktail Social and Hors d' oeuvres (*Harper 1st Floor North Atrium*)
- 6:15 P.M.** Closing Awards (*Harper Auditorium*)



MEET THE STUDENTS

Creighton University



ANGELEA BAUMBERGER

Angelea Baumberger is from Sioux Falls, South Dakota, and a senior at Creighton University. She will graduate in May 2023 with a double major in marketing and international business and minor in communication studies. Leadership development has been central to her time at the Heider College of Business, as evidenced by her involvement with the four-year Anna Tyler Waite Leadership Program and service as a public relations officer in Jaybeats, a campus a cappella group. Angelea has also routinely volunteered at Bergan Mercy Hospital in Omaha, and Muddy Paws Second Chance Rescue, a non-profit organization in Papillion, Nebraska, as a foster for animals in need. As a sophomore and junior, she worked as an intern at Pattern, a disability insurance broker. After studying abroad for a semester in Germany, she worked at Creighton University's Global Engagement Office as a peer ambassador. Post-graduation, Angelea plans to work in the sales field as a business development representative with the dream of working internationally.



ERIN BOWLER

Erin Bowler is a senior marketing and business intelligence and analytics double major from Lake Bluff, Illinois. During her time as a student in the Heider College of Business, she has been heavily involved with leadership in the Anna Tyler Waite Leadership Program, with the Creighton Business Symposium planning team and as a member of the executive team of Pi Beta Phi Fraternity. While at Heider, Erin has interned at Fortune 500 Company Union Pacific, multinational corporation CSG and, currently, at human resources technology provider Quantum Workplace. These experiences helped her realize she has a passion for analytics and technology, and now Erin is excited to pursue her career at Oracle in Denver upon graduation.



EVAN CANNON

Evan Cannon is a marketing and business intelligence and analytics double major. While pursuing his BSBA at the Heider College of Business, Evan interned with a digital marketing company named Amp&Go. During his college experience, the senior from Omaha has worked a typical 30-hour work week, taken 18 credits each semester, maintained a 3.8 GPA and been part of honor roll, all while being an active member of the Phi Delta Theta social fraternity. Evan hopes to use his skills, experience and education to work in the marketing and analytics field following graduation from Creighton University in May.

MEET THE STUDENTS

Creighton University



SHAWN DAVIS

Omaha native Shawn Davis is pursuing the strategic communications track of a marketing major as well as studying theatre. The senior has been involved in a multitude of extracurriculars and productions during his time at Creighton, including residential life and Alpha Psi Omega theatre fraternity. Most recently, he starred in the leading role of Puffs. Shawn has spent his summers working alongside Omaha Performing Arts, Nebraska's largest arts organization, developing Jazz on the Green, an accessible art festival for all Omaha citizens, and he hopes to continue to work in artistic administration beyond academia. Shawn will channel his passion of working with others to progress his goals of directing, acting in and producing film and television upon graduation in May 2023.



EMMA HERMANN

Emma Hermann is a senior from Franklin, Wisconsin, who is pursuing a double major in marketing and financial technology. She has been heavily involved with leadership development during her four years as a Heider business student, participating in the iJay Practicum and American Marketing Association and working as a decurion. While at Heider, Emma interned for two years in Operations and Private Wealth Management with Baird. She is excited to continue this association after graduation as she begins her career as a corporate development analyst at Baird in Chicago.



MARIANA INCIARTE-BALZA

Mariana Inciarte-Balza is a senior from Miami studying marketing and the social entrepreneurship track of the management major. Her campus involvement includes participation in Dean's Fellows honors program, Anna Tyler Waite Leadership program, Creighton Student Union's Program Board and the iJay Practicum. Mariana has interned with a small company named AmePower and with Universal Music Group within the company's Universal Music Latino label. These experiences have helped develop Mariana's strong passion for music and marketing, and she hopes to use her education to work in the music industry upon graduation.

MEET THE STUDENTS

Creighton University



PAYTON KLUMPP

Payton Klumpp is a current senior in the Heider College of Business at Creighton University. Born and raised in Traverse City, Michigan, Payton was the first student in his high school's history to attend Creighton. He has held numerous leadership positions during his time at Creighton, some of which include president of the Heider Business Senate, vice president of his social fraternity Sigma Phi Epsilon and membership in the Dean's Fellows Program. Payton has held financial analysis internships with both a commercial real estate and a cybersecurity company. After graduation, he has plans to join his interest of finance and sales in wholesaling within asset management.



CAMERON KRESKO

Heider College of Business senior Cameron Kresko is pursuing a triple major in marketing, business intelligence and analytics (BIA) and finance and technology (FinTech). He is heavily involved as a leader on campus as a member of the Heider Business Senate, Relay for Life and Creighton Baseball Analytics Team. During his time at Heider, Cameron has interned for Elemental Scientific, an Omaha-based company focused on semiconductor manufacturing and lab automation. An avid sports fan, Cameron hopes to one day return to Minnesota to pursue a career in sports marketing or data analytics.



HENRY LEWIS

Omaha native Henry Lewis is a senior finance and marketing double major in the Heider College of Business. During his four years at Creighton, Henry has been heavily involved in the SAVE Elementary School Tutoring Program and worked as a campus tour guide. Currently, he serves as a student manager for the Creighton University Student Portfolio (CUSP) Practicum and is involved in the iJay Practicum's finance team. Henry has held an associate financial analyst internship at Conagra Brands (CAG) and has been granted the opportunity to work in enterprise risk management, contract manufacturing finance and global financial planning and analysis while at Conagra Brands. These experiences have ignited a passion for finance, and Henry is excited to continue his association with Conagra as an associate financial analyst for Conagra Brands in Chicago upon graduation. Henry aspires to work in corporate finance for the entirety of his career, with a goal of eventually becoming vice president finance of a publicly traded company.

MEET THE STUDENTS

Creighton University



DANNY POULOS

Senior Danny Poulos is a marketing and management double major from Council Bluffs, Iowa. His four years at Creighton have been marked with extensive campus activities. He participated in the iJay Practicum; is a member of the Dean's Fellows honors program and the Management Consulting Club; has worked at Creighton's Violence, Intervention and Prevention Center and serves on the executive council of Phi Delta Theta social fraternity. While at Heider, Danny has interned at First National Bank, Union Pacific and The Key Group. These experiences helped him realize he has a passion for brand management, and now Danny is excited to pursue a Master's in Management at Georgetown University in the fall.



CORA SAAK

Grundy Center, Iowa, native Cora Saak is currently a Heider College of Business senior at Creighton University, pursuing her BSBA in finance and marketing and minoring in theatre. Cora has enjoyed her involvement in a variety of clubs and organizations during her time at Creighton. She has earned inclusion on the Heider College of Business Dean's Honor Roll for Social Responsibility all semesters and the Heider College of Business Dean's Honor Roll for Academics all semesters. Additionally, she has served as a New Student Orientation Leader, participated in several productions in the Theatre Department and is a member of the Women in Business Club. Cora currently is working the fourth internship of her college career, interning with Principal Financial Group, headquartered in Des Moines. Post-graduation, Cora hopes to channel her passion and drive to work in the marketing industry and is excited to see what the future holds.



KIRSTEN SMITH

Kirsten Smith is a senior pursuing a BSBA in marketing — strategic communications track — and a BA in journalism-advertising with a minor in graphic design. The Cedar Rapids, Iowa, native has served as the decurion for the Business Research Fellows Program, tour guide for the University's Admissions Office and creative co-director on Tinder (2021) and Meta (2022) campaigns for the American Advertising Federation's National Student Advertising Competition. Kirsten is a member of Creighton's Advertising Club, Blue Crew and Women in Business Club. She has also served as vice president of membership experience for Delta Delta Delta social sorority. Recently, she completed an internship in the account management department at Bailey Lauerman, an advertising agency in the heart of downtown Omaha. This experience helped further Kirsten's passion for creative strategy and advertising, and she hopes to work in account management, social or creative at a mid-size ad agency in the near future.

MEET THE STUDENTS

Drake University



BLAIR ANDERSON

Drake University senior and Portland, Oregon, native Blair Anderson is majoring in marketing and minoring in data analytics. Last spring, she completed the Disney College Program. She just wrapped up her internship with Athene as its marketing data analysis intern. She is an active member of her business fraternity, Gamma Iota Sigma, having served in numerous roles with its executive council. After graduation, Blair is exploring opportunities in Des Moines, Iowa, where she can use her marketing and data analytics skills.



TAYLOR BOESER

Senior Taylor Boeser comes to Drake University from Prior Lake, Minnesota, and is double majoring in marketing and international business and minoring in English and Spanish. She serves as president of Women in Business and is a member of the Zimpleman College of Business Leadership Council. This semester, Taylor worked as an accelerated media certification intern at Flynn Wright, an advertising agency in Des Moines. After graduation, she is interested in working in the publishing industry and in global marketing.



JULIA BUCHHOLZ

Marketing major and graphic design minor Julia Buchholz is a senior at Drake University from Sumner, Iowa. She is involved with Campus Fellowship, where she has been a Bible study leader for two years, and the American Marketing Association, where she has participated in the Coca-Cola Project for three years. Julia worked at Farm Bureau Financial Services as the agency training and development intern during her junior year and currently works at Sammons Financial Group as the marketing administrative intern. After graduation, Julia is planning on seeking full-time marketing or graphic design opportunities in the Des Moines area.

MEET THE STUDENTS

Drake University



BRENDEN BURTON

Drake senior Brenden Burton is studying marketing and business law. He is originally from Waterloo, Iowa. As a member of Drake's football team, Brenden balances doubling majoring with D1 student-athlete status. Additionally, he has worked with the Iowa Lottery Authority as a marketing intern. After graduation, Brenden plans to pursue a career in marketing.



REBECCA EHN

Rebecca Ehn is a senior at Drake University, majoring in marketing. The Lidköping, Sweden, native is a student-athlete for Drake, where she plays for the women's tennis team. Before coming to Drake, Rebecca attended University of Hawaii at Manoa and played for its women's tennis team as well. She is searching for a full-time job in the fashion industry, sports industry or a combination of the two after graduation.



WHITTAKER FRIEDMAN

Senior Whittaker Friedman is pursuing a marketing major and data analytics minor at Drake University. Originally from Bentonville, Arkansas, Whittaker is the former president of his fraternity, the Gamma Tau Chapter of Theta Chi at Drake. He is currently working for Enterprise in its Urbandale, Iowa, branch as a management trainee intern. Whittaker is also involved with the Zimpleman College of Business Leadership Council and has a keen interest in automobiles. After graduation, Whittaker would like to explore employment within the automotive industry, especially with one of the German brands.

MEET THE STUDENTS

Drake University



KIRBY NELSON

Kirby Nelson, who grew up in Oskaloosa, Iowa, is double majoring in marketing and public relations. During her time at Drake, she has held leadership positions in Women in Business, American Marketing Association and Peer Advisory Board. Kirby is also heavily involved in Drake's Office of Community Engaged Learning, working as the events and training coordinator. When she's not on campus, Kirby spends her time at R&R Realty Group where she works as a marketing intern. She has loved the opportunity to learn about the commercial real estate industry and hopes to pursue full-time real estate marketing opportunities upon graduation.



ANNIKA SHAW

Annika Shaw is a senior at Drake University, where she is pursuing a double major in marketing and music. Originally from Indianola, Iowa, she is a member of Drake's American Marketing Association chapter and an active participant in the chapter's Coca-Cola Project, which is sponsored by the Atlantic Bottling Company. In addition to her extracurricular marketing activities, Annika is a cellist with the Drake Symphony Orchestra. This past summer, she was employed as the corporate communications intern at Vermeer Corporation in Pella, Iowa. Following graduation, Annika is searching for full-time marketing opportunities in the music or entertainment industries.



ALEXIA SIMONTON

Alexia Simonton, a senior from Thornton, Colorado, is double majoring in marketing and public relations and minoring in data analytics. She currently serves as the vice president of programming for Drake's American Marketing Association chapter and is president of DU Bulldog Catholic. She is also a member of the Adams Leadership Institute. Alexia has previously been an operations and communications intern for Locally Haiti, a marketing solutions and offers intern for Lumen Technologies and, most recently, a brand marketing intern for UnitedHealthcare. After graduation, Alexia will join Principal Financial Group as a leadership development program associate.

MEET THE STUDENTS

Drake University



KIRSTIN SYKES

Sioux City, Iowa, native Kirstin Sykes is a senior at Drake University, where she is pursuing a dual degree in marketing and public relations. She has served on the executive council of Drake's chapter of the American Marketing Association for two years and currently serves as the vice president of promotions. Kirstin is also a member of the Drake Club Volleyball Team and social sorority Alpha Phi. She currently works for PrairieFire Wealth Planning as a marketing intern. After graduation in May, Kirstin is looking for full-time marketing positions in the Des Moines area.



KALIN VALSTER

Drake University senior Kalin Valster is double majoring in marketing and management and organizational leadership and minoring in advertising. Originally from Pella, Iowa, she is active on campus as the informal events chair for Women in Business, a member of the Zimpleman College of Business Ambassadors and a Donald V. Adams Leadership Institute member. As a marketing intern, Kalin currently works for the American Fishing Tackle Company (AFTCO). After graduation, she is searching for full-time marketing opportunities in the boating or fishing industry.



ANNIE WU

Annie Wu, a Drake University senior who is majoring in marketing and data analytics with concentrations in marketing research and actuarial science, is from North Aurora, Illinois. She is involved with Delta Sigma Pi and Drake's chapter of American Marketing Association on campus. Annie currently works at BTC Capital Management as a client services representative. She previously interned at Morningstar as a wealth management solutions intern. After graduation, Annie will be joining United Airlines in Chicago as a pricing and revenue management analyst.

COLLABORATING UNIVERSITIES



Creighton University

Founded in 1878, Creighton University is one of 27 Jesuit colleges and universities in the United States. The University, based in Omaha, Nebraska, is well known for its outstanding interdisciplinary and comprehensive educational programs taught in the Jesuit tradition of educating the whole person—academically, spiritually and socially. Creighton's nine schools and colleges span the arts and sciences, law, business and the health sciences, offering a broad array of undergraduate, professional and graduate programs for more than 8,500 students.



Drake University

Drake University is recognized as one of the best institutions of higher learning in the Midwest, ranked among the top schools for educational quality and value. By fostering collaborative learning among students, faculty and staff, and by integrating the liberal arts and sciences with professional preparation, Drake provides an exceptional learning environment that prepares students for meaningful personal lives, professional accomplishments and responsible global citizenship.

A mid-sized, private university in Des Moines, Iowa, Drake offers more than 70 majors, minors and concentrations and 20 graduate degrees through seven colleges and schools. The University currently enrolls more than 3,000 undergraduates and 1,900 graduate students from 45 states and 42 countries.

PAST WINNERS AND CLIENTS

NIKE

2013-2014

Blake Miller (Drake)
Kelcy Perkins (Creighton)
Mackenzie Russo (Drake)
Jacob Schwaegler (Creighton)

MEREDITH CORPORATION & BETTER HOMES & GARDENS

2014-2015

Julie Gitman (Drake)
Sam Lowry (Drake)
MaKayla Rutt (Creighton)
Jenny Williams (Creighton)

YAHOO!

2015-2016

Livia Biskup (Creighton)
Emily Johnson (Drake)
Aaron Melton (Drake)
Jessica Samuelson (Creighton)

SOLHEIM CUP

2016-2017

Dan Guenet (Drake)
Mary Lincer (Creighton)
Sarah Grace Nicholson (Drake)
Clair Suttie (Creighton)

UNION PACIFIC & LOUP LOGISTICS

2017-2018

Rebecca Crepeau (Drake)
Shyah Ghaseminia (Creighton)
Claire Pelton (Creighton)
Max Raecker (Drake)

UNITEDHEALTH GROUP

2018-2019

Linda Fiorito (Drake)
Nhu Y Tran Nguyen (Creighton)
Allen Osborne (Creighton)
Alex Peterson (Drake)

KIEWIT CORPORATION

2019-2020

Lucas Love (Creighton)
Elizabeth Nichols (Drake)
Erik Olson (Drake)
Sophie Spicci (Creighton)

UNITEDHEALTH GROUP

2020-2021

Layne Burdette (Drake)
Christian Carillo (Creighton)
Matthew Dieleman (Drake)
Mackenzie Porupsky (Creighton)

SCOOTER'S COFFEE

2021-2022

Jane Farmer (Drake)
Dany Guerra (Creighton)
Louis Luong (Drake)
Maci Yelaska (Creighton)

Aria Fukumae (Creighton)
Jessie Lee (Creighton)
Natalie Meyer (Drake)
Emily Wilcox (Drake)

OUR PROFESSIONAL PARTNERS



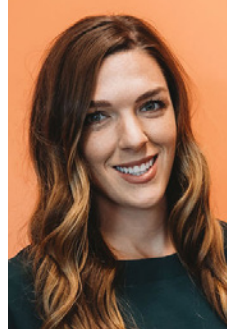
Quantum Workplace helps organizations make work better every day with its employee success platform. We empower organizations to understand employee experience, inspire impact, and create a magnetic culture that attracts and retains top talent. Solutions include employee surveys, 1-on-1s, goals, recognition, feedback, talent reviews, succession planning, and the nationally renowned Best Places to Work contest. We've partnered with thousands of top workplaces on their employee success strategies including Fossil, DSW, Panera, Redfin, Getty Images, Forvis, and more.

OUR PROFESSIONAL PARTNERS



GREG HARRIS

CEO
Quantum Workplace



NATALIE WICKHAM

CREIGHTON UNIVERSITY, BA'13,
JOURNALISM
Vice President of Marketing
Quantum Workplace



SHEV SAYED

CREIGHTON UNIVERSITY, MS'21,
ORGANIZATIONAL LEADERSHIP
Associate Product Marketing Manager
Quantum Workplace



BROOKE GORDON

Customer Marketing Manager
Quantum Workplace



MOLLY HUFF

Demand Generation Specialist
Quantum Workplace

THANK YOU

The students, faculty and deans of Creighton University and Drake University would like to thank Quantum Workplace's Greg Harris, CEO, Natalie Wickham, BA'13, vice president of marketing, and their dedicated team for their enthusiastic guidance and invaluable resources. Without the generous support of alumni and corporate partners, events like the Murphy Cup would not be celebrating 10 years of providing students with a formative learning experience.





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