

UT student on second place team at KeyBank competition

Tiera Austin, a junior majoring in human resources in the UT College of Business and Innovation, participated in the 4th Annual KeyBank Leadership and Creativity Symposium at Ohio State University on November 11 and 12. Her team won their competition bracket and ultimately placed second in the event, with each team member receiving a \$750 prize.

The case presented to the students concerned a cell phone company that was having issues with their batteries. Teams had to develop answers surrounding the news media, addressing the company's stakeholders, and what action they would recommend to the company CEO.

"We knew of the case in advance, but did not know the actual questions until we were at the competition," Austin said. "You can read about something, but you don't know what to expect until you get there. But we brainstormed, and I think we were very powerful as a group."

Austin, who is a COBI Searles ambassador, said she believed she was representing both UT and herself.

"It was a great experience," she added. "I'm really happy I went; I learned things to further my own future endeavors, and the networking was great. I gained so much out of it, and I would recommend it to others who have an opportunity to participate."

Other universities represented at the symposium were Michigan State University, Ohio State University, University of Cincinnati, University of Minnesota, University of Oregon, University of Washington, Case Western Reserve and University of North Carolina.