

# Industry Champion 2022

*GLO-BUS: Developing Winning Competitive Strategies*

*The co-creators of GLO-BUS, a competition-based global  
strategy simulation, hereby certify that*

**Alexandra von Trotha**

*was a senior executive at the best-performing company in an industry setting where teams of  
students ran companies and crafted strategies aimed at achieving superior financial  
performance and market leadership; the exercise was conducted in a course at*

**Masaryk University**



*Arthur A. Thompson*

*Gregory J. Stappenbeck*

*Mark Reidenbach*

**Arthur A. Thompson**  
*Co-Creator of GLO-BUS*

**Gregory J. Stappenbeck**  
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**Mark A. Reidenbach**  
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