

Industry Champion 2023

GLO-BUS: Developing Winning Competitive Strategies

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

Marcus Rocco

*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*

Clemson University



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