

Promising Students Benefit From Commitment to Developing Diverse Talent

- National Black MBA Association Graduate Student Case Competition continues with Stellantis as exclusive sponsor
- Event provides for skilled, high-potential MBA candidates from nation's leading business schools to compete for \$50,000 in scholarships
- Competition conducted annually at National Black MBA Association's conference and exposition

September 19, 2023, Auburn Hills, Mich. - Talented MBA candidates from 20 of the country's top business schools competed for \$50,000 in scholarships in the 2023 National Black MBA Association (NBMBA) Graduate Student Case Competition, sponsored by Stellantis.

The NBMBA/Stellantis Graduate Case Competition is an annual event that gives high-potential graduate students an opportunity to demonstrate their knowledge and problem-solving skills in a formal competition.

The competition is held each year as part of the NBMBA's annual conference and exposition. This year, the Graduate Case Competition was held Sept. 13-14 in Philadelphia, and winning teams were announced Sept. 15.

"At Stellantis, we're proud to continue our long-standing support of the National Black MBA Association and the Graduate Case Competition," said Lottie Holland, vice president, diversity, inclusion, engagement and EEO compliance, Stellantis North America. "This impressive competition is a showcase event for diversity, leadership and student achievement that allows our company to demonstrate our unwavering commitment to identifying, recruiting and developing diverse talent and future business leaders that will fuel our success."

Stellantis has been the exclusive sponsor of the Graduate Case Competition since 1995, with nearly 5,000 students participating over the years.

During the competition, teams are given a business case from which they develop solutions. Each student team then prepares and presents its case to a panel of experienced business executives. Teams are judged on their analysis of the case, the feasibility of their recommendations and the quality of their presentations.

For the 2023 NBMBA Business Case, students were tasked to represent a consulting firm that will develop a U.S. marketing strategy that builds awareness, vehicle-buying consideration, long-term brand affinity and loyalty among Black consumers for Dodge, one of the iconic brands in the Stellantis portfolio.

This year, the students from Clark Atlanta University took home the first-place trophy as national champions and \$25,000 in scholarships.

The second- and third-place teams represented Vanderbilt University and Auburn University, earning \$15,000 and \$10,000 in scholarships, respectively.

An important way Stellantis pursues its long-standing commitment to diversity is by supporting many diversity-serving organizations around North America, particularly in the company's pursuit of diverse talent, a key ingredient in fueling its innovation.

"Initiatives such as this enable our company to make important investments in talent, ensuring a future thriving with a diverse and inclusive network of future leaders," Holland said. "This commitment brings our company's purpose and values to life - powered by our diversity, we lead the way the world moves." —

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National Black MBA Association

NBMBA is a non-profit, 501(c)(3) member-based professional organization which leads in the creation of educational, wealth building and growth opportunities for Black students, professionals and entrepreneurs. Representing more than 21,000 members within 41 professional chapters, 33 Leaders of Tomorrow® chapters, and over 500 corporate and non-profit partners, the Association is dedicated to developing alliances that create intellectual and economic wealth in the Black community through its five channels of engagement: career, education, entrepreneurship, leadership and lifestyle.

Stellantis North America

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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