

Three VSB Students Awarded in 1st Maybank Switch-Up! Innovation Challenge



Photo credit: Maybank website

Three of the six graduating business students awarded in the first run of the Maybank Switch Up! Innovation Challenge came from the UP Cesar E.A. Virata School of Business (UPVSB). In the individual category, Ma. Celina C. Barreiro (UPVSB BSBA-IV), was named the Maybank Switch Up! Most Outstanding Innovator. Barreiro bested 30 other finalists from UP, Ateneo de Manila University, and De La Salle University. She won \$1,100 in cash, a trip to Kuala Lumpur, and an automatic employment in Maybank Philippines as a first level officer.

In the group category, Team Sylvester Stal-loans, composed of Vito Mikael C. Borromeo (UPVSB BSBA-V), Caitlin Danica P. Gregorio (UPVSB BSBA-IV), Mary Clarence Carpio (AdMU), Stuart Samson (AdMU), and Jade Sy (UP), was awarded the Innovation Champion Team. The team presented an innovation plan for the Retail Small and Medium Enterprise (RSME) Loan product of SwitchBank, a fictional bank in the students' business case. The group won \$2,200 in cash and each member was offered an employment package to work in Maybank Philippines as first level officers.



(L-R) ADMU's Stuart Samson; Maybank Product Manager Joselle Torzar; Maybank Retail Business Group Head Richard Lim; UP's Caitlin Gregorio; ADMU's Clarence Carpio; UP's Jade Sy; UP's Vito Borromeo; Maybank RSME Head Grace Osabel; Maybank PCEO Herminio M. Famatigan, Jr.; and Maybank Group Human Capital Head Fides V. Tanay. Photo credit: Maybank website.

Maybank Switch Up! is a product generation and innovation challenge that requires graduating business students to create or enhance a bank product to stand out in the continuously growing financial industry. Maybank executives delivered lectures and mentored the student teams throughout the month-long competition in January-February 2015.

Only 30 of 127 applicants from the country's top three universities qualified into the final round of the Maybank Switch Up! Innovation Challenge. The finalists were then divided into six teams, with each team creating an innovation plan for Maybank's three particular businesses, namely, RSME loans, mortgage loans, and personal loans.

From the Maybank Philippines, Inc. website and the Philippine Star, 24 February 2015;
<http://www.philstar.com/banking/2015/02/24/1426846/student-bags-maybank-switch-award>