2023 Marketing Challenge with Framingham State University

GLA would like to congratulate Brandon Mojica, Jillian Hansom, and Alanna Perez for winning the GLA fall 2023 Marketing Challenge at Framingham State University.

This year's project focused on creating a social media strategy as well as identifying groups with which GLA could engage to promote our HarvestIQ analyzer. The quality and insights were all very well done & professionally presented, and we were impressed with how well they worked as a cohesive team. The winning submission stood out for its clear presentation, focus on the subject matter, and a clear pathway showing how social media can be used to further GLA's marketing efforts

We were impressed by all the presentations, the entire class was inspiring, and again made it extremely difficult to select a winner. Dr. Sandra Rahman is clearly motivating her students and teaching an excellent class with a clear eye on the future success of her class.

We would like to thank Dr. Rahman for her time and support of the competition, and Henry Kay, an advisor to GLA, who again attended this year's contest to present the winners with their prizes.

Well done everyone!

From left to right: Brandon Mojica, Henry Kay, Alanna Perez, and Sandra Rahman