

## Twice in Three Years: Sy Syms Wins the Global TAMID Case Competition

Dr. Noam Wasserman, Dean <yeshivauniversity@yu.edu>

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### From the Dean's Desk

#### *Twice in Three Years: Sy Syms Wins the Global TAMID Case Competition*

TAMID is a global non-profit that has chapters on 57 campuses around the world that include thousands of student members. It has chapters at all of the **Ivy League universities** except Princeton, and at other prominent universities like Stanford, Duke, NYU, Rutgers, Maryland, and Michigan. Its mission is “to facilitate experiential education and cultivate relationships to create a strong, lasting connection to Israel for emerging professionals.”

Each year culminates in a **TAMID Global Case Competition** across its chapters. Each campus has its own competition and then sends its best team to the global competition, where it competes with the other universities.

Two years ago, a YU team mentored by Sy Syms alum (and now adjunct professor) Meir Tolchin won the competition for the first time, with their strategic plan to restructure Teva Pharmaceuticals and expand into areas of untapped potential.

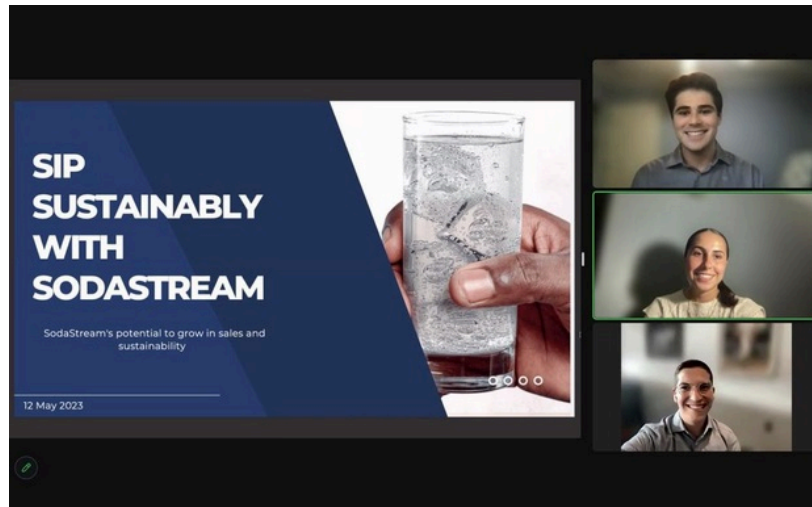
This year at YU, six teams competed on campus for the right to go against the 56 other universities in the Global Competition.

Last week brought the wonderful news that **YU's 2023 entry in the global case competition won for the second time in three years!** The team of three Sy Syms students, Liorah Yaghoubzar (Syms '25), Ezra Wallach (Syms '25), and Jake Schochet (Syms '24), tackled the strategic and operational challenges faced by SodaStream, a prominent carbonated beverage company based in Israel.

Some fun facts about their winning entry:

- **24-hour deadline** – The team found out that it had won at the YU level the night before the TAMID Global Competition, so they only had 24 hours to finalize their presentation and submit it to TAMID.
- **Team dynamics** – The team had been formed from a random draw of participants in the YU competition, and then had to find ways to identify and play to each other's strengths and develop the chemistry needed to be a high-performing team – exercising the teamwork muscles they have been building in school.
- **“Helios?”** – A key part of their recommendation was for SodaStream to partner with a metal company named Helios. Liorah said that “when we first proposed our idea for Sodastream to partner with Helios, we were really just joking around. When we even told a few people about it, they just laughed...However, when we looked more into the Helios website, we discovered more aspects of the company that would make it a perfect fit for SodaStream.”

The team was mentored by YU student Shmuel Metz, the director of education for YU's TAMID chapter, and recent alum Lieba Weiss, who will be working for PwC Consulting.



**From top to bottom on the right: Jake, Liorah, and Ezra.**

For more on the inside story of how the team was formed, worked together, and excelled, please see [Liorah's first-person story in the YU Commentator](#).

These wins build on past successes by YU TAMID alumni. For instance, when she was a student, Rachel Doretsky was the president of the YU chapter of TAMID and its Director of Consulting. A year ago, [she became part of a wave of Sy Syms undergraduates who got jobs at top consulting firms](#), including at her employer, McKinsey & Company.

*Mazel tov* and *yasher koach* (congrats and kudos) to Liorah, Jake, and Ezra. May you continue to excel and grow in everything you do!

Noam Wasserman  
Dean

