

SCHOOL OF BUSINESS ADMINISTRATION

Oakland MBA grad wins nationwide case competition



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Recent Oakland University graduate Shreyas Gavit was part of an innovative team that won the [Salesforce Career Journey with Deloitte](#), a case study competition in which college students were tasked with helping a fictional online retailer meet recruiting and hiring challenges posed by the coronavirus pandemic.

“Our solution used the [Salesforce platform](#) to build out a new recruiting app that optimizes the candidate and hiring manager experience,” he explained. “We used the latest features from the Winter ’21 release, which allowed us to make a solution using features that have not been implemented in the market.”

Gavit and his teammates, Nicole Alkhazov from Drexel University and YaoYao Cai from Northeastern University, made it through the first round of judging by Deloitte leaders and were given feedback on how to improve for the final round.

“We improved the virtual onboarding process by adding a whole community page with a personalized homepage, career guidance plan, inclusion opportunities, diversity learning and increased work-from-home engagement,” said Gavit.

The competition was divided into two parts, each conducted virtually. The first was a three-month immersive learning program, in which more than 1,100 students from 300 colleges and universities across the country participated. It included multiple webinars and career panels to learn more about people and roles in the [Salesforce ecosystem](#). Students who completed the three Salesforce “superbadges” known as the "Admin SuperSet" in those three months were eligible to participate in the case competition.

“The Salesforce ecosystem is a huge world of opportunities, but instead of being intimidated by the extent of it, I embraced it and figured out my own path,” Gavit said. “From not knowing what Salesforce is, to completing the admin superset, Ranger status, and building a functioning solution, I think this journey pushed me out of my comfort zone in the best way.”

Gavit, who graduated this December from OU’s [Master of Business Administration](#) program, also credits his education with helping him succeed in competition.

“The skills I gained during my MBA helped me with storytelling and selling the product to the judges with a beautiful demo video, which is what impressed the judges the most,” he said. “This experience was so valuable to me because of the amazing people I met along the way, from my teammates to my advisor to multiple professionals at Deloitte and Salesforce.”

For winning the competition, Gavit’s team was invited to a virtual coffee chat with a Deloitte leader, and was also featured on Salesforce’s [Trailhead for Partners blog](#) and on Salesforce’s Partner Community social media.

Originally from India, Gavit holds a bachelor’s degree in mechanical engineering and has worked for Fiat Chrysler Automobiles on contract since 2016. Pursuing a MBA has allowed him to diversify his education and engage his interest in business strategy.

“A couple of my coworkers have been part of the MBA program at OU and they had great things to say,” he shared. “More importantly, the program allowed me the flexibility of completing my MBA full time while working full time.”

While at Oakland, Gavit also discovered his passion for product management and marketing.

“I loved Professor Janell Townsend's marketing and Professor Yan Ling's strategy class the most,” he said. “In fact, I pursued my electives in marketing because I enjoyed the topic so much because of Janell. I'm looking to move on from engineering and be more involved in digital product management, preferably in the tech industry or at a marketing agency because it would give me a chance to be closer to the customer and utilize my strengths of problem-solving, creativity and cross-functional collaboration in the best possible way.”

In his personal time, Gavit has been involved with the Adcraft Detroit Diversity, Equity and Inclusion (DEI) committee, as well as the sponsorship committee for [Adcon Detroit](#), a conference for marketing and advertising students in Southeast Michigan. He also has been a member of OU’s Ballroom and Latin Dance Club since his first semester.

“I've won three ribbons in competitions across the Midwest and gained a community of friends that have always believed in me, including my girlfriend Megan Carson who is also an OU graduate,” he said. “I could not have done anything without her constant support, so OU has been a great decision.”

Learn more about Gavit and his work at shreyasgavit.com.