

Industry Champion 2021

GLO-BUS: Developing Winning Competitive Strategies

*The co-creators of GLO-BUS, a competition-based global
strategy simulation, hereby certify that*

Travis Kauffman

*was a senior executive at the best-performing company in an industry setting where teams of
students ran companies and crafted strategies aimed at achieving superior financial
performance and market leadership; the exercise was conducted in a course at*

Central Penn College



Arthur A. Thompson
Gregory J. Stappenbeck
Mark A. Reidenbach

Arthur A. Thompson
Co-Creator of GLO-BUS

Gregory J. Stappenbeck
Co-Creator of GLO-BUS

Mark A. Reidenbach
Co-Creator of GLO-BUS