

**BLUES<sup>20</sup>  
AWARDS<sup>25</sup>**



**2025 BLUES  
AWARD WINNERS  
BUSINESS AND INNOVATION**

**Aditya Singh**

**Business School, Faculty of  
Science**

Aditya was part of the first University of Auckland team to reach the ANZ Finals of the L'Oréal Brandstorm Challenge in Melbourne. Selected from over 300 teams, their innovative, sustainable and technology-driven beauty solution impressed senior executives and secured a Top 5 finish across the region.

**Amanda Tze Min Lee**

**Business School, Faculty of  
Engineering and Design**

Amanda's team represented New Zealand at the 2025 HSBC-HKU Asia Pacific Business Case Competition, placing third runner-up against 23 elite international universities. Their strategic problem solving, teamwork and innovative solutions impressed industry executives, marking a significant step forward for the University of Auckland at this global competition.

**Blake Walker**

**Faculty of Arts and Education,  
Business School**

Representing the University of Auckland, Blake achieved second place at the prestigious 2025 Chulalongkorn International Business Case Competition in Thailand, competing against 20 global universities. His innovative strategies for Phyathai-Paolo Hospital Group and TOA Paint impressed judges by strengthening marketing, operations and strategic focus.

**Cameron Max Price Cunliffe**

**Faculty of Arts and Education,  
Business School**

Cameron was part of the first University of Auckland team to reach the ANZ Finals of the L'Oréal Brandstorm Challenge in Melbourne. Selected from over 300 teams, their innovative, sustainable and technology-driven beauty solution impressed senior executives and secured a Top 5 finish across the region.

## **Eric Zhu**

### **Business School, Faculty of Law**

Eric's team represented New Zealand at the 2025 HSBC-HKU Asia Pacific Business Case Competition, placing third runner-up against 23 elite international universities. Their strategic problem solving, teamwork and innovative solutions impressed industry executives, marking a significant step forward for the University of Auckland at this global competition.

## **Grace Elizabeth Kerr**

### **Business School, Faculty of Engineering and Design**

Grace's team represented New Zealand at the 2025 HSBC-HKU Asia Pacific Business Case Competition, placing third runner-up against 23 elite international universities. Their strategic problem solving, teamwork and innovative solutions impressed industry executives, marking a significant step forward for the University of Auckland at this global competition.

## **Hiraia Haami-Wells**

### **Faculty of Engineering and Design**

Hiraia conceived and led Kurutao, a flagship Māori innovation programme at the University of Auckland. Her leadership brought kaupapa Māori into entrepreneurship education, empowering Māori students to explore innovation on their own terms and opening new pathways for their success as future leaders and changemakers.

## **Jaxson Nicholas**

### **Business School**

Jaxson was part of the first University of Auckland team to reach the ANZ Finals of the L'Oréal Brandstorm Challenge in Melbourne. Selected from over 300 teams, their innovative, sustainable and technology-driven beauty solution impressed senior executives and secured a Top 5 finish across the region.

## **Kotaro Ishii**

### **Business School, Faculty of Law**

Kotaro won the Inclusiveness category at the 2025 Beta Alpha Psi Best Practices Oceania Competition in Melbourne. Presenting the Inclusive Impact Micro-Credential, his winning initiative fosters belonging and inclusive leadership by engaging members in mentoring, financial literacy and leadership workshops, leaving a lasting impact on his chapter.

## **Nicolas Powell**

### **Faculty of Law**

Nicolas's team represented New Zealand at the 2025 HSBC-HKU Asia Pacific Business Case Competition, placing third runner-up against 23 elite international universities. Their strategic problem solving, teamwork and innovative solutions impressed industry executives, marking a significant step forward for the University of Auckland at this global competition.

## **Syon Kapoor**

### **Business School, Faculty of Law**

Syon placed third at the PropConnex International Real Estate Case Competition in Sydney and won first place at the prestigious Cornell PropConnex Competition in New York - the only New Zealand team to do so in the event's 20-year history.

## **Ted Wu**

### **Business School, Faculty of Law**

Ted placed third at the PropConnex International Real Estate Case Competition in Sydney and won first place at the prestigious Cornell PropConnex Competition in New York - the only New Zealand team to do so in the event's 20-year history.

## **Travis Palmer**

### **Business School, Faculty of Law**

Representing the University of Auckland, Travis achieved second place at the prestigious 2025 Chulalongkorn International Business Case Competition in Thailand, competing against 20 global universities. His innovative strategies for Phyathai-Paolo Hospital Group and TOA Paint impressed judges by strengthening marketing, operations and strategic focus.