



**TIMORA**  
International Inc.



**Leadership Crisis Challenge 2014**



ROSS LEADERSHIP INITIATIVE  
UNIVERSITY OF MICHIGAN

## Leadership Crisis Challenge 2014

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## Leadership Crisis Challenge: Timora International

You and your team are executives at Timora International (Timora), a \$500M boutique hotel company with a global presence. The company's ambitious foray into ecotourism has led to a financial crisis that threatens Timora's very future. Your team has been assembled after the previous project team was found to be mismanaging the budget. It is up to you to determine how to deal with this crisis. The documents included in this packet will help you analyze the situation and determine a path for moving forward.

Your team is composed of the following members:

1. **Alex Owens:** Marketing and Communications Manager
2. **Blair Manzella:** Finance Manager
3. **Pat Wolski:** Human Resources Manager
4. **Devon Delpriore:** Operations Manager



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