



**AGUACLARA**  
GLOBAL BEVERAGES

**Student Packet**

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case 1-430-499  
January 12, 2017

## Leadership Crisis Challenge 2017: AguaClara Student Packet

You and your team are executives at AguaClara Global Beverages (ACGB). ACGB is a private, 1.6-billion-dollar company with operations in Europe and the United States. ACGB produces private label (generic brand) beverages, such as ClaraPop and ClaraStar. It recently released AguaClara, ACGB's first bottled water, first own-brand product, and first move into the U.S. market. Though AguaClara has done very well since its founding, it is now entrenched in a water contamination crisis that potentially threatens the company's survival.

It is up to you to determine how to deal with this crisis. You are a member of the senior leadership team, which includes<sup>i</sup>:

- **Carmen Botella**, President and CEO of ACGB
- **Jaime Castellero**, CFO, AguaClara Bottled Water Division
- **Carson Westing**, Vice President of Operations, AguaClara Bottled Water Division
- **Dylan Taft**, Vice President of Public Relations, ACGB
- **Reagan Niles**, Chief Legal Counsel, AguaClara Bottled Water Division

The following documents will help you analyze the situation. You may also hear from these important ACGB players:

- **Santiago Botella**, ACGB founder and former President and CEO, and current Chairman of the Board (and father of Carmen Botella)
- **Addison Acheson**, Chief Legal Counsel, ACGB
- **Dayna Vitale**, Head Facilities Technician, AguaClara Bottled Water Division
- **Dave Wong**, Vice President of Finance, AguaClara Bottled Water Division

<sup>i</sup> AguaClara Bottled Water Division is the U.S. branch of AguaClara Global Beverages. These five roles include executives from both the US branch and the parent company. If your team has more than five members, you are free to create additional roles.

*Published by WDI Publishing, a division of the William Davidson Institute (WDI) at the University of Michigan.*

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