



# MCG MANAGEMENT CONSULTING GROUP

## WINTER 2023 NEWSLETTER



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# INTRODUCTION



## WINTER 2023 NEWSLETTER

The Management Consulting Group is a premier student-run organization in Binghamton University's School of Management dedicated to training the next generation of consultants through interactive workshops, case competitions, and pro bono consulting. We recruit the top cohort of knowledgeable, motivated, and qualified students to facilitate university-wide professional development. Management Consulting Group members showcase academic excellence, constant professionalism, and an indelible desire to give back to the broader Binghamton community.

This newsletter aims to provide a comprehensive overview of our organization's exciting initiatives, accomplishments, and upcoming events. If you have any inquiries, opportunities, or proposals regarding our ongoing club programming, please email us at [consulting@mcgbinghamton.com](mailto:consulting@mcgbinghamton.com).

[Website](#)

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# FRANK RUSSO - SIGNING ON



Dear MCG Stakeholders,

On behalf of the Management Consulting Group, I would first like to thank you for your continued support as a valued MCG Stakeholder. My name is Frank Russo, and I am proud to introduce myself as this year's MCG President. So far this scholastic year, MCG has continued to pursue the mission set in place by our predecessors by demonstrating an indelible desire to educate and give back to the broader Binghamton community through consulting. Specifically, as an Executive Board, we have set goals to improve case competition workshops, implement an

additional 180 Degrees Consulting engagement, and create a more rigid and uniform Consulting Development Program curriculum. We appreciate the resources that our contacts provide to achieve these goals and look forward to eventually returning this assistance in the coming years as MCG Alumni.

Thus far, we have had a very productive and successful year. For the first time, we are consulting for four different non-profit organizations through our 180 Degrees Consulting branch. Additionally, our Education and Competitions branches have hosted five Career Week Events, two Case Competitions, and six Workshops this past semester. We are looking to emulate this success during the upcoming spring semester while also teaching our Consulting Development Program.

Once again, we appreciate your continued support of our organization. Without your help, MCG would not be able to prosper at the degree that we have come to expect. We value and appreciate your opinions as stakeholders and encourage you to reach out with any feedback or suggestions. I am looking forward to another great semester and hope to hear from you soon!

Best,  
Frank Russo  
Class of 2025



# VICE PRESIDENT INTRODUCTIONS



## **Lea Lantsman, VP of Competitions**

Lea is Vice President of Competitions for the 2023-2024 academic year. She is currently a rising senior majoring in Business Administration, concentrating in Leadership and Consulting. Lea is also pre-law and has spent her last two summers interning at New York Legal Assistance Group. Outside of MCG, she loves art, tennis, and skiing.



## **Sarah Zarembler, VP of Education**

Sarah is a junior studying Business Administration with concentrations in Leadership & Consulting and Marketing. She holds three internships- running the internship program for Mountainview Jams, an actuarial internship at Blue Oyster Consulting, and a digital marketing intern at Signify US. Sarah spends her free time writing, playing, and listening to music.



## **Nick Martin, VP of 180 Degrees Consulting**

Nick is Vice President of 180 Degree Consulting for this school year. He is currently a junior majoring in MIS and Finance. This past summer, Nick was an intern for automotive manufacturer General Motors, and in the upcoming summer, he will be interning at RSM as a technology consultant. Outside of MCG, he loves watching movies, hiking, and traveling.



## **Victoria Rolih, Secretary**

Victoria is a junior studying accounting with a minor in Spanish. Last semester, she was abroad in Barcelona, and this past summer, she interned at Alvarez and Marsal in their Transactions Advisory Group. She is the VP of the Dean's Mentoring Program, a TA for MGMT 311, and a member of the PwC Scholars Program. She also enjoys traveling, shopping, and cycling.

# COMMITTEE BREAKDOWN

## COMPETITIONS COMMITTEE



**IZABELLA BAJRAKTAREVIC '26**  
BUSINESS  
ADMINISTRATION



**NICOLE FEIBEL '26**  
ACCOUNTING  
& M.I.S.



**BEN WEISFOGEL '26**  
BUSINESS  
ADMINISTRATION

## EDUCATION COMMITTEE



**BLAKE OWEN '26**  
ACCOUNTING  
& FINANCE

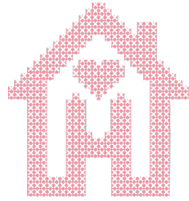


**BRIAN PETZ '26**  
ACCOUNTING  
& M.I.S.



**JAY YONG '26**  
BUSINESS ADMINISTRATION  
& PSYCHOLOGY

# 180 DEGREES CONSULTANTS



## MOM'S HOUSE JOHNSON CITY



▲ NIC DUGAN '25

BUSINESS ADMINISTRATION,  
CONSULTING & CINEMA



KESHAV UDESHI '25

BUSINESS ADMINISTRATION,  
ECONOMICS & GLOBAL STUDIES



MAX KAPLAN '26

BUSINESS ADMINISTRATION  
& FINANCE



## CRIME VICTIMS ASSISTANCE CENTER



▲ CHAD BURKS '25

BUSINESS ADMINISTRATION,  
M.I.S. & MARKETING



ISABELLA TEDESCO '25

BUSINESS ADMINISTRATION,  
FINANCE & ART HISTORY



EVE KOGAN '26

BUSINESS ADMINISTRATION  
M.I.S. & ANALYTICS

▲: CLIENT LEAD



# 180 DEGREES CONSULTANTS



## YOUNG WOMEN'S CHRISTIAN ASSOCIATION



▲ JACOB BIRMAN '25  
BUSINESS ADMINISTRATION,  
M.I.S. & SUPPLY CHAIN



JARED BODER '25  
BUSINESS ADMINISTRATION  
& FINANCE



AJ KEISER '26  
BUSINESS  
ADMINISTRATION



## KOPERNIK OBSERVATORY



▲ JIMMY CHEN '25  
BUSINESS ADMINISTRATION  
& M.I.S



JACK GALLOWAY '25  
ACCOUNTING



CARLO CAVALARI '25  
BUSINESS ADMINISTRATION  
& M.I.S

▲: CLIENT LEAD



# DEAN'S FIRST CASE COMPETITION

This past Fall 2023 semester, the Management Consulting Group hosted the 9th iteration of the Dean's First Case Competition semester in collaboration with Associate Dean George Bobinski. This semester, first-year School of Management students in MGMT 111 tackled the complexities of developing strategic recommendations for canned water company Liquid Death. The competition saw record numbers with, 505 competitors forming 109 teams.

The initial round took place on September 8th, with every team presenting their solutions to the MCG executive board for 10 minutes, followed by Q&A and feedback. Eight teams moved on to the subsequent round and were assigned executive board mentors. After each slide deck was thoroughly reviewed, three teams moved on to the final round: Team Burks B, Team Weaver B, and Team Buccatello B. The teams presented their final 15-minute presentation on September 13th during MGMT 111 lecture class judged by notable Binghamton faculty Robert Cline and Oktay Sekercisoy.

Ultimately Team Weaver B, composed of Joseph Genatempo, Reet Kampani, Niyanth Puliya, and Ivan Zheng, won the competition.



# DEAN'S FIRST CASE COMPETITION



Finalists  
**Team Burks B:**

Brian Ng  
Ally Blumstein  
Jordan Trimarchi  
Holden Wasko



Finalists  
**Team Buccatello B:**

Kaylee Krysztof  
Sarah Wagner  
Danielle Mevorah  
Maggie Huang



Winners  
**Team Weaver B:**

Joseph Genatempo  
Ivan Zheng  
Reet Kampani  
Niyanth Puliayala

# EY TECHX CASE COMPETITION



This past fall also marked the 9th annual EY TechX case competition. This year's case focused on Marriott International and the challenges of deploying AI across the hospitality brand. The competition welcomed 289 competitors, forming 68 teams with students from across class years and schools. In total, 57% of the competitors were first-year students, and 90% of the competitors were students within the School of Management.

Leading up to the first round on October 13th, participants had the opportunity to engage in four workshops tailored to refine their skills related to analyzing case theory, finding success metrics, developing implementations and risks, and concluding with a session on storytelling, all taught by the MCG executive board.

Eight teams moved onto the second round, which took place on October 27th, with competitors judged by EY professionals Maya Kallman, Ryan Topolovec, and Deanna Summa. EY Campus Recruiter Jason DiGiacinto hosted an exclusive workshop for second-round competitors highlighting recruitment opportunities available for students at EY in consulting. Each second-round team also received personalized one-on-one mentorship from board members.

The final round took place on November 3rd at EY headquarters in New York City. Competitors had the opportunity to tour the One Manhattan West office and were treated to a networking luncheon. The final four teams- Team H, Team C, EKLTY, and Team 10- competed and were judged by EY professionals Dan Goldberg, Jake Grozeiger, and Joseph Owen. In the end, Team 10, composed of Anastasia Glenis, Ethan Azad, and Edison Chen, emerged as winners of this year's EY TechX Case Competition.



# EY TECHX CASE COMPETITION



# EVENTS SUMMARY

## **UFest Club Fair Tabling**

*August 26<sup>th</sup>*

Interacted with Binghamton students promoting MCG opportunities

## **Dean's Case Competition**

*September 8<sup>th</sup> & 13<sup>th</sup>*

First-year students taking MGMT 111 presented about brand Liquid Death.

## **Protiviti Speaker Event**

*September 12<sup>th</sup>*

Met Binghamton's Protiviti Alumni and campus recruiter Kyle Thomas.

## **Grant Thornton Event**

*September 12<sup>th</sup>*

Joined professionals from Grant Thornton to discuss the firm culture.

## **RSM Partner Coffee Chats**

*September 13<sup>th</sup>*

Connected with RSM partners over coffee at Hinman Dining Hall.

## **General Interest Meetings**

*September 19<sup>th</sup> & 20<sup>th</sup>*

Formally introduced MCG and the opportunities that the club offers.

## **EY TechX Kick-off**

*September 29<sup>th</sup>*

Launched the Marriott International based case competition and timeline.

## **Diversity Q&A with PwC**

*October 3<sup>rd</sup>*

Joined alum Wei Xiang Chen online to ask about firm diversity initiatives.

## **EY TechX Workshops**

*October 3<sup>rd</sup>, 5<sup>th</sup>, 9<sup>th</sup>, & 11<sup>th</sup>*

Hosted four educational seminars taught by executive board members.

## **EY TechX Rounds 1 & 2**

*October 13<sup>th</sup>, 27<sup>th</sup>*

All 68 teams competed for MCG board members and EY professionals.

## **EY TechX NYC Finals**

*November 3<sup>rd</sup>*

Finalists competed at EY's NYC One Manhattan West Headquarters.

## **CDP General Interest Meeting**

*November 6<sup>th</sup>*

Introduced Consulting Development Program and interview strategy.

## **PwC Early Identification**

*November 15<sup>th</sup>*

Recruiter Francesca Gonzales taught about PwC's early ID programs.

## **CDP Kick-Off Meeting**

*December 1<sup>st</sup>*

Commenced CDP with the 26 new mentees and MCG executive board.

# MATT PLOTSKER - SIGNING OFF



Dear MCG Stakeholders,

My term as 2022-2023 president of the Management Consulting Group was an incredible experience, privilege, and honor. Along with 18 other E-Boarders and with constant support and encouragement from our alumni, we were able to expand operations in each of our three branches. Within our Education Committee, we undertook a significant website redesign, spearheaded a SOM-wide Employer Networking Night revamp, revitalized our social media, and built upon the amazing precedent past presidents have set for our Consulting Development

Program. Our Competitions Committee was fortunate enough to partner with SOM faculty, EY, and PwC to organize the most case competitions in MCG history, with over 700 individual students participating in at least one of our five competitions. Finally, our 180 Degrees Consulting Branch expanded its operations with an unprecedented three engagements each semester and five total clients.

In May 2022, I began my incoming president's letter with the declaration that "MCG has worked tirelessly to provide hundreds of students with the proper tutelage and experience needed to become business professionals... and I am eager to continue that next year." With the perspective of hindsight, I am proud to say that we accomplished that mission as an executive board. We faced many challenges with dynamic recruitment trends, our first in-person TechX since the start of COVID-19, and the search for more 180 DC clients than ever before, but support from our fellow students, faculty, Binghamton alumni, and numerous firms helped us "provide hundreds of students with the proper tutelage" and advance the legacy of MCG as best as we could.

As I take a step back from MCG, I want to reiterate my confidence in Frank Russo and this year's executive board. In meeting with them, I took note of their enthusiasm, competence, and overall drive to continue to guide MCG to unprecedented heights. I eagerly look forward to watching that unfold!

Best,  
Matt Plotsker  
Class of 2024



# LOOKING FORWARD

In the upcoming Spring 2024 semester, the Management Consulting Group is excited to continue its annual events and expand on its current operations.

There will be three case competitions: the Dean's Case Competition, the Consulting Development Case Competition, and the second iteration of the Spring Case Competition. The Dean's Case Competition will center around the American footwear company Crocs, Inc. The Consulting Development Program is already underway with 26 new mentees, who are on track for 14 weeks of consulting-based professional development hosted by the MCG executive board. The School of Management's Career Week is set for the week of January 29th, with MCG hosting numerous events. All four 180 Degrees Consulting Engagements, Mom's House Johnson City, Crime Victims Assistance Center, Young Women's Christian Association, and Kopernik Observatory are all contracted for another semester.

None of these accomplishments would be possible without the dedication of our driven students, the unwavering support of our alumni, and the collaboration between employers. Your commitment has been the cornerstone of the Management Consulting Group's success. Thank you.

Below is a list of ways to stay connected with the Management Consulting Group. If you have any inquiries, opportunities, or proposals regarding our ongoing club programming, please email us at [consulting@mcgbinghamton.com](mailto:consulting@mcgbinghamton.com).

## Stay connected with us!

Website

Instagram

LinkedIn



