



MCG MANAGEMENT CONSULTING GROUP

FALL 2017 NEWSLETTER

This newsletter is meant to keep MCG members, alumni and professionals aware of the happenings of the club.

Fall 2017 MCG Executive Board:

Shawn Graber, President | Zachary Scheer, Executive Vice President
Sofia Haikin, Internal Vice President | Zachary Franco, External Vice President
Michael Clare, Internal Associate | Jessica Meano, Internal Associate
Cupid Chatman, External Associate | Daniel Levine, External Associate

SOFIA HAIKIN – SIGNING ON



Dear MCG,

From the beginning of my freshman year, MCG has been there for me as a building block for my college career. I was provided with a hands-on experience through multiple case competitions, such as the EY TechX Case Competition and the Profit Rhino Case Competition, as well as the Consulting Development Program. MCG has provided me the opportunity to rise from a freshman intern on the E-Board Council to the Vice President of Internal Relations, and, finally, President of the Club. Over the past two years, I was given the opportunity to create and execute many of the events and case competitions that MCG hosts with the E-Board.

I am honored to have been chosen for this position. The Management Consulting Group has grown so much in the past four years, and I intend for the club to expand its horizons. MCG has seen an increase in attendance for its case competitions and, more importantly, the quality of content that is being presented for its members. By providing knowledge and support, our goal for the club is to make sure that Binghamton University is recognized for its consulting talent.

I look forward to serving as President during this upcoming Spring 2018 Semester.

Best,
Sofia Haikin, '19

FALL 2017 EVENT SUMMARY

BINGHAMTON | SOM DEAN'S UNIVERSITY | CASE CHALLENGE HOSTED BY THE MANAGEMENT CONSULTING GROUP (MCG)

Through much planning and effort over the summer, MCG launched the 4th Annual Dean's Case Competition on Wednesday, August 23rd, the first day of classes, to all freshmen students in the School of Management. Because the competition was intended as a learning experience for the incoming students, the Executive Board gave a presentation regarding best practices for case presentations, complete with instructions for case structure and example case presentations. The Netflix-centered case required the 210 student participants to compose a global expansion plan and present to MCG E-Board members in the first round. These ideas included stretching Netflix's services to India, China and other nations abroad, as well as implementing creative technological solutions. The three successful teams presented in the second round in front of the entire freshman MGMT 111 class and two professor judges. The winning team presented ideas for a new pricing structure, rescheduling of foreign investments, and investing more in foreign original content. Most of the participants agreed that the competition was a valuable learning experience. The club is looking forward to its continued involvement in the competition going forward.



For the third consecutive year, MCG partnered with EY to hold the EY TechX Case Competition. Previously known as Strategic Insights, the competition took place soon after the conclusion of the Dean's Case Challenge. This year's TechX competition focused on the online flash-sale company zulily and the declining repurchase rates the company faced in 2015. The competition also set a new record for student-run case competition participation with 266 student competitors on 51 teams. MCG Executive Board members served as judges for the first round in which students pitched their ideas on how to fix the problem. Twelve teams advanced to the second round and presented in front of EY professionals, whom traveled to Binghamton for the competition, School of Management Professors and Deans, and the MCG Executive Board. From there, three teams advanced to the final round which was held in EY's New York City headquarters. The finalist teams presented to EY Partners, Senior Managers, Managers, and Staff across multiple lines of business. The executive board looks forward to next year's competition and continuing this relationship.

CEP

CONSULTING ENGAGEMENT PROGRAM

In order to pilot the club's new Consulting Engagement Program (CEP), members of the MCG Executive Board took on a real consulting engagement with the Broome County arena and forum. They are currently hard at work creating a marketing plan and building profile for the client. Throughout the fall, CEP focused on researching surrounding arenas and understanding how certain strategies could be adapted and modified to fit the Binghamton area. The project will continue into the middle of the spring semester before the team will begin to look for a project for next year's CEP team. The new team will consist of members of the MCG Executive Board and graduates of the Consulting Development Program (CDP) which takes place in the Spring. They will look to solve new problems faced by organizations in the Binghamton community.

WINTER

CONSULTING NIGHT

PRESENTED BY: **MCG**
MANAGEMENT
CONSULTING GROUP

For the third consecutive year, MCG hosted its annual Winter Consulting Night event. Held at WeWork at 300 Park Avenue, the event was a celebration of consulting at Binghamton University. Beginning with a panel discussion featuring eight alumni representing American Express, EY, Protiviti, and PwC, the night highlighted some of Binghamton University's most involved alumni and provided knowledge to students about the realities of the consulting industry. Next, Dan Malinovsky spoke to the students about consulting exit opportunities and answered some student questions that were not answered during the panel discussion. To wrap up the night's formal proceedings, the students and professionals were divided into small groups to complete a practice case. The students were able to gain a unique perspective on how to tackle a problem. The MCG Executive Board is thankful for the time given to us by all of the professional attendees and we look forward to seeing all Binghamton consulting alumni at our next event!

LOOKING FORWARD – SPRING 2018

During the Spring Semester, the Management Consulting Group focuses on providing many varying opportunities for its members. Therefore, students that are not participating in the Consulting Development Program will still be able to get involved in the club. This semester's opportunities include a series of workshops that will run throughout the spring, focused on helping students improve their presentation skills, interview skills, and overall consulting awareness.



The Consulting Development Program (CDP) runs every Spring, focusing on developing the top students interested in consulting into recruitable consulting talent. The program was founded in the Spring of 2017 and in its second year will be run by Shawn Graber, Sofia Haikin, and Zachary Franco. CDP is a 12-week program that provides its participants with an in-depth analysis of consulting, case theory, case interviews, and necessary technical skills business skills. The students meet once a week over a three hour timespan during which students are first taught the material and then have a chance to work on a hands-on activity in small groups to solidify the information that they learned. The Consulting Development Program concludes with the Consulting Summit which is held in New York City at the end of the semester. Students will have the opportunity to work on a case throughout CDP, allowing the students to use all the information they learn and incorporate it into their final project. In the city, they will present their recommendations to a group of judges to showcase their best work. The Executive Board is excited by the talented incoming CDP class and is looking forward to what the students can achieve.

SHAWN GRABER – SIGNING OFF



Dear MCG,

It has been a privilege to serve as your President these last three semesters. In that time, the Executive Board has founded the Consulting Development Program (CDP) and Consulting Engagement Program (CEP) while continuing to improve the quality of the workshops and cases that we run. I am extremely excited to help run the second year of the Consulting Development Program (CDP) in my final semester this spring, and I look forward to acting as an engaged alumnus after graduation.

Consulting at Binghamton University is still growing in comparison to other career paths but placement at top firms is increasing steadily each year. Consulting interest is at an all-time high with substantial case competition involvement and demonstrated underclassmen interest through high event and workshop attendance. With further alumni support and additional funding, the club will be able to achieve its future goals.

I am extremely confident in the future leadership of the club, especially Sofia Haikin and Daniel Levine, and am excited to watch MCG continue to mature and grow.

All the best,
Shawn Graber, '18

ADDITIONAL INFORMATION

Funding

The Management Consulting Group (MCG) seeks funding from alumni in order to run major club events, including its Winter Consulting Night and Binghamton University Consulting Summit. These events allow the club to connect its high-achieving students to the Binghamton University consulting network.

MCG receives funds through the SOM Consulting Development Fund, founded by Eric Hu, SOM '06. Funds through this account are only available to the Management Consulting Group President for club purposes, with spending approval from Dean Upinder Dhillon. The fund is held by the Binghamton University Foundation and designated for this cause. Future expenditures could include sending a select team of students to an external case competition (a case competition at another university) or purchasing training resources for the Consulting Development Program. Additional funding will allow the club to continue to improve and grow.

If you wish to donate please click the button below. Under "Fund Options" choose "Other" and write the following in the special instructions box: **SOM Consulting Development Fund**.

[Donate to MCG](#)

Spring 2018 Leadership

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www.mcgbinghamton.com

