



MCG MANAGEMENT CONSULTING GROUP

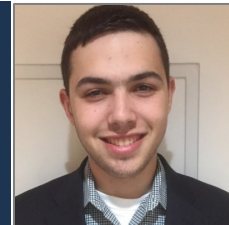
FALL 2018 NEWSLETTER

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

Fall 2018 MCG Executive Board:

Daniel Levine, President | Sofia Haikin, Senior Advisor
Zachary Scheer, Senior Advisor | Alex Reksten, Director
Jessica Meano, Director | Julia Bracco, Associate
Jerray Chang, Associate | Cori Dauman, Associate
Brian Reumann, Associate | Maya Shah, Associate

LETTER FROM THE PRESIDENT – DANIEL LEVINE



Valued Alumni,

First off, I want to thank you for reading our Fall 2018 edition of the newsletter. All of your help and support is truly appreciated. This organization would not be where it is today without your continued willingness to give your advice and time to us and the students seeking your attention. It is because of the growth that we have achieved that I know so much more is possible. This is why we launched several new initiatives this Fall. Most notably, we have been working with SOM Career Services in order to get more firms, consulting and otherwise, to hire Binghamton University students. This has already yielded some success and we are excited to continue this relationship.

We are also very excited to be improving our own campus through our Consulting Engagement Program. Starting in the Fall semester, the program has taken on Binghamton Print Solutions (formerly the Copy Center) as a client and we have been working to improve both their marketing and pricing. Being able to see our work lead to changes within the organization has been an extremely rewarding experience. Enclosed, CEP's leader, Maya Shah, has expanded a bit on the project.

Moving back to the external events of the club, I would like to thank all of you that attended Winter Consulting Night. It was great to have many of our alumni all together to provide insights to some of our higher achieving students. A special thank you goes out to PwC for hosting us for the night. The event, and others like it, would not be possible without the generous donations that we receive. Details on how to donate are also included later in this newsletter. We really appreciate every dollar that we receive and ensure it gets put to good use to expand consulting at Binghamton!

Moreover, we are always looking to get more alumni into the fold. If you know any other alumni that would like to be involved with MCG, please let us know. We always love to hear the unique experiences and insights that our alumni have whether or not they are currently in the consulting industry. We have been working hard this last semester to reach out to a more diverse set of alumni.

Lastly, I would like to invite you to attend the Binghamton Consulting Summit, tentatively scheduled for May 3rd. The event will showcase the 2019 class of the Consulting Development Program and will include the final round presentations of the program's capstone case competition. Official invitations containing more details will be sent once the event gets closer.

If you ever have any comments, concerns, advice, or insights, please do not hesitate to reach out to me personally at dlevine4@binghamton.edu. I look forward to seeing all of you at our next event!

Regards,

Daniel Levine

SPRING 2019 INTERN INTRODUCTION



Julian Alegre

Hello, my name is Julian Alegre and I am currently a freshman at Binghamton University interested in consulting. I really enjoyed working on the First Week Case and went on to compete in many more competitions throughout the semester. Due to my success in many competitions, I was selected as an intern on the executive board of Management Consulting Group. In addition to MCG, I am also part of TAMID Consulting where in the spring semester I will be working alongside the CEO of a real start-up business in Israel. My goal upon graduating is to get as much exposure in the consulting field as possible so that I can enter the workforce prepared.



Connor Blanchard

Hello, my name is Connor Blanchard and I am a sophomore at Binghamton pursuing a career in Consulting. In the last year and a half, I have taken part in several MCG events and competitions, and look forward to participating in the Consulting Development Program this semester. As an intern, I am excited to contribute to the organization that has already given so much to me, and I hope to be able to provide future consulting students with the same experiences that I was afforded. Outside of school, you can find me watching and reading about sports, as I have been forever obsessed with the moments and stories that they provide.



Alyssa Pelkey

Hello, my name is Alyssa Pelkey, and I'm a freshman at Binghamton University. After participating in various case competitions this semester, I realized that consulting is what really piques my interest. I have made it my goal to get more involved with consulting on campus, and I am currently an intern for the MCG Executive Board and will be participating in their Consulting Development Program. I'm also a member of the club ultimate frisbee team, which after my rookie season I have decided is the most underratedly exhausting sport.

FALL 2018 EVENT SUMMARY

FIRST WEEK CASE CHALLENGE

Management Consulting Group partnered with Dean Bobinski, the Associate Dean of the School of Management and instructor for MGMT 111, to put on the First Week Case Challenge (formerly known as Dean's Case) in his class. MGMT 111 is a course that all freshmen in the School of Management must enroll in during their first semester to learn professionalism and adjust to life at University. During the first week of the course, MCG organized and judged a case competition to help freshmen develop their public speaking, PowerPoint, and business case analysis skills. MCG launched this competition with a presentation in the freshmen's first MGMT 111 class to introduce the case on Kookie Kutter bakery, explain the components of a successful case, and provide additional resources for guidance. The goal of the First Week Case Challenge is to expose students to real-world business scenarios, and to use teamwork to come to unique and well-constructed solutions; however, MCG understands that students can be overwhelmed during their transition into college and facilitated this transition through several help sessions. This was the first year that MGMT 111 was split into two sections. There was a total of 25 teams per section made up of five to six students. After the first round of presentations from each team, the Executive Board of MCG chose three teams per section to compete in the finals. Each finalist group scheduled a help session with MCG Executive Board members to refine their presentation. The final round was judged by School of Management professors who picked a winning team from each section. MCG has developed the First Week Case Challenge from an optional, small case into an integral learning experience for School of Management freshmen, facilitating their transition into college and the business world.

CASE WORKSHOPS

This fall, MCG executive board members ran various workshops in conjunction with the EY TechX Case Competition to assist participants in augmenting their analysis. An hour-long workshop was devoted to each of the following topics: constructing a professional PowerPoint deck, problem identification and recommendations, risks and implementation, financials and other metrics, and public speaking. The strategy behind these workshops was to allow teams to hear some generalized advice from the executive board so that less experienced teams would have the opportunity to compile a competitive presentation prior to the first round. Workshops ran rather informally so that attendees could feel comfortable asking questions in order to maximize learning. Each workshop had an impressive turnout, with as many as 150 students attending some of the more complex workshops to enhance their case knowledge and expertise prior to the first round. As a result, the executive board was impressed by the caliber of work submitted for the first round, especially by less experienced teams that were driven to become true competitors with peers that had participated in TechX in previous years. Overall, the workshops received positive feedback from attendees and another iteration will be presented in the spring for students who are still seeking case advice.

FALL 2018 EVENT SUMMARY (CONTD.)



The Fall 2018 iteration of our EY TechX Case Competition was resoundingly successful. This year's case concerned Fasten, a ridesharing company that was primed for a new wave of expansion. Case participants were forced to strategize an expansion strategy and take into consideration the technological implication and implementation requirements that were associated with their ideas. With the outstanding help of our partnership with EY, we were able to host three rounds of competition that included multiple rounds of professional judging for our 300+ student competitors.

After two rounds of competition on campus and multiple MCG Coaching sessions for the advancing teams, the top 3 teams were invited to EY's Hoboken office for the final round. The high quality of presentations in the final round made it a difficult decision for the judges to declare a winner. After careful deliberation, Michael Balitsos, Benjamin Brietstein, John Mancusi, Ellen (Xinyu) Xu, and Linying Xu of Team H were determined the winners of the competition. The judges credited their balanced recommendations and careful analysis as the key pieces that allowed this *randomly assembled* team to find success. A brief networking session following the competition allowed competitors to reflect upon their presentations with many Binghamton alum at EY.

MCG would like to thank Ken Fong, Dan Goldberg, Jake Groezinger, and Adam Pitkin for their insight and guidance during the six-month planning process, as well as all of the EY professionals that joined us for the final round. We look forward to beginning to strategize and improve for next year's competition.



Through the Consulting Engagement Program, MCG is running a year-long engagement with Binghamton Print Solutions (previously known as the Binghamton Copy Center). The team is made up of MCG executive board members, interns, and a few CDP graduates. The goals expressed by Binghamton Print Solutions (BPS) were to increase their presence on campus and awareness of their services, as well as increase their revenue and customer base. The CEP team is working to address these goals from a number of angles. The team has broken off into a business/financials sub-group and a marketing sub-group to investigate specific areas. The business/financials team have been developing a new pricing strategy, as well as trying to source more revenue-hitting projects. The pricing strategy

FALL 2018 EVENT SUMMARY (CONTD.)

incorporates creating a sensitivity analysis on pricing options for each of BPS' printing services and determining the possible effect on revenue. It also includes research into the implementation of new fees, such as delivery and rush fees. The intent of the new pricing strategy is to gain a competitive advantage, as well as become more appealing to student and faculty customers. The marketing sub-group developed numerous new names to help BPS with their goal of rebranding. Over the winter break, the Copy Center officially transitioned into Binghamton Print Solutions. Binghamton Print Solutions was chosen over other options due to its ability to better express the services they provide. The marketing sub-group also helped to increase accessibility with providing a new website design that BPS is in the process of implementing. Previously, the website was hard to navigate, and often lead students to confusion with the ordering and pick-up process. Currently, the sub-group is developing aggressive marketing techniques by using data from student and faculty surveys to increase awareness of BPS services. The winter break served as a transition from the development of initiatives to the implementation process. The Spring semester will likely see more fine-tuning of proposals as the CEP team and BPS work together on execution.



Winter Consulting Night took place on Friday, January 18th, on the 21st floor of PwC's 300 Madison Office. The evening began with a series of three rotating-round table discussions between our 20 distinguished attendees and our involved alumni on topics including lifestyle as a consultant, recruiting for consulting, and consulting as a career. Attendees participated in a case-breakout session facilitated by professionals, following a presentation about MCG and recent developments in the club. The case flowed directly into the networking session, as students built upon the conversations they shared with professionals throughout the evening. We would like to thank all of our dedicated alumni and club supporters for making this event possible.



LOOKING FORWARD – SPRING 2019



**CONSULTING DEVELOPMENT
PROGRAM**

This Spring semester, the Consulting Development Program (CDP) will run in its third iteration with an incoming class of twenty exceptional freshmen and sophomores. These students were selected from over 70 applicants for their accolades at the University and displayed interest in consulting after successfully participating in MCG-sponsored case competitions and interviewing with the E-Board. For the next two and a half months, students will be learning about case interviewing, networking, and the different areas of consulting/advisory while participating in a long-term case competition. The experience will culminate in the final round of the case at our annual capstone event. Please stay tuned for more information about how to be involved!

MCG INTERVIEW ACADEMY

This semester, the Management Consulting Group is looking to take a slightly different approach to spring workshop sessions. Given the various interview experiences that our executive board has gathered through the years, we are looking to run a three-day workshop series designed to give interview advice to our members to better prepare them for the upcoming leadership cycle. Each day is going to be tailored towards a different style of interview, with the first focusing on phone and video interviews, followed by behavioral and case interviews, respectively. The goal of these workshops is to increase exposure to each type of interview and provide tips on how to succeed in them.

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**.

In the event that you donate to MCG, email your donation confirmation to consulting@mcgbinghamton.com so that you can be recognized in the next newsletter!

[Donate to MCG](#)

Thank you to Eric Hu for his recent generous donation to MCG.

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