



MCG MANAGEMENT CONSULTING GROUP

SPRING 2018 NEWSLETTER

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

Spring 2018 MCG Executive Board:

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

DANIEL LEVINE - SIGNING ON



Dear Valued Alumni,

It is surreal that I am writing this letter as the incoming President of the Management Consulting Group. This organization has given me so much and I am excited to help raise it to new heights. We are already at work on plans to expand our Consulting Engagement Program beyond the executive board and to external projects, as well as to attend an external case competition during this coming school year with help from School of Management Administration. We believe both of these objectives will expand the reach of Binghamton University into new realms of consulting.

Your involvement has been an integral part of our success and growth, and we encourage you to increase your involvement in the future. We are looking to restart the professional connections series, partner with more firms for information sessions on campus, and increase alumni attendance at our annual Winter Consulting Night and Binghamton Consulting Summit events. These events are how our membership forms crucial relationships and reconnects with the people who make our club what it is. We appreciate your continued support, engagement, and attendance and urge you, if you haven't already, to join us at one of our events and see how our hard work translates to success. If you know anybody that wants to get involved, please let us know. We are always looking to expand our network and learn more about consulting!

The expansion of the Management Consulting Group will be one of the main focuses of my presidency. With each event, competition, or workshop, we will be working towards meeting and exceeding the standards of the consulting clubs of the most competitive schools in the country. It is imperative to our success that we combine the hard work of our executive board with the resources of you - our successful alumni. It is beyond appreciated that you continue to contribute your time, and we encourage you to consider joining the funding efforts as a donor to the Management Consulting Group if you haven't already. MCG is entirely funded by alumni donations, an increase in which would allow us to host larger and more impactful events in the future. Information regarding donations is included at the end of this newsletter. If you have any ideas or want to get involved further please don't hesitate to reach out.

Finally, I want to recognize the team that I will have the privilege of leading. They are some of the hardest working individuals I have ever had the chance to work with. Even as I get adjusted to the presidency they continue to deliver quality work. They are an amazing group of future consultants that I am beyond thankful to call my team!

As always, we invite your feedback and questions. Feel free to reach out to me personally at dlevine4@binghamton.edu at any time. I look forward to seeing all of you at our next event and I am very excited to be leading this amazing organization and executive board in the 2018-2019 year!

Best Regards,

Daniel Levine '20

EXECUTIVE BOARD – FALL 2018

President

Daniel Levine

Directors

Jessica Meano

Alex Reksten

Associates

Jerray
Chang

Maya
Shah

Brian
Reumann

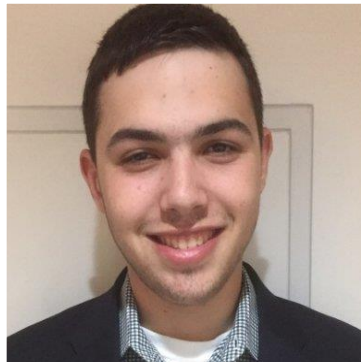
Julia
Bracco

Cori
Dauman



Jessica Meano, Director

Jessica Meano is a junior at Binghamton University majoring in Accounting with a minor in Spanish. Since her freshman year, Jessica has been involved in MCG, specifically through the Deans Case Challenge, EY TechX, and Consulting Development Program. This year, Jessica will be directing the Consulting Engagement Program, rebranding the organization, and developing the Consulting Development Program.



Daniel Levine, President

Daniel Levine is a junior majoring in Accounting with a concentration in Finance. He began his MCG career as an external associate for the 2017-2018 year after a successful freshman year in case competitions. He is also heavily involved in the PwC Scholars Program, where he will serve as the External Vice President for the 2018-2019 year. In his free time, he enjoys golfing and wearing sunglasses from his summer internship with Luxottica



Alex Reksten, Director

Alex Reksten is a sophomore on a three year track majoring in Business Administration with concentrations in MIS and Consulting. She began her involvement with MCG as an E-Board intern after winning the Dean's Case Competition and PwC Challenge in the fall, later placing 2nd in CDP's Capstone case. In the fall, Alex will be a Director for MCG, as well as the Vice President of Development for the PwC Scholars Program.

EXECUTIVE BOARD – FALL 2018



Jerray Chang, Associate

Jerray Chang is a junior economics student with a passion for consulting. Since he first heard about MCG in his sophomore year, Jerray has been involved in MCG through networking, professional development, and now serves on the club's executive board as an Associate. In his free time, he likes to play the viola and sing with his A Cappella group, the Binghamtonics.



Maya Shah, Associate

Maya Shah is a rising sophomore majoring in Industrial Systems Engineering with a minor in Sustainability Engineering. Her extracurriculars include acting as a resident assistant, a tour guide, and a member of Alpha Omega Epsilon. In her spare time she enjoys bullet journaling and running.



Brian Reumann, Associate

Brian is a rising Sophomore intending to major in accounting with a concentration in finance. Brian was active in MCG his first year by placing second in the EY TechX Case Competition and attending other MCG events. As a Sophomore, Brian will be an associate in MCG and looks forward to strengthening Binghamton's consulting reputation. In his free time Brian enjoys playing hockey, skiing, and golfing.



Julia Bracco, Associate

Julia Bracco is a rising sophomore majoring in accounting with a concentration in MIS. Julia has been involved in MCG through the EY TechX case competition, as well as the Consulting Development Program. This year Julia will be serving as an associate for MCG as she pursues and expands opportunities within the club. In her free time, Julia enjoys running, playing the flute, and watching Shark Tank.



Cori Dauman, Associate

Cori is a rising junior double majoring in psychology and business administration with a concentration in MIS. During the Spring 2018 semester Cori participated in CDP and is continuing her involvement with the club as an associate. Outside of MCG, Cori will be President of Binghamton's chapter of Colleges Against Cancer and is a member of Alpha Epsilon Phi. In her free time, Cori enjoys traveling, cooking, and going to the beach.

SPRING 2018 EVENT SUMMARY



The Consulting Development Program (CDP), formerly known as the Management Consulting Group Bootcamp is a semester-long commitment run in the Spring intended to produce recruitable consulting talent from Binghamton's interested students. In its second run as "CDP", the program focused on teaching case theory to around 20 undergraduate students of all majors, selected for their aptitudes in consulting. Candidates applied and interviewed at the end of the fall semester before receiving admission into the program. The program formally met for three hours each week, with students dedicating additional time to work on a case competition with assigned teams. The weekly sessions enhanced participants' soft skills, analytical thinking, and preparedness for consulting careers by covering material ranging from networking to firm spotlights to case interviews. The program culminated with a Capstone Case Competition in New York City in April. Graduates of the program often cite that CDP facilitates the growth of superior team working skills and ultimately helps them decide if consulting is a true passion of theirs.



The Capstone presentation of the Consulting Development Program took place at the 2018 Binghamton University Consulting Summit on April 27th at the SUNY Global Center in Manhattan. Three of the five teams of CDP participants were selected to deliver their case presentations to an audience of alumni and professionals representing nine different firms. The 2018 CDP case featured airline giant Delta and prompted students to consider strategies for its future success. The finalist presentations had well developed recommendations in complex areas such as fuel efficiency, alternative energy, spatial optimization on flights, international expansion initiatives, and flight-tracking technology. The judges ultimately favored Sequoia Consulting, comprised of Julia Bracco, Victoria Wong, Chukwudi Kanu, and Sandra Ilkkan, for their intuitive recommendations and presentation skills. The judges also recognized Victoria Wong and Maya Shah (of Bond Consulting Group) as Co-Best Presenters. After the winners were announced and CDP graduation certificates were distributed, attendees had the opportunity to network at the close of the event.

SPRING 2018 EVENT SUMMARY (CONTD.)



The Consulting Engagement Program is a year-long program in which Binghamton students in the Management Consulting Group provide consulting services to local organizations. The goal of the Consulting Engagement Program is to give students the opportunity to create strategies and recommendations for firms that have the potential to create tangible impact. Through producing deliverables, attending client meetings, and solving complicated problems, students gain a unique experience that supplements that received from case competitions. The engagements are fully run by Binghamton University students, with MCG E-Board as project managers and associates in the Spring semester. Cupid Chatman and Zachary Scheer managed MCG's first engagement this year: The Floyd L Maines Arena. The main objective of the project was to increase attendance of hockey games and increase revenue for the arena. The CDP team created a building profile and marketing strategy for the arena, in which they recommended free skates and summertime festivals. The engagement lasted 8 months and resulted with a satisfied client. This upcoming fall, MCG plans to run two engagements per semester, one with Binghamton University itself and one outside of the university. Additionally, the CEP team will be expand to include CDP graduates as well as E-board members. The projects for the upcoming year will be managed by Jessica Meano and Maya Shah.

LOOKING FORWARD – FALL 2018

CASES

The MCG team looks forward to hosting its two largest case competitions: The Dean's Case Challenge and EY TechX in the coming fall semester. For the second year in a row, the Dean's Case will be included in the MGMT111 curriculum as a requirement all freshmen in the School of Management. The case will be introduced in the first week of classes in order to provide new students with exposure to MCG and consulting as a field. Immediately following the Dean's Case, MCG will partner with EY to host the EY TechX case competition, which saw the largest student involvement of any university case competition this past year. The case will center on a technology-related topic, thereby requiring students to consider developing areas of consulting in their case work. The competition will feature three rounds of judging, the final stage of which will be conducted by EY professionals in their New York City office. Preparation for both competitions has already begun, and MCG looks forward to greater participation this semester than ever before!

WORKSHOPS

In the Fall Semester, the Management Consulting Group will focus on providing various opportunities for consulting development. To compliment the Dean's Case Challenge, the EY TechX Case Competition, and other Fall case competitions, students will have access to valuable insight through a series of workshops that will run throughout the semester. This series of workshops are intended to help students improve their case preparation skills, presentation skills, and general consulting awareness. MCG executive board members will conduct these workshops to provide access to resources for consulting development that can bring success to students in future case competitions, interviews, and careers in consulting.

SOFIA HAIKIN – SIGNING OFF



Dear MCG,

It has been an honor and a privilege to serve as your president this past year. Throughout the year, we have created and surpassed many goals, both in our case competitions and in our selective programs. As an overview, we surpassed our participation numbers for the EY TechX Case Competition as well as collaborated with APICS on an operations case competition. We also successfully ran a pilot program for the Consulting Engagement Program (CEP), completed our second annual Consulting Development Program (CDP), and hosted our third annual Winter Consulting Night. These events would not have been possible without our exceptional Executive Board, who worked incredibly well this year to make sure that all the programs were running as smoothly as possible.

As an organization, we surpassed the goals that MCG established at its creation. The standard that we set for the students in our programs and events has risen considerably, and the same can be said for our incoming Executive Board. Looking forward, the new E-Board has already started to plan for the upcoming school year, working throughout the summer to make sure that all the projects are ready to go, which minimizes the risk of any last-minute inconveniences to arise. All the executive board members were active participants of MCG throughout their time at Binghamton, most of them being graduates of CDP, our most selective program. I have no doubt that they will do an incredible job helping the club grow in the upcoming year.

As I step into the role of Senior Advisor for this upcoming school year, I am confident that the new president, Daniel Levine, will do a phenomenal job. I look forward to seeing MCG achieve new heights.

Best,

Sofia Haikin, '19

SPRING 2018 GRADUATES

CUPID



Cupid Chatman finished her career with MCG as an External Associate and the Director of CEP. Cupid graduated this Spring with her BS in Business Administration with a concentration in Finance. She will be relocating to Chicago, IL to become the first Binghamton University undergraduate to join Huron Consulting Group. Cupid joined MCG E-Board after competing successfully in EY TechX and completing CDP, and moved on to direct MCG's first external engagement, formally known as the Consulting Engagement Program, this past year. She is also a brother of Alpha Kappa Psi, where she has held a leadership position previously. MCG is incredibly proud to have Cupid as an alumni, and will work diligently to fill the big shoes she left behind.

SHAWN



Former MCG President Shawn Graber graduated this Spring with his BS in Business Administration and concentrations in MIS and Consulting. He will be joining PwC Management Consulting's M&A Advisory group in August and could not be more excited. In his time with MCG, Shawn created and transformed the Consulting Development Program, initiated the Consulting Engagement Program, and expanded MCG's professional network and impact. He has personally mentored several of MCG's current E-Board and offered assistance to any student that has asked. His impact on MCG is incredibly apparent, and his dedication will be truly missed by all of MCG, but both will serve him well in his bright future.

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.

Visit Our Website!

www.mcgbinghamton.com

