



# MCG MANAGEMENT CONSULTING GROUP

## SPRING 2019 NEWSLETTER

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

### **2019-2020 MCG Executive Board:**

Brian Reumann, President | Daniel Levine, Senior Advisor  
Alex Reksten, Senior Advisor | Connor Blanchard, Vice President of Competitions  
Julia Bracco, Vice President of CEP | Maya Shah, Vice President of Outreach

# BRIAN REUMANN – SIGNING ON



Dear Valued Alumni,

It is with great pride and excitement that we share this newsletter with you following the success that the Management Consulting Group has found this year. We are excited to share our goals for moving forward. As incoming president, I aim to maintain the precedent of growth set by Dan, and to explore new avenues with the talented team we constructed for MCG next year. After a revamping of the structure of MCG's executive board, I am convinced that we have chosen the optimal group of individuals to realize new success next year and lay a foundation to sustain it for the years to come.

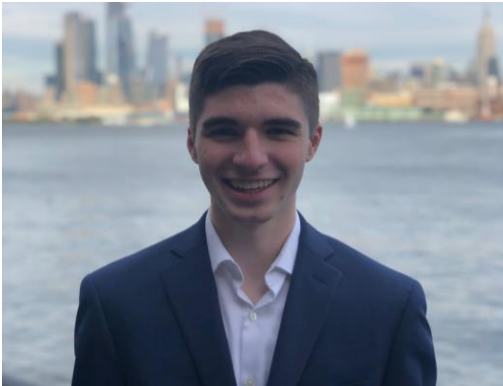
We have outlined strategic goals to guide us next year in increasing the impact of our organization on campus and the regard of the consulting talent at Binghamton. We aim to diversify our case competition participants across varying groups and explore external case opportunities. Our outreach team is focusing on realizing our position as a mechanism for networking post-graduation and on attracting new firms and professionals for students to learn from. Lastly, our Consulting Engagement Program (CEP) team is investigating new ways to increase the quality of service that we offer and to position the program in front of greater amounts of potential clients.

Thank you for your continued support of our organization. I'm eager to begin a new year, humbled by our ambitions, and grateful for the team I will have the pleasure of working with.

Best,

Brian Reumann  
Class of 2021

# VICE PRESIDENT INTRODUCTIONS



**Connor Blanchard, VP of Competitions**

Connor will be the Vice President of Competitions for the 2019-2020 school year. He is currently a rising junior majoring in Accounting and Finance. This past year Connor was an intern for MCG and is looking forward to teaching the next generation of students and develop them as consultants, students, and people. Outside of MCG, he loves attending sports events, playing soccer, and traveling.



**Julia Bracco, VP of Consulting Engagement Program (CEP)**

Julia is a rising junior majoring in Accounting and Management Information Systems. This summer Julia is working with Hill View Partners as a consulting intern and will be attending PwC's Women's Consulting Experience. On campus, she is involved in the PwC Scholars program and is the incoming Vice President of Development. In her free time, Julia likes reading, running, and playing with her dog.



**Maya Shah, VP of Outreach**

Maya is a rising junior majoring in Industrial and Systems Engineering. During this past year, she led CEP's engagement with Binghamton Print Solutions. This summer Maya will be interning at Raytheon in Space and Airborne Systems, and in summer 2020 will be interning at Barclays as a Markets Analyst. In her free time, Maya likes kickboxing classes, shopping, and Marvel movies.

# COMMITTEE BREAKDOWN

## Competitions:



**Isabella Martinez, '22**  
*Marketing & MIS*



**Mark Stein, '22**  
*Marketing & MIS*



**Ryan McGrath, '21**  
*Accounting, Finance & MIS*

## Consulting Engagement Program:



**Julian Alegre, '22**  
*MIS & Consulting  
and Leadership*



**Gary Robbins, '21**  
*Finance & MIS*



**Anna Braz, '21**  
*Finance & MIS*

## Outreach:



**Alyssa Pelkey, '22**  
*MIS*



**Haoyu Li, '22**  
*Accounting*



**Luke Petrsoric, '22**  
*Finance & MIS*

# SPRING 2019 EVENT SUMMARY

## Consulting Development Program (CDP)

Over the course of this past year, the MCG E-Board formulated ways to improve the 2019 Consulting Development Program. We transitioned from primarily focusing on teaching case theory and presentations to an increasing emphasis on industry knowledge and interview preparation. Upperclassmen speakers provided presentations on the types of consulting, behavioral interviews, and case analysis. In addition, professional alumni spoke about their experiences and conducted interactive learning sessions. Along with the curriculum change, the case competition timeline was shortened from over two months to less than a month.



*We want to give a special thanks to all the alumni who took the time to speak or meet with our students in Binghamton or during the Binghamton University Consulting Summit graciously hosted by Alvarez & Marsal. Without all of you, this program would not have been successful!*

# SPRING 2019 SUMMARY (CONT.)

## University at Buffalo Case Competition



This past April, executive board members Julia Bracco, Maya Shah, Brian Reumann, and Daniel Levine had the privilege of attending an external case competition at the University at Buffalo. The team developed a strategy for entrance into the pearl market and placed 2nd out of 20 undergraduate teams. It was a wonderful opportunity to meet students at other universities and learn about their consulting clubs.

*MCG would like to thank the School of Management and Cleaners Supply for their incredible generosity; the team could not have attended without their support!*

## Interview Academy Workshops

Designed to be a thorough introduction to the most popular formats of a business interview, the Interview Academy was a three-day series of workshops addressing video, behavioral, and case interviews on each day respectively. MCG strategically scheduled these sessions to take place immediately before leadership programs interviews for the Big 4 in order to make them even more relevant to underclassmen. Following the presentations, several students reached out to MCG specifically to conduct mocks for their upcoming interviews, while others expressed gratitude for the accessible content, which can be found in the File Repository on the MCG website.

**JOIN MCG TODAY FOR...**



**Day 1: Video Interview Prep**

### Interview Academy Focus Areas



Behavioral  
Interviews



Phone/ Video  
Interviews



Case  
Interviews

# SPRING 2019 SUMMARY (CONT.)

## Consulting Engagement Program



This semester, MCG has concluded their engagement with Binghamton Print Solutions. Over the course of a year, the team has developed and overseen the introduction of an online ordering platform, a new pricing strategy, and rebranding. The team is leaving Print Solutions with future strategic initiatives in marketing, and long-term goals for pricing. Print Solutions has officially stated that it has “created a more professional and positive image.” Full recommendation attached [here](#).

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Moving into 2019-2020, the team is very excited to be working with MCG alumnus Ken Fong on a Hong Kong based real estate company, with the goal of digitizing and streamlining its processes. In addition, MCG has recently applied for a branch with 180 Degrees Consulting, a company that provides socially conscious organizations around the world with high quality, affordable consulting services. If granted a branch, MCG will have access to additional resources to leverage when working with clients.

# LOOKING FORWARD – FALL 2019

## MCG's Inaugural Golf Outing (Summer 2019)

This summer, the MCG E-Board has decided to host the inaugural MCG golf outing. This is scheduled for July 13th at Clearview Park Golf Course and will begin with tee times at noon. We currently plan to play a "modified best ball" format and encourage golfers of all skill levels to participate. Following the golfing, there will be a reception in the late afternoon with food, beverages, prizes, and more! Participants can choose to solely attend the reception if they please. This outing is a great opportunity to connect with other alumni and have a relaxing day. If interested, please fill out our RSVP form, attached below, and we will reach out shortly with more details regarding payment and event logistics.

**When: Saturday, July 13<sup>th</sup>**

**Where: Clearview Park Golf Course**

**RSVP: [Here](#)**

## SOM Dean's Case Challenge

This fall, MCG will be partnering with Associate Dean George Bobinski to organize for the Dean's Case Challenge to take place in the first week of the semester. Students are exposed to real-world scenarios and will present to the MCG executive board, as well as representatives of the Public Speaking Lab. In the past, this case has developed a strong pool of consulting talents that are willing to participate in various other MCG events, a trend that we are looking to extend this year.



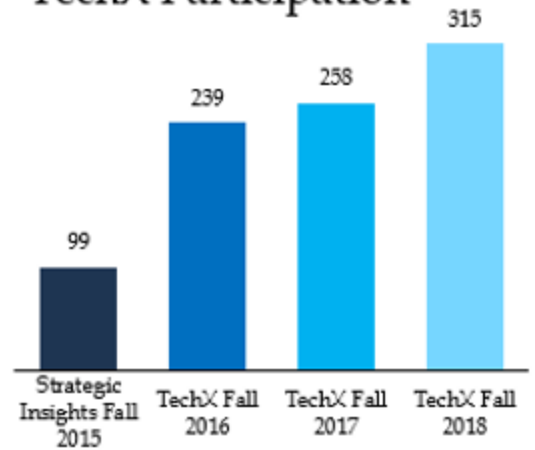


# LOOKING FORWARD – FALL 2019

## EY TechX Case Competition

MCG is excited to further its relationship with EY through the fourth-annual EY TechX Case Competition. There will be three rounds of competition, with finals taking place at EY’s headquarters. MCG is looking to foster a greater integration of students from the Harpur College of Arts and Sciences and Watson School of Engineering to bring together diverse competitors who analyze problems from multiple lenses. Additionally, we will hold workshops breaking down all aspects of a case before the first round, as well as coaching sessions for advancing teams. Together, these are an integral part in the development of underclassmen talent and capabilities. Being that TechX is a hallmark of MCG’s fall semester, the competitions committee is looking forward to making it a continued success this year.

TechX Participation



# DANIEL LEVINE – SIGNING OFF



Valued Alumni,

It has been an incredible privilege to serve as President this past year. From our 2<sup>nd</sup> place finish in the University at Buffalo Case Competition to new records in case competition participation to increased alumni involvement, I am so proud of all that this board has accomplished. Thank you to the executive board for all their hard work in making this year a success. I've learned a great deal this past year and would not trade the experience for anything.

I have immense confidence in passing the torch over to Brian Reumann and the incoming E-Board, as they will work hard to continue all the progress that has been made over the past few years. Next year, it'll be exciting to take on the responsibility of Senior Advisor, which gives me the ability to stay involved in MCG, while also acting in a mentorship role.

As always, I would love to hear from all our alumni. Please feel free to reach out to me at [dlevine4@binghamton.edu](mailto:dlevine4@binghamton.edu).

Best,  
Daniel Levine

# 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](mailto:consulting@mcgbinghamton.com) so that you can be recognized in the next newsletter!

[Donate to MCG](#)

## Visit Our Website and Follow Us on Social Media!

Website: [www.mcgbinghamton.com](http://www.mcgbinghamton.com)

Instagram: [@mcgbinghamton](https://www.instagram.com/mcgbinghamton)

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