



# MCG MANAGEMENT CONSULTING GROUP

## WINTER 2020 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

# LETTER FROM THE PRESIDENT



Dear Valued Alumni,

I am writing with great pride regarding what the Management Consulting Group has accomplished over the past year. With many great teams within our organization, we have been able to expand our club offerings, reach new levels of interactions with students and professionals, and increase the exposure of Binghamton's consulting and advisory talent.

I've often been asked what the best aspect of being president of this club is. For me, it's easy, I get to work with everyone and see all the great contributions to the club. Our CEP team creates the opportunity to give back to the community that we all live in, through meaningful and impactful pro-bono consulting work. Our competitions team teaches fundamental skills in professionalism and business analysis to students. Lastly, our outreach team gives us the chance to connect students with the professionals that had made their own impact on MCG as well.

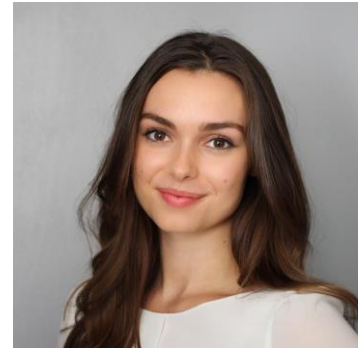
As we look forward to the future of MCG, I have the utmost confidence that this club will continue to grow and reach new successes. We have made large steps forward in our role as a leading student organization, and I know that our leadership team will be driven to explore the new opportunities waiting for us in the future.

Best,  
Brian Reumann  
Class of 2021

# EXECUTIVE BOARD STRUCTURE



**Dan Levine '20, Senior Advisor  
Transaction Advisory at A&M**



**Alex Reksten '20, Senior Advisor  
Management Consulting at PwC**



**Brian Reumann '21, President  
Management Consulting Intern at PwC**



**Julia Bracco '21,  
Vice President of CEP  
Management Consulting Intern at PwC**



**Maya Shah '21,  
Vice President of Outreach  
Sales & Trading Intern at Barclays**



**Connor Blanchard '21,  
Vice President of Competitions  
Deal Advisory Intern at KPMG**

# COMMITTEE BREAKDOWN

## Competitions:



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



**Mark Stein, '22**  
*Marketing and 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*

# INTERN INTRODUCTIONS



I'm Anna Kasmanoff and I am currently a freshman majoring in Business Administration with a concentration in marketing. Here at Binghamton, I participate in Dickinson Community's Co-Rec football and the Emerging Leaders Program. In my free time, I enjoy running and painting. I'm super excited to be interning with the MCG since I'd like to pursue consulting as a career and being mentored by experienced students will help me start on the right path!



I am Joe Kosinski, a sophomore in the PwC Scholars Program, majoring in Accounting with a Concentration in Finance. On-campus, I am a member of the Consulting Development Program, Finance Society, and Accounting Association. Some of my hobbies are basketball, football, and Rubik's Cubes. In the future, I want to find a career in either Deal Advisory or Management Consulting, and I feel being involved with MCG will give me the tools necessary to achieve that goal.

*We are so excited for the interns to join the MCG board, explore our various committees, and further their professional development and interest in consulting!*

# FALL 2019 CASE COMPETITIONS

## Dean's Case Competition



The Competitions Committee proudly started the year off with the completion of the Dean's Case Challenge. This was the third iteration of the challenge within Dean George Bobinski's MGMT 111 class (Introduction to Management). This case was a great way to kick off the semester and acclimate the 270 new freshmen to the School of Management and case challenges. This year, the committee created a new partnership with the Binghamton University Public Speaking Lab (PSL), allowing MCG student judges to provide more insightful feedback from a case analysis standpoint and leave the presentation skill analysis to the PSL consultants. Each year, participating students continue to raise the bar and impress us, and we are happy to see many of them found it to be a valuable first college experience as well.

## EY TechX

The latter of our two competitions was our EY TechX case competition. This was the 5<sup>th</sup> year of the MCG's partnership with EY, one which grows stronger each year thanks to help from our alumni at the firm, especially Matt Dubinsky, Ken Fong, Jake Groezinger, Sofia Haikin, and Adam Pitkin. MCG hosted workshops designed to improve problem-solving, financial analysis, and presentation skills of participating students. In addition, the committee ran a new Instagram Live session with the aforementioned EY professionals to show students how the case could relate to professional work.



Overall, we hosted 290 students across three rounds, the last round being held in EY's Hoboken Office. *We are grateful for the experience to work on a large-scale project like this and look forward to improving it even more in 2020. Thank you to EY for hosting and judging this competition!*

### Top Skills to Develop



Critical Thinking



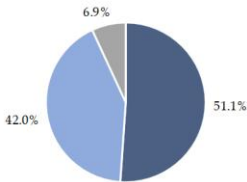
Financial Analysis



Presentation Skills

### Post-Competition Sentiment of Improvement

■ Much Improved  
■ Slightly Improved  
■ Stayed the Same



# CONSULTING ENGAGEMENT PROGRAM

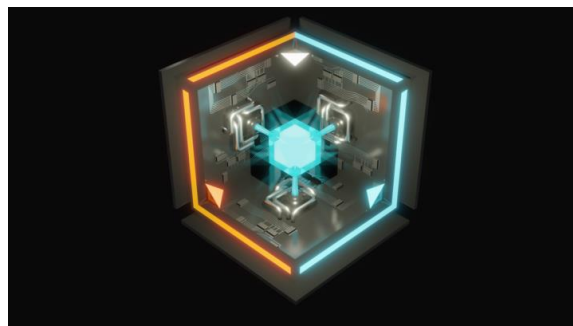
## Binghamton HOTS (Fall 2019)

The Consulting Engagement Program serves to provide pro-bono consulting work to local Binghamton businesses while offering hands-on consulting experience to students. This past fall, the CEP team worked with Binghamton HOTS, a growing downtown restaurant popular among students. Throughout the semester, the team worked with HOTS founder David Whalen to create a pitchbook and negotiate justifying a Binghamton HOTS franchise on campus. The CEP team worked on negotiations for “Hinman HOTS” to open in a newly renovated Hinman dining hall in the fall 2021 semester. More can be read about the results of these initiatives in a Pipe Dream article, which can be found [here](#). It was a pleasure working with David and we look forward to seeing HOTS growth in the future.



## Enhance Virtual Reality (Spring 2020)

This spring the CEP team will be working with a local startup, Enhance VR. Located in the Small Business Development Center, Enhance VR creates virtual reality training modules for manufacturing companies in the northeast area. The CEP team hopes to drive traffic to the company’s website by implementing SEO techniques. The team also plans to launch a marketing strategy as the company gains the ability to scale. We are excited to continue supporting the community while expanding student’s client experiences.



*“Even though we’ve only just started working together, the CEP team has been a great help and resource for my company, Enhance-VR. From SEO and website analysis to customer outreach and business development, the team has been able to make my goals in the virtual reality industry, more of a reality.” – Matt Gill, Enhance VR*

# WINTER CONSULTING NIGHT

## MCG's 5<sup>th</sup> Annual Winter Consulting Night

MCG held its 5th annual Winter Consulting Night this past January in NYC. The event was a huge success with over 50 people in attendance. Over the course of the 2.5-hour event, there were rotating panels that covered topics such as problem-solving, the transition from college to industry, and a day-in-the-life of a consultant. This year, we eliminated the case study to allow for more time for conversations between students and professionals, as we felt this brought more value to our attendees. Our students highly praised the connections they made from WCN and felt that in a small intimate environment such as that one, they could truly gain meaningful insight. This would not have been possible without the dedication of our alumni. Thank you again to PwC and Joe Dieguez for hosting the event!



WINTER  
CONSULTING NIGHT  
HOSTED BY MCG  
MANAGEMENT





# CONSULTING DEVELOPMENT PROGRAM

## 2020 Iteration of CDP

This spring, MCG is running the fourth iteration of the Consulting Development Program. The program aims to help students interested in consulting learn about the industry and how to pursue a career in consulting or advisory. This year, CDP is focusing on adding sessions on the application of new digital tools such as Alteryx and Tableau. MCG is continuing to incorporate professionals into the program, as well as a diverse CDP class across year and major.

The program will conclude with a Capstone case on Friday, April 17th, so save the date! This event is meant to showcase our top students to alumni, and we hope to see you there. More information will be sent out in the following months. In the meantime, follow our Instagram @mcgbinghamton for updates!



# 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 Capstone. (*The money goes towards catering and renting locations!*). 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](#)

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