

Resume Packet

NO.	STUDENT	GRAD DATE
1	Alcantara, Cynthia	May 2017
2	Alvarado, Alberto	May 2017
3	Argente, Xavier	May 2017
4	Aronson, Elise	May 2017
5	Awe, Olatomide	May 2017
6	Bheemineni, Sarada	Aug 2017
7	Bian, Michelle	May 2017
8	Brown, Alexander	May 2017
9	Burdette, Brendan	May 2017
10	Chidothe, Margaret	May 2017
11	DiSenso, Mimi	May 2017
12	Elliot, Grant	May 2017
13	Freilich, Brian	May 2017
14	Gatto, Philip	May 2017
15	Ge, Jesse	May 2017
16	Ghazal, Eyad	May 2017
17	Goodenow, Kerry	Aug 2017
18	Goodman, Jessica	May 2017
19	Gupta, Ishank	May 2017
20	Hong, Jihyun	May 2017
21	Jha, Kamika	May 2017
22	Kedia, Shreya	May 2017
23	Khan, Maryam	May 2017
24	Koo, Jina	May 2017
25	Lamb, Stephen	May 2017
26	Lee, David	May 2017
27	Lin, Katherine	May 2017
28	Lin, Yi	May 2017
29	Narain, Shashwata	May 2017
30	Ng, Ho Hing	May 2017

NO.	STUDENT	GRAD DATE
31	Okeke, Chijoke	May 2017
32	Oosterbaan, Christopher	May 2017
33	Panthavee, Oraphun	May 2017
34	Pujals, Elena	May 2017
35	Rolfes, Greg	May 2017
36	Rondi, Melissa	May 2017
37	Rosenfeld, Julie	May 2017
38	Shah, Hetal	May 2017
39	Shih, Evelyn	May 2017
40	Tenney, Jasper	May 2017
41	Wang, Xinzhu	May 2017
42	Windle, Michael	May 2017
43	Yaguchi, Rose	May 2017
44	Zhou, Pearl	May 2017

PAULINA ALCANTARA CASTILLO

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate, Majors in Finance and Business Analytics

Philadelphia, PA
2015-2017

- Awarded Henry Ralph Ringe Fellowship for professional and personal accomplishments
- Co-President of Wharton Latin American Student Association (330+ members)
- VP of Marketing for Wharton Latin America Weekend
- PE/VC Club, Consulting Club, Women in Business Club, Welcome Committee, Student Life Fellow

INSTITUTO TECNOLOGICO AUTONOMO DE MEXICO (ITAM)

Bachelor of Science in Business Administration, Major in Strategy

Mexico, Mexico
2006-2012

Bachelor of Science in Public Accounting

2006-2011

- Business Administration GPA: 8.96/10.0 (top 1.7% of class) | Public Accounting GPA: 9.06/10.0 (top 7.2% of class)
- Awarded ITAM's Scholarship for Academic Excellence; Graduated with Special Mention Honors in both degrees
- Beta Gamma Sigma (top 10% of class)

EXPERIENCE

STRATEGY & (PART OF THE PWC NETWORK)

Summer Senior Associate

Mexico, Mexico
Summer 2016

- Analyzed the Go to Market strategy of a Central American agro-industrial company; conducted field interviews; examined the Commercial Strategies used to serve different categories of clients in four countries; built model to calculate cost to serve clients; and conducted cost-benefit analysis
- Detected inconsistencies in the Roles and Responsibilities of commercial staff across countries; discrepancies in the CS assigned to similar clients; and inefficiencies in the number of clients assigned to some CS
- Made recommendations to reduce costs and increase efficiency, including: standardizing CS across countries; assigning CS based on KPIs; defining R&R of commercial personnel, aligning compensation with objectives, and providing training. Expected EBITDA increase of 5% after implementation of recommendations

INTERNATIONAL FINANCE CORPORATION (IFC), WORLD BANK GROUP

Investment Analyst-Manufacturing, Agribusiness and Services (Latin America and the Caribbean)

Mexico, Mexico
2013-2015

Consultant-Manufacturing, Agribusiness and Services (Latin America and the Caribbean)

2011-2013

- Closed eight new investments (totaling \$128 m): prepared investment theses, conducted field appraisals, constructed financial models to determine adequate product and pricing, prepared investment recommendations for the board, negotiated term-sheets, drafted legal agreements, and ensured compliance with conditions of disbursement
- Supervised nine portfolio projects (totaling \$185 m): managed client relationships and disbursements, processed waivers and security releases; monitored financial and operational performance; assessed developmental impact; prepared credit risk reports; valued options and equity exposures; and created models to calculate loan loss reserves
- Led debt-restructuring of undisclosed client in default (\$33 m exposure), analyzed financial and operational data to determine causes of difficulties, and made recommendations to improve financial performance. Constructed model and worked with top management to design debt restructuring, proposal was approved and restructuring signed
- Headed negotiations and valuation analysis to make a \$66 m equity investment in healthcare provider that caters integrated services to Mexican public health system, first fully integrated public private partnership in the country
- Received Performance Award for extraordinary efforts and outstanding achievements (as member of Health and Education Team for Latin America and Caribbean)

MIJARES, ANGOITIA, CORTES Y FUENTES, S.C.

Analyst-Tax Advisory

Mexico, Mexico
2008-2011

- Analyzed and quantified impact of tax reforms; worked with corporate attorneys to design tax efficient legal structures
- Prepared and filed income tax returns; calculated fiscal cost of shares; and prepared Certified Public Accountant's opinions

ADDITIONAL INFORMATION

- Mentor for three social entrepreneurs who foster sustainable agriculture in St. Kitts and Navis at The Resolution Project, a global non-profit focused on youth leadership development through collaborative social entrepreneurship
- Former treasurer and board member of Beca Integral Universitaria, association that partners students from low-income households with ITAM students and provides them with mentorships and scholarships
- Languages: Spanish (native), German (advanced - Sprachdiplom II, German Abitur)
- Interests: International traveling (40+ countries), impact investing, Pilates, tennis, cooking, and trying new restaurants

ALBERTO ALVARADO

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Business Analytics and Strategic Management **2015-2017**

- **Leadership positions:** Social Vice President for Family Business Club, Admissions Vice President for Latin American Club
- **Ventures:** Led 6-person team in immersive leadership simulation with New York Fire Department

UNIVERSIDAD SIMON BOLIVAR **Venezuela**
Bachelor of Engineering in Industrial Engineering, 5-year professional program **2006-2011**

- 6-month study abroad program in Politecnico di Milano, Italy. Courses in Management and Economics Engineering
- Elected Vice President of Business Case Club: directed a 10-person team formulating real case studies with PepsiCo and Caracas municipality; organized 250-student competitions to construct solutions later implemented by companies

EXPERIENCE

BIMBO BAKERIES USA (*World's largest baking company with \$15bn annual sales*) **Horsham, PA**
MBA Intern, Corporate Strategy and Business Development **Summer 2016**

- Developed strategy for \$30M Stuffing and Croutons category, presented and got approval for execution from Board:
 - Defined market strategy for 6 brands working closely with sales, marketing and operations, resulting in 25% sales growth
 - Identified and proposed new distribution model lowering cost to serve clients by 10%
- Conducted research and valuation analysis on \$50M-\$100M potential acquisition targets

CHOCOCHITAS COOKIES (*Food startup focused on premium chocolate artisan cookies*) **Venezuela**
Special Assistant to CEO **2015**

- Led business transformation to formalize and standardize processes; worked closely with sales and operations departments to optimize procedures based on Lean principles and redesign KPIs
- Proposed to CEO and implemented new employee bonus program; bonus helped increase cookie production volume by 15%

ADVANTIS MANAGEMENT CONSULTING (*LATAM region consulting firm, formerly Strategy&*) **Colombia | Venezuela**
Consultant | Senior Consultant **2011-2015**

- Promoted one year early to Senior Consultant after managing team of peer analysts; sole fast-track promotion in firm
- Leadership and Teamwork*
- Managed 2 analysts in designing Latin America expansion strategy for power and manual tools manufacturer
 - Constructed 5-year business plan in collaboration with finance department; projected to return \$5M investment in 2 years
 - Created project management office to monitor implementation; hired and trained project manager
 - Redesigned go-to-market strategy for fertilizer producer losing \$20M/year; persuaded senior management to exit a declining low-margin category and focus efforts on educating farmers. Company reported positive profits after 2 years
 - Analyzed business attractiveness of low-cost pharmacy concept; proposed not to invest \$3M after determining limited growth opportunities in a competitive segment; presented recommendations and received approval from Board of Directors

Management under uncertain situations and political risks

- Formulated 5-year strategy for private cinema chain to avoid nationalization and manage Venezuelan political risk:
 - Created financial model using economic indicators to simulate risk scenarios and estimate impact
 - Developed plan to collaborate with industry to fight movie piracy threat – estimated to increase theater attendance by 30%
- Guided multi-department team for hardware retailer to search for creative alternatives to overcome +100% annual inflation rate and government price regulations; proposed to transform business replacing 40% of revenues with new alternative models

ADDITIONAL INFORMATION

- **Entrepreneurship:** Co-Founder of DPRTS.COM, sports news website focused on creating a smarter news reading experience. Managed team of 1 programmer and 4 journalists. Launched 2013 and averaged 25k-75k unique users/month during 2 years
- **Volunteer:** Spent 2 months promoting entrepreneurship awareness among young Africans and teaching computer science in Kumasi, Ghana; and 2 weeks hand harvesting coffee beans with low income communities in Venezuela
- **Interests:** Craft beer production (certificate by Venezuelan Craft Beer Association), Baseball (instructor at Bucky Dent's Baseball Camp in Delray Beach, FL) and Sabermetrics (advanced baseball statistics)
- **Languages:** Spanish (native), Italian (fluent)
- Authorized to work in the US (US permanent resident)

XAVIER ARGENTE

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EDUCATION

THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
MBA Candidate; Entrepreneurship Major; Selected for Semester in San Francisco program 2015-2017
MA in International Studies Candidate; Portuguese track with a focus on Brazil

- Global Knowledge Lab: Thesis on emerging tourism destinations and the impact of technology in Travel & Hospitality
- Summer immersion in Rio de Janeiro and Sao Paulo (June-July '15) focused on the challenges of doing business in Brazil
- Took Prof. Fader's Applied Probability Models to Marketing course on Customer Lifetime Value and Probabilistic Modeling
- GMAT: 760 (99th percentile); Member of Travel & Hospitality, Technology and Data Analytics Clubs

ESADE BUSINESS SCHOOL Barcelona-Singapore
Undergraduate and Master of Science in Business Administration 2007-2012

- Semester in the National University of Singapore with a focus on managing international and China ventures
- Top 1% – Honors in Math, Statistics, Accounting, Macroeconomics and Economic History; Consulting Club President

EXPERIENCE

AB-INBEV, APAC HQ New York, Shanghai
Global MBA Marketing Summer Intern Summer 2016

- Developed strategy to target home consumption in China and double in 4 years the off-trade business of a \$2B dollar brand
- Presented the case to Marketing VP and Zone President for a full Integrated Marketing Campaign unlocking \$10M+ budget
- Created 2017 plan for in home including E-Commerce and Digital Marketing activation across platforms in China

BAIN & COMPANY Madrid Office
Senior Associate Consultant 2012 - 2015

- Fast-track promotion to Senior Associate Consultant one review cycle ahead of class; 6-month transfer to Bay Area offices
- Managed, coached and trained new Associate Consultants and Interns on the Bain Strategic Toolkit and analyst skills

Technology experience:

Partnership strategy for a large semiconductor company Palo Alto

- Defined approach to enable tech ecosystems in Mobile and IOT and increase penetration through collaboration with partners
- Analyzed market potential in key markets of HW/SW proof-of-concepts developed in collaboration with key suppliers
- Created point of view on new silicon packaging substrates potential and implications to the company's manufacturing strategy

Due Diligence experience:

Corporate due diligence for a large semiconductor company Palo Alto

- Developed investment thesis to acquire a large supplier (+\$500M) of manufacturing technology

Commercial due diligence for acquisition of two large soft drinks brands (\$2B+ deal) Nigeria, UK

- Assessed go-to-market capabilities and estimated market entry potential in West and East Africa countries
- Built model to value growth potential across all markets and revenue synergies of \$70-150M in key markets

Commercial experience:

Luxury hotel spa channel go-to-market plan for a leading cosmetics brand Las Vegas, Dallas, Barcelona

- Redefined luxury hotel spa channel value proposition for the US market, accelerating by 2x growth in the channel
- Created commercial toolkit to be scaled worldwide, targeting most profitable luxury hotel spas to grow key accounts
- Analyzed business case for the creation of a branded luxury hotel spa chain by looking at key hotel and spa market dynamics

Marketing full potential strategy and SKU reduction project for an international soft drinks company Madrid

- Leveraged market and individual consumer data to derive insights, set strategic priorities and identify channel and brand gaps
- Created analytical approach to compare company performance at SKU level with competition and market trends in Spain

UNIVERSIDAD CENTROAMERICANA (UCA), Social Agribusiness summer pro-bono consultant El Salvador (2011)

- Pitched greenhouse technology project to the Office of Strategic Affairs of the Presidency of the Republic to obtain funding

CITIBANK, Finance Department, Corporate Treasury summer intern London (2010)

- Performed balance sheet and liquidity stress testing analysis in the Broker Dealer Liquidity Management Team

BBVA, Economic Research Department summer intern Hong Kong (2009)

- Prepared reports on the macroeconomic prospects of Asia for the Board of the bank and external clients

ADDITIONAL INFORMATION

- **Languages:** Bilingual Spanish and Catalan; Fluent in French and Portuguese; Intermediate-High Mandarin (HSK Level 4)
- **Technical skills:** Basic-Intermediate VBA, JavaScript, Access, SQL and Tableau; Data Visualization Hackathon (March '16)
- **Interests:** Travelling, Skiing (10 years in competition team) and Boxing (Wharton Club member)
- **Positions:** Ruta Quetzal expedition volunteer (Panama, 2008), led entrepreneurship workshops for underprivileged students to promote higher education (Panama, 2011); Pro-bono consultant in Inspire/Bain team for homeless job training initiative in SF

ELISE ARONSON

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate, Majors in Organizational Effectiveness & Marketing

Philadelphia, PA
2015-2017

- *Leadership:* Vice President of Strategic Partnerships for Wharton Human Capital Club, Vice President of Operations & Marketing for Wharton General Management Club
- Selected as sole first-year MBA to represent Wharton at the National Academy of Human Resources Annual Event in NYC

COLGATE UNIVERSITY

Bachelor of Arts, Major in Political Science and Minor in Economics

Hamilton, NY
2007-2011

- Graduated Cum Laude with Honors in Political Science, Deans Award for Academic Excellence

EXPERIENCE

CAMPBELL SOUP COMPANY

Human Resources MBA Intern

Camden, NJ
Summer 2016

- Crafted strategic business solutions to address inefficiencies in organizational structure and gaps in talent management strategy
- Presented findings to senior HR leaders supported by external best practices and internal stakeholder analysis
- Proposed five key insights and recommendations to align KPIs to drive high performance and long-term business success
- Recommended three unique learning and development opportunities to engage and retain millennial employees while driving greater cross-functional collaboration
- Conducted change management analysis to gauge effectiveness of proposed solutions

WELL & LIGHTHOUSE – *Digital Strategy & Political Consulting Agency*

Digital Strategist

Washington, DC
2013-2015

Human Resource Management & Leadership

- Led the hiring process by reviewing resumes, conducting interviews, negotiating salaries, and clarifying job responsibilities
- Managed the professional development and workflow of digital production department consisting of four staffers

Communication & Cross-Functional Teamwork

- Supervised four cross-functional teams to stay on schedule, on budget, and produce deliverables that met client expectations
- Prepared external reports to present to clients with data-driven recommendations in order to strengthen strategies

Strategic Thinking & Analytical Skills

- Managed the campaign digital strategy for three U.S. Senators and high-profile Congresswoman
- Raised millions of dollars through direct marketing, paid persuasion ad campaigns, email list acquisition, campaign website development, and expansion of social network presence

GMMB – *Advertising & Political Consulting Agency*

Media Assistant

Washington, DC
2012-2013

- Co-managed six-person Congressional media-tracking team in collecting and synthesizing TV and radio campaign expenditures of competitors
- Assisted in media buying process for party committees and Obama for America campaign. Developed and executed media buy in California with a \$200,000 budget.

THE WHITE HOUSE

Presidential Personnel Intern

Washington, DC
2011

- Identified most qualified candidates for presidential appointments and conducted public record checks
- Reviewed resumes for inclusion on preliminary candidate slates and aided in conducting first round interviews

DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE, **Digital Marketing Intern**

COMCAST CORPORATION, **Media Intern & Community Investment Intern**

Washington, DC 2011
Philadelphia, PA 2008 & 2009

ADDITIONAL INFORMATION

- **Interests:** National Synchronized Skating Champion 2012, U.S. Figure Skating Gold Medalist 2005, Politics, Traveling
- **Technical Skills:** Social media management, basic HTML, Blue State Digital, WordPress, ActBlue, Strata, Tableau, Nexis

OLATOMIDE (TOMIDE) O. AWE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Strategic Management

2015-2017

- Vice President for Careers, Wharton Women in Business; Organizing Committee, Wharton Africa Business Forum 2015/16; Non-Profit Board Fellow; Chair, Social Impact Week
- Active member of Wharton's Consulting Club, Finance Club, Wharton African Student Association

WARWICK BUSINESS SCHOOL

Coventry, UK

Master of Science; Major in Finance and Economics

2010-2012

- Member of Finance Society

UNIVERSITY OF LEICESTER

Leicester, UK

Bachelors of Science; Major in Economics

2006-2009

- Founded University of Leicester Finance Society; Elected as Second Year Economics Student Representative; Obtained Leicester Award for Employability Skills; Acted as sole representative of the Economics Department in Career Services

EXPERIENCE

CREDIT SUISSE INTERNATIONAL

London, UK

Summer Associate

Summer 2016

- Conducted comprehensive valuations, including public comparables, precedent transactions and discounted cash flow, for multiple consumer companies operating across the EMEA region
- Prepared Investment Memorandum for sale of renowned automobile company in Africa. Document included extensive background of the business and its operations, as well as key considerations and business strategy
- Supported senior bankers by managing key deliverables, such as financial models, client memorandums and pitch books
- Gained proficiency with consumer-related databases (e.g. Canadean and Euromonitor)

ACCENTURE

Lagos, Nigeria

Process Excellence and Change Enablement Analyst

2014-2015

Business Analyst

2012-2014

- Re-engineered seven finance function processes for Shared Services and Business Process Outsourcing (BPO) Transformation projects; Managed client relationships and collaborated with senior management and other stakeholders
- Designed and implemented distribution strategy for client, improving cost efficiency by 30% and expanding company retail universe; built dashboard to analyze and present data on market changes to senior executives for decision making purposes
- Collaborated with C-Level executives of major bank in Nigeria to formulate long-term strategic capacity plans and cost-control initiatives, a responsibility typically assigned to a Manager
- Created "Center of Excellence" for Corporate Governance of major bank; managed, coached and mentored client counterpart staff to monitor corporate governance practices of group company to ensure compliance
- Executed post-merger integration activities and teamed up with client counterpart staff to ensure optimum cost savings through adequate retention and retrenchment of staff
- Proffered solutions to challenges during transitioning of 1700 staff to merged bank, resulting in minimal business disruption

ADDITIONAL INFORMATION

- **Professional Certification:** Passed CFA Level II (2015)
- **Community Involvement:** Founder, Colligold Resources (career-coaching organization for undergraduates in Nigeria)
- **Interests:** Singing (member of four choirs within past five years), traveling (visited several countries across three continents), crafting handmade beaded jewelry
- **Languages:** Yoruba (Native), French (Basic)

SARADA BHEEMINENI

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Marketing and Strategic Management **2015-2017**

- Leadership: Marketing 101 TA (responsible for leading two undergraduate recitations and facilitating case discussions), Mentor for an undergraduate student through GUIDE, Wharton Wildmen Ice Hockey Team Social Captain
- Member of: Consulting Club, Marketing Club, Design & Innovation Club, Beer and Brewmasters' Guild, India Club
- Selected for 2015 Frito-Lay Case Competition (Fort Worth, TX); presented to CEO of Frito-Lay and PepsiCo senior execs
- GMAT: 760

UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Bachelor of Science in Engineering; Major in Materials Science Engineering, Minor in Economics **2006-2010**

- International Experience: ETH Zurich, Switzerland (Study Abroad, Fall 2008); Ruhr-University Bochum, Germany (Research Independent Study, Summer 2009)

EXPERIENCE

MOET HENNESSY USA **New York, NY**
Brand Marketing Intern, Hennessy **Summer 2016**

- Performed competitive analysis on \$28M Johnnie Walker Blue brand to uncover learnings for Hennessy X.O. Presented recommendations around brand positioning, trade marketing, multi-cultural marketing, and CRM to SVP of Hennessy for implementation in upcoming consumer education campaign and 2016 Q4 plan.
- Developed US launch strategy for 2017 Hennessy VS Limited Edition, to be a collaboration with globally known artist. Worked with cross-functional teams to understand needs; plan shared with Hennessy maison (global strategy team).
- Created new process to manage Private Client Sales team, responsible for \$1.2M in yearly revenue to HNWI. Optimized team's KPIs and set guidelines to maximize ROI and ensure brand consistency across regions; trained team on new process.

NIELSEN **New York, NY**
Associate Manager, Innovation Practice **2013-2015**

Brand Strategy and Positioning

- Managed \$300K study on the China Dairy market, leading team of 8 US and Shanghai-based associates. Presented multi-platform growth strategy for PepsiCo's Quaker brand and recommendations for future dairy innovation, resulting in new product concepts to be tested by Nielsen. Project led to the sale of a \$400K Brazil-based project for the same client.
- Provided data-driven approach for PepsiCo to reinvigorate \$1B Tropicana Pure Premium brand by targeting a key competitive brand and crafting differentiated strategies for Dole, Trop50, and Tropicana Punch. Facilitated ideation sessions with brand teams to turn data and insights into innovation and strategy.

New Product Innovation

- Delivered strategy for Hershey to expand its premium chocolate brand into snacking. Generated new ideas to bridge existing product categories to guide future innovation pipeline, including new product launch of \$6M.
- Created growth platforms for Barilla within the meals category by uncovering unmet consumer needs and identifying opportunities to capture incremental demand via product re-positioning and innovation. Developed new framework and methodology for study, adopted as the new standard methodology in the US and successfully implemented with other clients.

Leadership and Development

- Co-Chair of Professional Development Committee, Women in Nielsen (WIN): Led 20-member committee in planning quarterly events, recruited five new WIN members, led work-life balance event for female employees that drew 60 attendees and four senior-level internal speakers.
- Champion of Nielsen UPenn Recruiting Team: Grew Nielsen's UPenn recruiting program, heading team of 25 members. Expanded Nielsen's on-campus presence by organizing case competitions and networking events to increase number of applications and triple number of 2014 accepted offers vs. 2012.

Analyst, Client Service, Colgate-Palmolive **2010-2013**

- Analyzed shopper-cross purchase behavior and quantified incremental benefit of each Colgate Base toothpaste variant to the parent portfolio, supporting Colgate's hypothesis to discontinue Colgate Base Luminous toothpaste.
- Performed category analysis to support Hispanic launch strategy for Colgate Total Mouthwash (Colgate's first entry into mouthwash category), informing Hispanic communication strategy and advertising creatives.

ADDITIONAL INFORMATION

- **Skills & Interests:** Fudoshin Karate (achieved second degree black belt), long distance running (ran 2 half marathons, participated in Cape Cod Ragnar 190-mile relay race), traveling (26 countries visited). Intermediate French, Basic German.

MICHELLE BIAN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Strategic Management and Operations

2015 - 2017

- **Award:** Recipient of Wharton Fellowship for exceptional professional and personal achievement
- **Leadership:** Leadership Venture Fellow, Student Life Fellow, President of Wharton Global Impact Consulting Club
- **Additional Involvement:** Consulting Club, Social Impact Club, Wildmen Ice Hockey, Dance Studio, Food Club

NEW YORK UNIVERSITY, LEONARD N. STERN SCHOOL OF BUSINESS

New York, NY

Bachelor of Science: Major in Finance and Marketing

2006 - 2010

- **Award:** Recipient of Lewis Rudin Scholarship for outstanding achievements in community engagement
- **Leadership:** Senior Vice President of Delta Sigma Pi Professional Business Fraternity

EXPERIENCE

A.T. KEARNEY

New York, NY

Summer Associate

Summer 2016

- Collaborated with 5-member team to develop global strategy for mature business unit within a leading chemicals company seeking 300% sales growth over 5 years through expansion of its existing niche product category with leading market share
- Constructed two global market sizing models built by geography, product type, and end market application to determine adjacent target segments with the highest growth and profitability potential
- Conducted primary diligence through detailed interviews with contractors and industrial customers across various markets to identify 4 actionable product expansion opportunities for further assessment and development
- Persuaded client to deprioritize internally developed product strategy per our by fit-for-purpose analysis

INVEST HOSPITALITY

New York, NY

Private Equity Pre-MBA Intern – Investment Team

Summer 2015

- Conducted financial and operational due diligence on a hospitality group for a potential \$20M acquisition; built financial models to assess merger effects and potential returns in order to evaluate strategic options
- Developed business plan, marketing materials, and performed industry research to raise \$10M for hotel fine-dining project
- Analyzed past JV terms with hospitality groups and venue design vendors, crafting strategy for agreement negotiations

JEFFERIES & CO.

New York, NY

Business Infrastructure Consultant – Jefferies Data Office

Spring 2015

- Advised as subject matter expert on risk infrastructure redesign, resulting in calculation improvement and optimization
- Managed multi-department infrastructure redesign initiative, including resource budgeting, forecasting and cost allocation
- Spearheaded Financial Control efficiency improvement project, working with Product Control team to eliminate redundant responsibilities and partnering with Technology team to automate processes

JP MORGAN CHASE & CO.

New York, NY

Senior Associate – Basel Measurement & Analytics

2013 - 2014

- Led team of 15 to design and implement a firm-wide risk calculator, enhancing computation flexibility and capital efficiency for over 1 million trading positions, as well as reducing manual manpower by 88%
- Managed team to research regulatory changes and forecast impacts on firm capital holdings
- Overhauled the market risk management operating procedures across 12 business units, collaborating with the Model Development and Quantitative Research teams to define algorithmic risk calculations across 34 securities
- Co-authored quantitative impact study with Model Development team identifying \$5B in regulatory capital savings

BARCLAYS INVESTMENT BANK

New York, NY

Senior Analyst – Securitized Products and Fixed Income Rates

2010 - 2013

- Evaluated product and industry opportunities with senior management by analyzing historical securitization trends and funding costs, contributing to the group's 10% year-over-year profit increase
- Led implementation of Credit Valuation Adjustment discounting methodology to hedging swap positions; educated over 10 product controllers and substantiated monthly P&L impact to senior management
- Reduced the firm's excess reserves by more than 10% by creating a U.S. cost of fund model to strategically raise cash and identify opportunities to reduce daily funding costs

ADDITIONAL INFORMATION

- **Leadership and Community Engagement:** Junior Board Member of Community Access, Mentor of Minds Matter
- **Interests:** Pipa performer, rock climber, wooden roller coaster fan, amateur acrylic painter, NYC Skeeball League player

ALEX Z BROWN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate

Philadelphia, PA

2015-2017

- Club member: Private Equity and Venture Capital, Entrepreneurship, Agribusiness, Hockey (Captain), Ski and Snowboard

VANDERBILT UNIVERSITY

Bachelor of Arts in Science, Majors in Economics and Engineering Science

Nashville, TN

2006-2010

- Dean's List; Treasurer, Delta Kappa Epsilon

EXPERIENCE

RAPTOR TECHNOLOGIES (*search fund-owned company*)

MBA Intern – Operations and Special Projects

Houston, TX

Summer 2016

- 10 weeks - Worked directly with the CEO and executive team to develop, coordinate, and execute high priority projects
- Specific projects included: integrating internal systems, developing a sales forecast model, re-negotiating capital structure

QUAD-C MANAGEMENT (*middle market private equity firm, \$700 million fund*)

Associate

Charlottesville, VA

2013-2015

- Pursued majority-buyout investments for companies ranging from \$75m - \$400m in enterprise value across multiple industries through quantitative and qualitative analyses
- Presented over 20 platform acquisition opportunities to investment committee via detailed memorandums and financial analyses; Resulted in over 15 formal bids and ultimately two completed transactions
- Maintained critical dialogues with four separate portfolio companies involving weekly calls with CFO and participation in quarterly board meetings to monitor financial status and provide additional support for ongoing initiatives
- Evaluated over 10 potential add-on acquisition targets aggregating over \$150m revenue for portfolio companies, including 3 that ultimately involved submitting a binding Letter of Intent

Select Transactions

- **Executed Two Platform LBO's: Acquisition of WOLF Home Products and Acquisition of McKissock (undisclosed values)** – One member of three-person team: constructed comprehensive financial model; coordinated accounting, tax, legal, industry, insurance and other 3rd party diligence; presented multiple investment committee memorandums; analyzed extensive financial & operational data; conducted industry research
- **Sale of A.Stucki (undisclosed value)** – Managed the sale to a financial buyer resulting in a very favorable return for Quad-C
- **Sale of Durcon (undisclosed value)** – Executed the strategic sale to WilsonArt, without the use of an investment bank

STEPHENS, INC.

Senior Analyst

New York, NY

2010-2013

- Analyzed and presented qualitative and quantitative data for corporations and private equity firms pursuing acquisitions, leveraged buy-outs, recapitalizations and divestitures
- Educated and helped members of the management team, particularly CFO's, in multiple transactions, through key aspects of the transaction process, such as due diligence requests, to facilitate a smoother, quicker closing
- Prepared and presented marketing materials and financials analyses to numerous potential investors in over 10 processes

Select Transactions (exclusive advisor in all):

- **Sale of Netrada North America (undisclosed value)** – Helped reluctant management team overcome difficult prior experience to execute this successful sell-side transaction that achieved desirable valuation as well as right strategic partner
- **Sale of Large Florida Citrus Operation for \$60m** – Aided an inexperienced management team by teaching methodologies at each step of the process from initial gathering of financials to final negotiations of Purchase Agreement
- **The Anderson's Inc. purchase of Green Plains Grain for \$133m** – Conducted buy-side advisory transaction services, most importantly financial modeling to determine the precise accretion/dilution projection to provide public shareholders
- **Sale of Independent Music Distribution Company for \$120m** – Motivated a seasoned management team through a grueling process involving initial reach to over 200 potential buyers, to ultimately find a trusted partner at a premium price
- **Sale of Author Solutions to Pearson for \$116m** – Positioned a Company with stagnant growth in core segments as a unique asset in the high growth e-book industry which resulted in strong strategic interest and ultimately greater value for the client

ADDITIONAL INFORMATION

- **Interests:** Golf, tennis (#1 player in high school), hockey, basketball, competitive wakeboarding, visited 6 of 7 continents

BRENDAN BURDETTE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

MBA Candidate; Major in Operations and Finance | GMAT: 770

2015-2017

- Student Life Fellow, Non-Profit Board Fellow, Cluster Council Vice President, Rebuilding Together House Captain
- Member of Wharton's Consulting Club, Golf Club, Cocktail Club, and Politics and Public Policy Club

UNIVERSITY OF VIRGINIA, BATTEN SCHOOL OF LEADERSHIP AND PUBLIC POLICY

Charlottesville, VA

Masters in Public Policy | GPA: 3.7

2008-2010

- Co-Founder of Business and Public Policy Club with Darden MBA Students

UNIVERSITY OF VIRGINIA, COLLEGE OF ARTS AND SCIENCES

Charlottesville, VA

Bachelors of Arts with Distinction in Economics and History | GPA: 3.7, Dean's List

2005-2009

- Jefferson Literary and Debating Society Secretary

DELOITTE CONSULTING LLP

Atlanta, GA

Summer Associate, Strategy & Operations

Summer 2016

- Advised global alcoholic beverage producer on pricing strategy, analyzing existing capabilities and determining steps necessary to instill processes and capabilities in line with global standards and ensure consistency across distribution network
- Supported facilitation and execution of divestiture of Fortune 100 company's manufacturing and distribution operations, developing and certifying planning process on both divesting and acquiring sides for effective and seamless transitions

U.S. DEPARTMENT OF STATE, BUREAU OF LEGISLATIVE AFFAIRS

Washington, D.C.

Congressional Advisor

2012-2015

- Managed portfolio focused on work of the Bureau of African Affairs (AF) and issues related to Sub-Saharan Africa as U.S. Congress's key point of contact for Department's work in the continent
- Led over 30 Presidential nominees to Senate-confirmed positions through the nomination and confirmation process, assisting individuals who frequently had little experience dealing with Congress, leading 100% to confirmation
- Prepared Department and Senior Africa Bureau leadership to testify in over 25 Congressional hearings and dozens of briefings, building their comfort communicating with the Hill
- Tracked Congressional attention and kept Hill informed on issues such as Ebola Epidemic in West Africa, instability in South Sudan, conflict in Somalia, and kidnapping of over 200 schoolgirls by Boko Haram terrorist group in Nigeria

U.S. DEPARTMENT OF STATE

Washington, DC

Presidential Management Fellow

2010-2012

- Earned competitive fellowship to join federal government and rotated through 3 positions:
- **Bureau of East Asian and Pacific Affairs:**
- Managed Bureau's information flow, tracking tasked items and clearances on official documents in order to maintain coherence and order for the Assistant Secretary, assisted senior staff with substantive and logistical issues
- Served as liaison between EAP and other bureaus and offices throughout the Department
- **Embassy Seoul:**
- Drafted agendas and briefing materials for Embassy Leadership, collaborated with Embassy offices, U.S. military, and Korean Ministries for official proceedings, including visits of Chairman of Joint Chief of Staff and Secretary of Defense
- Coordinated U.S. Political-Military policies with the Ministry of Foreign Affairs and Trade and Ministry of National Defense, with US Forces Japan, and other Embassy offices
- **Bureau of Resource Management:**
- Directed the Department's inaugural "Mission Resource Request" process, coordinating official input into federal budgetary process from over 180 U.S. Missions, leading team of 6 Department employees and 2 IT contractors in redesigning system to optimize data collection and meet users' needs

ADDITIONAL INFORMATION

- **Interests:** enthusiastic and curious cook, seasonal runner, 4-time participant in DC's Cherry Blossom Ten Miler and recent Ragnar Relay Race convert; active reader of historical biographies, modern nonfiction, longform journalism, and literature
- **Awards and Recognition:** State Department Superior Honor Award and Franklin Award (twice)

MARGARET CHIDO THE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA
2015-2017

Master of Business Administration Candidate; Major in Finance and Strategic Management

- *Leadership*: 2017 Leadership Fellow (<5% of class); Sponsorship Director - Africa Business Conference 2016
- *Membership*: Wharton's General Management Club, PE/VC, FinTech, African Students Association, Women's Rugby
- Investment Director, Wharton Africa Growth Partners: Developed the inaugural investment thesis for Wharton's growth equity investment initiatives in Sub-Saharan Africa. Responsible for sourcing and conducting due diligence on enterprises

WELLESLEY COLLEGE

Wellesley, MA
2007-2011

Bachelor of Arts; Major in Economics (with honors), Minor in Chemistry

- *Academic Honors*: Omicron Delta Epsilon International Economics Honors Society; Economics Department Student Prize (2011); Morgan Stanley Institutional Equities Women's College Fellowship (for academic achievement)
- *Leadership*: Treasurer, African Students Association; Chairperson, Student Government Ethics Committee

EXPERIENCE

INJARO INVESTMENTS (*Private equity fund that invests across the agricultural value chain in West Africa*)

Accra, Ghana
Summer 2016

Investment Associate

Cocoa processor with annual revenues of +\$170M and operations in France, Ghana and Ivory Coast

- Performed due diligence on business model and assessed investor returns given different market conditions. Assessed various investment structures and aided in the negotiation of a downward revision on the entry valuation. Co-authored investment screening memorandum and presented to the Investment Committee

Manufacturer of organic shea butter bath and beauty products with annual revenues of >\$100M

- Led market study on specialist haircare, which included competitor analysis and refinement of customer segmentation strategy. Presented recommendations, which were used to secure 10K units purchase order from leading supermarket retailer

JUMIA – NIGERIA (*Africa's largest online retail store backed by Rocket Internet*)

Lagos, Nigeria
Summer 2015

Business Development Team – City Expansion Manager

- Worked directly with the CEOs on strategic initiatives and portfolio extension evaluations. Identified a 10% expansion in menswear could increase category revenues by 18%
- Led strategic assessment of revenue growth potential from new retail locations. Compiled detailed 360° action plan for sales, marketing and operations teams to increase sales by 30% in satellite cities surrounding Lagos

MORGAN STANLEY

London, UK
2012-2015

Associate; Fixed Income Research, European Interest Rates Strategy

- Fast track promotion to Associate within 12 months of joining interest rates strategy group (typical process is 24-36 months)
- Developed investment strategies for euro-denominated sovereign debt securities. Evaluated performance of rules-based trading strategies. Recommended optimal set of quantitative strategies to design model portfolio that offered 1.25 times better risk-adjusted annual returns than traditional approaches
- Advised institutional investors on debt portfolio allocations and national treasuries on debt issuance programs. Transactions include Spain's inaugural 10yr inflation-linked bond (€5B), Portugal's first post-bailout bond syndication deal (€3.5bn)
- Researched potential impact of proposed EU Financial Transaction Tax. Produced cross-asset scenario analysis report used by Firm Management in presentations with Chief Investment Officers at leading asset managers
- Co-authored 3 of 5 most widely read strategy reports in 2014, which were also quoted in the FT, WSJ and Bloomberg

Analyst; Economics Research, Central Eastern Europe, Middle East & Africa Group

2011-2012

- Launched composite leading indicator for Turkey and Israel to monitor economic activity and identify the turning points in the economy. Developed regional macro-financial vulnerability scoring index, which is published weekly
- Optimized macroeconomic database and reduced the turnover time of research and analytic requests by 40%

ADDITIONAL INFORMATION

- **Community**: Investment Committee, United World College in Mostar Endowment (AUM target €30M): Responsible for asset allocation decisions and selection of money managers for the endowment fund
- **Interests**: Contemporary African literature and art; field hockey; avid explorer – visited 21 countries in 6 years; novice skier

MIMI KIM DISENSO

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Marketing and Management **2015-2017**

- Recipient of Tom and Margaret Lehr Whitford Fellowship based on outstanding academic and professional accomplishments
- Leadership: Treasurer - Marketing Club; VP, Finance - Retail Club; Teaching Assistant - Undergraduate Accounting 101

COLUMBIA UNIVERSITY **New York, NY**
Bachelor of Science in Operations Research; Minor in East Asian Studies **2004-2008**

- Leadership: Resident Advisor; Secretary - Korean Students Association; Executive Board Member - Chinese Students Club

EXPERIENCE

JOHNSON & JOHNSON **Skillman, NJ**
Consumer Marketing Summer Associate, Rogaine **Summer 2016**

- For \$110M brand, assessed ecommerce landscape and consumer needs and developed strategic plan to grow sales of ecommerce channel by \$3M, increasing expected growth by 800%
- Analyzed target consumer psychographic insights and shopping behaviors to evaluate existing ecommerce ecosystem and presented gaps and opportunities to senior brand, sales strategy, and digital strategy leadership
- Collaborated with cross-functional teams and agency partners to deliver prioritized recommendations for product offerings, in-store and digital promotion, and key customer accounts

CENTRIC DIGITAL, *Global boutique digital strategy consulting firm with \$25M annual revenue* **New York, NY**
Director of Finance **2013-2015**

Leadership and Cross-Functional Teamwork

- Managed team of three people performing financial functions, providing evaluative feedback to two direct reports
- Collaborated with four project managers to allocate consulting resources, resulting in on-time and on-budget delivery of client engagements

Analysis and Project Management

- Synthesized data from numerous databases to create managerial profitability reports, enabling focused attention on most critical areas to drive 6% increase in profits year over year
- Directed development of internal software with off-shore engineers, decreasing report preparation time by 80%

POPDUST, *Pop music digital media company with \$5.5M in venture capital investments* **New York, NY**
Director of Finance & Administration **2012-2013**

Strategic Planning and Collaboration

- Led cross-functional team through budgetary process, developed financial model, and presented cash flow issues with cost-cutting recommendations to CEO. Resulted in management decision to eliminate ecommerce department, extending viability of the company by one year

Marketing Spend Analysis

- Projected impact of affiliate marketing strategy on ecommerce revenue. Analyzed market segment value in first two years and directed contractual requirements to maximize profitability

SNOOTH MEDIA, *Wine digital media company focused in wine data and social community* **New York, NY**
Director of Operations **2010-2012**

Leadership and Customer Research

- Spearheaded project to improve online customer experience by enhancing informational content on product pages. Led team of 30+ staff and independent contractors to execute website strategy
- Examined online user trends and behaviors, contributing to editorial strategies to support advertising sales goal of \$2M

BARCLAYS INVESTMENT BANK **New York, NY**
Investment Banking Analyst, Enterprise Risk Management Group **2008-2009**

- Coordinated with cross-regional teams to collect data for five Fortune 500 clients and analyze enterprise risk profiles

ADDITIONAL INFORMATION

- **Interests:** Wines from Spain, live indie rock concerts, community-supported agriculture and food cooperatives

GRANT M. ELLIOT

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Joint Major in Marketing and Operations Management **2015-2017**

- GMAT 720 (94th percentile)
- Leading a consulting project at the Philadelphia VA medial center to improve palliative healthcare through survey data
- Consulting Club, Battle of the Bands, Ski Club, Deputy Service Director for Wharton Veteran's Club

UNITED STATES MILITARY ACADEMY **West Point, NY**
Bachelor of Science in Civil Engineering; Major in Art, Philosophy, and Literature **2006-2010**

- GPA 3.65 with Honors
- Thompson Family Memorial Award for top student in graduating class with most distinguished writing across curriculum
- Honors Thesis on the Evolution of Women through F. Scott Fitzgerald's Short Fiction

EXPERIENCE

ACCENTURE STRATEGY **New York, NY**
Summer Consultant **Summer 2016**

- Analyzed point-of-sale data and identified opportunities to rebalance inventory across a leading tire company's distribution network, capturing \$4 million annually in missed revenue
- Designed a preferred partner Excel tool that allowed a tire company to improve weekly fill rates for large customers by 35%

GRAHAM PARTNERS **Philadelphia, PA**
Private Equity Research Associate **Spring – Summer 2016**

- Delivered investment thesis on pharmaceutical packaging that communicated healthcare trends, profiled targets, benchmarked financial performances, and identified potential platform acquisitions to senior partners of a \$1.7 bn fund

U.S. ARMY, 3rd INFANTRY DIVISION **Fort Stewart, GA**
Director of Intelligence Operations **2014-2015**

- Led cross-functional team of 12 analysts that predicted enemy behavior, prepared over 200 intelligence reports, and delivered over 30 strategy-development proposals to battlefield commanders
- Managed planning, operation, and evaluation of 10 intelligence training missions that communicated best practices to an Army Division of 20,000 soldiers and taught analysts how to examine data and recommend operational improvements

U.S. ARMY, 82nd AIRBORNE DIVISION **Afghanistan / Fort Bragg, NC**
Company Commander **2013**

- Solely responsible for the performance of a 100 paratrooper company; Selected for position out of 30 peers
- Directed operational planning and execution of 12 combat simulation exercises, enabling company to surpass training projections two fiscal quarters in a row and earn title of "Best Unmanned Aerial Vehicle Program" out of four companies

Executive Officer **2012-2013**

- Rated #1 of 20 Lieutenants in Battalion
- Persuaded lateral units to join surplus equipment sharing network during return from Afghanistan deployment, optimizing budget management program and reducing unit expenditures by \$351,000
- Redesigned supply chain for 100 soldiers, 25 trucks, and 3 drone aircraft. Implemented data-driven demand forecasting to project fuel, ammunition, and food requirements accurately, allowing company to complete FY13 under budget by 15%

Assistant Squadron Intelligence Officer **2010-2012**

- Coordinated data collection and analysis of all quantitative and qualitative intelligence for an entire district in Afghanistan, locating over 20 bomb-making facilities and reducing violent attacks by 50%
- Briefed senior officers and audiences of up to 600 international coalition soldiers on intelligence analysis, findings, and recommendations before 15 high-intensity combat operations, translating complex data into actionable insights

ADDITIONAL INFORMATION

- **Interests:** Bicycled through five French wine regions; Sang National Anthem at Yankee Stadium; Completed 12 parachute jumps
- **Positions:** President of Soldier Family Readiness Group (2012-2013), Company Academics Officer (2010)

BRIAN FREILICH

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

MBA Candidate | Major in Business Analytics, Marketing and Operations Management

2015-2017

- Founder and student-lead of Penn Basketball Analytics Group
- Co-President of Wharton Roadrunners & Triathletes; active in Tech Club, Sports Business Club, and Mindfulness Group
- Marketing 101 TA – independently teach two sections of Wharton undergraduates twice-weekly
- GMAT: 740

UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Bachelor of Arts | Major in American History and International Relations

2008-2012

- GPA: 3.84; SAT: 2320
- Phi Beta Kappa Humanities Prize
- University of Sydney exchange program (Jul'10-Nov'10)

EXPERIENCE

APPLE

Cupertino, CA

Intern, Supply Demand Management

2016

- Cross-functional role responsible for developing demand forecasts in collaboration with marketing / sales, managing inventory with retail / logistics, and building production plans for procurement / manufacturing
- Highly self-initiated internship project – identified sub-par performance in how Apple forecasts end-of-life products and personally redesigned and implemented new management process for these products from the ground-up
- Delivered bottom-line impact valued at over \$10mm via increased in-stocks, reduced discounting, and less obsolescence
- Invited by Apple's supply chain leadership team to present biweekly on progress of project implementation
- Received full-time job offer

A.T. KEARNEY

New York, NY

Associate

2012-2015

- Fast-Track Program (top 10%) in recognition of accelerated promotion from Analyst to Senior Analyst to Associate
- Independent project management experience – managing consulting teams and leading meetings with senior clients
- Deep functional experience in supply chain and corporate strategy; industry experience in consumer goods and tech
- Received job offers from four separate client executives across companies

Selected Engagement Experience

- Forecasting Collaboration between Constellation Wines and Southern Wine & Spirits
 - Led collaborative forecasting workstream as part of industry-first partnership in the alcoholic beverage industry
 - Delivered \$15mn in savings; cited by Constellation CEO on earnings call as contributor to strong 2013 performance
 - Success of program led to personal role in developing a formal B2B Collaboration offering for A.T. Kearney
- Growth Strategy for Top-5 US Restaurant Chain (client requested name be withheld)
 - Project manager in this strategy engagement for a leading food service provider looking to grow its lesser-known analytics division into an independent business unit
 - Responsible for managing client relationships and coaching junior colleagues as part attractiveness vs. fit evaluation
- Operational Due Diligence for Treasury Wine Estates
 - Led vineyard and winery operations workstream as part of due diligence for leading Australian wine producer
 - Identified \$12mm in synergy potential via consolidation of low-end crush and bottling facilities, investment in premium high-end facilities, and transition of select vineyard plantings to longer-term strategic growth varietals
- Rebrand of Vanity Fair Magazine
 - Managed large-scale quantitative market research study for this iconic general interest magazine
 - Ran segmentation, targeting, and positioning (STP) analysis, culminating in launch of VF's *Born Curious* campaign
 - Contributor at regular meetings with Editor-in-Chief Graydon Carter

ADDITIONAL INFORMATION

- **Interests:** Tech innovation, world history, America's national parks, and professional basketball
- **Community Service:** Junior Achievement of NY (JANY) – Organized and ran JANY's twice-annual Business Case Workshop for 50+ New York City high school students (2012-2015)

PHILIP R. GATTO

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Finance

Philadelphia, PA
2015-2017

- **GMAT:** 750 (98th percentile)
- Member of Wharton's Private Equity & Venture Capital Club (Board Member, Trek Leader, Conference Operations Committee Member), Restructuring and Distressed Investing Club, Ski & Snowboard Club, GUIDE-Guiding Undergraduates

CORNELL UNIVERSITY

College of Arts & Sciences; Bachelor of Arts in Economics

Ithaca, NY
2008-2012

- **GPA:** 3.6/4.0, **SAT:** Math 800, Critical Reading 770, Writing 760
- Served as VP of Finance for Class of 2012, Member of Interfraternity Council, Consumer Analyst in Cornell Investment Club, Campus Representative for Clinton Global Initiative, Mentor for Ithaca Youth Bureau's College Discovery Program

EXPERIENCE

VESTAR CAPITAL PARTNERS

Summer Associate

New York, NY
Summer 2016

- Staffed as a full time associate responsible for analyzing over twenty opportunities in the consumer and healthcare industries
- Developed investment thesis on the continuing medical education sector. Presented potential targets and roll-up strategy to Partners. Research led to advanced negotiations with a potential platform company

Selected Transaction Experience

- Minority investment in Presence Marketing, the leading national sales broker representing natural food, beverage and personal care manufacturers

THE HAIN CELESTIAL GROUP *(Natural Food Manufacturer, NASDAQ Listed, \$2.7bn Revenue)*

Manager, Corporate Development

Lake Success, NY
2014-2015

- Managed the identification, strategic valuation and due diligence of potential acquisition targets in the global natural and organic food, beverage and personal care industries
- Directly supported executive management as sole corporate development professional within organization

Selected Transaction Experience

- Spearheaded \$61 million acquisition of Rudi's Organic Bakery; independently sourced deal and earned management buy-in; managed cross-functional due diligence and integration team of twenty reporting directly to the CEO of Hain's U.S. division
- Performed valuation on consolidation of company's poultry JV, Hain Pure Protein; presented pro forma operating model and supporting analysis to executive management; led to the acquisition of the outstanding 51% of the business
- Managed transaction closing process by coordinating external advisors and multiple internal teams for \$357 million acquisition of U.K. branded basmati rice manufacture, Tilda Ltd.

DEUTSCHE BANK

Investment Banking Analyst

New York, NY
2012-2013

Investment Banking Summer Analyst

Summer 2011

- Built financial models, performed detailed valuation analyses, created company-specific presentations and managed internal approvals and due diligence

Selected Transaction Experience

- Advised on bond issuance for oil and gas distributor, Unopetrol, acting as daily point of contact for client
- Advised sponsor bidder on potential acquisition of Tiendas Extra, Grupo Modelo's chain of convenience stores in Mexico
- Advised corporate bidder on acquisition of the airport concessions business of Spanish infrastructure firm, Abertis

ADDITIONAL INFORMATION

- **Interests:** Golf, Skiing, Cycling (rode 3,100 miles across U.S.), Playing Music (Saxophone and Guitar)
- **Volunteer:** Cornell Class of 2012 Alumni Officer, Interviewer for Cornell Alumni Admissions Ambassador Network, SAT Tutor for Queens Public School ('14-'15)

JESSE GE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA *Master of Business Administration Candidate, Major in Management*

Philadelphia, PA
2015-2017

- GMAT: 770 (99th percentile)
- Activities: Leadership Fellow, Teaching Assistant for Undergraduate Marketing 101, Board of Marketing and Retail Clubs, Member of Private Equity / Venture Capital, Wharton Restructuring and Distressed Investing, and Wildmen Hockey Clubs

HARVARD COLLEGE *Bachelor of Arts with Honors in Economics, Minor in Psychology*

Cambridge, MA
2006-2010

- GPA: 3.82, John Harvard Scholarship, Detur Book Prize
- Activities: Harvard Crimson Circulation Manager, Varsity Lightweight Crew, Harvard Writing Center Tutor
- Summer Experiences: Harvard Beijing Academy, United States Marine Corps Officer Candidates School, Bain & Company

EXPERIENCE

THE KRAFT HEINZ COMPANY – 3G Capital backed CPG company MBA Intern, U.S. Central Revenue Management

Chicago, IL
Summer 2016

- Led 2017 promotional planning project across two business units and six top customers. Partnered with field sales teams to optimize promotional calendars and implement new trade spend guidelines worth \$39 million in incremental margin dollars.
- Developed pricing strategy recommendation for A1 Steak Sauce based on price elasticity analysis and competitive dynamics. Proposed new price pack architecture expected to produce \$2 million in incremental margin dollars.

SYCAMORE PARTNERS – \$3.5 billion middle-market private equity firm Private Equity Associate

New York, NY
2013-2015

- Drove due diligence of potential investment opportunities, engaging in all aspects of deal process.
- Partnered with leadership teams at portfolio companies to plan and implement actions to increase profitability.

Select Transaction Experience:

- **EMP Merchandising:** Lead associate on Sycamore's acquisition of a €100+ million German online apparel retailer. Developed investment thesis, led due diligence, interviewed executive team, coordinated third-party advisors, built operating model and prepared investment committee materials. Closed acquisition within 2 months.
- **The Jones Group:** Led due diligence of \$400 million, 450+ store retail division of The Jones Group. Identified \$20 million of profit improvement opportunities, contributing to Sycamore's \$2+ billion leveraged buyout of The Jones Group. Following the transaction, negotiated with landlords for early termination of store leases to capture identified cost savings.
- **Geeknet, Inc.:** Lead associate for portfolio company Hot Topic's proposed add-on acquisition of Geeknet, Inc. Partnered with Hot Topic leadership to complete full diligence process, leading to \$120+ million public buyout offer.
- **Chico's FAS:** Analyzed internal customer data to identify \$100+ million negative impact from past inventory overbuys and markdowns. Prepared investment committee and financing materials, leading to Sycamore's \$3 billion public buyout offer.
- **Dollar Express:** Created business plan to address Federal Trade Commission's antitrust concerns about Dollar Tree/Family Dollar merger. Won FTC approval to acquire 330 divested stores, resulting in completion of \$8.5 billion merger.

BAIN & COMPANY Senior Associate Consultant Associate Consultant

New York, NY
2012-2013
2010-2012

- Owned independent workstreams from initial workplanning to performing analyses to delivering client presentations.
- Rated top bucket of "Frequently Exceeds Expectations" during every review cycle.

Select Case Experience:

- **Industrials Co.:** Advised SVP of Sales on sales force integration during merger of 2 industrial equipment rental companies with 12,000 employees. Mediated contentious negotiations among 20 sales VPs over reallocation of their top 500 accounts. Key accounts experienced minimal disruption during merger (client's top concern) and Bain hired for follow-on engagement.
- **Retail Co.:** Built regression model from set of 100+ variables to predict new store sales for kitchenware retailer. Private equity client used model to size total store opportunity, then completed \$200+ million buyout and grew store count by 35%+.

ADDITIONAL INFORMATION

- **Interests:** Backpacking (35 countries visited), triathlons, snowboarding, chess, Cajun cuisine
- **Languages:** Mandarin (conversational)

EYAD S. GHAZAL

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Business Analytics and Marketing and Operations Management

2015 – 2017

- Selected as Wharton Admissions Fellow to interview and evaluate applicants and assess their career progression
- Co-chair of Wharton's Middle East and North Africa ("MENA") 2016/2017 Conference; VP of Employer Relations for Wharton's Consulting Club; VP of Careers for Wharton's MENA Club; member of Wharton's Technology Club
- GMAT: 730

AMERICAN UNIVERSITY OF BEIRUT ("AUB")

Beirut, Lebanon

Bachelor of Engineering in Mechanical Engineering

2006 – 2010

- Led group of 4 students to design and construct working model of remote-controlled submarine
- Member of AUB Junior Varsity Basketball team (2009-2010) and American Society of Mechanical Engineers (2006-2010)

EXPERIENCE

DELOITTE

MENA

Summer Associate

Summer 2016

- Designed rewards and recognition program for Dubai Airports to enhance employee motivation and generated key success factors to evaluate staff
- Conducted feasibility study and recommended paradigm for a commercial atelier showcasing the work of our client's art school. Client is a JV collaboration between two non-for-profits - one based in UK, the other in Saudi Arabia
- Developed presentation for FMCG marketing budget optimization strategies for a seminar led by industry partner to discuss best practices and latest industry trends

LA PERLA

Shanghai, China

Summer Intern – E-commerce and Merchandising

Summer 2016

- Liaised between stores, warehouses and in-house and external e-commerce platforms in 6 Asian countries to optimize on-hand inventory levels, reduce inter-platform cannibalization and improve overall sales
- Led a team of 3 to develop training program for salespeople across 24 stores; created training sessions/games to improve sales skills and CRM techniques; and developed model to track salesperson performance

GHAZAL ADVANCED CONSTRUCTION

Jeddah, KSA

Co-founder & Project Manager

2012 – Present

- Institutionalized financial monitoring by developing company financial models, imposing expense ownership and implementing cross-functional synergies. Efforts resulted in 11% improvement in returns within 6 months
- Pitched and won bid for development of residential compound of twenty villas; piloted construction of one villa as prototype and received green light to continue. Project generated \$2 million profit
- Created contingency plan to mitigate risks generated by changes in Saudi government residency/visa policies by partnering with 3rd party subcontractors to tap into larger labor pool
- Interviewed and evaluated junior team members and project managers to assess leadership, teamwork skills and cultural fit with company, resulting in 25% improvement in retention rates

DAR AL HANDASAH

Beirut, Lebanon

Consultant – Mechanical & Industrial Engineering

2010 – 2013

- Designed commercial kitchen layouts, supervised on-site execution and engineered progress reports for \$5.3 billion Princess Nora University project in Riyadh. The complex hosts 50,000 students in 15 different departments
- Screened bids, developed comparison reports and established criteria for selecting best vendors

ADDITIONAL INFORMATION

- **Pre-MBA Programs (Summer 2015):** Selected to participate in Deloitte Consulting Immersion Program (DCIP)
- **Volunteering:** Created weekly basketball program for Saudi school teaching students value of teamwork and sportsmanship
- **Undergraduate Internship (Summer 2009 – Riyadh, KSA):** Studied preliminary HVAC maps for luxury hotel, and assisted in zoning different areas according to project's master plan
- **Languages:** Arabic (native) and Spanish (conversational)
- **Interests:** First and second place in AUB's 2010 soccer and basketball intramurals tournaments, respectively

KERRY GOODENOW

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Marketing & Operations

Philadelphia, PA

2015-2017

- **Leadership:** Team Co-Captain Intramural Ice Hockey, Ice Hockey League VP, Sailing Club VP
- **Professional Club Membership:** General Management Club, Data Analytics Club, Women in Business
- **Extra-Curricular Club Membership:** Golf Club, Ski Club, Tennis Club, Food Club, Wine Club, French Club
- Selected to participate in the *Semester in San Francisco* program in fall 2016 focused on technology and entrepreneurship

HARVARD UNIVERSITY

AB, History and Literature

Cambridge, MA

2007-2011

- *Cum laude* History and Literature department honors; *cum laude* thesis on children's book *Eloise at the Plaza*
- Hasty Pudding Theatricals Business Staff (committed 50+ hours per week); managed budget of \$300,000, selected Julianne Moore and Jay Leno as Woman and Man of the Year, planned award ceremonies for 280+ guests, 30+ members of the press

EXPERIENCE

WELLS FARGO

MBA Summer Intern, Business Deposits Product Manager

San Francisco, CA

2016

- Pricing Analysis: calculated profitability of bundled pricing models for checking accounts and online banking products, recommendation advanced to IT systems group to determine technical compatibilities
- Product Positioning: evaluated online banking product sales and marketing, created rebranding strategy now in execution
- Market Research: assessed opportunity for an emerging customer segment, gained approval for next research phase
- Consumer communication: developed targeted marketing campaign to increase mobile check deposits, launching in Q4 2016

CATALYST (A research and data driven non-profit promoting women in the workplace)

New York, NY

Senior Associate, Corporate Board Services

2014-2015

Associate, Corporate Board Services

2012-2014

Leadership

- Managed the product end to end, communicating with clients to identify 40+ candidate slates for global director searches
- Interfaced with member CEOs and garnered their nominations of 200+ women board candidates to include in our database
- Led planning and execution of Catalyst events (CEO summit, webinars, conferences)
- Initiated, developed and presented millennial engagement strategy to CEO; currently in implementation phase
- Appointed to 10 person *Award Evaluation Committee* and 4 person *Canada Honours Evaluation Committee*: charged with evaluating candidates, interviewing finalists, and presenting recommendations to senior leadership (Chevron and Procter & Gamble were the 2015 Catalyst Award honorees, selected from a pool of 13 applications)

Stakeholder Management

- Generated new business by conducting targeted member outreach and overhauling collateral marketing material
- Developed strategic partnerships with other global organizations increasing boardroom diversity (such as the 30% Club)
- Supported global expansion and internal exchange of ideas as a member of the Global Issues Specialty Team

Communication

- Created and managed e-newsletter; cultivating content and liaising with design team; grew readership to 700+ (primarily CEOs and corporate directors), consistently producing highest open and click-through rates of all Catalyst emails
- Addressed the media, public conferences and private events as an expert on corporate governance and other diversity topics
- Designed process to manage incoming information and outgoing communication with female board candidates
- Expanded social media strategy to focus on engagement; wrote blogs and tweets regularly

SIGNPOST (Online marketing start-up for small businesses)

New York, NY

Account Manager

2011-2012

- Created and implemented relationship management processes, analyzed product performance, managed 300+ client accounts
- Hired and led a copy writing team of 5; edited and managed clients' online campaigns
- Collaborated with product development team on internal operational changes and overall product improvements

ADDITIONAL INFORMATION

- **NY Junior League Volunteer:** VP of art program teaching 20 children from low-income families; supervised 15 volunteers
- **Dual Canadian/American Citizen:** Pre-university education completed in Toronto, followed by a gap year in Switzerland

JESSICA MICHELE GOODMAN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

M.B.A. Candidate, Major in Management & Marketing

2015-2017

- Recipient of William T. Morris Foundation Fellowship Award
- Teaching Assistant, Strategic Marketing Simulation, 2016-2017
- Co-President, Marketing Club, 2016-2017, Consulting, Data Analytics, Wildmen Hockey, Beer & Brewmaster Clubs

UNIVERSITY OF PENNSYLVANIA, COLLEGE OF ARTS AND SCIENCES

Philadelphia, PA

B.A., Major in East Asian Languages & Civilizations, Concentration in Japanese

2006-2010

- Graduated Magna Cum Laude
- Major GPA: 3.9/4.0, Overall GPA: 3.6/4.0, Dean's List: 2008-2010, Received EALC Honors
- VP, Alpha Kappa Psi; VP of Finance, Panhellenic Executive Board; Club Field Hockey; Club Lacrosse; Alpha Phi Fraternity

EXPERIENCE

COLGATE-PALMOLIVE

New York, NY

Intern, Global Marketing Development Program, Consumer Innovation Center

2016

Strategy Development & Execution

- Developed fragrance strategy to modernize ~\$200 million Irish Spring Body Wash line; worked with internal Colgate team and vendors; presented strategy recommendations to senior management for approval and implementation
- Built digital asset collection process to streamline interface between innovation center and brand team and to increase click thru rate on Amazon and Walmart e-commerce portals; conducted market & competitive research, surveys and focus groups

FRESHPET

Secaucus, NJ

Associate, Brand Management & Innovation, High-Growth ~\$120mm Pet Food Business

2015

Leadership & Teamwork

- Advised COO/Founder and Board of Directors on consumer behavior trends and communication strategy best practices, leading to implementation of new online and on-pack messaging for >1 million units of fresh refrigerated dog food
- Led internal/external team to develop e-commerce strategy to increase branded merchandise page click-through rate by 215%

Data & Analytics

- Analyzed historical sales performance of competitors in the cat food category to develop Freshpet's product-mix strategy leading to \$8 million increase in annual sales; created sales materials to capture the revenue opportunity for major retailers
- Reviewed findings from palatability tests for new products to make tactical changes on ingredients and cooking conditions; increased chicken *Fresh Baked* product results by >40% through multiple iterations with the R&D team

EVOKE HEALTHY FOODS

New York, NY

General Manager, CPG Health & Wellness Startup, Natural Cereal Business

2015

- Established market roll-out strategies, managed outside vendors and implemented supply chain efficiencies for natural & organic muesli; increased existing product gross margins by >20% by reducing product costs
- Doubled company revenue by developing brand strategy for new single-serve product launch based on customer purchase behavior; built supply chain through management of 6 manufacturer and supplier relationships

WELLNESS WORKS (OATWORKS)

New York, NY

General Manager, CPG Health & Wellness Startup, Oat & Fruit Beverage Business

2014

- Grew company revenue by more than 400% and increased market visibility by analyzing consumer trends, securing new co-development partnerships with Whole Foods, KIND Snacks and The Color Run and managing key distributors
- Reduced operating costs by >15% through eliminating labor and vendor inefficiencies
- Designed and implemented a 2-month ad campaign to drive customer trial, increasing product velocity by 3x in NYC area

HSBC BANK USA

New York, NY

Investment Banking Analyst, Mergers & Acquisitions, Consumer Products & Agriculture

2010-2013

- Managed global projects in Asia, Europe and South America; enhanced strategic relationships with core clients and performed valuation analysis based on comparable companies and DCF, LBO and merger analyses
- Advised Kraft Foods/Mondelēz Intl. on the \$100 million sale of Simmenthal and \$100 million sale of Mirácoli: built operating models, drafted information memorandums, created management presentations and other marketing documentation
- Engaged Wilmar International on potential \$5.6 billion purchase of Gavilon

ADDITIONAL INFORMATION

- Completed 2016 Patagonia Venture, 2014 NYC Marathon, 2012 Tough Mudder, 2010 Philadelphia Half Marathon
- Enjoy hiking, baking, football and spending time with my dog, Hugo, a Schnauzer
- Conversant in Japanese, lived in Hiroshima, Japan during AFS program; traveled internationally to over 20 countries

ISHANK GUPTA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Majoring in Marketing and Strategic Management **2015-2017**

- **Leadership:** President, Wharton General Management Club (2016-17), Director of Marketing, 20th Wharton India Economic Forum (2015-16); Student Coordinator, Wharton's annual delegation to India (2015-16)
- **Involvement:** Marketing club, Technology Club, Squash Club, Poker and Gaming club

INDIAN INSTITUTE OF TECHNOLOGY, BOMBAY **Mumbai, India**
Master and Bachelor of Technology in Mechanical Engineering (GPA 8.1/10) **2006-2011**

- **Academic Honors:** Awarded highest grade in Master's thesis; published in leading science journals (ASME, COPEN8)
- **Leadership:** Overall Coordinator, Mood Indigo 2009: Led team of 800 students for a 10 months to organize Asia's largest college cultural festival; handled resources over \$1M to attract participation from over 60,000 students

EXPERIENCE

ANHEUSER-BUSCH INBEV **Shanghai, China**
GMBA Summer Intern, Brand Marketing **2016**

- Developed the \$50M '2017 Sales and Marketing Plan' for *MixxTail*, ABI's first non-beer and youngest brand in China
- Coordinated with the CMO, Head of Trade Marketing and the Innovation Brand Director - 9 recommendations formally included in the official business plan for 2017
- Led a 3-member cross-functional team and 2 external agencies over a period of 10 weeks to pilot a new channel for *MixxTail* sales across China – demonstrated a potential sales upside of 25%

THE BOSTON CONSULTING GROUP **Mumbai, London**
Consultant **2014-2015**
Senior Associate **2013-2014**
Associate **2011-2013**

- Only Associate to be awarded two consecutive fast-track promotions in less than 3 years
- Amongst 30 Associates selected globally for a merit-based mobility program; transferred to BCG London (Sep'13-Aug'14)
- Awarded 'Client Service Award' for exceptional value delivered to the client; only Associate to receive award since inception
- Received the 'Bull Run Award' for invoking enthusiasm and motivation in case teams

Innovation and change management

- Led five member team to build 'source-to-shelf' supply chain model to enable strategic decision making across 300k+ product lines; validated and banked annualized savings of \$18M in 4 months (UK retailer, \$105B)
- Enabled a cross-functional team over 11 months to increase mine production by 15% in South Africa and India; published BCG focus paper '*takt planning – micro-level production planning*' (Natural resources group, \$20B)

Operations strategy

- Defined price realization strategy across three business lines with incremental profits of \$16-20M over three years (Indian financial services player, \$6B)
- Improved 800+ relationship managers' sales productivity by 4% via industry based customer segmentation and portfolio reallocation based on geography and expertise (Bank, \$150B)
- Conducted consumer and competitor study to redesign loan processing; increased capacity by 70% (Indian lender, \$6B)

Cross-functional leadership and people development

- Customized and executed 16 week 'procurement excellence' training for 50+ senior clients to enable fresh thinking on strategic thinking, supplier management and (Indian steel manufacturer, \$11B)
- Led a 9 month 'sales force effectiveness' program; increased productivity of a 3000+ team by 10% (Indian life insurer, \$3B)

AASAANJOBS (tech-platform to boost employability of entry level workers in India) **Mumbai, India**
Head, Strategy and Marketing **2014-2015**

- Led six member cross-functional team to develop two new products to diversify revenue streams with existing operating model; led the fundraising effort to secure \$5M growth capital for national expansion
- Partnered with FCB Ulka to conduct detailed consumer research to define brand; launched a \$200,000 marketing campaign focusing on digital and experiential marketing

ADDITIONAL INFORMATION

- **Interests:** An avid reader, enjoy road trips, poker enthusiast; fantasy cricket regular - highest global rank – 19 (2016)
- **Positions:** Summer Intern, Ogilvy and Mather, India; Project Leader, IndiaFest, Star India; Consultant, Think Foundation
- **Languages:** Native speaker of Hindi, Conversational in Afrikaans, Learning Mandarin

JIHYUN HONG

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Business Analytics and Management

2015-2017

- Leadership: Executive Vice President of Vegas Trek for Travel & Hospitality Club
- Activities: Field Application Project for Virgin Cruises launch, Patagonia Leadership Venture, Real Estate Club, Sailing Club

KYUNGHEE UNIVERSITY

Seoul, Korea

Bachelor of Business Administration; Major in Hotel Management

2005-2011

- Major GPA : 4.0/4.3; Dean's List: Spring 2009
- Led team for Hotel & Resort Development, Concept Design Contest, awarded 3rd place winning USD 1,000 prize

EXPERIENCE

HILTON WORLDWIDE HEADQUARTERS

McLean, VA

People Analytics Intern

Summer 2016

- Developed a predictive model based on data for 120,000 employees from 14 countries and created competitive positioning to ensure second consecutive year of acceptance for the Fortune "100 Best Companies to Work For" award
- Conceived strategy and designed an Excel optimization tool for quarterly talent planning to increase executive gender diversity by 50% within 3 years based on analysis of current business practices with a focus on corporate culture
- Led storytelling project for companywide publication in support of CEO, tying annual Global Team Member Survey data to strategic initiatives in employee benefit enhancements

HILTON WORLDWIDE, CONRAD SEOUL

Seoul, Korea

Sales Executive (Pre-opening member)

2012-2014

- Grossed 20% of group sales revenue through solicitations for Meeting, Incentive, Conference and Exhibitions (MICE) group during tenure, leading sales among nine-member team
- Oversaw project management of large scale international group visits of up to 350 guestrooms through collaboration with front-of-house teams, successfully executing more than 70 events for corporations, associations, and government delegations
- Cultivated effective client relationships with multinational pharma companies with stringent guidelines on 5-star hotel use, and secured globally preferred hotel status for five major clients: Johnson & Johnson, Novartis, Bayer, Lilly, Sanofi
- Designed and launched corporate loyalty program, Conrad Miles, with over 250 members by second year of launch
- Achieved #1 ranking within Sales Team for receiving most number of Thank You Letters and scored over 90% on all mystery shopper encounters; subsequently developed and led training for team of 20+ members on brand standards for inquiry handling
- Championed implementation and maintenance of multiple sales software solutions through collaboration with regional task force team and vendors in preparation of hotel opening

HILTON WORLDWIDE, CONRAD CENTENNIAL SINGAPORE

Singapore

Trainee - Sales and Marketing

2012

- Benchmarked sales and marketing strategy in areas of corporate, group, catering, leisure sales, and reservations to return to Seoul and manage implementation of similar programs for the hotel opening

LOTTE CITY HOTEL GIMPO AIRPORT

Seoul, Korea

Sales Manager (Pre-opening member)

2011-2012

- Developed corporate client base for opening of a 190-room airport hotel, laid foundation to achieve over 90% guest room occupancy by first year of operations
- Implemented and maintained electronic and mobile sales and marketing platforms such as the hotel's official website, smart phone application, Global Distribution System (GDS), and Request for Proposal (RFP) Management Site

HILTON WORLDWIDE, CONRAD BALI RESORT AND SPA

Bali, Indonesia

Korean Guest Relations Officer (GRO)

2010-2011

- Achieved SALT Star award as only GRO to achieve over 90% satisfaction level from more than 10 guests in one month (2010)

ADDITIONAL INFORMATION

- **Interests:** Family Real Estate Development (Adaptive reuse of Warehouse/Factory as Hotel/Restaurant in Jeju Island, Korea), Travel (30+ countries), Sailing (ASA Certified Skipper), Swimming, Skiing, Craft beer tasting (more than 100 documented)
- **Community Service:** Volunteer team leader for 30+ expats at Nanum Soup Kitchen in Seoul, Korea (2009 – 2016)
- **Languages:** Native Korean; Fluent Japanese (JLPT Level 1); Conversational Mandarin (HSK Level 4)

KAMIKA JHA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Majors in Business Analytics and Finance **2015-2017**

- GMAT: 750 (98th percentile); Wharton India MBA Fellowship for outstanding academic & professional accomplishments
- Director's List (Top 10% of academic performers), First Year Honors
- Wharton Women in Business, Dance Studio; mentor to incoming first-year students as part of Student Life Fellow Program

NANYANG TECHNOLOGICAL UNIVERSITY **Singapore**
Bachelor of Arts (Honors) in Economics **2007-2011**

- GPA: 4.46 / 5.0; Recipient of President's Research Scholarship recognizing top 5% of academic performers; Dean's List
- Semi-finalist at World's Universities Peace Invitational Debating Championship 2010, competing against top 30 university debate teams worldwide. Participated in global debate tournaments in Turkey, Malaysia, Bangladesh and Thailand

EXPERIENCE

EVERCORE **New York, NY**
Summer Associate – Mergers and Acquisitions; Healthcare, Technology, Power & Utilities **Summer 2016**

- *\$6B Power & Utilities acquisition*: Created and edited a 50-page transaction memo for client; assisted in development of valuation model; spread comparable companies for financial versus operating leverage analysis
- *\$900M Semiconductor Board presentation*: Worked directly with CFO to understand business model and history; developed board presentation on strategic alternatives including sale, IPO, spin-off of division and potential acquisitions
- *\$300M Pharma IPO*: Advised and managed process for potential IPO financing
- *Med-tech pitch*: Prepared dual-track pitch book for medical devices company, including industry overview, public comparables and precedent transaction analyses, and analysis of potential buyers

BANK JULIUS BAER **Singapore**
Associate Manager – Structured Credit; South East Asia & Middle East **2013-2015**

- Promoted to Associate Manager 1 year ahead of peers
- Structured credit solutions including small & medium enterprise, project finance, asset-backed and commercial real estate loans, resulting in growth in loan book by \$460M and AUM by \$1B in 10 months
- Supervised 2 analysts to surpass 1-year structured loan book growth target within 6 months; best performing team in Asia
- Negotiated approval terms, legal documentation, pricing and exit strategies with teams in Legal, Risk Management, Operations and Sales functions to close transactions in 2 new jurisdictions
- Delivered client presentations and prepared high-quality credit analysis to support transactions

MERRILL LYNCH INTERNATIONAL WEALTH MANAGEMENT **Singapore**
Analyst – Structured Credit; South East Asia **2011-2013**

- Oversaw migration of \$1B in loans (out of \$5B Asia book) after sale of the Wealth Management unit to Bank Julius Baer
- Coordinated cross-organization teams to ensure timely migration of 98% of loan book after analyzing gaps in credit offering between the 2 companies, resulting in highest transfer rate among peers
- Identified opportunity to increase spread on a credit product resulting in 16% improvement in profit margin
- Developed a marketing campaign and an investment tool to grow credit utilization resulting in loan book growth of \$210M (7%); campaign was subsequently implemented in 6 other locations following initial success

DEUTSCHE BANK **Singapore**
Summer Analyst – Portfolio Management **2010**

- Analyzed key investment themes in South Korean and Japanese equities and made investment recommendations, 75% of which were implemented; authored research commentary and talking points on Asia equity products for Sales teams

ADDITIONAL INFORMATION

- **Certifications**: Chartered Financial Analyst (CFA) candidate pending receipt of Charter (passed all 3 levels on first attempt)
- **Community Leadership Position**: Head of Volunteer Management and Training (2013-2015) at Aidha, a leading Singapore Non-Profit Organization for mentorship of women Foreign Domestic workers
 - Led a team of 14 to manage training and recruitment of up to 50 new volunteers every month
- **Interests**: Geo-politics enthusiast, follower of local stand-up comedy circuits, experimental baker, rookie trekker/adventurer

SHREYA KEDIA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Strategic Management

Philadelphia, PA
2015-2017

- Leadership: VP Sponsorships for PEVC Club, VP Internal Affairs for Marketing Club
- Activities: Member of Retail, Public Speaking, Ski and Snowboard, and Yoga Clubs
- GMAT: 740 (97th percentile)

COLUMBIA UNIVERSITY

Bachelor of Science in Operations Research with Minor in Economics

New York, NY
2006-2010

- Leadership: Resident Advisor to 50+ students, Treasurer for Moy Yee Kung Fu Club
- Activities: Columbia Financial Investment Group, Toddler Learning Center, Swing Dance Club

EXPERIENCE

WALMART ECOMMERCE

Business Manager MBA Intern, Online Grocery

San Bruno, CA
Summer 2016

- Led team of 7 (engineers, store managers, replenishment directors) to improve order fulfillment rate by 8% at test facility
- Established framework to target highest customer impact items and improve order fulfillment rate at all online grocery stores
- Recommended inventory system transition for fresh grocery departments based on qualitative and quantitative analysis, and gained approval from requisite teams to execute an in-market inventory system performance test

GRIDIRON CAPITAL

Private Equity Associate, Generalist – \$800M operationally-focused, middle-market private equity fund

New Canaan, CT
2013-2015

- Executed and completed 2 new platform investments, 3 add-on acquisitions and 4 portfolio company refinancing transactions
- Active in all aspects of deal process: evaluated new investments, built financial models, developed detailed investment theses, led diligence team of lenders and third-party consultants, and negotiated final purchase and credit agreements
- Monitored portfolio company performance and managed executive teams to develop and implement strategic initiatives
- Trained and managed new hire on-boarding for 2 full-time investment associates and 4 summer interns

Selected Portfolio Company Management and Transaction Experience

- Tokyo Joe's: an Asian-fusion, fast-casual restaurant chain
 - Wrote investment memo for the deal, and executed refinancing of revolving credit facility and delayed draw term loans
 - Independently supervised a 3-person team to move the outsourced accounting department in-house, and set up a monthly financial reporting package, leading to cost savings of over 3%
 - Created annual store-level budget to determine sales and profitability targets for store managers' bonus compensation
 - Conducted new market entry analysis, evaluating supply chain feasibility, competitor performance and demographic data, to develop a national expansion plan, growing from 24 restaurants in CO to 30+ locations in CO, AZ, and TX
- Performance Health: a branded rehabilitation and wellness products company
 - Structured and executed refinancing of revolving facility, senior and subordinated debt to improve capital structure
 - Evaluated and completed acquisitions of Bon-Vital and TheraPearl to increase penetration in spa and retail channels
 - Prepared pricing and volume analyses for top 20 SKUs to establish the optimal price increase for the product portfolio

PERELLA WEINBERG PARTNERS

Investment Banking Analyst, M&A and Financial Restructuring

New York, NY
2011-2012

- Recommended strategic alternatives for a \$3.6B public building products company to maximize returns: Modeled leveraged recapitalization for special dividends, share repurchase transaction, and sale of underperforming division
- Advised Eastman Kodak creditor, Pension Benefit Guaranty Corporation: Created a waterfall recovery analysis based on potential outcomes of the §363 sale of intellectual property assets to assess liquidity needs during Chapter 11 bankruptcy

BARCLAYS CAPITAL

Investment Banking Analyst, Global Healthcare

New York, NY
2010-2011

- Advised client on \$200M biotechnology company developing a migraine drug: Conducted DCF analysis with revenue-based earnouts to assess viability of clinical trials, probably-weighted future earnings and fit with client's product portfolio
- Executed \$750M senior notes offering for Aetna: Analyzed financial statements and worked with internal Debt Capital Markets and Financial Institutions teams to create marketing materials for company presentations

ADDITIONAL INFORMATION

- **Interests:** Running outdoors, exploring new restaurants, live music, international travel (10 countries in last 12 months)
- **Languages:** Hindi (fluent), Spanish (basic)

MARYAM SULEMAN KHAN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Entrepreneurial Management and Marketing **2015 -2017**

- Officer - Media and Entertainment Club, Social Chair – AAMBAA, Consulting Club, Retail Club, Hockey

AMHERST COLLEGE **Amherst, MA**
Bachelor of Arts in Law Jurisprudence and Social Thought **2006 - 2010**

- Commencement Speaker – elected by classmates to speak at graduation
- Director and Founder, Women of Amherst (Raised \$20K for women’s shelters over three years); Amherst Merit Scholarship; Tom Gerety Fellowship for Action; Peer Advocate of Sexual Respect, Mead Art Museum intern

EXPERIENCE

ANN INC. **New York, NY**
MBA Finance and Strategy Intern, C-Suite Initiatives **Summer 2016**

- Partnered with CFO and senior executives to implement new business adjacencies for Ann from concept planning to implementation; conducted surveys and performed financial modelling, risk analysis, and market research
- Authored research report on real-estate value plays which was presented to CEO, Gary Muto and later selected by Gary to present these findings to Ascena CEO David Jaffe and parent company board at annual review meeting; recommendations are now instrumental in guiding expansion into new regions and building out a data analytics system

THE ABRAAJ GROUP **Lahore & Peshawar, Pakistan**
Consultant, Healthcare Implementation Project **2015**

- Drafted feasibility report for a \$4M healthcare investment as main field consultant
- Led field research: compiled extensive provider, patient, and industry data, identified trends, conducted financial analysis, analyzed forecasts, presented final recommendations to senior management

DIGNOSCO (*social enterprise for human capital that challenges traditional Higher Ed narrative*) **Lahore, Pakistan**
Business and Social Impact Strategist **2014-2015**

- Managed 5-person team to build social impact pipeline, and secured \$400K in need-based scholarships
- Developed performance metrics to measure ROI, led targeted college awareness campaigns, developed extensive outreach programs in hostile environments, and conducted seminars and training workshops for rural schools
- Conducted executive education program aimed at turning around distressed state owned enterprises to state officials

UBS **New York, NY**
Associate, Office of the Chief Investment Strategist **2013-2014**
Thematic Associate, Industry Research **2011-2013**

- Wrote 100+ sector-specific and thematic industry reports requiring in-depth analysis of financial metrics and operational industry drivers, read by 200,000 financial advisors, clients, and institutional investors; youngest author of this type of report
- Communicated with senior management and advisors globally across a range of subjects including fiscal policy, healthcare, tech, sustainability, energy, geopolitics, ETFs to develop investment recommendations at UBS
- Personally selected by the Chief Investment Strategist, Mike Ryan, as his associate. Supported him on all aspects of internal investment decisions, operational decision-making, and strategic planning
- Started *Recap and Outlook*, one of the highest ranked publications, averaging 100,000+ downloads per year

TEACH FOR AMERICA **New York, NY**
Recruitment Associate, National Office **2010-2011**

- Supported two directors and led 12 student leaders to achieve highest applicant growth among 20 teams
- Conducted market analysis, and implemented strategies to drive accepted applicant growth in target segments, including 40% growth in underrepresented minorities at NYU and Cornell
- Developed strategic planning methodologies implemented across national recruitment team; resulted in improved management, collaboration and key performance indicator tracking

ADDITIONAL INFORMATION

- **Leadership:** Public Speaking (Top debater in Pakistan, Pakistan Team Captain 2006); Seeds of Peace Young Leadership Committee; Community Service (UBS Global Volunteer Award), Global Shaper, World Economic Forum
- **Interests:** Travel (most recently in Japan and Kashmir) hip hop; fashion; street art; entrepreneurship; public transport
- **Languages:** Urdu (Native); Hindi (Native); Punjabi (Native); and Arabic (Basic)
- **Licenses and Technical Skills:** Series 7, 66, Salesforce, SLX

JINA KOO

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Entrepreneurial Management

Philadelphia, PA
2015-2017

- Director of Alumni and Career Networking for Wharton Korea Club
- Active membership in Wharton Women in Business Club, Tech Club, Entrepreneurship Club, Marketing Club, Food Club

BOSTON UNIVERSITY, SCHOOL OF HOSPITALITY ADMINISTRATION

Bachelor of Science; Major in Hospitality Administration, Minor in Chinese Language

Boston, MA
2006-2010

- Awarded *Cum Laude*
- Founder of BU International Students of Hospitality Administration, Phillip Charm Business Plan Competition finalist, Merit of Excellence for R. Fitzgerald Chinese Literature Contest

EXPERIENCE

WAYFAIR

MBA Summer Associate, Storage & Organization Category

Boston, MA
Summer 2016

- Launched related items features for category by anchoring 120 top-performing SKUs across 50 other top-viewed categories on site and catalogue, estimated to yield 10X incremental revenue to \$2M by next fiscal year
- Designed changes to 10+ landing pages and navigation panels in collaboration with product managers, engineers, SEO and site merchandising teams by analyzing customer browsing data for 5 sub-categories and key opportunities to optimize conversion
- Developed new product strategy for closet customization interface, including product roadmap, pricing, SKU selection and playbook for category management team on how to approach suppliers and key internal stakeholders

BAIN & COMPANY, INC.

Associate Consultant

Seoul, Korea
2013-2015

Corporate Strategy

- Devised long-term growth strategy and roadmap for Korea's largest retailer by reassessing current business portfolio and identifying new business opportunities valued at \$1B in cosmetics and fashion e-commerce in China market
- Developed Southeast Asia go-to-market strategy for a global retailer by leading a 5-country benchmarking study on innovative ecommerce platforms to evaluate market trends, competition, key success factors, and consumer behavior
- Created new business and brand strategies for a bank's first e-commerce business by identifying high-margin products, benchmarking competitors and conducting customer surveys; increased market share to 40% to become top player

Customer Analytics

- Conducted 50+ field interviews and customer surveys for a dairy manufacturer to identify unique purchasing behavior for 20+ product offerings; managed trial phase for new promotional strategies and improved order conversion by 10%
- Constructed new customer segmentations for a credit card company based on 15+ demographic variables and loyalty metrics on monthly variability in spending and share of wallet to redefine high-value customers

Internal Product Management

- Led cross-functional teams for launching internal cloud server and upgrading internal PowerPoint graphics tools for Bain global offices; reduced slide production outsourcing costs by 10-15% annually
- Developed and managed global roll-out of training sessions for PowerPoint graphics tools and pilot programs to test cloud migration; measured performance of new features for both products in pre/post analyses to drive future enhancements

OURHOME CO. LTD (KOREA'S LARGEST FOOD SERVICE PROVIDER)

Part-time Advisor, Business Development

Seoul, Korea
2011-Present

- Conceptualized brand for Korea's first quick service restaurant serving traditional cuisine, achieving \$300M+ aggregate revenue
- Developed product positioning and global expansion strategies for pre-packaged food products; exports approx. 1M units to North America, Asia, and Middle East annually

KPMG LLC.

Transaction Services Analyst

Seoul, Korea
2010-2011

- Conducted industry research, analyzed key revenue and cost accounts to perform due diligence for 7+ global M&A transactions

ADDITIONAL INFORMATION

- **Skills:** SQL, HTML/CSS (basic), JMP, Bloomberg, Adobe Photoshop
- **Interests:** YouTube DIY make-up tutorials, gourmet food treks, tennis, community outreach (Special Olympics)
- **Languages:** Native speaker of English and Korean, proficient in Chinese, conversant in Spanish

STEPHEN W. LAMB

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Strategic Management

2014-2017

- Fall 2015 and Spring 2016 Director's List (top 10% of class); First Year Honors
- WSII Social Impact Fellow (Philadelphia Consulting Corps): led team-based project for private restaurant company
- Global Consulting Practicum: worked with cross-border team on expansion plan for public company in Israel
- P3 Program Group Facilitator: prepared for and led weekly sessions for 6 students

UNIVERSITY OF PENNSYLVANIA LAW SCHOOL

Philadelphia PA

Juris Doctor Candidate

2014-2017

- Senior Editor, *University of Pennsylvania Law Review* (selected on basis of grades and legal writing competition)
- Pro Bono: Service Members & Veterans Legal Assistance Project; Ceiba (Latino Community Development Org.)

PRINCETON UNIVERSITY

Princeton, NJ

Bachelor of Arts in Politics; Concentration in Political Economy

2007-2011

- Graduated *cum laude*
- Activities: Nassoons A Cappella; Princeton Triangle Club; Residential College Advisor; Princeton Rugby Club
- Senior Thesis: *Biting the Digital Bullet: Securing American Critical Infrastructure Against Impending Cyber Attacks*

EXPERIENCE

CRAVATH, SWAINE & MOORE LLP

New York, NY / London, UK

Summer Associate, Mergers & Acquisitions / Securities

Summer 2016

- Conducted due diligence, legal research, and funds flow drafting for EUR 1.1 billion high yield bond offering.
- Conducted due diligence for pharmaceutical asset disposition; drafted SEC filing; researched shareholder activism and corporate governance issues for client presentations.

CUSHMAN & WAKEFIELD, INC.

São Paulo, Brazil

Senior Account Manager, Corporate Occupier & Investor Services

2012-2014

- Latin American principal point of contact for multinational client accounts (e.g. Unilever, Thomson Reuters).
- Led teams of brokers, lawyers, property managers, and clients as part of transaction management.
- Identified and evaluated cost-saving opportunities as part of portfolio planning and real estate consulting.
- Supervised transactions in 15 LatAm countries (e.g., build-to-suit, sale-and-leaseback, installment sale, sublease, lease renegotiation/renewal, and lease termination) across office, industrial, land, and retail property classes.
- Increased 2013 department annual revenue 330% after closing 21 transactions: 1st profitable year in dept. history.
- Managed and restructured 22-member brokerage network by implementing training programs, standardizing partnership agreements, and replacing chronic underperformers. Expanded network to five new countries.
- Devised and persuaded senior leadership to globally implement new transaction management procedures, including online lease expiration monitoring and renewal approval processes. Resulted in improved lease renewal bargaining position.
- Awarded "Recognition of Excellence: Cushman & Wakefield Latin America" in 2012, 2013, and 2014.

CAMLAM FARMS / RANCHO SANTA ROSA VISTA, INC.

Camarillo, CA

Employee, Family Business

2011-2012

- Implemented California Avocado Commission's GAP (Good Agricultural Practices) program and oversaw successful GAP audit and certification, lowering business risk and establishing reputation as an area leader in food safety.
- Created and implemented flood evacuation, facilities maintenance, and water-testing plans.

ADDITIONAL INFORMATION

- **Interests:** Travel, cooking, surfing / skimboarding, film, guacamole, marathon running
- **Languages:** Portuguese (professional proficiency), Spanish (moderate professional proficiency)
- **Other:** Expert Excel, GMAT: 760, LSAT: 175, Penn Law Bowling League, Wharton 22s

DAVID D. LEE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Strategic Management

Philadelphia, PA

2015-2017

- First Year Honors; GMAT: 730 (96th percentile)
- Member of Wharton's Tech, Entrepreneurship, Ski/Snowboarding clubs, team captain for Wharton's Basketball club

COLUMBIA UNIVERSITY, SCHOOL OF ENGINEERING AND APPLIED SCIENCE

Bachelor of Science in Operations Research, Minor in Economics

New York, NY

2008-2012

- GPA: 3.95/4.00
- Summa cum laude, Tau Beta Pi Honors Society, Extraordinary Teaching Assistant Award, Adam J. Derman Memorial Award

EXPERIENCE

MICROSOFT CORPORATION

Cloud and Enterprise (C&E) Finance Intern

Redmond, WA

Summer 2016

- Designed and built an interactive revenue dashboard using Power BI application and Data Analysis Expressions (DAX) language
- Analyzed \$20+ billion of revenue data across C&E and applied thought leadership to curate KPIs, e.g. forecast attainment
- Tested product and sought feedback on user experience by partnering closely with various finance and business intelligence teams
- Demoed and delivered product to senior finance and engineering leadership; transferred product to new-hire to distribute to broader organization as a dynamic, self-serve tool at quarter-end close
- Earned offer to return full-time

Ancillary projects:

- Built foreign exchange model to better understand drivers behind quarterly currency impact on C&E revenue and forecast impact from extraordinary events, e.g. Brexit
- Performed month-end responsibilities for coworker on vacation; investigated drivers behind variance to budget/forecast for revenue adjustments and presented to finance leadership

BANK OF AMERICA MERRILL LYNCH

Equity Research Associate – Consumer Staples

New York, NY

2012-2015

- Performed in-depth research of entire supply chain—from inputs to production, distribution, and consumption—to identify investment opportunities in the food & beverage manufacturing industry
- Primary associate responsible for covering 13 stocks in food manufacturing with total market capitalization of \$250+ billion
- Formulated and pitched differentiated stock recommendations to institutional investors; proactively communicated recommendations and interpretive information to sales & trading to drive trading revenues
- Built and maintained financial models; conducted valuation (e.g., trading comparables, sum of the parts, M&A accretion/dilution)
- Provided value to clients by closely monitoring key industry trends and actively managing forecasts and Buy/Sell ratings
- Attended investor meetings and conferences to develop and maintain relationships with management teams and clients
- Solicited votes for the Institutional Investor (II) survey; team ranked runner-up in Food category in 2012-2013 and 2013-2014

Selected research and analysis:

- Analyzed commodities related to key input costs, food & beverage industry growth, market shares and foreign exchange risk
- Explored potential LBO scenarios for Kellogg (K), Kraft Foods Group (KRFT), Campbell Soup (CPB) using varying capital structure and cost savings assumptions (based on precedent case of Heinz buyout by 3G Capital and Berkshire Hathaway)
- Vetted IPO transactions for WhiteWave Foods (WWAV) and Pinnacle Foods (PF); spearhead initiation of coverage efforts
- Conducted thematic research on macroeconomic and industry trends (e.g., geopolitical risk for multinationals, health & wellness)

ARTGRABBR (www.artgrabbr.com)

Co-founder

New York, NY

2012-2013

- Founded online market connecting demand for original, affordable artwork with art projects/assignments from college students
- Partnered with artists in tri-state area for a collection of almost 100 art pieces; beta version of website launched in 2012
- Recruited and trained volunteers; organized meetings to discuss marketing and strategy; held local events to generate awareness

ADDITIONAL INFORMATION

Interests: All things basketball, skiing and snowboarding, running, watching cooking shows and trying new recipes, investing

Skills/applications: Microsoft Excel, Power BI; familiar with object-oriented programming concepts, Java and SQL

Languages: Fluent in Korean

KATHERINE LIN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Marketing and Operations

2015-2017

- GMAT: 770; Recipient of Wharton Fellowship awarded on the basis of academic and professional achievements
- Leadership: VP of Social Committee / Marketing Director- Wharton Asian American Association of MBAs; Teaching Fellow- Statistics; Day on the Job Director- Marketing Club; Director of Sponsorship- Wharton Graduate Retail Conference
- Membership: Technology Club, Food Club, Wharton Dance Studio

COLUMBIA UNIVERSITY

New York, NY

Bachelor of Science; Major in Operations Research: Financial Engineering, Minor in Economics

2007-2011

- GPA: 3.98; graduated *summa cum laude*
- Leadership: Co-President- Columbia University INFORMS; External Affairs chair- Columbia China Law- Business Association; Teaching Assistant in Mathematics and Industrial Engineering and Operations Research (IEOR) Department
- Honors: Stephen D. Guarino Memorial Award for contributions to IEOR department, C. Prescott Davis Scholar for top entering Engineering students

EXPERIENCE

THE CLOROX COMPANY

Oakland, CA

Associate Marketing Manager Intern, Home Cleaning Innovation

Summer 2016

- Recommended strategy for Clorox 2 stain remover to enter odor-removal space and gain incremental new users by assessing malodor market and leveraging consumer insights; determined pricing, size of prize, and positioning of new products
- Created project charter plan to launch new \$6M food/ pet/ baby safe wipe opportunity by utilizing cross-functional team input and forecasting incremental sales; crafted creative brief for new packaging design
- Drafted comprehensive case studies evaluating how different tiering strategies drove growth to external brands through online, in-store, and IRI research; studies used to construct new company model on tiering Disinfecting Wipes business

BANK OF AMERICA MERRILL LYNCH

New York, NY

Equity Research Associate, Hardline Retail

2013-2015

Equity Research Analyst, US Banks

2011-2013

Strategic Thinking and Evaluation

- Spearheaded mattress industry stock coverage and wrote first research report on Tempur Sealy (TPX), a global mattress manufacturer, by analyzing industry dynamics and evaluating overall TPX strategic direction and market position vs. peers
- Conducted M&A analysis to determine if Wells Fargo should acquire various wealth management divisions; presented recommendations to clients, which were then elevated to Wells Fargo executive management

Research and Data Analytics

- Composed monthly trends reports on mattress and appliance industry, analyzing revenue and shipment volume data to identify underlying drivers of growth or declines; content improvements resulted in increased report readership
- Created proprietary scenario analysis that forecasted and simulated Federal Reserve stress test to determine capital return capability of 15 regional and universal banks; utilized in multiple research reports
- Developed innovative margin scorecard model rating interest margins of 18 regional banks based on balance sheet composition; model was highly requested by clients and implemented multiple times a year

Leadership and Teamwork

- Managed logistics of team initiation launch of JP Morgan and Citi by collaborating with Research Marketing, Supervisory Compliance, and Editorial teams; designed and constructed JP Morgan and Citi financial forecast models
- Mentored and trained summer intern and new junior analyst on financial software, bank-related concepts, and industry and financial research methods; reviewed progress on projects and final deliverables; analyst received strong performance review

ADDITIONAL INFORMATION

- **Languages:** Mandarin Chinese (conversational), experience in Mandarin- English translation
- **Additional Skills:** Excel, IRI, Bloomberg, Factset, SNL, Java programming, VBA, MATLAB, Minitab, SQL
- **Interests:** Flute (performed at Carnegie Hall), visited 20+ countries in Europe and Asia, SoulCycle/ spinning, trying Michelin-recommended restaurants in major cities around the world
- **Community:** Wharton GUIDE undergraduate mentor, City Meals on Wheels volunteer (2013-2015)

ANNIE LIN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate - Major in Strategic Management, Marketing, Business Analytics 2015 – 2017

- **Wharton Global Impact Consultant:** Built digital marketing strategies for travel startup, LocalAventura, in Chile. Generated 100+ customer leads in 2 weeks by analyzing touchpoints, online to offline(O2O) initiatives and cross platform collaborations (with Airbnb)
- **Wharton Community Consultant:** Led team of four to conduct in-depth market and consumer research to develop, test and transform internal strategy of Philadelphia Humanities Council (PHC). Final recommendations were adopted and implemented by board of directors
- **Active Member:** Wharton Data & Analytics, Innovation & Design, Marketing, Technology, Consulting Club

NATIONAL TAIWAN UNIVERSITY

Taipei, Taiwan

Bachelor of Arts - Major in Foreign Languages and Literatures, Minor in Economics 2006 – 2011

- Overall GPA: 4.0. Graduated *summa cum laude* (Top 5%) and received NTU Presidential Award
- Awarded Ministry of Education Exchange Program Fellowship to study at University of California, Los Angeles (2009–2010)

EXPERIENCE

GOOGLE INC

Singapore

MBA Intern

Summer 2016

- Led the mobile app behavior study across 10 Asia Pacific countries. Analyzed multi-sourced data, presented insights and digital strategies to regional advertising and sales leads; final presentation used and implemented in Google digital marketing and sales initiatives
- Conducted 500K+ online consumer surveys in 7 markets to established China's 1st Export Brand Billboard to strengthen company's leadership role in China's export industry
- Initiated and facilitated innovation workshop on increasing mobile readiness for Google Global Customer Experience Online Team

THE NIELSEN COMPANY

Taipei, Taiwan

Senior Analyst

2013 – 2015

Analyst

2012 – 2013

- Analyzed Coca-Cola brands' pricing, promotion and distribution data and identified seasonal trend and white space by integrating big data analytics and consumer insights. Recommended strategic changes in portfolio and promotion plan to C-suite executives, reversing sales slump (+1.1%)
- Managed business relationships with 20 clients, including Coca-Cola, Unilever, GSK and Diageo and presented marketing strategies to C-level management to drive ROI and re-engineer sales operations, generating \$10M+ in annual revenue
- Handpicked by global business partner from among 70 senior associates to lead first-ever strategic alliance project with India's Tata Consulting Services. Collaborated with IT engineers to devise new price & promotion module to grow MARS brand by 3.5%
- Successfully pitched our first business collaboration with NPO entity (Ministry of Health and Welfare) to directors. Led IT, data acquisition and research strategy team to conduct 10, 000+ household surveys nationwide, formulate statistical analysis and training mechanisms and drive new business opportunities (+104%)
- Nominated as Taiwan representative to lead company-wide Global Impact Team, designed charity programs and key metrics with record-breaking participation rate (98%), raised >\$70K in 10 days and increased number of partners by 50%
- Initiated and designed Nielsen's first ever inter-departmental training program, decreased overall employee turnover rate by 30%
- Youngest Senior Analyst in a team of 50; won early promotion to post-MBA job grade; two time recipient of Nielsen's highest recognition: Nielsen Simply Excellence Award

SOCIAL INNOVATION LAB (Social Impact Consulting NPO)

Taipei, Taiwan

Co-Founder

2012 – 2015

- Conducted deep dive analysis into company sales loss (-\$26M); Formulated and presented full CSR strategy report and best practices to chairman and the Board of Directors of Wei-Chuan Inc. (Largest Taiwanese foods manufacturer), agreed fund totals to \$1B
- Led team of 5 to conduct market research and competition analysis to identify business opportunities of cloud computing in education for Trend Micro Group. Developed business case based on customer interview and third-party data
- Managed a team of 10 professionals to develop roadmap for operations to salvage dying cultural icon (Ri-Xing Typecasting Foundry, world's sole remaining typecasting foundry). Devised qualitative and quantitative research overhauled marketing and organizational strategies, and generated widespread exposure at 2013 TEDxTaipei; reversed sales decline and boosted 20% growth

D.TAIWAN, INC (Innovation Consultancy Startup)

Taipei, Taiwan

Co-Founder

2011 – 2012

- Introduced Design Thinking and human-centered design to Taiwanese high-tech firms (Asus, Acer, Quanta) to accelerate innovation drive
- Built up client pipeline and successfully coached 90+ senior executives for proof of concept
- Devised corporate innovation strategy from scratch by collaborating with engineer, sales and design team

ADDITIONAL INFORMATION

- **Languages:** Mandarin Chinese (Native), German (Basic)
- **Skills:** Nielsen Database, Nielsen Advisor Desktop, Google Analytics, Google AdWords, Tableau, JMP
- **Interests:** Typesetting and hand-making books in traditional printing press, exhibition curation, photography, classic literature (Oscar Wilde), jazz music (Ella Fitzgerald), boxing

SHASHWATA NARAIN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Marketing and Operations

Philadelphia, PA

2015 - 2017

- **Academic Achievement:** First Year Honors; Director's List Spring 2016, Fall 2015 (top 10% of Class of 2017)
- **Leadership:** Admissions Fellow; Wharton Marketing Club Board; Wharton India Club Board
- **Awards:** 2016 U-Penn Y-Prize Winner (won funding and patent rights for microfluidics technology patented by U-Penn)

YALE UNIVERSITY

Bachelor of Arts in Applied Mathematics, *cum laude* – GPA: 3.8/4.0

New Haven, CT

2008 - 2012

- **Leadership:** President, Yale Business Society; Director of Special Events, Undergraduate Organizations Funding Committee
- **Awards:** Sheffield Science Scholarship Recipient 2012 (awarded to top performers in science and engineering courses)

EXPERIENCE

COLGATE-PALMOLIVE

Brand Management Summer Intern, Power Toothbrushes

New York, NY

Summer 2016

- Recommended four distribution and promotion initiatives worth \$6.5M in sales to North America Marketing Director based on data collected from market research, competitor analysis and evaluation of product positioning at major retailers
- Led all aspects of planning and executing Colgate's first power toothbrush display stand at Sam's Club worth \$1.2M in sales by gaining buy-in from cross-functional stakeholders and licensor partners, including Dreamworks and Universal Studios
- Assessed profitability of listing toothbrush multipacks on ecommerce distribution channels in order to enable individual item fulfilment by working with internal Amazon, Special Packs and Finance teams

TAKEMYSHIPMENT.COM, Seed Stage Logistics Technology Startup

Business Development

Mumbai, India

Summer 2015

- Reduced user onboarding time by up to 30% by managing software re-design on the basis of customer interviews
- Proposed and implemented loyalty and rewards programs on the basis of detailed competitor analysis, administered by subscribing to competing products and posting mock transactions over a two-month period
- Identified \$10M of annual income by adding auto loan financing and package geolocation tracking as two new complementary revenue streams and initiated dialogue with relevant strategic partners
- Devised pitch deck and revenue projections, and presented to three venture capital firms and angel investors as part of a four-member team, leading to further conversations with two global venture capital firms

GOLDMAN SACHS

Securities Analyst, Special Situations Group (SSG)

New York, NY

2014 - 2015

- Advised \$150M investment in 23 low-income housing developments across U.S.: Undertook due diligence as part of three-member team, built property pricing models and presentations detailing investing rationale to secure senior level buy-in
- Generated savings of up to \$6M in annual costs by developing a model to analyze P&L metrics from raw data provided by housing developers, minimizing reliance on syndicators and brokers to provide similar analyses
- Identified additional \$20M of revenue resulting from synergies of acquiring a company and presented recommendations to Global Head of SSG as part of cross-functional team
- Executed \$140M acquisition of public real estate company: Composed pitch materials, determined company valuation in collaboration with six-member real estate team, drafted legal documents with counsel after winning acquisition bid

BARCLAYS CAPITAL

Fixed Income Analyst, Markets Structuring Group (MSG)

New York, NY

2012 - 2014

- Advised 10 corporate clients on balance sheet optimization strategies and recommended possible transactions from internal portfolio of offerings by performing income statement and balance sheet analysis
- Trimmed loss potential in the restructuring of a \$4B internal loan financing platform by interfacing with internal and external stakeholders to model loss projections and craft sequence of steps for successful project completion
- Led team of six as Chair of 2012 Graduate Analyst Class Council to establish mentorship network for 70 analysts
- Created new hire onboarding program for interns and analysts joining MSG; represented the firm at Yale recruiting events

ADDITIONAL INFORMATION

- **Community Service:** Implemented a spoken-English and interview skills curriculum at the New York Asian Women's Center
- **Interests:** Financial inclusion, photography, squash, productivity apps, Indian fiction and healthy cooking

DEE NG

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EDUCATION

THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate; Major in Marketing & Operations 2015-2017

Master of International Studies Candidate; Focus in East Asia

- Awarded Wharton-Omnicom Fellowship recognizing contributions in coaching MBA students in core communication courses
- Awarded Lauder Institute Fellowship recognizing professional and academic achievements
- Leadership: Wharton Volleyball Team Co-Captain; Asia Club Co-President, Southeast Asia Club Social Chair

CORNELL UNIVERSITY

Ithaca, NY

Bachelor of Science; Major in Operations Research & Engineering

2003-2007

- McMullen Dean's Scholarship recognizing students with outstanding achievements in academics and extra-curriculars

EXPERIENCE

ANHEUSER-BUSCH INBEV

Shanghai, China

Global MBA Intern, Digital Marketing

Jul-Sep 2016

- Led the global Social Listening initiative for China, Korea and Japan. Established process framework, organizational structure and selected vendor tools in 60 days. Defined a one-year roadmap with projected business benefits and required investments.
- Designed digital CRM connecting social/ e-Commerce platforms and constructed Budweiser WeChat e-Store launch plan.

MICROSOFT Corporation

Seattle, WA

MBA Intern, Cloud Pricing Strategy

May-Jul 2016

- Interviewed ~30 executives to assess the current portfolio of pricing and financing products available for MS Cloud products.
- Conducted competitive analysis and sales data analysis on various licensing programs to project future trends and implications.
- Outlined a 2-year actionable roadmap with 18 recommended initiatives to migrate clients to Cloud through financing solutions.

DELOITTE CONSULTING

Hong Kong

Manager, Public Sector and Healthcare Practice (Selected Projects)

2013-2015

- Conducted user analysis for a \$30+M government program to enable centralized social benefits delivery. Performed conceptual design of user journeys, online portal features and automated workflows for the future one-stop-shop service.
- Analyzed patient and hospital workflows to design an automated medical device tracking strategy worth ~\$1.8M in savings. Recommended future processes, enabling technologies and implementation approach for 40+ public hospitals.
- Led sales proposals effort, supported executives in pitching and successfully closed deals totaling ~\$2M in revenue.
- Directly managed 10+ consultants across projects and proposals. Career mentor and performance reviewer of 6 consultants.
- Received Deloitte's Green Dot Award and achieved highest performance rating (top 20%) every performance review cycle.

ERNST & YOUNG ADVISORY

New York, NY

Manager, Information Strategy Practice (Selected Projects)

2011-2013

- Appointed as key liaison for a Fortune 500 pharmaceutical company, cultivating client relationships and gathering analytics needs across business functions, resulting in implementation projects worth \$15M in revenue supported by 30+ members
- Managed a \$700K project to enhance a financial forecasting application. Managed timeline, budget and collaborated with a 40-member cross-functional team, while directly managed a team of 5 client employees and contract technologists.
- Assessed business processes for sales, fulfillment and customer service functions for a Fortune 500 Retail company to define a process architecture framework subsequently adopted as standard blueprint across all corporate technology initiatives.

CAPGEMINI CONSULTING

New York, NY

Senior Consultant, Technology Strategy Practice (Selected Projects)

2007-2011

- Interviewed 30+ executives at a Hi-tech company to identify gaps between business and technology capabilities, and designed a roadmap for future technological implementations aiming at increasing operational efficiency Analyzed sales & marketing data and designed a \$10M roadmap to enable 100+ customer metrics for a Hi-Tech company.
- Led the business analysis phase defining user requirements and worked with technical team through the system development life cycle to automate clinical trial processes and migrate study data to a single platform across 10+ countries

ADDITIONAL INFORMATION

- **Languages:** Fluent in Cantonese, Mandarin, Written Chinese. Elementary in Japanese
- **Interests:** Negotiated sponsorships with major brands and planned events for ~200 guests for a multi-national sports organization • Wedding planning, slideshow design and emcee for ~10 wedding events with ~500 guests
- **Other Involvement:** Wharton Charity Fashion Show - Committee of Sponsorships • Inter-MBA Conference Pod Leader

CHIJOKE (CHICHI) OKEKE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Marketing and Operations Management **2015-2017**

- Director's List (Top 10% GPA)
- Recipient of the Diane and Robert Levy Fellowship for outstanding academic and professional accomplishments
- Wharton Omnicom Communications Fellow (Demonstrated strong communication skills and an ability to give feedback)
- Co-President of Wharton Basketball Club; DOJ and Content Director of Wharton Marketing Club and Marketing Conference
- Active member of Wharton General Management Club, Golf Club and African American MBA Association

MASSACHUSETTS INSTITUTE OF TECHNOLOGY **Cambridge, MA**
Bachelor of Science in Economics, Minor in Management **2008-2012**

- MIT Orientation Coordinator (Supervised 11 O-Captains and 58 O-Leaders for the orientation of over 1,000 freshmen)
- Intramurals Public Relations Executive Chair (Responsible for all MIT Intramural advertising)

EXPERIENCE

LIBERTY MUTUAL *\$38.5 billion Global Insurance Company* **Boston, MA**
Summer Associate, Corporate Development Program **Summer 2016**

- Worked in product management on the specialty innovation team focused on landlord specific product strategy
- Identified \$710MM+ market opportunity and modeled out a 20% CAGR for two new product offerings in the short term rental and course of construction insurance markets
- Created detailed market size estimates, identified current Liberty Mutual pain points and use case gaps, assessed the competitive landscape and addressed all key risks for implementation
- Collaborated with property, commercial, state management, marketing, legal and distribution teams to create a comprehensive execution roadmap and long term strategy for the product offerings

SAPIENTNITRO (a Publicis Company) *\$1.3 billion Global Digital Marketing Agency* **Boston, MA**
Senior Associate, Marketing Strategy and Analysis **2014-2015**

- Led Boston Analytics Practice; Analytics Lead for Dunkin Donuts, Baskin Robbins, and The Hartford; Member of global teams for RBS Citizens and Panera Bread; Mentor to junior associate as part of the Sapient Mentor Alliance Program
- Designed analytics strategy for Baskin Robbins' new online ordering system. Identified online cart abandonment rate issues which led to recommendations that increased ecommerce conversion rate by 50%
- Oversaw marketing analytics strategy for Hartford Funds' global campaign and created a new innovative dashboard for reporting results. Provided insights that led to a 24% increase in engagement over previous marketing campaigns

AMP AGENCY *\$29 million Marketing and Advertising Agency* **Boston, MA**
Statistician, Measurement and Analytics **2012-2014**

- Advanced Analytics Lead; Promoted from Analyst after 4 months; Led analytics projects for Hasbro, Philips Lifeline, Elsevier and Coldwell Banker clients; President of AMP Agency Culture Committee
- Worked with clients to help them better understand the effect of their marketing dollars on their bottom line and to provide strategic and actionable insights into how to improve ROI
- Managed cross-functional team for a shopper analysis project on Hasbro's 10 largest brands. Proved out an overall 91% digital ROI and presented media optimizations to persuade Hasbro executives to increase digital investment

EMERSON COLLEGE **Boston, MA**
Adjunct Professor **2014-2015**

- Developed and taught a new course called "Online Behavior and Website Analytics" to 25 junior and senior students

ADDITIONAL INFORMATION

- YMCA Head Basketball Coach for 13-17 year olds in Cambridge, MA
- **Interests:** Basketball, football, food, marketing, mentorship, and inspirational movies

CHRISTOPHER OOSTERBAAN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate

2015-2017

- Received First Year Honors (Top 20% of class), Marketing 101 Teaching Assistant, Cluster Academic Representative
- GMAT: 720 (94th Percentile)

INDIANA UNIVERSITY (KELLEY SCHOOL OF BUSINESS)

Bloomington, IN

Bachelor of Science in Business, Majors in Finance and Economic Consulting with Honors

2007-2011

- Business Honors Program, Honors Leadership Team, Indiana University Consulting Workshop
- GPA: 3.81; Indiana University Founder's Scholar, Indiana University Faculty Scholarship

EXPERIENCE

RESTAURANT BRANDS INTERNATIONAL (3G Capital Owned)

Miami, FL

Burger King Global Operations Intern

Summer 2016

- Developed global staffing guidance and methodology to be implemented in all restaurants (over 14,000 stores)
- Created positioning simulations to optimize where Burger King employees are positioned throughout their shift
 - Ensured models were applicable to the over 60 countries Burger King operates today
- Presented and achieved alignment on findings with Burger King executive team including the Burger King CEO

DELOITTE CONSULTING

Chicago, IL

Consultant, Strategy & Operations

2013-2015

- Achieved the highest rating on each client engagement, earned the highest year-end rating during final annual review (top 10% of all practitioners), and was selected into Deloitte's Graduate School Assistance Program

Client Service:

- Developed and executed indirect sourcing strategies that reduced construction spend by \$9 million for a Fortune 500 global restaurant chain in Tokyo, Japan
 - Conducted negotiations and performed spend analysis with over 20 Japanese construction contractors
- Created a 900 line-item global restaurant construction cost analysis framework to analyze indirect spend across 8 markets in North America, Europe, and Asia
- Implemented the North American spin-off of a \$4 billion Consumer Product company resulting in a share price increase of ~20%

Firm Leadership:

- Named co-chair of Deloitte's National Business Analyst and Consultant Peer Advisory Council managing 19 practitioners that executed programming for over 750 Analysts and Consultants nationwide
- Led monthly meetings with Deloitte leadership including Deloitte's Chief Global Economist, Deloitte's National Managing Director for Strategy & Operations (S&O), and Deloitte's Chief Talent Officer for S&O

DELOITTE CONSULTING

Chicago, IL

Business Analyst, Strategy & Operations

2011-2013

- Reduced indirect spend for a Fortune 100 transportation company by \$12 million through the development and execution of sourcing strategies across their marketing, warehousing and distribution, and corporate travel functions
 - Built baseline spend models to analyze over \$350 million of indirect spend
 - Implemented process improvement algorithm for shipping supplies resulting in savings of \$1.1 million
- Identified savings of up to \$15 million for restaurant construction across France, Germany, Poland, and Russia

ADDITIONAL INFORMATION

- **Interests:** International travel, professional baseball and hockey, reading, visiting new restaurants, golf
- **Other:** Worked in Tokyo, Japan; Previous experience utilizing the Microsoft Office suite and Tableau

ORAPHUN (ART) PANTHAVEE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Operations and Marketing

2015-2017

- Leadership: VP of Events for Food Club, VP of Social for South East Asia Club, VP of External Relations for Asia Club
- Activities: Leadership Venture in Patagonia, active member of Wharton's Retail Club, Consulting Club, Marketing Club, Yoga and Wellness Club, Food Club and Asia Club

CHULALONGKORN UNIVERSITY

Bangkok, Thailand

Bachelor of Business Administration, Major in International Business Management

2007-2011

- GPA 3.83/4.00; top 5% of graduating class
- VP Sales & Marketing for BBA CU Charity Showcase; led a team of 20+ to achieve sales target and raise money for charity
- Exchange program at Rouen Business School in Rouen, France (2009)

EXPERIENCE

WALMART GLOBAL E-COMMERCE

San Bruno, CA

Summer Associate in Category Development, Global eSourcing

Summer 2016

- Developed a database solution for over 200K SKUs on BuyerConnect (internal sourcing platform) to create a global catalog across Walmart US and international markets in 11 countries
- Identified cross-border trade opportunities between Walmart and other countries as part of its expansion strategy and presented findings to Vice President of Global eSourcing

BIG C SUPERCENTER PCL

Bangkok, Thailand

Operational Excellence Manager

2012-2015

- Designed process for effective internal document delivery across 150 stores by utilizing existing distribution center facilities instead of outsourcing service, resulting in 65% courier cost reduction while ensuring satisfactory service level
- Led an initiative to improve stockroom management by analyzing sales performance by category and stockroom layout to achieve better organization and improved staff productivity by 30%
- Built financial model based on Profit and Loss Statement (P&L) to recommend target savings, liaised with all VPs to agree on savings commitment, and tracked performance throughout the year; total savings realized of US\$36 million
- Delivered OPEX savings of US\$4.7 million in calendar year 2013 by reviewing working process and headcount structure with focus on back-office optimization at stores nationwide

ACCENTURE

Bangkok, Thailand

Analyst

2011-2012

- Ensured successful integration of new core banking platform by developing training modules for one of the largest commercial banks in Thailand
- Conducted spend analysis to identify US\$11 million savings opportunities of indirect expenditures; streamlined procurement-related processes and revised procurement policy to encourage better operational transparency for leading agro-industrial and food conglomerate

MCKINSEY & COMPANY

Bangkok, Thailand

Consulting Fellowship Program Participant

2010-2011

- Selected as one of 15 successful (out of 800) candidates in the program designed to promote Thailand's future leaders
- Analyzed education system in Thailand to identify issues of educational inequality as well as poor teacher training and provided preliminary solutions that were later incorporated in Teach for Thailand

OGILVYONE WORLDWIDE

Bangkok, Thailand

Summer Intern

May – July 2010

- Performed market research in collaboration with the strategy team to create and implement online marketing campaigns

ADDITIONAL INFORMATION

- **Interests:** Obstacle running, scuba diving, traveling (31 countries), Romance languages, Broadway musicals
- **Positions:** Volunteer in Leadership Camp of the Karenni Further Studies Program; taught English to Karenni students and engaged with locals from refugee camp in Mae Hong Son, Thailand
- **Languages:** Native speaker of Thai

ELENA V PUJALS
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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate – Majors in Marketing and Entrepreneurial Management **2015 – 2017**

- Received the Keith and Laura Barket Fellowship awarded for outstanding leadership, academic, and professional accomplishments
- Member of Retail Club (Conference Co-Chair), Wharton Women in Business (Conference Co-Chair), Marketing Club, and Entrepreneurship Club

STANFORD UNIVERSITY **Stanford, CA**
Bachelor of Arts in Economics **2005 – 2009**

EXPERIENCE

URBAN OUTFITTERS, INC **Philadelphia, PA**
MBA Summer Intern – M&A and Corporate Strategy **Summer 2016**

- Produced competitive landscape analysis to identify potential strategic investments in new target sector and presented insights and recommendation to CEO, CFO, and URBN brand leadership
- Performed due diligence of potential acquisition target, originated for URBN by an investment bank, forecasted deal economics, and presented recommendations to CFO
- Led industry deep-dive of three additional retail sectors to determine market entry strategy
- Partnered with brand research team to build a survey conducted with a nationwide participant pool, URBN employees, Urban Outfitters customers, and Wharton students to gain insight into the shopping behaviors of new customer segment

JP MORGAN CHASE **New York, NY**
Associate Banker, Latin America Southern Cone Team – Private Bank **2012 – 2015**
Banking Analyst, Latin America Southern Cone Team – Private Bank **2009 – 2012**

Leadership and Teamwork

- Managed 10+ ultra high net worth client relationships with \$229 million in assets under management and \$1.5 million in revenue in their investment, credit, cash management, and wealth planning
- Partnered with senior banker in management of 84+ client relationships with \$5 billion in assets under management and \$24.3 million in revenue
- Led monthly and quarterly investment portfolio reviews with clients in New York, Miami, Chile, Argentina, and Uruguay
- Managed and mentored four junior analysts to hone their sales and technical capabilities in their support roles

Strategic and Quantitative Analysis

- Produced investment proposal materials over four-month period for a prospective client pitch leading to \$3 billion win
- Produced investment proposal for prospective client pitch in Chile leading to \$65 million win and two new client relationships
- Generated comprehensive portfolio performance and risk analyses detailing asset allocation, performance, and cash flow for client portfolios of up to \$4.2 billion
- Led investment solutions proposals for current and prospective clients based on clients' investment objectives and risk tolerance

ADDITIONAL INFORMATION

- **Positions:** Fundraising Team Lead for **Hoy Por Mañana**, a non-profit organization providing assistance and shelter to young Nicaraguan girls exposed to physical and emotional abuse; Member of The Stanford Fund 2009 Class Gift Fundraising Campaign; Member of the JP Morgan Private Bank's Recruitment Committee for Latin America and Stanford University
- **Languages:** Fluent in Spanish; conversational in Italian
- **Additional coursework:** Completed 4-month Fashion Design Basic Core course at Parsons The New School for Design; Completed 1-month Fashion Design course at Istituto Marangoni in Milan, Italy
- **Additional internships:** Spearheaded competitive analysis of brand competitors' positioning and digital communications strategy at Katie Ermilio, The Council of Fashion Designers of America (CFDA) Incubator Designer, in New York, NY
- **Other qualifications:** NASD licenses – Series 7 and 63; U.S. and European Union work authorization through citizenship
- **Interests:** Fashion design, Aspiring runner and yogi, Travel enthusiast

GREGORY DOMENIC ROLFES

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Finance

2015-2017

- Member of PE and VC, Real Estate, Roadrunners and Triathletes (Co-President), Catholic (Co-President), and Boxing clubs
- GMAT: 740 (Quantitative: 50, Verbal: 40)

DARTMOUTH COLLEGE

Hanover, NH

Bachelor of Arts in Economics, Magna Cum Laude, Phi Beta Kappa

2005-2009

GPA: 3.84/4.00; Major GPA: 3.94/4.00

- Rufus Choate Scholar (top 5% of students) in '08-'09 academic year; Second Honor Group (top 15%) in '06-'07 and '07-'08
- Activities: Varsity Heavyweight Rowing team, Federal Reserve Challenge team, Chi Heorot fraternity, Athletic Dept. tutor

EXPERIENCE

NERDWALLET (*Institutional Venture Partners-funded consumer finance company with ~400 employees*) **San Francisco, CA**
Business Operations MBA Intern **June-August 2016**

- Spent eleven weeks working on Personal Loans team; one of two BizOps professionals mapped to 30+ person product team
- Built unit economics pricing model to estimate each lending partner's profitability per loan and willingness to pay for new customer leads. Model and other pricing analyses used to inform negotiations with four lending partners during summer.
- Created overview of consumer credit and debt repair space that included market sizing, customer segmentation, evaluations of existing solutions, and recommendations for new content, product, and partnership offerings to best address customer needs
 - Led discussion on topic with CEO, COO, and management team; CEO cited work in company-wide presentation

FRIEDMAN FLEISCHER & LOWE (*Generalist private equity firm investing out of \$2.0B fund*) **San Francisco, CA**
Private Equity Associate **2013-2015**

Select Transaction Experience:

- *Interactive Health* – Completed leveraged buyout of corporate health and wellness solutions provider
 - Built valuation model, led calls and initial negotiations with lenders, and involved in legal and accounting diligence
- *Icynene* – Completed leveraged buyout of Canadian spray foam insulation manufacturer
 - Constructed valuation model and developed analyses to project impact of exchange rate variance on transaction financing
 - Led deal team's business diligence efforts, including pricing, volume, and profitability analysis by customer and product
- *ETX* – Completed Transtar's add-on acquisition of auto parts distributor and concurrent expansion of existing term loans
 - Built merger model and worked with CEO, CFO, and bankers on presentations and projections for lenders and agencies
- *Transtar* – Created valuation updates, investor materials, and return analyses for auto parts distribution portfolio company
- *Sports Nutrition* – Conducted market and business diligence and built valuation models for three opportunities in space

SAN FRANCISCO 49ERS **Santa Clara, CA**
Business Operations Extern (*Nine-month externship from Bain & Company*) **2012-2013**

- Hired as first employee on organization's Business Operations team; reported directly to team's President and COO
- Led mobile ordering project from its inception and created a service system which enabled Levi's Stadium to become the first professional sports venue in the world to offer mobile concession and merchandise ordering capabilities to every patron
 - Designed innovative service model that allowed 68,500 fans to place mobile orders for delivery or express pick-up
 - Led the coordination of team from stadium operations department, legal department, concessionaire, architect, contractors, point-of-sale vendor, and mobile app developer to build physical and technical systems needed to operate service model

BAIN & COMPANY **San Francisco, CA**
Senior Associate Consultant **2010-2012**

- Promoted to Senior Associate Consultant six months early due to strong performance and received offer to return post-MBA

Select Case Experience:

- *Utility Company* – Advised client on valuation, tax, and operational considerations of strategic alternatives for subsidiary
 - Led valuation work stream and conducted LBO, DCF, comparable transactions, and publicly traded comparables analyses
- *Technology Company* – Identified opportunities to improve sales force productivity by analyzing salesperson behaviors
 - Evaluated trends in quota attainment, training, discounting, and other behaviors and led weekly calls with client team

ADDITIONAL INFORMATION

- Distance running enthusiast: run 70-90 miles per week, finished 1st / 3,510 in 2013 and 1st / 3,741 in 2014 at the US Half Marathon in San Francisco, and placed in top 400 runners at Boston Marathon in 2012-2015 (completed 2015 race in 2:37)
- Other interests: architecture, piano (21 years of experience), rowing, Ohio State football, and Cincinnati Bengals football

MELISSA RONDI

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Entrepreneurial Management

Philadelphia, PA
2015-2017

- Selected to participate in the *Semester in San Francisco (SSF)* program focused on entrepreneurship and technology
- Honors: First Year Honors (Top 20%); Awarded SSF Fellowship and Startup Internship Award
- Leadership: President, Jewish Association of MBAs; Mentor, Wharton Women in Business; Project Manager, Wharton Digital Health Club Analytics Consulting Project (Spring 2016)
- Membership: Tech Club; Data & Analytics Club; General Management Club

UNIVERSITY OF COLORADO

Bachelor of Science in Applied Mathematics, Minor in Economics

Boulder, CO
2007-2011

- Graduated *Summa Cum Laude*; GPA: 3.94 (Dean's List all semesters)
- Received Tony Tisone Business Scholarship Fund (all semesters) and Active Learning Award

EXPERIENCE

IBOTTA

Product Management Intern

Denver, CO
Summer 2016

- Developed product requirements for an automated internal campaign audit tool decreasing the time to complete each audit by 50%, resulting in a quicker turnaround time to sign subsequent contracts with high-visibility clients
- Designed and implemented an A/B testing Looker dashboard to analyze impact of new product features, communicate insights to key stakeholders, and guide the overall product strategy. Synthesized and incorporated customer feedback into the product roadmap by analyzing in-app feedback, creating customer surveys, and conducting usability testing.
- Collaborated with product designers and mobile engineers to implement language upgrades and moments of delight to make our brand more consistent and our voice with users more friendly

DELOITTE CONSULTING LLP

Senior Consultant

Consultant

Business Technology Analyst

Denver, CO
2015
2013-2015
2011-2015

Strategic Design and Analytical Thinking

- Managed design, development, and roll-out of Health Check Report – a series of forecasting measures to predict and manage spending for Major Capital Projects (MCP) – for \$200B global energy company across 20+ countries
- Created project plan to renumber chart of accounts for over 40 global systems in 20+ countries streamlining reporting
- Defined testing scope, approach, and key metrics for ERP system, financial consolidation and reporting application, and integrated tax reporting solution implementation; created and managed defect tracking tools and analysis for all testing cycles

Client Relations and Project Management

- Led testing workstream for a \$12M multi-system implementation at a global net-lease REIT; planned and executed user acceptance testing cycles; presented to Chief Information and Accounting Officers in weekly stakeholder meetings
- Facilitated design workshops with senior management of a Fortune 500 metal packaging supplier; assessed current Oracle ERP system and evaluated benefits of upgrading; final scoping proposal resulted in selling of a \$5M upgrade project

Change Management and User Adoption

- Developed and delivered six, week long train-the-trainer sessions; taught 100+ power users on-site in Australia, Thailand, Indonesia, Angola, and Nigeria how to use newly developed reports, tools, and processes to better manage MCPs
- Conducted Global Vetting sessions with representatives from Indonesia, recommending process improvements to relieve existing pain points and reduce budget overruns; provided actionable roadmap for stakeholders to implement with end users

Leadership and Teamwork

- Headed University of Colorado recruiting committee responsible for event planning and employer outreach; collaborated with leads to spearhead a partnership to rollout their revamped integrated curriculum
- Planned and executed Impact Day, national day of service, for the Denver office; partnered with site and committee leads to ensure meaningful projects for the 400 participants working at one of 18 non-profits across Colorado
- Initiated multiple inaugural events for the Women's Initiative (WIN), including the Women in Technology event at CU

ADDITIONAL INFORMATION

- **Tech Skills:** SQL (beginner); R (beginner); Matlab; Excel (VBA); Google Analytics
- **Interests:** dedicated yogi, novice cyclist, world traveler, and passionate foodie
- **Languages:** Conversational Spanish

JULIE A. ROSENFELD

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Majors in Strategic Management and Marketing **2015 – 2017**

- **Leadership:** Non-profit Board Fellow; VP of CSR/Sustainability in Wharton Social Impact Club; Academics Representative for cluster of 220 students; Co-president of Wharton Cocktail Club; Charity Selection Committee for One for the World
- **Membership:** Wharton's General Management Club; Marketing Club; Retail Club; Women in Business Club
- Teacher's Assistant for Marketing Management class

WASHINGTON UNIVERSITY IN ST. LOUIS **St. Louis, MO**
Bachelor of Arts; Major in Political Science **2005 – 2009**

- *Magna cum laude*; GPA: 3.7/4.0
- William H. and Elizabeth Gray Danforth Scholar – *Four-Year Merit Scholarship for leadership, scholarship, and service*
- Antoinette Dames Award for Most Outstanding Senior Honors Thesis; Thesis: "Muslim Integration in Western Europe"

EXPERIENCE

THE ESTEE LAUDER COMPANIES, INC. **New York, NY**
Presidential Management Associate Summer Intern **Summer 2016**
Global Strategy and Marketing, Clinique For Men

- Developed comprehensive audit of men's skincare industry and identified global sub-segment growth drivers, particularly in priority markets: US, UK, and China; Recommended new product, digital, e-commerce, and omnichannel innovations and presented to Global Marketing executives
- Collaborated with cross-functional teams to monitor Clinique For Men's sales performance across all channels and regions around the world and to develop new products through fiscal year 2019, including competitive landscape assessment, financial projections, and product design
- Supported development of annual presentation to inform global executive leadership team of brand's strategy and priority initiatives; Helped launch new campaign with digital influencers to support upcoming product launches

RUDER FINN, INC. **New York, NY**
Associate Director, **2013 – 2015**
Ruder Finn Effect

- Co-founded and co-led Ruder Finn Effect, a new practice area focused on partnering with major corporations and non-profit organizations around large-scale corporate responsibility, cause-marketing, and social awareness programs
- Developed competitive landscape audit, branding materials, budget forecast, and business plan to convince CEO and executive team to launch Ruder Finn Effect and built dedicated team within Ruder Finn
- Created strategic plans for business development including new client acquisition and profitability growth

Senior Account Supervisor / Account Supervisor, **2012 – 2015**
Corporate Communications

- Served as Project Lead and maintained day-to-day client contact on multiple accounts, with oversight of \$2.5 million in annual revenue; Provided strategic counsel to C-suite and senior executive clients on corporate reputation, executive thought leadership, media relations, employee engagement, crisis communications, and issues management
- Led multiple RFP responses and competitive pitches to win new clients, and secured opportunities for organic business development and revenue growth with existing clients
- Hired and supervised junior staffers across teams; Managed budget, billing, forecasts, and staffing for multiple accounts

Senior Account Executive / Account Executive / Assistant Account Executive / Executive Trainee, **2009 – 2012**
Corporate Communications

- Supported CEO and other C-suite executives' internal and external communications at a \$58 billion global healthcare company, including development of CEO's blog posts, op-eds, speeches, presentations for global conferences and investor meetings, and briefing documents for events and media interviews
- Participated in competitive pitches to acquire two clients: a Fortune 500 corporate philanthropy program and a leading, non-profit disease research organization
- Responsible for recruitment, management, and evaluation of junior staffers; Managed annual budget in excess of \$1 million

ADDITIONAL INFORMATION

- **Founder and president, On The Rebound, Inc:** Nonprofit organization that donates new and used sports equipment to centers serving disadvantaged youth and underwrites team sports
- **Interests:** Traveling- participated in Wharton East Asia Global Immersion Program and studied abroad at La Sorbonne in Paris; Playing and watching sports; Supporting The Michael J. Fox Foundation for Parkinson's Research

HETAL SHAH

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Marketing and Management

2015-2017

- GMAT: 760 (99th Percentile)
- Leadership: Student Life Fellow, President - Wharton Theater Group, VP - Wharton Ski Club
- Membership: Marketing Club, SBDC Consultants, Retail Club, Consulting Club, Dance Studio, Storytellers

LEONARD N. STERN SCHOOL OF BUSINESS, NEW YORK UNIVERSITY

New York, NY

Bachelor of Science in Economics; Majors in Finance & Accounting

2002-2006

- Select Honors: Dean's List, Stern Scholar, International Study Project Finalist, Beta Alpha Psi Leadership Team

EXPERIENCE

MARS CHOCOLATE – M&M's

Hackettstown, NJ

MBA Marketing Intern

Summer 2016

- Evaluated M&M's first cause marketing partnership (Red Nose Day) across key performance indicators (e.g. ROI, break even analysis, social media engagement) and determined critical drivers of success
- Collaborated cross-functionally to develop 3-year strategy to drive Red Nose Day campaign awareness and expand footprint to additional retail partners based on strategic fit and execution viability, projected to deliver \$20MM+ in incremental sales
- Conducted competitive analysis of multi-channel promotional pricing strategies and identified opportunity areas for M&M's

NINE NATURALS (*E-commerce Beauty Startup*)

New York, NY

Marketing Director

2013-2015

Strategy & Planning

- Collaborated directly with CEO on annual marketing & corporate strategy, delivering 10x revenue growth over 2-year period
- Developed new product pipeline for hair & body care categories based on consumer insights and financial viability assessment
- Expanded channel distribution to include e-retailers (Amazon, Diapers.com) and first physical retailer (Destination Maternity)

Leadership & Cross-functional Teamwork

- Led cross-functional team through all phases of new product development including product formulation, positioning, pricing, package design, consumer promotions, and website activation to successfully launch six new products
- Managed press agencies through development and execution of PR campaigns across digital and print mediums
- Designed and launched product sampling program in both direct and medical channels to increase brand awareness and product trial, leading to a successful sample-to-purchase conversion of approximately 18%

Digital Marketing

- Created and executed social media and email campaign strategies aligned with overall growth objectives and brand identity
- Analyzed priority digital and social media exposure metrics to identify highest ROI marketing initiatives; recommended optimal digital marketing mix to drive future sales growth

SUMITOMO MITSUI BANKING CORPORATION

New York, NY

AVP - Chemicals & Materials

2011-2013

Associate - Financial Institutions

2008-2011

- Directly managed 5 client facing relationships (\$200MM) and supported management of 25 client relationships (\$2.4Bn)
- Led cross-functional deal teams across 5 departments to execute 50+ financial transactions valued from \$50MM to \$1.5Bn
- Executed transaction approval process by conducting credit and competitive peer analysis, financial modeling, legal due diligence, pricing evaluation, risk/return analysis; presented transactions to global senior management and gained alignment

BANK OF AMERICA

New York, NY

Analyst - Financial Institutions

2006-2008

- Prepared credit research reports through analysis of financial statements, industry research and management due diligence
- Performed portfolio monitoring through credit rating scorecards, financial and covenant compliance checks

ADDITIONAL INFORMATION

- **Interests:** Skiing, Indoor Rock Climbing, Traveling to 20+ Countries, DIY Home Décor Projects, Vegetarian Cuisine
- **Training:** Bank of America Credit Training Program, NYIF Core Analyst Training

EVELYN SHIH

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA
Master of Business Administration Candidate, Marketing and Operations

Philadelphia, PA
2015-2017

- Honors: First Year Honors, Director's List (Spring 2016)
- Leadership: Co-President of Retail Club, VP (Careers) of Marketing Club, Co-President of Ski & Snowboard Club

UNIVERSITY OF SOUTHERN CALIFORNIA
Bachelor of Science, Business Administration and International Relations

Los Angeles, CA
2007-2011

- Honors: *cum laude*, Presidential Scholar (half-tuition scholarship), Dean's List (6 semesters)
- Leadership: Captain of USC Dragon Boat Team (paddling), Webmaster for Program Board (student government)

EXPERIENCE

UNILEVER (Consumer Packaged Goods Manufacturer)
Intern, Brand Management - Brand Development

Englewood Cliffs, NJ
2016

- Developed comprehensive plan for Knorr Hispanic's \$110M business to adapt to an evolving consumer base
- Introduced a \$3M new product opportunity, innovative pack designs, and more relevant promotion content and tactics
- Redefined category positioning based on consumer research, competitive analysis and cross-functional collaboration

BRANDIQ (Qualitative/Quantitative Market Research and Innovation Firm)
Research Manager, Brand Strategy and Innovation

Los Angeles, CA
2014-2015

Qualitative and Quantitative Research

- Focused remodel plan for nationwide restaurant chain with over 200 locations on design elements important to diners. Kept client's investment within budget by analyzing in-restaurant focus group results coupled with quantitative conjoint data
- Identified new product development direction, retail strategy, and brand positioning for \$90M packaged foods company to grow user base for both flagship brand and product extension based on client's objective to become the category leader

Innovation Research

- Organized multi-stage innovation project to discover new menu items for nationwide fast food restaurant, including a food tour, consumer ideation, and qualitative focus groups. Influenced changes to client's internal product innovation process

Interpersonal Skills

- Managed and mentored an employee with non-profit background to transfer skills and spearhead company initiative to achieve B-Corp certification (standard of corporate social/environmental performance, accountability, and transparency)

MILLWARD BROWN (Quantitative Market Research Firm)
Research Design and Management (RDM)

Santa Monica, CA
2012-2014

Assistant Research Executive

2011-2012

- Promoted two levels in 14 months instead of normal timeline of 2+ years

Analytical Skills

- Designed custom consumer behavior study for social media company in order to understand how users interact with brands throughout purchase journey. Recommended opportunities for new ad revenue, leading to new work totaling over \$100K
- Guided strategic product design and advertising decisions of \$4B energy drink business by evaluating success of new product launches and marketing events, diagnosing and quantifying consumer health concerns, and providing competitive analysis

Creative Thinking

- Developed new automated scorecard to report monthly brand health metrics for distribution among client's C-suite, eliminating 75% of manual work, reducing human error, and shortening turnaround time by more than half

Leadership and Teamwork

- Rallied internal operational groups to develop quick turn solution to cut standard project timeline in half; later served on company-wide task force to evaluate and pilot options to accelerate other research solutions to meet client needs
- Led cross-functional team to deliver accurate and timely data to client management team and liaised between diverse work groups to settle process conflicts, contributing to RDM department's high internal satisfaction ratings

ADDITIONAL INFORMATION

- **Languages:** Conversational Mandarin Chinese
- **Interests:** PADI Advanced Open Water diver, amateur dumpling maker, USC football fan, contemporary art enthusiast,
- **Athletics:** Philly Love Run, Honolulu Marathon, SoCal Ragnar, Playa del Rey Sprint Triathlon, Long Beach Marathon

JASPER TENNEY

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Finance and Management **2015-2017**

- GMAT: 730, (96th percentile). Recipient of Philip J. Whitcome Fellowship of one-third of tuition for outstanding academic and professional accomplishments, exceptional character and leadership, and potential future for distinguished achievement
- Private Equity & Venture Capital Board Member (Treks); PE/VC Capital Conference (1st Year Finance Board Member)
- Selected as one of 50 Admissions Fellows from an applicant pool of 250

MENDOZA COLLEGE OF BUSINESS, UNIVERSITY OF NOTRE DAME **Notre Dame, IN**
Bachelor of Business Administration; Major in Accountancy **2006-2010**

- Cumulative GPA: 3.8; *magna cum laude*, Dean's List (six semesters)
- Faculty Selected Research Assistant: Researched SEC financial statements to investigate language of fraud in 10-K reports

EXPERIENCE

CIC PARTNERS (*Middle-market private equity firm that invests in growth-oriented companies primarily in the food, restaurant, healthcare, and energy industries*) **Dallas, TX**
Summer MBA Intern **Summer 2016**

- *Willie's Bar & Grill (Portfolio Company)*: Created holistic comparative sales analysis, including quantifying sales impact of weather and developing strategies to drive store traffic, and presented conclusions to company management
- *Granite City (Portfolio Company)*: Quantified customer survey data into C-suite level reports to inform operating strategy
- *Internal Initiatives*: Evaluated the firm's sourcing strategy; built PE competitive set trends book from ~20 industry interviews

PEPSICO

Strategic Finance Intern **Dallas, TX**
Evaluated whether to outsource an internal manufacturing platform from strategic and economic points of view **Summer 2016**

- Produced economic models assessing three distinct scenarios of outsourcing the production of Funyuns (\$300M platform)
- Researched and constructed frameworks and case studies with which to develop an opinion of strategic considerations
- Presented conclusions and recommendations to CFO, SVP Supply Chain Finance and SVP of Strategy

CLAPHAM CAPITAL (*Private equity firm investing in operating real estate; its objective is to drive value to real property by increasing operational efficiency*) **Dallas, TX**
Associate **2013-2015**

- Evaluated potential acquisitions alongside partners and senior industry executives; conducted extensive industry research and due diligence to construct investment theses
- Built dynamic financial models, completed company and industry analysis, created LP & co-investor presentations, and managed diligence teams on all projects
- *Selected Transaction (contemplated) \$175M acquisition of four resort properties*: Completed synergy analysis on the merger of two targeted assets, working extensively with operating partners to identify \$5M of annual EBITDA synergies; managed third-party due diligence process; performed target site visits and led discussions between industry operating partners and sellers to detect post-transaction opportunities and solve delicate deal process and personnel issues
- *Selected Transaction (closed April 2014) \$65M refinancing (\$50M senior, \$15M mezzanine debt) of Big Sky Resort*: Coordinated lending parties, third-party providers, and company management in the due diligence process; performed in-depth market research and analyses, such as snowfall correlation analysis, to educate lenders on the market nuances and weather risks of the ski industry

KPMG LLP **Dallas, TX**
Senior Associate – Mergers and Acquisitions Transactions Services, Energy Group **2012-2013**

Senior Associate – Audit **2010-2012**

- Advised private equity and strategic buyers in areas of financial/operational diligence, quality of earnings analyses, contract and specialized industry analyses, accounting considerations, and cash flow/working capital improvement initiatives
- Earned "Outstanding Performer" rating consistently (top 15% of firm performance); promoted in one year (vs. expected 2 years); led ten-person team in successful, complex audit of a large public company
- *Project Wind* - Advised private equity client on a ~\$100M rollover of several salt water disposal companies across U.S.

ADDITIONAL INFORMATION

- **Finance Board Member (current), Akola Project (non-profit)**: Mentored COO and Director of Finance on the buildout of the organization's first operating model prior to successful fundraising campaign and expansion of product-line
- Regional Board Member (current), Hope International (microfinance non-profit)
- **Interests**: Cooking (cooked risotto for President Obama), Notre Dame football, tennis, running, reading *NYT Bestseller List*
- **Certifications**: CPA (active), Texas | **Languages**: Intermediate Spanish

CLAIRE XINZHU WANG

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Strategic Management

Philadelphia, PA
2015-2017

- Treasurer, Coffee Club; VP of Travel Tech, Travel & Hospitality Club
- Member of Tech, Marketing, Guiding Undergraduates in their Development and Education (GUIDE), and Yoga Clubs

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Bachelor of Science in Management Science with Minor in Economics

Bachelor of Science in Materials Science and Engineering

Cambridge, MA
2008-2012

- President, MIT China Care: organized fundraisers for Chinese orphans and mentorship events for adopted Chinese children.
- Recipient of MIT Isabelle de Courtivron Writing Competition second prize (Institute Award for best multicultural writing)

EXPERIENCE

TRIPADVISOR

Product Manager Intern, Owner Experience Team

Needham, MA
Summer 2016

- Led development for new self-service product to be used by over 1M property owners: determined feature prioritization; worked with engineers, designers and marketing team; produced wireframes; and wrote product specs.
- Conducted survey sent to 60K owners of attractions, hotels, and restaurants worldwide, which defined the team's Q3 and Q4 strategy for launching mobile products to owners for the first time. Presented results to Sr. Director of Product Management.
- Spearheaded the team's effort to bring secure verification processes to mobile to drive 25% increase in mobile verifications.
- Launched advertising products for Viator and LaFourchette to reduce unwanted sales leads from 25% to 15% of total.
- Led a summit discussion with 15 VP and director-level participants to discuss product placements.
- Girls Who Code Mentor: provided guidance to high school girls about tech industry careers.

ACCENTURE

Technology Consultant

Boston, MA
2014-2015

State Child Support Enforcement Agency, Customer Relationship Management (CRM) Team

- Collaborated with call center representatives to develop application solutions to increase efficiency: designed processes in Oracle; consolidated representative applications from seven to one, decreasing call duration and customer wait time.
- Initiated coordination of four project teams to ensure compatibility between customer service application and new Accenture-designed core system; efforts resulted in design changes and decreased burden of future development and testing.
- Led Accenture-MIT Buddy Program; recruited and coordinated 20 Accenture employees to mentor potential new hires through interviews and life at Accenture, contributing to 11 accepted offers (50% yield).

Healthcare Company, Cutover and Build Coordination Teams

- Transitioned client from legacy software system to new Epic system for six hospitals in project management role.
- Received highest "significantly above" rating (top 20%) for two consecutive years, promoted to consultant, and assumed responsibility for managing analysts; among only 2 of 20 analysts to be promoted from project.
- Prepared for system go-live by defining critical milestones, designing execution processes, and coordinating business and technical procedures for 45 cross-functional teams, which resulted in a successful on-time system launch.
- Ensured compatibility between project applications by identifying and escalating potential risks, leading daily meetings, and facilitating communication between project teams.

Business and Systems Integration Analyst

State Child Support Enforcement Agency, Case Business Team

Boston, MA
2012-2014

- Implemented \$75 million child support system by leading six-member Interstate Team, accounting for 1/3 of all state child support cases; only analyst who led a team.
- Designed and led 25 joint application design sessions with 20+ client experts, demonstrated Accenture's solution, and assessed feasibility of system enhancements, resulting in cost savings and risk reduction for Accenture.
- Received "Above and Beyond Award" and ranked at top of analyst group for delivering high-quality work, gaining trust of clients, and taking responsibilities on project outside of required day-to-day tasks.

ADDITIONAL INFORMATION

- **Interests:** Board games, international travel (15+ countries), classical music, Miyazaki films
- **Languages:** Fluent in Mandarin Chinese, basic reading in French, learning Korean

MICHAEL WINDLE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate

2014-2017

- Joseph Wharton Fellowship (For Academic and Professional Accomplishments); GMAT 750 (98th percentile)
- Lipman Family Prize Fellow, PricewaterhouseCoopers Scholar and Wildmen Hockey Team Member

JOHN F. KENNEDY SCHOOL OF GOVERNMENT, HARVARD UNIVERSITY

Cambridge, MA

Master of Public Administration Candidate

2015-2017

- Course Assistant – Operations Management

UNIVERSITY OF TEXAS AT AUSTIN

Austin, TX

Bachelor of Arts in Government, Minor in Mathematics, Certificate in Ethics and Leadership

2003-2010

- Led Tax Free Textbook Task Force, creating network of students state-wide to lobby the Texas Legislature for a sales tax exemption on textbooks. Coordinated 4,500 hours of campus service projects for Alpha Phi Omega service group

EXPERIENCE

GENERAL MOTORS

Detroit, MI

Treasury Office, Capital Planning MBA Intern

Summer 2016

- Created driver-based financial model forecasting key metrics by country and region, across GM's global 10 year plan.
- Developed scenario analysis and corporate valuation calculations. Supported decisions on capital actions.

BOSTON CONSULTING GROUP

Los Angeles, CA

Summer Consultant

Summer 2015

- Developed international growth options for global construction firm seeking to grow revenues by \$1B within 5 years.
- Conducted competitive benchmarking for global vehicle manufacturer to eliminate \$40M+ in exchange rate costs.

AMERICAN RED CROSS NATIONAL HEADQUARTERS

Washington, DC

Corporate Strategy Officer

2013-2014

In-Kind Donations Senior Associate

2011-2013

Disaster and International Fundraising Associate

2008-2011

- Provided internal consulting, project management and troubleshooting for field staff in 11 states. Supported partner-specific projects (via stakeholder management & project execution) to meet a \$27M corporate fundraising goal.
- Piloted innovative supply chain partnership with corporate donors, saving \$1M in first year, with plan for future growth.
- Following Hurricane Sandy, created industry wide partnership with 8 major rail companies to demobilize 215 vehicles from the NY/NJ area to their respective home locations, avoiding 300,000 driving miles and saving \$600,000 in costs.
- Developed and grew in-kind partnerships with Fortune 500 companies including P&G, UPS, The Home Depot, Walmart, and The Clorox Company.
- Deployed for one month to tornado response in Alabama. Managed team of local and deployed volunteers, coordinating in-kind donation acceptance, tracking and utilization for \$2.5M+ worth of donated goods and services.

ADDITIONAL INFORMATION

- Program Advisor, Ashoka's Catapult Incubator (2014)
- Certified Associate in Project Management (CAPM), Project Management Institute (2014)
- Second Place Award, Notre Dame MBA Mini Deep-Dive Challenge Virtual Case Competition (2013)
- Additional Employment: Brookings Institution (2008), US EPA (2005), American Red Cross Internships (2005-2008)
- Interests: Photography, Running, Cycling

ROSE MAYUMI YAGUCHI

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate

Philadelphia, PA

2015-2017

- GMAT: 730
- Social Impact Club Co-President, Communications Course Fellow, Non-Profit Board Fellow, P3 Group Facilitator
- Member of Entrepreneurship Club, Wharton Women in Business
- Previously Managerial Accounting Teaching Assistant & One for the World – Charity Selection Team

UNIVERSITY OF ILLINOIS

Bachelor of Science in Accountancy, Minor in Technology & Management

Urbana-Champaign, IL

2005-2009

- GPA of 3.76/4.0; Graduated with high honors
- Multicultural Advocate for University Housing; Board of Governors with University YMCA (social justice); leader of Amnesty International, Red Bison (prairie restoration), and Avalanche (substance-free community development)
- Summer 2007 Christian-Albrechts University Study Abroad Program at Kiel, Germany

EXPERIENCE

RIPPLEWORKS

Summer Associate

Redwood City, CA

Summer 2016

- Designed content and marketing for global human capital webinar that attracted 290 registrations from 50+ countries
- Managed PR campaign involving social media platform strategy, conference presentation content, and press pitch preparation for first research report that has since driven more than 300 downloads and six earned media articles
- Segmented stakeholders using MailChimp and SalesforceIQ resulting in email campaigns with 25% higher open rates

TOLERISK

Strategy Intern

Voorhees, NJ

Spring 2016

- Expanded marketing efforts by creating campaigns for additional customer segments through Infusionsoft CRM tool
- Created company's first content calendar leading to weekly postings to establish online presence and brand awareness
- Developed short-term internship program to help three-person early-stage start-up bring its FinTech product to market

CROSSCOUNTRY CONSULTING

Managing Consultant

Senior Consultant

McLean, VA

2013-2015

2012-2013

- Produced due diligence report for CFO that ultimately highlighted lack of strategic fit of \$100M acquisition
- Formalized client's acquisition process which accelerated integration timelines by aligning deals with back-office operations
- Assembled carve-out financial statements based on account analysis for Fortune 500 spin-off transaction resulting in two publicly traded companies with \$7.2B and \$1.6B in market capitalization
- Guided team of five consultants through compliance testing for Fortune 100 financial institution that reduced costs for the client and earned the firm a multi-year contract; engaged with senior level executives for issue and budget reporting purposes
- Implemented end-to-end quality assurance process to mitigate risks as company expanded from 30 to 150 employees
- Led development of templates and guidelines to build company brand and ensure consistency across project teams

PRICEWATERHOUSECOOPERS, LLP

Senior Associate

Associate

Intern

McLean, VA

2011-2012

2009-2011

Summer 2008

- Fast-tracked promotion, only employee in industry group to receive promotion to senior associate one year ahead of schedule
- Presented findings to divisional CFOs of Fortune 500 company to report 20 audit exceptions and control deficiencies
- Oversaw audit work and performance of five team members, while managing relationships with key client contacts
- Monitored budget for 20-person team to control variations against \$3.5 million contract

ADDITIONAL INFORMATION

- **Certification:** Certified Public Accountant (CPA), Licensed in Illinois (2009 – present)
- **Interests:** Cycling, America's Test Kitchen cooking, scuba diving (Florida Keys coral reefs, Colombia bioluminescence, and North Carolina historical shipwrecks), non-fiction reading

PEARL ZHOU

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Majors in Entrepreneurial Management & Marketing **2015-2017**

- Leadership in Consulting Club (*Member Education Director*), Technology Club (*Treks Director*), Wharton Technology Conference (*Director*). Active member of Entrepreneurship Club, Public Speaking Club, Marketing Club, Tennis Club
- Selected for InSITE Fellowship, a leadership development program that pairs graduate students with high-potential startups
- GMAT: 750 (98th percentile)

PRINCETON UNIVERSITY **Princeton, NJ**
Bachelor of Arts in Politics & International Relations; Minors in Finance & East Asian Studies **2008-2012**

- Graduated Magna Cum Laude. Concentration GPA: 3.8/4.0
- Leadership in Entrepreneurship Club (*Social Entrepreneurship Director*), Wind Ensemble (*Saxophonist*), Chinese Students Association (*Social Director*), Undergraduate Peer Advising (*Mentor*), Residential College Council (*Chair*)

EXPERIENCE

A.T. KEARNEY **New York, NY**
Summer Associate **Summer 2016**

- Drove accountability program for \$15B wine and spirits company to achieve ~\$50M in annual profitability improvement through successful sales & operations planning implementation
- Collaborated with cross-functional stakeholders to deliver recommendations on P&L and balance sheet benefits from sales & operations planning, and metrics framework for key performance indicators reporting, benchmarking, and targeting

CITIGROUP GLOBAL MARKETS **New York, NY**
Investment Banking Associate, Equity Capital Markets **2015**
Investment Banking Analyst, Equity Capital Markets **2012-2014**

- Ranked #1 out of 15 junior bankers, and annually recognized as top-tier performer in firm; early promotion to Associate
- Raised over \$15B in capital by originating and structuring IPOs and follow-on equity offerings in the Technology and Consumer/Retail sectors; contributed to a 40% increase in business won by team and #1 rank in U.S. league tables
- *Analytical and Valuation Skills*: Recognized as subject matter expert in spin-off, carve-out, and split-off transactions after creating Citi's first proprietary database and white papers on separation transactions that was subsequently utilized in pitch materials for 100+ companies; contributed to a 75% success rate in equity offering mandates awarded to Citi
- *Creative Thinking*: Devised a unique IPO fee-sharing structure to create a philanthropic alliance between Citi and its client by contributing a portion of underwriting fees to a charity for consumer packaged goods company's ~\$650M IPO
- *Teamwork and Leadership*: Selected to recruit, mentor, and supervise 10 analysts by leading on-campus recruiting and organizing analyst training sessions. Spearheaded 40-person mentorship program pairing analysts with managing directors, and devised first-ever management-sponsored social fund in excess of \$25,000 to strengthen team morale
- *Management Exposure*: Interacted extensively with C-level management teams during the IPO execution process, serving as the primary point of contact and coordinating roadshow meetings with equity investors for over 25+ transactions

SINNSTYLE.COM – Fashion e-commerce startup **New York, NY**
Strategic Advisor to CEO **2014-2015**

- Built financial model from scratch and fashioned investor deck viewed by 20 investors, generating \$250,000 in funding
- Interviewed industry experts on value proposition, leading company to pivot from online consignment to discounted luxury
- Increased sales conversion rate by 50% after formulating A/B testing plan to optimize home page marketing campaigns

TALON CERISE – Innovative convertible high-heel shoe startup **New York, NY**
Co-Founder **2012-2014**

- Led five-person team to develop business model and pitch investors, raising \$15,000 in seed funding that financed prototypes
- Successfully prototyped product after conducting surveys, leading product testing, and negotiating manufacturing contracts

ADDITIONAL INFORMATION

- **Interests**: Shoemaking (trained at Parsons), piano (performed at Carnegie Hall), tech blogging, coding, hip hop dancing
- **Leadership/Community Initiatives**: Princeton University alumni interviewer, Telluride Association admissions committee, Network for Teaching Entrepreneurship mentor, NY Needs You career coach, Forte Foundation MBALaunch for Women
- **Languages/International Experience**: Conversational in Mandarin Chinese and Cantonese. Studied abroad and worked extensively in Asia for Credit Suisse Hong Kong and China Renaissance Partners