

Resume Packet

NO.	STUDENT	GRAD DATE
1	Allan, Philip	May 2017
2	Argente, Xavier	May 2017
3	Chang, Albert	Aug 2017
4	Cornfeld, Sarah	May 2017
5	Elfenbein, Scott	May 2017
6	Freilich, Brian	May 2017
7	Green, Jeffrey	May 2017
8	Han, Kay	May 2017
9	Hong, Jihyun	May 2017
10	Imanishi, Mizuho	May 2017
11	Jacobus-avila, Juan	May 2017
12	Jones, Craig	May 2017
13	Li, Yifan	Aug 2017
14	Mccord, Mark	May 2017
15	Mohan, Stuti	May 2017
16	Nadeem, Shayaan	Dec 2017
17	Paul, Lucas	May 2017
18	Richardson, Jessica	May 2017
19	Sehdev, Gayatri	May 2017
20	Shah, Hetal	May 2017
21	Shih, Evelyn	May 2017
22	Snyder, Stephen	May 2017
23	Stathopoulos, Nikolaos	May 2017
24	Stein, Talia	May 2017
25	Teng, Christopher	May 2017

Philip Ogando Dos Santos Allan

2409 South St. Philadelphia, PA 19146

760-889-3742

Allanp@Wharton.Upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Finance, General Management; Real Estate

2015-2017

- **Leadership:** Student Life Fellow, Welcome Committee, Admissions Fellow, Communications TA
- **Clubs:** Consulting Club, Private Equity / Venture Capital Club, Sailing Club, Wildmen Hockey

W.P. CAREY SCHOOL OF BUSINESS, ARIZONA STATE UNIVERSITY

Tempe, AZ

Bachelor of Science in Business, Major in Finance

2006-2011

- Magna Cum Laude Graduate of Barrett, The Honors College
- Exchange Student at Universidad Carlos III Madrid, Spain (2009-2010)

EXPERIENCE

Goldman Sachs & Co.

Miami, FL

Summer Associate - Investment Management Division

Summer 2016

- Identified and grew new business pipeline by over \$1B for established advisors within the Private Wealth Management group
- Partnered with multiple departments across Goldman Sachs to evaluate and determine investment strategies & sales approaches for various prospective clients taking into account estate, tax, and philanthropic needs
- Worked on projects to better understand the current economic situation, and evaluated how it affected tactical investment recommendations for current clients

Dell, Inc.

Austin, TX

Corporate Strategy Advisor

2013-2015

- Implemented new Dell management model after the company's privatization. Consulted for Dell executive team, and Business Unit Presidents on the following strategic business initiatives:
 - China Business Unit Strategy – defined new country strategy for China business, built 5-year aspirational business plan, and defined key levers to achieve targets in light of new government regulations
 - Business model redesign – developed turnaround plan for networking business, (~\$600M Revenue, -20% operating income) with long-term target (\$1B revenues, 10% operating income). Facilitated how the business would define success by product line. Received Dell's Quarterly CFO Award for contributions to the project
 - Go-to-market design and sales productivity – Collaborated with Enterprise Solutions leaders globally to redefine and align sales coverage by role and country to maximize margin dollars contributed per dollar of Opex based on both the overall addressable market size and Dell's market share
 - U.S. Pricing processes – Recommended dynamic pricing algorithm to reduce large pricing variations and made hiring recommendation to improve special pricing on high dollar value deals, ~\$32M margin opportunity annually

Dell, Inc.

Austin, TX

Senior Finance Analyst

2011-2013

- Selected for Finance Development Program, rotating through finance organizations within corporate, business units, and procurement. Received supplemental training in accounting, tax, treasury, and mergers and acquisitions
- Received top ratings for on-the-job and classroom performance; awarded special regional assignment
 - Corporate Development (M&A) / Ventures Analyst – Closed more than \$80M in Acquisitions / Venture Investments
 - Software Finance Planning Analyst – Integrated a \$2.4B acquisition onto Dell financial reporting systems
 - Facilities Finance Analyst – Managed \$175M Opex / Capex budget for 15+ of Dell's acquired company facilities
 - Procurement Finance Analyst – Built supplier rationalization model to identify and capture \$500M of cost-savings

ADDITIONAL INFORMATION

- **Volunteer Experience:** Current mentor to business students at Arizona State, and previously a Volunteer Tax Preparation Specialist for low income families in Austin, TX
- **Languages:** Fluent in Portuguese and Spanish
- **Other:** Portuguese and US Citizen, with authorization to work and live in the US and EU. Licensed Private Pilot

XAVIER ARGENTE

1291 South Van Ness St, San Francisco, CA 94110 | +1 (267)-684-9448 | argente@wharton.upenn.edu

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

ALBERT W. CHANG

2020 Walnut St. Apt 6A, Philadelphia, PA 19103
(214) 868-7957 | Albert.Chang.WG17@wharton.upenn.edu

EDUCATION

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

- Career Director of General Management Club, member of Consulting Club and Ice Hockey Club
- GMAT: 760 (99th percentile)

MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cambridge, MA
Bachelor of Science in Management Science, Major in Finance, Minor in Economics 2006-2010

- Eugene and Margaret McDermott Scholar: full scholarship awarded to students from southwestern U.S.
- President, MIT TechFair: managed 65 volunteers organizing the largest student-run technology expo at MIT, attended by over 70 technology companies and more than 2,000 students
- Senator, MIT Undergraduate Association: represented 347 constituents and sponsored legislation action

EXPERIENCE

MCKINSEY & COMPANY Dallas, TX
Summer Associate 2016

- *Capital project planning at large state government agency*
 - Led redesign of planning model used to coordinate \$70B+ project portfolio in response to feedback from 25 district offices, resulting in improved usability and workflow efficiency
 - Developed training materials and conducted learning sessions for over 30 client team members
- *Strategy development at multinational aviation services company*
 - Prepared in-depth analysis of general aviation value chain including market sizing of primary segments, identification of key players, and recommended market entry opportunities to client

JETBLUE AIRWAYS CORPORATION New York, NY
Senior Analyst, Network Planning 2013-2015

- Researched and prepared market forecasts for 4 U.S. to Latin America routes worth \$50M in annual revenue
- Established and maintained relationships with 10 prospective airports in the U.S., Latin America, and Caribbean
- Developed 3 new data visualization tools in Tableau software to improve analysis of network P&L and route-level capacity trends, subsequently adopted for use by senior management including Chief Commercial Officer
- Collaborated with SVP of Government Affairs to co-author USDOT (Dept. of Transportation) legal filings for proposed East Coast air service and led competitive market analysis to support business case
- Initiated strategic recommendations on capacity and fleet adjustments that increased system profitability by \$5M+

J.P. MORGAN SECURITIES LLC New York, NY
Investment Banking Analyst, Syndicated & Leveraged Finance (SLF) 2010-2013

- Lead analyst on over 75 loan transactions for Fortune 500, investment-grade real estate and utility clients
- Executed all stages of transaction process, including preparation of marketing materials, financial modeling, legal negotiation, and investor outreach
- Coordinated active dialogue among clients and key internal partners including client coverage, risk management, sales force, senior executives, and legal counsel
- Managed 5-10 daily inquiries as primary investor contact, in conjunction with capital markets sales desk
- Nominated to and served on SLF Technology committee; introduced initiatives to improve analyst efficiency

ADDITIONAL INFORMATION

- **Interests:** Aviation (currently working towards private pilot license), classical piano, international travel
- **Community:** MIT Reunion Gift Committee Member, SAT tutor with Minds Matter NYC (2011-2015)
- **Languages:** Mandarin Chinese (fluent), Spanish (conversational)
- **Technical Skills:** R, Tableau

SARAH CORNFELD

325 S. 17th St. Apt. 3F | Philadelphia, PA 19103 | 301.452.6559 | sarahco@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majoring in Marketing, Operations & Business Analytics

2015-2017

- *Honors:* Awarded George Schirer Fellowship recognizing outstanding academic and professional accomplishments, exceptional character, integrity, and leadership, and potential for future distinguished achievement
- *Leadership:* Selected as instructor for undergrad marketing course; Elected Education Director, Marketing Club; Social Vice President, Squash Club; Member, Technology, Data & Analytics, and Scotch & Whiskey Clubs

PRINCETON UNIVERSITY

Princeton, NJ

Bachelor of Arts in Politics, summa cum laude

2007-2011

- *Honors:* Graduated in top 2% of class
- *Leadership:* Captain, Women's Club Soccer; Treasurer & Director, Center for Jewish Life; Social Director, Tower Club

EXPERIENCE

GOOGLE

Mountain View, CA

Strategic Operations Intern, Google Play

Summer 2016

- Developed and tested an analytical model in SQL to evaluate the performance of over 70K apps and games and 5K developer portfolios on Google Play globally based on install, revenue, and engagement growth metrics
- Worked cross-functionally across the organization to receive buy-in from business development managers and executive leadership to implement model to track and manage performance, identify future team focus areas, and assess team impact

DELOITTE CONSULTING LLP

Washington, DC

Consultant, Strategy & Operations

2013-2015

Analyst, Strategy & Operations

2011-2013

- Consistently ranked in top 5% of peer class all years based on client work and firm contributions
- Developed and co-managed partnership between 1776, the global start-up incubator based in DC, and Deloitte Consulting

Marketing & Data Analytics

- Built regression model in R based on customer, competitive, and geospatial data to predict client revenue by zip code across the nation; recommended top markets for expansion based on revenue model, growth trajectory, and ease of implementation
- Created and implemented new revenue attribution methodologies and data processes, adopted across the client organization, to determine source(s) of a new program's revenue and the benefit of each dollar based on source
- Defined customer strategy and segments for a national museum, identifying customers' distinct needs before, during, and after their visit; outlined opportunities and appropriate channels to optimize acquisition, retention, and customer development

Financial & Operational Acumen

- Constructed financial model and return on investment analysis to inform multi-billion technology investment decisions given various hardware/software alternatives, growth scenarios, and legislative outcomes
- Developed the business case (including projections for revenues, costs, and cost savings) and secured executive approval for a new program to expand customer access to clients' products/services and generate \$1.2B in net profit over 5 years
- Managed and implemented design of performance measurement and evaluation tool for new program; defined metrics, data processes, and reporting dashboards for CEO of multibillion-dollar organization
- Collaborated with cross-functional project team, client, and end-users to develop and implement a change management strategy and encourage end-user adoption of the world's largest health information technology implementation
- Within first year, selected to lead team of 5 to create a model to evaluate implementation effectiveness based on patient health outcomes, financial performance, technology operations, and customer satisfaction

Growth Strategy & Partnerships

- Developed customer-focused retail partnership expansion strategy, target operating model, and business plan for client's retail business to generate additional \$1.3B in revenue over ten years; recommended target markets, industries, and partners, and developed pitch materials to bring partners on board
- Successfully crafted materials and pitched national retail partnership with Staples; developed negotiation prep materials and financial models to determine impact of sharing costs (e.g., volume-based incentives, up-front costs, marketing campaigns)
- Continued to work alongside the retailer to track success of the program, manage product mix, and brief partner on key performance indicators with daily performance dashboard; retailer requested full expansion of the program given success

ADDITIONAL INFORMATION

- **Interests:** Vinyl records, Five Thirty Eight & NY Times Upshot blogs, psychology of decision-making, soccer, puns
- **Community:** Board Member, Sidwell Friends School Alumni Association; Pro Bono Consultant, Urban Alliance
- **Technical Skills:** Proficient in statistical packages (R, STATA, JMP), SQL, and Tableau

SCOTT ELFENBEIN

2200 Ben Franklin Pkwy Philadelphia, PA 19130 | +1 305.903.2122 | scottelf@wharton.upenn.edu

EDUCATION

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

- GMAT: 730 Club Involvement: Data & Analytics, Marketing, Technology, Coffee
- TA: Marketing Management (MKTG 611) with Barbara Kahn
- Vice President, Travel and Hospitality Club – Led 22 person trek to meet with Marriott CDO and Hilton SVPs
- Winner: Wharton Venture Award, Wharton Business Plan Competition, U. Chicago and Yale Business Plan Comp.

HARVARD COLLEGE Cambridge, MA
Bachelor of Arts; Major in Economics, Minor in Sociology 2007-2011

- Graduated with Honors in Economics, Language Citation in Spanish
- Harvard College Fund: Raised \$225k for financial aid; new hire trainer for 14 students/year; 2x Fundraiser of the Year

EXPERIENCE

LA COLOMBE Philadelphia, PA
Interim Director, Continuous Improvement and Analytics 2015-2016

- Redesigned POS and SKU system to improve retail transaction speed by 7%
- Manage one full-time employee on Analytics Department build out of proprietary ERP
- Built financial model and business plan for New CPG Draft Latte Product

STARWOOD HOTELS & RESORTS Stamford, CT
Manager, Revenue Strategy and Analytics 2015

- Designed optimization algorithm and software prototype to improve customer segmentation that will generate \$150M+ of EBIT growth globally and impact 1,000+ employees
- Used cluster analysis and statistical modeling to reclassify 900 hotels based on consumer preferences

DELOITTE CONSULTING Washington, DC
Corporate Development Fellow, US National Consulting 2013-2015

- Appointed by Deloitte CEO to first full-time junior resource position on National Corporate Development
- Built financial model and business case for \$15M investment that resulted in the launch of Deloitte's Data Science consultancy in response to [Consulting at the Cusp of Disruption](#)
- Created valuation model and investment analysis used for \$195M buyout of Deloitte practices in China and India
- Developed practice management tool for growth stage investments that became template for all investments

Consultant, Strategy & Operations 2012-2013

- Promoted from Analyst based on top ratings on all projects and earned 4 spot awards
- Managed an 18-person team and built loan review tool for Fortune 25 banking client that reduced labor hours by 13%

CAESARS ENTERTAINMENT Las Vegas, NV
Revenue Manager, Business Strategy/Enterprise Analytics 2011-2012

- Promoted to manager in 6 months; served as youngest Revenue Manager in company history; Generated \$5.1M in incremental EBITDA for 2012
- Oversaw hotel pricing and strategy for Rio Las Vegas and Imperial Palace: 5,100 rooms and \$121M revenue
- Implemented and negotiated corporate contracts with Groupon and Google to earn 11% more profit (\$1.2M)

ACT ON A DREAM Cambridge, MA
Founder, Immigrant Rights Advocacy Organization 2007-2011

- Built organization and strategy to prevent deportation of high school classmate; resulted in coverage from [CNN](#), [TIME](#), and [NY Times](#) on behalf of legislation for undocumented children (DREAM Act) an
- Led 10 students in meetings with U.S. Senators to passed private bill stopping deportation of immigrants
- Developed organizational model used for other universities that stopped student deportations and led to DACA

ADDITIONAL INFORMATION

Interests: Computer programming/coding, SEC Football, pick-up basketball, espresso, consumer behavior, deal chasing

Languages: Spanish (Fluent)

BRIAN FREILICH

105 S 18th St. Apt 4B | Philadelphia, PA 19103 | 203-918-9849 | bfrei@wharton.upenn.edu

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)

JEFF GREEN

135 S 19th St Apt 807, Philadelphia, PA 19103 | 203-410-1048 | Jeffrey.Green.WG17@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Finance and Multinational Management

2015-2017

- Director's List (top 10% GPA) and First Year Honors
- Consulting Project Manager, Small Business Development Center: Commercial Acceleration Program
- Leadership: Co-President, Travel & Hospitality Club; Extreme Alaska Leadership Venture (10-day mountaineering expedition); Teaching Assistant, MBA Corporate Finance (Spring and Fall 2016)
- Big Idea Competition (2015): Achieved top 4 of 144 teams for developing innovative workplace product
- GMAT: 750 (98th percentile); Analytical Writing 6.0/6.0; Integrated Reasoning 8/8

YALE UNIVERSITY

New Haven, CT

Bachelor of Arts in Economics

2005-2009

- Corporate Treasury Asset & Risk Management Intern at CEMEX, \$21B Global 500 commodity supplier (Monterrey, Mex.)

EXPERIENCE

GOGO

Chicago, IL

Financial Planning and Analysis MBA Intern

2016

- Supported Global Airlines Business Group (GABG), working closely with CFO, EVP of GABG, and EVP of Strategy
- Developed long-term corporate financial model, which illustrated stock price upside and provided leadership with comprehensive decision-making tool; designed financial modeling process to encourage collaboration among FP&A groups
- Collaborated with Supply Chain and Quality groups to conduct warranty analysis for 100+ aircraft customer; presented findings and recommendations to CFO and COO leading to approval for program implementation
- Gained approval from CFO to pursue \$300M+ in-flight connectivity deal with Asian airline after developing financial model

OLIVER WYMAN

Chicago, IL

Associate (Aviation, Aerospace & Defense)

2015

Senior Consultant

2013-2014

Consultant

2011-2013

- *Major airline*: collaborated with cross-functional team, including SVP Network Planning and Director of FP&A, to develop business case for \$1B+ scheduling & network initiative; persuaded executive team to pursue project based on expected value
- *Major international airport*: analyzed five years of flight data (35M rows) to identify and quantify initiatives to improve on-time performance (OTP); worked with airport senior management to develop new OTP target
- *Major aerospace conglomerate*: crafted and executed post-merger integration strategy for aftermarket parts business, collaborating with executive teams; managed relationship with supply chain & logistics directors across client companies
- *Latin American aircraft maintenance provider*: guided CEO and CFO to re-engineer pricing strategy to respond to ~\$100M RFP through development of competitive bid and customer value tool
- *Global airline*: assisted executive team with a lean/continuous improvement program achieving \$125M in recurring cost savings, focusing on governance, strategy, organizational design, and maintenance programs
- Managed 6-person team in creating Quarterly Airline Reports, published to global Transportation team and clients; designed reports to inform on airline-specific performance & industry trends/outlook; published six reports total

SEARS HOLDINGS CORPORATION

Hoffman Estates, IL

Senior Analyst (International E-Commerce Marketing & Operations)

2010-2011

Business Analyst (Kenmore Brand Management)

2009-2010

- Orchestrated marketing, business development, translation strategy, and operations for LatAm/US Hispanic e-commerce site
- Drove 200% revenue growth YoY by growing traffic via 10 channels and identifying/implementing usability improvements

ADDITIONAL INFORMATION

- **Leadership**: Recreational Sports Coordinator, Oliver Wyman Chicago (2012-2014); President, Sears Holdings Corporation Emerging Professionals Network (500-member employer resource group, 2011)
- **Community**: Volunteer Career Advisor: Upwardly Global (2010-2015): Mentored 30+ jobseekers on resume/interview skills; Firm Citizenship Leadership Award, Oliver Wyman (2012, 2014): Organized 5+ recruiting and social events each year; Volunteer Firefighter and EMT, North Branford (CT) Fire Department (2004-2009): 2,800+ cumulative volunteer hours
- **Interests**: Cycling / mountain biking, hiking, aviation & travel, fitness, public safety
- **Languages**: Spanish (fluent; studied & interned in Spain & Mexico for cumulative 44 weeks), French (limited proficiency)
- **Technology Skills**: SQL, VBA, JMP, Omniture, Bloomberg, ASP.NET

KAY JUNHEE HAN

2040 Market Street #1211, PA 19103 | 310-738-3450 | kay.han.wg17@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate, Major in Real Estate

Philadelphia, PA

2015-2017

- Recipient of Leslie Morgan & Perry Winter Steiner Fellowships
- Board Member of Wharton Real Estate Club; Teacher's Assistant for Real Estate Finance - Investment & Analysis

CORNELL UNIVERSITY

Bachelor of Science in Hotel Administration

Ithaca, NY

2004-2007

- Dean's List; Academic Excellence Award & Leadership and Public Service Award

EXPERIENCE

HERSHA HOSPITALITY TRUST

Summer Associate, Acquisitions and Development

Philadelphia, PA

Summer 2016

- Underwrote and analyzed +\$1 billion hotel acquisition and development opportunities, including successful closes on:
 - c.\$115MM investment in the Envoy Hotel in Boston, enhancing HT's foray into the luxury market; and
 - c.\$75MM investment in the Courtyard by Marriott Sunnyvale in Northern California, extending HT's reach to the west coast with its first investment in Silicon Valley
- Performed property and legal due diligence and financial analyses as well as in-depth studies of various Tier 1 markets to identify local supply characteristics and demand generators
- Investigated the potential acquisition of a c.\$1.5BN publicly listed Real Estate Investment Trust, conducting detailed due diligence on each of the major underlying assets

MARRIOTT INTERNATIONAL ASIA PACIFIC

Director of Revenue Management, JW Marriott Dongdaemun Square (five-star; 170-room)

Seoul, Korea

2014-2015

Revenue Manager, JW Marriott Seoul (five-star; 475-room)

2012-2014

- Defined and executed financial objectives to maximize revenue for guestrooms and function space by conducting market research and analyzing historical data, reservation trends, and competitive positioning
- Improved RevPAR by +28% from \$168 in May 2014 to \$216 in May 2015 and increased STR market share (hotel's RevPAR in relation to average RevPAR of competitors) from 107% to 146%
- Conducted monthly business forecasting and variance analyses and maintained guestroom forecast accuracy within 1%; ranked first on forecast accuracy among all hotels in Asia Pacific region in Q1 2014
- Co-created and supported viral market campaigns for the launch of Dom Pérignon Shaved Ice in Seoul, resulting in increased partnership and advertising support from SBS, the largest broadcast network in Korea
- Introduced cost saving initiatives and implemented new sales & marketing strategies to counteract decreases in inbound tourism and guestroom demand in Korea during the MERS outbreak; led to 28% reduction in total operating cost in June 2015
- Initiated and successfully implemented various upsell and incentive programs across departments
- Organized ad-hoc analytical projects requested by hotel executives; coverage included analyses on North Korea's missile test and country-wide mourning of the Sewol Ferry accident and impact on customer behavior

MARRIOTT INTERNATIONAL HEADQUARTERS

Revenue Manager, Global Revenue Management Remote Solutions

Bethesda, MD

2010-2012

- Directed overall pricing strategies for 14 select-service hotels with total annual revenues of \$60MM in various geographic markets in US by working closely with owners, general managers, and sales & marketing leaders
- Conducted monthly business forecasting and variance analysis and directed value creation initiatives through operational reviews to ensure annual revenue targets are exceeded
- Led the planning and implementation of the pricing recommendation and management systems across 14 hotels

WYNN RESORTS (five-star; 2716-room at Wynn & 2034-room at Encore)

Senior Analyst, Enterprise Strategy

Las Vegas, NV

2008-2010

Analyst, Enterprise Strategy

2007-2008

- Analyzed customer booking behavior and ADR progress for casino, leisure, and business market segments
- Managed marketing campaigns on various online travel agency websites including Expedia, Priceline, Hotwire, and GDS
- Managed brand development strategies for Encore as an opening member; developed packages by collaborating with Cirque du Soleil, restaurants, and spas; collaborated with team in the creation of Super Bowl XXVI commercial

ADDITIONAL INFORMATION

- **Certificates:** Hotel Real Estate Investments and Asset Management, eCornell, 2014
- **Languages:** Korean (native), French (beginner), Japanese (beginner)
- **Interests:** traveling (visited 28 countries), wine tasting, yoga

JIHYUN HONG

1600 Chestnut # 609, Philadelphia, PA 19103 | 215-514-5702 | jihyun.hong.wg17@wharton.upenn.edu

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)

MIZUHO IMANISHI

2205 Lombard Street, Philadelphia, PA 19146
267-530-0604 | mizuhoi@wharton.upenn.edu

EDUCATION

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

Master of International Studies Candidate; Focus in Latin America and Spanish Language 2015-2017

- Education VP of Latin American Student Association, Social Chair of Japan Club, member of Finance Club, Dance Studio
- Choreographed and trained 40 novice dancers for two months for Dance Studio performance before audience of 800

SOPHIA UNIVERSITY Tokyo, Japan
Bachelor of Arts in Economics 2005-2010

- Academic Performance Award in 2007
- Exchange program at Universidad Iberoamericana in Mexico for two semesters in 2008 and 2009
- Second Prize in all-Japan university student dance contest in 2009
- Vice President of 100-member Street Dance Club, responsible for finance and external affairs

EXPERIENCE

SUMITOMO MITSUI BANKING CORPORATION New York, NY
Intern, Specialized Finance Americas Department, Latin America Project Finance Group Summer 2016

- Conducted due diligence on a power plant project in Chile by reviewing related contracts and market and technical consultant reports and directly communicating with clients and consultants
- Assisted with credit agreement negotiations and internal credit application process to finance projects in Chile, Peru, Colombia and other Latin American countries in power, natural resources and infrastructure sectors

SOJITZ CORPORATION Tokyo, Japan
LNG Originator, LNG Business Development Section, LNG Department 2013-2015

- Played key negotiating role in US\$10B 20-year LNG sale and purchase agreements with LNG suppliers; reviewed 200+ page contracts and prepared counter proposals; analyzed economics and feasibility of deals by building Excel models for pricing and credit exposure
- Designed marketing strategies based on market data of 100+ existing contract prices and customer purchase preference collected through daily communications with Japanese and South Korean LNG customers
- Identified US\$7B natural gas liquefaction project in North America through market research and persuaded team to pursue the venture with multinational partners
- Studied possible JV structures in aforementioned project and spearheaded discussions with South Korean Partner
- Approached 10+ European LNG suppliers with proposal on business collaboration in LNG marketing during 3-month training in London

Project Coordinator, Bioenergy Section, New Energy and Environmental Business Department 2010-2013

- Oversaw operation of sugarcane-based bio-ethanol company in Brazil, JV with local partner in which Sojitz invested US\$180M; worked on cross-cultural team of Japanese in Tokyo and Brazilians in São Paulo
- Served as core member of cross-departmental task force to evaluate validity of project continuity; built economic evaluation model to analyze each bio-ethanol plant's projection; acted as bridge between Sojitz headquarters and people in Brazil to improve internal communications
- Collaborated with Brazilian agricultural consultants in conducting due diligence for \$400K-hectar sugarcane planting plan and incorporated the result into economic evaluation model
- Presented recommendation to divest Sojitz's stake in JV to Sojitz's management, and spearheaded US\$180M divestment plan with accounting and legal departments
- Conducted field research at seven bio-ethanol production plants and agricultural fields operated by JV and reported progress of its expansion plan to leadership in Sojitz's headquarters; created detailed gantt chart to monitor progress which was adapted also by Brazilian partner for its internal use

ADDITIONAL INFORMATION

- **Interests:** Travel (visited 30+ countries; studied in Argentina (2003-2004) and Mexico (2008-2009)), street dance, concert dance performance (performed in front of audience of 1500), scuba diving (over 100 dives)
- **Languages:** Japanese (native), Spanish (fluent)

JUAN ANDRES JACOBUS-AVILA

2116 Chestnut St. Apt. 1001, Philadelphia, PA 19103 | +1 305.733.6005 | juanj@wharton.upenn.edu

EDUCATION

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

- Grodinsky Fellowship Recipient, in recognition of outstanding professional and academic achievements (50% scholarship)
- Honorable Mention distinction in 2016 ULI Hines RE Development Competition (top 10 teams of 130)
- Leadership: *SVP of Careers*, Real Estate Club; Member of the Graduate Student Advisory Council

UNIVERSITY OF PENNSYLVANIA, SCHOOL OF ENGINEERING AND APPLIED SCIENCE **Philadelphia, PA**
Bachelor of Science in Engineering; Major in Mechanical Engineering, Minor in Mathematics **2008-2011**

- Awarded Tatnall Prize for most outstanding capstone graduation project in the Mechanical Engineering Department

EXPERIENCE

EQUITY INTERNATIONAL (EI) | SAM ZELL INVESTMENT GROUP **Chicago, IL**
Investment Associate **Summer 2016**

Real estate private equity firm with over \$1.5B in AUM that focuses on emerging market opportunities

- Underwrote equity investment in an office/retail portfolio in Argentina that resulted in preliminary term sheet discussions
- Led evaluation of legal structure to merge EI-controlled industrial developer with Mexican public REIT
- Analyzed opportunities/potential partners for hotel development in India to expand EI's portfolio in the country

Selected Transaction Experience and Execution Highlights

- *\$120M primary structured-equity investment into Estapar, the largest owner/operator of parking assets in Latin America*
 - Co-managed business & legal due-diligence, authored memorandum with final recommendation for Investment Committee
 - Developed underwriting model, including yield and cap rate analysis of individual assets, to evaluate investment thesis
 - Participated in all phases of investment agreement negotiations, including structured equity terms and protections for EI

FINSER ASSET MANAGEMENT **Miami, FL**
Investment Associate for Corfiser Simi Fund and Separately Managed Accounts **2013-2015**

Independent RIA with \$400M in AUM that manages investor portfolios, and provides venture advisory services to entrepreneurs

- Co-managed Corfiser Simi Fund (\$10M absolute return fund-of-funds) that yielded a 18%+ trailing ROI between 7/13-7/15
- Provided consulting/advisory services to entrepreneurs raising capital, secured \$6M+ for three ventures in 18 months

Financial Analysis

- Evaluated investments and employed risk management metrics by performing fundamental value and sensitivity analyses
- Created custom investment strategies for nine multi-asset accounts across equity and fixed-income asset classes

Capital Sourcing and Financing

- Spearheaded FINSER's fund-of-funds strategy; completed firm's first investment in a growth equity fund
- Led team of bankers, accountants, and lawyers to redesign a Latin American real estate fund's onshore holding structure, growing after-tax dividend yield by 1.5% and reducing overall exposure to country risk

Project Management

- Designed growth plans, financing structures, and marketing materials; and prepared entrepreneurs for investor meetings

CREDIT SUISSE **New York, NY**
Investment Banking Analyst in the Global Industrials Group **2011-2013**

- Executed a broad range of transactions including mergers & acquisitions, equity/debt offerings, and recapitalizations
- Managed training program for first-year analysts and associates, and taught a variety of financial modeling techniques

Selected Transaction Experience and Execution Highlights

- *\$4.3B acquisition of Avio S.p.A by General Electric – Lead Advisor*
 - Analyzed transaction scenarios to show divisional ROI and identify areas for divestiture to meet regulatory requirements
- *\$1.9B sale of Veolia Environnement's US Solid Waste Assets – Lead Advisor*
 - Constructed a granular operating model based on segment characteristics, industry trends, and macro projections that allowed the Company to track underperforming waste collection centers and reduce maintenance CapEx by \$17M

ADDITIONAL INFORMATION

- **Interests:** Avid fishing/outdoor enthusiast (especially deep sea fishing), played competitive soccer through college
Huge fan of history books, especially political history and biographies of world leaders and academic thinkers
- **Languages & Citizenships:** Spanish (Native) and Italian (Conversational); Dual US/Venezuelan citizenship

CRAIG JONES, CPA

2121 Market Street, Apt 224, Philadelphia, PA 19103 | 913-481-1806 | craigjon@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate; Majors in Finance and Real Estate 2015-2017
Master of International Studies Candidate; Focus in Spanish

- Member of Wharton's Finance, Real Estate, Travel and Hospitality, Wharthogs Rugby Clubs; GMAT: 720 (94th percentile)

SYRACUSE UNIVERSITY Syracuse, NY
Bachelor of Science in Management, major in Accounting and Finance 2004-2008

- Resident Advisor to defray cost of tuition, Whitman Ambassador, Dean's Scholar, Campus Crusade for Christ Emcee
- Whitman Scholar (top honor for 12 students selected by the Dean)

EXPERIENCE

MORGAN STANLEY New York, NY
Real Estate Summer Associate, Investment Banking Division Summer 2016

- Analyzed and executed M&A sell-side process for a portfolio of assisted living facilities to multiple buyers
- Drafted 50+ page strategic alternatives presentation for portfolio of hotels including sale, joint venture, dividend recapitalization and LBO models; lead Associate on 40+ page M&A board presentation in the single family housing sector

ALEGRIA HOME, LLC Philadelphia, PA
Co-founder and CEO 2013-Present

- Co-founded and manage international fair trade, home textile product company. Year over year Rev. and EBTIDA growth
- Established company strategy, manage logistics, taxes and financial planning and all communications in Spanish
- Buyers include Anthropology and One Kings Lane, featured in InStyle magazine, NY Spaces, Stylebeat and Rue magazine

PRICEWATERHOUSECOOPERS, S.C. Mexico City, Mexico
Manager, Transaction Services – Global Capital Markets Group 2012-2015

- Chosen for two year assignment in Mexico City to expand the group's presence in Latin America
- Managed teams of up to 15 people across 3 countries and 2 languages, planned engagement budgets and staffing needs
- Worked with SEC counsel and investment bankers to draft offering memorandums, comfort letters and led diligence calls
- Actively managed \$3Bn + of LatAm IPOs and 144A transactions for clients in Mexico, Peru and Colombia

Selected Experience Includes:

- Grupo Modelo - Mexican based company engaged in the production, distribution and sale of beer brands
 - Lead manager in carve-out of Constellation Brands in preparation for \$20Bn USD sale of Grupo Modelo to AB InBev
- Grupo Televisa - Mexican multimedia company, the largest in Hispanic America and first of all the Spanish-speaking world
 - Successfully led and executed \$1Bn private placement debt offering from beginning to close
 - Designated PwC contact for entire working group; managed Mexican audit team through SEC comment letter process
- Graña y Montero - A Peru-based company engaged in Construction and Engineering, Real Estate, Oil and Gas operations
 - Executed \$413MM initial public offering of company's shares on the NYSE, deal was upsized by 18%
 - Prepared cross-border presentation, managed due diligence process and traveled to Lima to present to clients in Spanish

PRICEWATERHOUSECOOPERS, LLP New York, NY
Intern, Associate, Senior Associate, Transaction Services 2008-2013

- Prepared historical financial statements to be included in carve-out and spin-off transactions. Assisted large US conglomerate in divestiture of \$10 billion of assets ending in sale of one division and IPO of other division
- Evaluated enterprise value using various valuation methods such as discounted cash flows and market multiples, also valued intangible assets such as customer relationships and trademarks

ADDITIONAL INFORMATION

- **Professional Certifications:** Certified Public Accountant, State of New York – CFA Institute: Level I
- **Interests:** Marriage proposal with ~10mm views on youtube, Metro Kidz non-profit board member, Eagle Scout, Ironman triathlon, international travel (30+ countries)
- **Language:** Spanish

YIFAN LI

2101 Chestnut St. #1415, Philadelphia, PA 19103 | +1(408)329-0884 | yifli@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate; Major in Multinational Management 2015 – 2017

Master of International Studies Candidate; Global Program

- Director's List, Fall 2015 (Top 10% of class); Recipient of Leonard Lauder Fellowship
- Co-President of Travel and Hospitality Club; Active member of Greater China Club and Japan Club

HARVARD UNIVERSITY Cambridge, MA
Bachelor of Arts in Economics, cum laude; Secondary Field in Government 2007 – 2011

- Selected from 180+ students for Tazuko Ajiro Monane Prize recognizing highest achievement in Japanese
- Director, Harvard Chinese Music Ensemble; Terms abroad in Hong Kong (Fall 2009) and Hakodate, Japan (Summer 2008)

EXPERIENCE

VOLARIS – *Mexico's largest low cost airlines* Mexico City, Mexico
Intern, Strategy Summer 2016

- Collaborated with Chief Commercial Officer to generate 10-year operational plan outlining passenger and revenue projections, network expansion, and fleet and workforce growth, for presentation to Board of Directors
- Recommended future fleet strategies based on company's strategic goals, cost and operational comparisons of various narrow and wide-body aircraft types, and benchmarking of aircraft usage by other low cost airlines

GUANGHE XINZHI – *Online education startup providing math learning platform Yangcong345.com* Beijing, China
Online Course Content Designer 2014 – 2015

- Designed and developed Chinese middle school math and geography course content products with creative teaching methods and real life applications for online learning platform Yangcong345.com and rural education initiative Sunshine Library
- Established company's first comprehensive work planning and resource management process for product release, resulting in disciplined deadline enforcement, real-time monitoring of progress, and more efficient cross-functional coordination
- Led three company-wide training sessions to enhance work planning structure, streamline meeting execution, and develop communication and teamwork skills for 50+ employees across five functional divisions

BAIN CAPABILITY CENTER Gurgaon, India
Project Leader (*Experience Transfer within Bain & Company*) 2014

- Managed team of four analysts on 30+ quick turnaround projects across sectors to support consulting teams worldwide
- Introduced new project management process ensuring team efficiency, transparency of progress, and dynamic distribution of tasks, resulting in team recognition for consistently delivering work without overtime
- Mentored team on professional development and prepared three analysts for successful interviews to join consulting office

BAIN & COMPANY Palo Alto, CA
Senior Associate Consultant 2013 – 2014
Associate Consultant 2011 – 2013

Transformation program management for a flagship networking technology client

- Developed and implemented three generations of Financial Benefit Tracker system and integration mechanism with IBM Clarity software; provided monthly reporting for 80+ active initiatives with a total of 2 million data points
- Established monitoring of actual versus promised benefits for client's transformation management; recommended investment prioritization across initiatives based on predicted benefits and strategic importance

Go-To-Market transformation for global software company

- Generated FY14 sales coverage and expense to bookings ratio targets for seven geographies and verticals through analysis of existing efficiency levels and growth prospects; resulted in ~15% sales cost reduction in developed markets

ADDITIONAL INFORMATION

- **Languages:** Mandarin (native) • Japanese (fluent, JLPT Level 1) • Cantonese (fluent) • Spanish (conversational)
- **Research:** Geospatial analysis and mapping through Google Earth on infrastructure, airlines and hotel networks; created database on China's high speed rail network for Harvard Center for Geographic Analysis' ChinaMap portal
- **Interests:** Travel planning and group travel organization; Tea collection; Painting and drawing; Cooking
- **Other internships:** Global Market Analyst Intern, Nomura International (Hong Kong) Ltd. (Hong Kong, 2010); Summer intern, The House of Representatives of Japan – Office of Representative Nagashima Akihisa (Tokyo, Japan, 2009)

MARK ANDREW MCCORD

2101 Chestnut Street, Unit 1705 | Philadelphia, PA 19103
859.588.2748 | mamccord@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Real Estate and Finance

Philadelphia, PA
2015-2017

- Real Estate Club – VP of Careers; member of PE/VC Club, Hockey Club, & Basketball Club
- Gatton Fellowship Recipient
- GMAT: 740 / 97th percentile

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

International Business Certificate

London, UK
2009-2010

- Completed The Mountbatten Institute Programme, a professional, academic, and cultural exchange program

UNIVERSITY OF KENTUCKY

Bachelor of Business Administration in Finance

Lexington, KY
2005-2008

- Graduated cum laude in 3.5 years; active in Financial Management Association and Sigma Phi Epsilon

EXPERIENCE

MORGAN STANLEY REAL ESTATE INVESTING

Summer Associate, U.S. Real Estate

New York, NY
Summer 2016

- Evaluated real estate opportunities on behalf of firm's North Haven Opportunistic Fund and Prime Property Core Fund

Selected Transaction Experience:

- **Core Mixed-Use:** 500,000 square foot lifestyle, high-end retail, and office center located in South Florida
- **Opportunistic Office:** 200,000 square foot office park located near Nashville, TN
- **Opportunistic NYC Office:** 65,000 square foot office building with ground floor retail located in Midtown, New York, NY

THE CARLYLE GROUP

Associate, U.S. Real Estate

Washington, DC
2014-2015

Analyst, U.S. Real Estate

2012-2013

- Actively managed a \$2.34 billion opportunistic U.S. real estate private equity fund
- Presented fund strategy, objectives, and performance to U.S. Real Estate Fund Head and senior management weekly
- Sole investment professional to manage the Fund Models – the primary tools used to forecast fund performance, analyze liquidity, allocate capital, track acquisitions pipeline, and evaluate risk
- Tracked debt for the entire group by evaluating terms, monitoring risk, and identifying refinancing opportunities
- Developed the 2013 and 2014 U.S. Real Estate Presentations presented by the Fund Head at Carlyle's LPs Conference
- Assisted senior management throughout the life of a deal, from acquisition through disposition; exposure to due diligence, transaction support, asset management, financial modeling, market research, business plan development, and valuation

Selected Transaction Experience:

- **Hotel:** 168 key full service resort located outside Austin, TX
- **Apartment:** 327 unit ground-up multifamily development located in Oklahoma City, OK
- **Industrial:** 8 asset portfolio of ground-up industrial park developments, totaling 3.7 million square feet across the U.S.

CAESARS ENTERTAINMENT

Senior Analyst

Las Vegas, NV
2011-2012

Analyst

2010-2011

- Primary Analyst point of contact for CZR sponsors (TPG & Apollo), Treasurer, CFO, and other senior management
- Constructed financial models to evaluate various projects: hotel casinos, including Horseshoe Cincinnati, Horseshoe Cleveland, and Horseshoe Baltimore, online commerce, gaming, F&B, luxury amenities, and entertainment
- Assisted in the 2012 CZR IPO process through underwriting, strategy development, and communication with analysts

CAESARS ENTERTAINMENT: LONDON CLUBS INTERNATIONAL

Analyst

London, UK
2009-2010

- Managed the marketing and financial planning functions for the portfolio of hotels and casinos based in the UK and Africa

ADDITIONAL INFORMATION

- **Interests:** Alzheimer's Association, golf, football, University of Kentucky basketball, international travel, hiking

STUTI MOHAN

2400 Chestnut Street, Apt 2509, Philadelphia PA 19103
(267) 836-6769 | stutim@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA
Master of Business Administration Candidate, Business Analytics Major

Philadelphia, PA
2015-2017

- GMAT: 780 (99th percentile) | Director's List (top 10%)
- Wharton-Omnicom Fellowship: Awarded to ~60 students chosen to TA management communication
- Consulting: Selected among 23 paid consultants for Wharton Small Business Development Center. Advised small brewery on optimal social media strategy & staffing agency on expansion strategy
- Leadership: Co-President, Mountaineering Club; Co-chair, Retail Conference; VP Student Life (student council); Ally Rep, Out4Biz

UNIVERSITY OF DELHI

New Delhi, India
2007-2011

Bachelor of Engineering, Major in Electronics and Communications (First Division)

- Ranked 33rd (top ~0.01%) in nation-wide admission examination taken by 30,000 students
- Conferred Merit Scholarship for exceptional academic performance
- VP, Event Management, annual cultural festival | Member, theme choreography team (won 2nd prize at annual festival)

EXPERIENCE

WAYFAIR LLC (*online home store in North America and Europe*)

Boston, MA

Summer Associate, Marketing and Strategy

Jun-Aug 2016

- Collaborated with senior mgmt. in category, pricing, product & sales teams to increase revenue from flooring sample customers
- Increased sales email response rate from 4% to 7% & conversion rate from 0.9% to 1.5% by using insights from market research, purchase data & competitor analysis to better address customer needs
- Convinced category director to implement 2 of 3 recommendations for long term profitability of flooring samples program

LOCAL AVENTURA (*online marketplace for tours and experiences in Latin America*)

Buenos Aires, Argentina

Summer Fellow, Business Development

May 2016

- Partnered with co-founder to develop local guide recruitment strategy, currently in execution in 3 new markets
- Interviewed 50+ guides & on-boarded 20 new tours to quadruple number of tours offered in Buenos Aires

DUNNHUMBY (*global analytics consulting firm specializing in retail, \$700MM revenue*)

Mumbai & Delhi NCR, India

- Selected among top 10% analysts to get promoted twice in two years. Rated in top 20% performers globally for 3 consecutive years
- Chosen to work with C-suite at client site (one of < 5% such analysts in India)
- Won spot recognition twice: for creatively solving data issues to meet client deadline & for proposing R&D to improve efficiency

Senior Analyst, Business Development

2013-2015

- Spearheaded analytics for pilot project with \$1.6B Indian retailer, culminating in firm's first joint venture in Asia
- Conceptualized and led implementation of pilot customer loyalty event increasing grocery revenue by \$6.2MM
- Persuaded 3 category directors to use customer-centric merchandising strategy, generating \$5.2MM revenue uplift & cost reduction
- Formulated & pitched strategy to increase share-of-wallet of 300,000 loyal customers & got MD & CEO's buy-in to implement
- Analyzed shopping patterns to create loyalty & price sensitivity segmentations and design pricing & promotions strategy
- Mentored 3 analysts in business development team. Trained 30+ new employees across business groups

Analyst, Communications & Media

2012-2013

Associate Analyst, Communications & Media

2011-2012

- Drove \$20MM additional revenue for \$108B US grocery retailer by building logistic regression model to predict customers' likelihood to redeem new product coupons and using it to personalize mailers for 15MM households
- Devised algorithm for mailer to reduce customer churn rate, leading to 15% re-engagement
- Achieved highest ever themed mailing redemption rate of 62% (vs. ~40% avg.), for Easter event

ADDITIONAL INFORMATION

Community Engagement: Computer teacher at LEU Foundation (Delhi); Marketing head at Better Schools Better Future (Delhi)

Technical Skills: SAS (Statistical Analysis Software), R, SQL, MS Office

Interests: Hiking and backpacking, dancing (street jazz), traveling (worked at 2 travel startups)

SHAYAAN NADEEM

451 Tehama Street
San Francisco, CA 94103
267-804-2856
shayaan@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

MBA Candidate

2015-2017

- **GMAT:** 770/800 (99th percentile)
- Active in Tech Club and Travel & Hospitality Club, elected representative on the Cluster Council, Student Life Fellow, West Coast Representative for Wharton Graduate Association, and participating in Wharton Semester in San Francisco program

UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

BSc in Economics from The Wharton School; Concentration in Finance

2005-2009

BSc in Engineering; Major in Chemical and Biomolecular Engineering

- Admitted into Jerome Fisher Program of Management and Technology (one of 55 selected students)
- Dean's List 2005-06

EXPERIENCE

THE BOSTON CONSULTING GROUP

Toronto, Canada

Consultant (direct promotion to post-MBA role based on demonstrated high performance)

2012-2015

Associate

2009-2012

- Advised clients across industries including airlines, asset management, retail banking, media and telecommunications
- Worked in BCG's Dubai office for 16 months prior to joining BCG Toronto

Strategy

- Developed business case for the launch of a new airline and successfully defended it in due diligence and negotiations with a global investment company and an airline partner, securing investment commitment of \$250M from each party
- Created product features, revenue model, and roadmap to launch for a traditional television media company developing addressable advertising and audience analytics capabilities
- Modeled addressable market size, identified target customer segments, proposed strawman go-to-market approach and evaluated impact of ten regulatory levers for the introduction of an innovative retirement savings product in Canada

Operations

- Analyzed industry benchmarks, evaluated options and conducted cost-benefit analyses to make decisions for launch of a new airline such as fleet selection, network design, commercial model, maintenance, handling and airport negotiations
- Owned cost model for launch of a new low cost airline and played role of gate keeper challenging all operating model design decisions before including them in the business case, achieving a cost base 40% below legacy airline benchmark
- Developed and implemented measures to improve aircraft flow planning and routing process for a US airline, resulting in improvement of routing compliance metric from 5% to 95% of flights for the first fleet where measures were implemented
- Identified pain points in and overhauled the pilot training scheduling and manpower planning process for a US airline, and tracked client team's progress towards meeting needs for peak summer operations, successfully avoiding a projected shortage

AIR CANADA

Toronto, Canada

Manager and Team Lead, Commercial Initiatives (8 months secondment from BCG)

2013-2014

- Managed a team of two reporting directly to Chief Commercial Officer on sales-related projects
- Facilitated coordination between siloed sales teams and revenue management department to develop and implement a coordinated market approach in the US, doubling transpacific traffic from the US via Canada within 2 months
- Identified opportunities to capture incremental connecting traffic on a route to support 30% increase in Air Canada capacity
- Updated toolkit of incentives provided to travel distribution partners to drive incremental market share for Air Canada

ADDITIONAL INFORMATION

- **Interests:** Commercial aviation, amateur astronomy, scuba (licensed), travel (30 countries & counting), loyalty programs
- **Volunteer activity:** GUIDE Mentor to Wharton undergraduate student, Penn Alumni Interviewer for undergraduate admissions in Dubai (2009-10) and Toronto (2010-15)
- **Languages:** Fluent in Urdu and Hindi; basic knowledge of French

LUCAS A. PAUL

2364 Duane St #5 | Los Angeles, CA 90039 | 440-227-7792 | lucpaul@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

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

2015-2017

- Director's List (top 10% of class), GMAT: 760 (99th percentile).
- Career Director, Veterans Club; Venture Fellow; Omnicom Fellow; Consultant, Small Business Development Center.
- Teaching Assistant for OIDD 680 - Operations Strategy Practicum and MKTG 611 - Marketing Management.
- Manage MBA student consulting teams in partnership with Veterans Administration Hospital of Philadelphia.

HARVARD UNIVERSITY

Cambridge, MA

Bachelor of Arts in Social Studies, cum laude

2004-2009

- SAT: 1600 (99th percentile), GPA: 3.6.
- Senior thesis, "The Changing Legitimation of Power in Communist China," received *summa*-level reading.
- Recipient of competitive Chinese Education Council, Harvard China Center, and Weissman International Fellowships.
- Led team of six research assistants studying education inequality for The Tripod Project at Kennedy School of Government.

EXPERIENCE

MCKINSEY & COMPANY

Los Angeles, CA

Summer Associate

2016

- Supervised integration of \$2.6B acquisition across all 30 major corporate functions to ensure a comprehensive review of all functions and processes in both companies; created a standardized process toolkit for workstream development.
- Published internal knowledge document defining industry-specific consumer, operations, and employee journeys as references for future client engagements.

PINE & CRANE

Los Angeles, CA

Co-founder, Owner

2013-2015

- Managed finances and internal accounting—including payroll, chart of accounts, and point of sale system—for fast-casual Taiwanese restaurant with 25-person staff and \$1.9 million yearly revenue.
- Implemented inventory and supply chain cost-cutting procedures to reduce expenses by 5% over six months.
- Named by LA Magazine as one of Los Angeles' "Top Ten New Restaurants" of 2014.

UNITED STATES MARINE CORPS

Camp Pendleton, CA

Communications Officer

2012-2014

- Ranked #1 of 28 Lieutenants evaluated by Commanding Officer for overall performance and leadership.
- Managed communications capabilities of 1,100 combat Marines through radio, telecommunications, and data networks, contributing to successful deployments and joint training exercises in Thailand, Korea, and Japan.
- Planned and executed creation of communications account for deployed units in Okinawa and Australia, enabling mission readiness through complex transfer of 800 communications items across 13 different units. Selected to debrief Commanding General of III Marine Expeditionary Force; received *Navy and Marine Corps Commendation Medal*.
- Reorganized platoon's 68 Marines to increase supervision and accountability. Changes improved training and professional development throughout 30 training exercises, resulting in 18 individual awards for members of the platoon.

UNITED STATES MARINE CORPS

Camp Pendleton, CA

Data Platoon Commander

2010-2012

- Hand-picked to lead a special-purpose platoon with 24-hour data operations supporting the First Marine Division, certifying eight deploying units through dedicated support during 40 pre-deployment training exercises.
- Supervised field-testing and implementation for first mobile command platform with data capabilities (Networking-on-the-Move) across the Marine Corps. Identified limitations, submitted analysis and feedback that doubled communications effectiveness at the unit level, resulting in standard operating procedures being adopted by four other battalions.
- Top graduate at Communications Officer Course with designation on Commanding General's Honor Roll.

ADDITIONAL INFORMATION

- **Community:** Mentor and train transitioning veterans in preparation for job interviews.
- **Interests:** Brazilian jiu-jitsu, sports analytics, immersion travel, farm-to-table food.
- **Languages:** Mandarin Chinese (advanced), Spanish (basic).

JESSICA D. RICHARDSON

973-951-3811 • jessica.richardson.wg17@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Real Estate and Finance

2015 – 2017

- Wharton Fellowship recipient – scholarship for exceptional academic and professional accomplishments
- Elected to Wharton Real Estate Club Board to launch an inaugural “Women in Real Estate” initiative
- Relevant Coursework: Real Estate Law, Urban Fiscal Policy, Advanced Real Estate Investments
- GMAT: 720 (94th percentile)

BRANDEIS INTERNATIONAL BUSINESS SCHOOL, BRANDEIS UNIVERSITY

Waltham, MA

Master of Arts in International Economics and Finance

2008 - 2010

WELLESLEY COLLEGE

Wellesley, MA

Bachelor of Arts in Economics and Sociology

2005 – 2009

EXPERIENCE

CENTENNIAL REAL ESTATE MANAGEMENT, LLC

New York, NY / Dallas, TX

Associate Intern, Acquisitions

Summer 2016

- Underwrote two regional mall investments (1.7 million SF of retail) reporting directly to the firm’s Chief Investment Officer, from analyzing the Offering Memorandum and broker Argus through submission of initial letter of interest
 - Prepared detailed cash flow projections and property underwriting model to analyze returns using Excel and Argus DCF
 - Evaluated tenant movement for each property including relocations, expansions, and required tenant improvement costs
 - Collaborated with leasing team to assess tenants’ current occupancy costs and mark rents to market
 - Adjusted market leasing assumptions to reflect realistic market expectations upon current tenants’ lease expirations
- Constructed an NOI build for a 1.5 million SF mall to quantify value created from NOI growth as a means of demonstrating Centennial’s conservative underwriting approach to potential investors
- Designed a ranking of all malls in the U.S. to gauge top 600 malls and identify attractive investment opportunities

DEUTSCHE BANK SECURITIES INC.

New York, NY

Investment Banking Associate, Financial Institutions Group (“FIG”)

2013 – 2015

- Ranked #1 in my class in FIG (A-bucket); ranked in the top quartile of all FIG Associates, including 1st – 4th year Associates
- Integral member of the depository institution client coverage effort, responsible for more than fifteen clients while generally acting as the key (and often only) mid-level banker for four Managing Directors

Webster Financial’s acquisition of J.P. Morgan’s Health Savings Account (“HSA”) business

- Led the day-to-day execution of the transaction working directly with a Managing Director for the full duration of the deal
- Researched the nuances of HSAs and built a detailed financial model by account forecasting performance over next 5 years
- Created valuation analyses including a discounted dividend model and return scenarios; presented analyses to the CFO

Great Western Bank’s \$331 million Initial Public Offering

- Advised National Australia Bank on the partial divestiture of its U.S. subsidiary, Great Western; 2nd largest bank IPO in 2014
- Performed in-depth analysis of public banks to devise a relevant peer set and triangulate an appropriate filing range
- Analyzed considerations to optimize transaction size at IPO, leading to a full divestiture of the bank

FCB Financial’s \$181 million Initial Public Offering

- Developed investment highlights to present FCB as a fully-integrated bank with a strong origination platform
- Directed management team for duration of IPO roadshow; sole banker invited by CEO to attend NYSE for first trading day

Investment Banking Analyst, Financial Institutions Group

2010 – 2013

- Ranked #1 in my class for two years; ranked #2 in my class for one year (consistently A-bucket)

\$9.0 billion sale of ING Direct to Capital One

- Constructed a merger model to analyze the pro forma impact of the sale of ING Direct; largest bank M&A deal since 2008
- Coordinated and supervised due diligence sessions at ING Direct’s headquarters

\$1.0 billion investment from Warburg Pincus, KKR, and Centerbridge in Santander Consumer USA

- Built an operating model with the granularity to roll-forward individual loan portfolios
- In-depth analysis of public comparables and precedent transactions due to limited comparable universe

ADDITIONAL INFORMATION

- **Certifications:** Series 79, Series 63
- **Interests:** International travel – hiked the Dientes Circuit in Patagonia, Chile; Tennis; and Music

GAYATRI SEHDEV

2020 Walnut Street, Unit 7A, Philadelphia, PA 19103 · 267-847-6021 · gayatri.sehdev.wg17@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate: Majors in Finance and Strategic Management

2015-2017

- Awarded Director's List (top 10% of class) for both Fall 2015 and Spring 2016, and First Year Honors.
- Selected as Co-Chair of the Ethics Committee, Leadership Fellow, Non-Profit Board Fellow, TA for both Accounting and Management (Human & Social Capital), Omnicom Fellow and Leadership Representative for Cluster Council.
- Member of Women in Business, Consulting, Restructuring and Media & Entertainment clubs; Alto in Philadelphia Chorus.
- GMAT: 740 (97th percentile).

CAMBRIDGE UNIVERSITY

Cambridge, UK

Bachelor of Arts and Master of Arts in Law

2001-2004, 2008

- President of Cambridge University Law Society; Alto in Downing College Chapel Choir.
- Interned at Slaughter and May LLP, Allen & Overy LLP and Clifford Chance LLP (three of the five "magic circle" firms).

NOTTINGHAM LAW SCHOOL

Nottingham, UK

Diploma with Distinction in Legal Practice

2004-2005

EXPERIENCE

PRINCESS CRUISES – *Subsidiary of Carnival Corporation & PLC, the world's largest cruise operator*

Los Angeles, CA

MBA Intern, Corporate Strategy and Special Projects

Summer 2016

- Led cross-functional effort to evaluate and propose to executives a revised gratuity structure, saving \$7m in costs per annum.
- Analyzed behavioral and financial data to inform key product decisions, using agile/scrum methodology.
- Devised detailed change management plan for firmwide implementation of recommended cost-saving measures.

KEMP LITTLE LLP – *Legal 500 Tier 1 TMT law firm*

London, UK

Senior Associate – TMT Mergers & Acquisitions (promoted early)

2012-2015

Associate – TMT Mergers & Acquisitions

2008-2012

- Led multi-disciplinary teams of ~30 lawyers and business leads in global M&A deals, including due diligence, execution and integration planning. Managed relationships for six key clients in the technology and media space.
- Cultivated expertise in (i) IP ownership, licensing and protection, and acquisitions of IP-heavy businesses, and (ii) structuring protective earn-out, locked box and closing account adjustment mechanisms. Conducted all M&A negotiations as lead chair.
- Supervised development and progression of six direct reports, including training, staffing and appraisals. Bridged communications between the firm's partners/non-partners as Chair of Associates' and Senior Associates' Forum.
- Oversaw legal fee budgets of up to £250k per transaction, with up to 10 transactions per annum.
- Developed digital tool for knowledge management of precedent cases and internal expertise, cutting search time by 70%.

IMS HEALTH – *PE backed, NYSE-listed global healthcare data business*

London, UK

Senior Corporate Attorney – In-house Legal (secondment)

2013-2014

- Selected by Head of Legal for EMEA to join team on secondment and offer expertise on legal aspects of data analytics.
- Consulted with senior management and global business leads on strategic JV in South Africa, and three European data acquisitions. Conducted business development to increase revenue for Kemp Little from IMS by over 20% year on year.

BERSAY & ASSOCIÉS – *Award-winning Corporate and Employment law firm*

Paris, France

Senior Associate – Strategy and Business Development (secondment)

2012

- Recognized for superlative relationship-building skills and selected for innovative "lawyer exchange" with French law firm.
- Created strategy for improved client-referral between Kemp Little and Bersay, doubling number of cross-referrals for 2013.

LINKLATERS LLP – *Full-service, international "magic circle" law firm*

London, UK and Hong Kong, China

Legal Assistant – Mergers & Acquisitions, Takeovers and Restructurings

2007-2008

Trainee Solicitor – Corporate, Banking, Tax and China Group

2005-2007

- Devised and negotiated innovative bonus plan for 240+ trainees with senior management, as Trainee Forum Representative.
- Led a team of six lawyers in recruitment efforts for Linklaters across four colleges in Cambridge.

ADDITIONAL INFORMATION

- **Community:** From Fall 2016, board observer for Centre for Advocacy for the Rights and Interests of the Elderly in Philadelphia. From 2008 to 2015, school governor for a federation of two schools in Hackney, London – successfully implemented the federation and joint board of governors, and improved one of the schools to 2nd best in its borough.
- **Interests:** Piano (ABRSM Grade 8 level), classical and gospel singing, travelling (especially Far East Asia), education, reading English and French 19th century literature.

HETAL SHAH

2021 Chestnut Street, Apt 807 • Philadelphia, PA 19103 • 610-762-7180 • hetalsh@wharton.upenn.edu

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

42 S. 15th St. #309 | Philadelphia, PA 19102 | 925.348.6076 | evelynsh@wharton.upenn.edu

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

STEPHEN REID SNYDER

917-846-6518 | snyds@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate; Major in Entrepreneurial Management 2015-2017
Master of International Studies Candidate; Focus in French and European Studies

- Leonard Lauder Fellow: Merit-based full-tuition scholarship for the Lauder Institute for five top incoming students.
- Wharton Director's List, Fall 2015: Top 10% of MBA class by GPA.
- GMAT: Overall: 770 (99th percentile), Quantitative: 50 (88th percentile), Verbal: 45 (99th percentile), Integrated Reasoning: 8 (perfect score), Writing: 6.0 (perfect score).
- Activities: Venture Fellow (will lead 36 classmates on a weeklong outdoor expedition and leadership training program in Patagonia, Chile, March 2017), Captain of Ice Hockey team, Founder of Wharton Book Club.
- Detroit Pistons Field Application Project (Fall 2015): Developed quantitative benchmark and programming to help the NBA franchise better assess and execute community impact projects; presented findings to senior front office executives in Detroit.
- Winner, Wharton Writing Competition, Best Reviewer (top student for editing and providing feedback among 861 entrants).

UNIVERSITY OF MICHIGAN, Honors College, College of Literature, Science and the Arts Ann Arbor, MI
Bachelor of Arts in Political Science 2006-2010

- Highest Honors (top thesis prize) and High Distinction (top 10% of graduating class by GPA); 3.846 GPA.
- 2010 William Jennings Bryan Prize as "Student demonstrating the most promise" in Political Science.
- Studied abroad through programs in Iceland, Greece, Canada, France, and Azerbaijan.

PRIOR EXPERIENCE

AIRCUTS Philadelphia, PA
Founder & CEO 2015-Present

- Founded a company developing barbershops in airports to help male business travelers look good on the road.
- Led the formation of a business plan, conducted user surveys, crafted a pitch deck, and modeled financials.
- Built a network of advisors in the airport, retail, real estate, and hospitality industries who provided guidance.
- Semi-finalist in Wharton Business Plan Competition (top 25 of 148 submissions), accepted to Wharton Venture Initiation Program accelerator, regional finalist in EDENS Retail Challenge, finalist in ROMBA StartOut Startup Pitch Competition.

ERGO – (<http://www.ergo.net>) New York, NY
Analyst 2011-2015

Ergo is a boutique intelligence and strategy consulting firm specializing in risk advisory in emerging markets. Ergo answers clients' questions about operating internationally by engaging experts with on-the-ground knowledge of the topics affecting them. Ergo spun off from the Gerson Lehrman Group (GLG) in 2006.

- **Chief due diligence analyst.** From 2013-2015, oversaw nearly all of the firm's due diligence work, particularly for private equity, venture capital, and legal clients. Developed the firm's standard operating procedures for investigative and reputational due diligence projects and managed vendor relations for database providers and sub-contractors.
- **Diverse experience in strategy consulting.** Led research for dozens of market entry, cost efficiency, influence mapping, and political risk cases. Crafted reports' findings into written deliverables containing original graphics and charts for C-suite audiences at top private equity, hedge fund, energy, transportation, law, pharmaceutical, public sector, and multinational clients. Executed around 300 expert engagements on over 50 projects covering more than 75 countries. Highlights include:
 - *National Oil Company Benchmarking:* Created quantitative comparison of innovation within 16 major national oil companies to help client increase "intrapreneurship" at the NOC he ran. Led data collection from six colleagues.
 - *China Due Diligence:* Directed four China-based teams investigating the backgrounds of six businessmen and four companies; research established nefarious ties between targets and senior levels of the Communist Party of China.
- **Corporate development.** Seconded as **Employee #1** of two pre-launch spinoff startups, "**SecureCo**," a security-focused expert network backed by Bain Capital Ventures and Goldman Sachs (2012), and "**Ergo Investment Partners**," a long-short event-driven hedge fund which has completed successful first round of financing (2013-2015).
- **Company operations and management.** Entrusted with special projects for partners and CEO, oversaw vendor payments and database management, overhauled new employee training, and on-boarded approximately 50 new hires.

ADDITIONAL INFORMATION

- **Interests:** Bicycling, ice hockey, travel, reading, crosswords, public policy, brick oven pizza, Michigan football.
- **Community:** University of Michigan Alumni Association Board Director (2014-2015), Chairman of Scholarship and Recruitment Committees (2012-2015), English tutoring and translation of legal documents for asylum seekers (2009-2010).
- **Languages:** Professional fluency in French, conversational in Spanish, Modern Greek, and Azerbaijani.
- **Media Appearances:** *How the AT&T-DirectTV deal plays in Latin America*, Marketplace (radio interview syndicated by NPR), May 20, 2014; *Clinton treads softly around energy-rich Algeria*, Financial Times: Beyondbrics (blog), March 1, 2012.

NIKOS STATHOPOULOS

+1 (917) 302-6793 | +32 496 842 946 | nstat@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate

2015-2017

- Entrepreneurship Club, 'Wildmen' Ice Hockey Club, MBA Mentor for 'GUIDE' Undergraduate Mentorship Program, Human Capital Club, 'Rebuilding Together' Volunteer, Europa Club
- MBA Exchange Student at INSEAD, France & Singapore Campuses (Fall 2016)
- GMAT: 740 (97th percentile)

UNIVERSITY OF MICHIGAN

Ann Arbor, MI

Bachelor of Arts with Distinction in Economics and Political Science

2006-2010

- GPA: 3.7 / 4.0 – University Honors: 2006, 2007, 2008, 2009, 2010
- Recipient of the Ginsberg Community Service Cords
- Economics Society, Intramural Basketball and Soccer Team Captain, Hellenic Student Association, Recruitment Advisor
- Study Abroad at the University of York, UK – First-Class Honors (2008-2009)

EXPERIENCE

JOIN

Athens, Greece

Founder

Summer 2016

- Early stage development of mobile app that optimizes the process of organizing amateur team sports matches
- Activities included: competitive landscape analysis, screening and hiring of CTO, customer acquisition strategy development, partnership negotiations with sports facilities owners, user interface development

FIPRA INTERNATIONAL – PUBLIC POLICY & REGULATORY ADVISERS

Brussels, Belgium

Account Manager

2014-2015

Senior Account Executive

2013-2014

Account Executive

2012-2013

Researcher

2011

Disruptive Technology

- Consulting secondment with Uber, reporting directly to Head of Public Policy, EMEA (2013-2015)
- Supported company's expansion from 29 to over 200 markets worldwide
- Coordinated development and execution of public policy strategies in 45 countries across EMEA, LATAM, APAC and NA
- Designed regulatory proposals to gain and protect market access for uberPOP, uberX and UberBLACK services
- Drafted Uber's first EU-level public policy strategy and managed multiple pan-European outreach campaigns
- Worked closely with Regional and National General Managers, International Launchers and Driver Operations Managers

Competition Policy

- Advised global electronics company on policy aspects of major EU 'patent wars' antitrust case
- Successfully protected client's business operations from possible \$18.3 billion maximum fine

Financial Services

- Evaluated political risk for leading investment banks and hedge funds at height of European financial crisis
- Prepared analyses of Eurogroup and European Council meetings, national elections and critical parliamentary votes

Management Experience

- Managed a global team of 120 consultants to support fastest expanding account in firm's history
- Grew budget of principal consulting project 11-fold in under 12 months
- Youngest Manager in company's history; promoted 3 times in under 3 years

HELLENIC ARMY

Evros, Greece

Private – Field Artillery

2011

- Selected as Assistant to Chief Legal Advisor of Hellenic Army due to exemplary academic and military service records
- Recommended and served in military base Security Division; authorized to handle Top Secret classified information

ADDITIONAL INFORMATION

- **Languages:** English (native), Greek (native), French (conversational)
- **Interests:** Blogging (*The good side of Greece* – kali-ellada.blogspot.com), pro bono consulting (Missing Children Europe), basketball (York Varsity Team 2008-2009), track & field (Greek Youth National Championship 2005), coin collecting
- **Citizenship:** U.S. and Greek (military service obligations fulfilled)

TALIA STEIN

314 Brown Street, Unit 105 | Philadelphia, PA 19123 | 847-651-0995 | talstein@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA
2015-2017

Master of Business Administration Candidate; Major in Strategic Management

- Chair, People Analytics Conference ('16-'17); Operations Director, Wharton Consulting Conference ('15-'16); Operations Lead, Fight Night Charity Event ('15-'16); Director of Logistics, People Analytics Conference ('15-'16)

BROWN UNIVERSITY

Providence, RI
2005-2009

Bachelor of Arts; Major in Political Science

EXPERIENCE

PARTHENON-EY

Boston, MA
2016

Summer Consultant

Due diligence of target in emergency vehicle components for PE client

- Conducted 10+ expert calls to identify penetration rate, competitive landscape and level of user satisfaction of target
- Sourced and ran additional call workstream, talking to industrial engineers and plant managers to determine potential alternate uses for technology in the event the client acquired the target

Due diligence of target in audit software technology for PE client

- Conducted 25+ expert calls and completed exhaustive secondary research audit to identify all components for market sizing inputs across seven key geographies and ROW and then built critical bottoms up market sizing model that was presented to client
- Sourced and completed secondary call workstream identifying price sensitivity and billing procedures, critical to the discussion about growth potential for the target

Portfolio investment strategy for a family-owned company

- Developed a portfolio investment strategy for a family-owned company by identifying market size and trends for a subsection of the leisure sector and producing a long list of potential companies accompanied by 30 in-depth profiles

BOB CASEY FOR SENATE

Philadelphia, PA
2013-2015

Finance and Operations Director

- Directed all fundraising, budgeting, compliance, and operations for Senator Casey's \$20M 2018 re-election campaign
- Developed and executed a long-term finance plan, which included engaging current donors, identifying and targeting prospective donors, strategically managing the Senator's time, and advising on messaging
- Created a short and long term budget, forecasted cash flow, ensured compliance with federal and state campaign finance laws, and filed all required reports for three separate campaign committees
- Acted as sole point of contact for all vendors and administered all HR related functions
- Managed 2 staff members and 3 consulting teams, including development and implementation of a New Media strategy that involved revamping the website and an audit and repositioning of social media presence
- Served as primary decision maker regarding all political requests for the Senator, including endorsements and appearances

PENNSYLVANIA DEMOCRATIC PARTY

Philadelphia, PA
2012-2013

Director of Compliance / Comptroller

- Administered 15 separate bank accounts, including operating accounts for the State Party, the Casey for Senate Campaign, and Obama's Organizing for America-PA, totaling approximately \$8M at any given time
- Prepared all state and federal campaign finance filings for seven committees, at least two reports every month, covering hundreds of transactions for each report
- Managed external relationships with the DSCC, DCCC, DNC, and Obama for America on behalf of the State Party and the Casey Campaign
- Maintained a live budget for the Casey Campaign, supervised the compliance operation, and tracked cash flow to advise senior staff on available funds for ad buys in real time, totaling more than \$6M in five days

ADDITIONAL INFORMATION

GLSEN (Gay Lesbian Straight Education Network) National Board of Directors – 2010-2013

- Full voting member of the governing board with oversight of an \$8M annual budget
- Participated in the planning of two major annual galas raising over \$1M each
- Assisted with the messaging and targeting for corporate and planned giving programs

Interests: Reading, Yoga, Cooking, Wine, Travel

CHRISTOPHER TENG

2040 Market St. Apt 415 Philadelphia, PA 19103
607-379-1289 cte@wharton.upenn.edu

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Strategic Management, Statistics & Marketing

2015-2017

- Data and Analytics Club VP; Applied Probability Models TA; Accounting TA; Tech Club, J&J Case Competition
- 770 GMAT (89% Q/99% V); First Year Honors; Director's List Fall 2015, Spring 2016 (Top 10%)

BROWN UNIVERSITY

Providence, RI

Bachelor of Arts in Business Economics and Philosophy

2001-2005

EXPERIENCE

GOOGLE

New York, NY

Sales and Product Operations and Strategy MBA Intern

Summer 2016

- Developed customer pathway analysis for new verticals, sizing \$10m market opportunity for Google's top 30 advertisers.
- Analyzed sales program effectiveness using time series decomposition of program engagement and product adoption.
- Presented client perspectives case study on organizational challenges in implementing analytic marketing projects.

MARRIOTT INTERNATIONAL

Bethesda, MD

Senior Manager, Global Marketing Analysis

2013-2015

- Pitched senior Brand, Marketing, and Analytics leaders to create and fund company's first marketing mix model. Secured \$3m, delivered an estimated \$16m/year in incremental profit.
- Improved paid search predictive valuation algorithm by 18%. Worked with digital marketing, agency, and operations research partners to implement: higher accuracy in logistic regression worth \$4m/year.
- Conducted randomized control test on banner ads, optimizing for a net lift of 4%, \$3.8m/year.
- Created experiment design model to measure incremental advertising impact. Model assessed \$24m/year paid search spend.
- Led team of 2 senior analysts, performing luxury segment analytics and brand and customer segmentation analytics.
- Achieved Strong Performer rating (top 10-25% of employees) every year for the past 3 years.

MARRIOTT INTERNATIONAL

Bethesda, MD

Senior Manager, eCommerce Analysis

2012-2013

Manager, eCommerce Analysis

2011-2012

- Built global website profitability model for Digital and Distribution Strategy SVPs, reprioritizing global expansion strategy.
- Deployed Cognos-based reporting to 3,800 field properties and 80 cluster marketing managers worldwide.
- Won best presentation out of 58 by speaking on behalf of department at Marriott Global eCommerce Summit.
- Produced shopping basket network analysis, benchmarking properties against similar properties.
- Promoted to Senior Manager within 14 months vs. average time in position of 48 months.

MICROS ECOMMERCE (AN ORACLE COMPANY)

Chevy Chase, MD

Data Analyst

2009-2011

- Product managed development of a business intelligence and analytics platform, tying advertising returns to client budgets. Demonstrated a 50% time savings of 17 hours per analyst across 236 clients. Directed 4 engineers with a \$450k budget.
- Conceived and coordinated development of an advertising budgeting platform, tracking \$15m for 382 clients.
- Integrated SEO rank tracking system: monthly measurement of 125,000 keywords across 2,100 client and competitor sites.

PRIME OPUS PARTNERS

New York, NY

Development Associate

2007-2009

ON-TARGET SUPPLIES & LOGISTICS

Dallas, TX

Financial Operations Analyst

2005-2007

ADDITIONAL INFORMATION

Awards: *Marriott Consumer Insights Championship Belt:* awarded for paid search bid valuation project. Peer selected from over 120 associates. *MICROS eCommerce "Can Do" Champion:* "Pivotal with the server migration," saved \$70k/year in hosting fees. *TIG Global Most Valuable Contributor:* "Passionate and worked tirelessly"

Data Science Skills: R, SAS, Tableau, Dremel, Netezza, Cognos, MySQL, MSSQL, PowerShell, VBA, XPath, XQuery, C#