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ISENBERG UNDERGRADUATE
CONSULTING GROUP

Fall 2019 Semester Review



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Who we are...

The Isenberg Undergraduate Consulting Group is a client-centric, student-run, organization at the University of Massachusetts Amherst that provides advisory services across the domains of strategy, operations and marketing. Since the group was founded in 2015, IUCG has partnered with over 15 clients that span the Globe and has successfully delivered solutions to the most pressing corporate challenges across the following industries; technology, financial services, manufacturing, healthcare, retail, energy, distribution, among others. This past fall, IUCG added two new leaders to the executive board, both of which had more than 3 semesters of Analyst experience. In addition, the group welcomed 6 students to it's selective Junior Analyst Development Program. Throughout the fall, IUCG operated at 100% utilization and partnered with 3 clients across 3 different industries. IUCG's project teams delivered solutions to 4 unique business cases.

Fall 2019 at a glance...

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Welcomed Junior Analysts

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National clients

4

Successful projects



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IUCG's four project teams focused on corporate initiatives for our clients in the technology, energy and distribution industries

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Strategy

Project Team
Heather Stratton*
Jon Cooperstein
Alejandro Acosta

Dev Parikh
Claire Wang
Liam Peterson

- Focus Areas
- Customer purchasing criteria
 - Price and product positioning in the market
 - Enhancing brand recognition

Fall 2019 Projects

2



Business Process Improvement

Project Team
Julia Sullivan*
Alex Domanico
Alex Jacobs

Conner Jahn
Cat Simonds
Devon Roshankish

- Focus Areas
- Competitor analysis
 - Talent development and recruiting
 - Process flow design

Internal Development

3



Data Analytics and Visualization

Project Team
Satish Pokuri*
Nick DeCastro
Navya Jain

Owen Thoft-Brown
Ben Cooperstein
Oliver Asaker

- Focus Areas
- Geographical market sizing
 - Customer acquisition
 - Current and prospective customer revenue generation

Junior Analyst Development Program

4



Supply Chain Optimization

Project Team
Shane Doherty
Ben Naftal

Ali Alsadadi
Anna Gishin

- Focus Areas
- Day and time of delivery optimization
 - Customer priority ranking system
 - Distance and time projection model
 - Employee workday consistency

Spring 2020 Initiatives

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* Denotes engagement Project Manager



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IUCG members had new and enhanced opportunities to connect with successful alumni, discuss trends in consulting, and engage with visiting consulting firms during the Fall semester

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Active Alumni

“The support I received from the IUCG alumni network during my full-time job search was invaluable. Multiple alumni provided me with referrals that led to job offers while others offered critical resume and interview support.”

- Alex Domanico, Senior Analyst



Unique Workshops Introduced

“Working on case studies has expanded my ability to dissect any problem and cultivate elevated solutions. With teammates who constantly bring fresh perspectives and push me to think out-of-the-box, these workshops have been a great avenue in fostering effective collaboration and problem-solving skills.”

- Claire Wang, Junior Analyst



Consulting Firm Visits

“It was a pleasure having the chance to hear from the variety of firms that spoke with our group, such as Berkeley Research Group and Slalom. I was able to get a real taste for the specific types of work these firms do and additionally, hear first-hand what a typical work-day looks like for an incoming associate.”

- Jon Cooperstein, Analyst



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Throughout the Junior Analyst Development Program, our new members are exposed to four distinct disciplines throughout the rigorous, semester-long, training cycle

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Hard and Soft Skills

Consulting Tool Kit

Engagement Work

Mentorship



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- Excel and PowerPoint modules
- Public speaking exposure
- Data analysis and visualization training

- MBA case studies
- Industry research and hypothesis generation
- Exposure to consulting ethos and structured thinking approaches

- Client data analysis
- Frequent exposure to client communication
- Construction and presentation of deliverables

- Alumni and Leadership Team support
- Resume and LinkedIn guidance
- Feedback and performance benchmarking

Junior Analyst Development Program

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Fall 2019 Junior Analyst Class

Spring 2020 Initiatives

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Ben Cooperstein | *OIM Class of 2021*
Devon Roshankish | *OIM Class of 2022*
Oliver Asaker | *OIM Class of 2022*

Catherine Simonds | *OIM Class of 2022*
Claire Wang | *OIM Class of 2022*
Liam Peterson | *Finance Class of 2022*



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As IUCG continues to evolve, we are pursuing the enhancement of the JADP, value-add capabilities for clients, and project engagements that positively impact both local and global business

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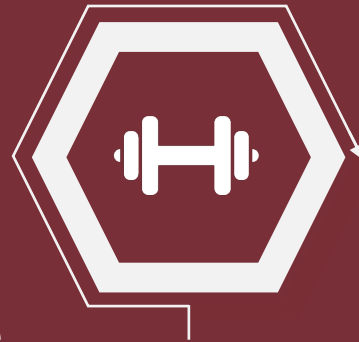
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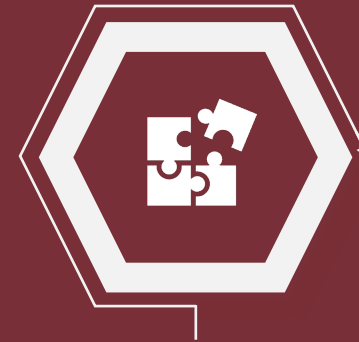
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JADP 2.0



New Capabilities



Case Diversification



Current State

- Extensive case analysis
- In-depth industry research
- Client facing project exposure

- Comprehensive strategies in the areas of Strategy, Operations & Marketing

- Bolstering expansive portfolio of top-tier clients with high impact projects

Where We're Headed

- Reinvigorated Excel modules for technical development
- Improved mentorship structure with IUCG alumni
- Case ownership and client relationship management exposure

- Deployment of new technical abilities including predictive and optimization modeling
- Improved strategies for industry outreach and data aggregation
- Experience in new industries including SaaS and Distribution

- Creating a dynamic balance in client organizations spanning from local businesses to global corporations.
- Re-affirmation of our commitment to the local community



Contact the Group

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