

CLIENT PROFILE: OPERATOR TURNED ENTREPRENEUR

ACADEMICS

College: Large state school in the west
GPA: 3.2 to 3.4
Major: Business
Activities: No leadership
GMAT: 680 to 700

PERSONAL/OTHER

Hometown: South
Hobbies: Sports, cooking, travel
Unique personal experiences: Started a concession stand as a kid, managed people as a freshman in college
Community Service: None
Recommenders: Current manager, first manager

WORK EXPERIENCE

Industry: Food Service/Catering
Years of Work Experience: 4
Functional Experience: Operations, Marketing, Strategy
Analytical Experience: Budget management, basic analytics
Management Experience: Managed large teams

GOALS

Stretch MBA Program: Kellogg
Short-term goal: Start a restaurant
Long-term goal: Own a chain of restaurants

CHALLENGES

- Limited quantitative experience in client's background
- From an industry that doesn't send many MBAs to elite schools
- No community service activity
- Recommenders had not written B-school recommendations before

PRIMARY ADMIT ADVANTAGES

- Application Strategy
 - Identified a short-term goal that would resonate better with admissions directors (business development for a restaurateur)
 - Highlighted evidence of entrepreneurship in personal background and work experience
 - Differentiated essays by focusing on management experience
 - Demonstrates analytical capacity by displaying analytics in work experience
- Created a personal brand through anecdotes that link skills and long-term goals
- Structured essays that highlight client's management experience, leadership and knowledge of the food service industry
- Recommender preparation - Prepared client to garner high-quality recommendations from first-time MBA recommenders

RESULT: KELLOGG AND BABSON ACCEPTANCES!