

CLIENT PROFILE: PUBLIC POLICY EXPERT RETURNING TO EUROPEAN TECHNOLOGY ADVOCACY

ACADEMICS

College: Liberal arts college in Europe
GPA: 3.4 to 3.6
Major: Politics and Philosophy
Activities: College exchange program in the United States, Model UN, political action group
GMAT: 720 – 740

PERSONAL/OTHER

Hometown: Europe
Hobbies: Arts, politics, foreign policy groups
UNIQUE PERSONAL EXPERIENCES: Testified in front of Congress, represented Fortune 10 company in US government discussions
Community Service: Served on the board of an artistic society
Recommenders: Current manager and a client of a Fortune 10 company

WORK EXPERIENCE

Industry: Government public policy
Years of Work Experience: 6
Functional Experience: Strategy, government testimony, public speaking, technology operations
Analytical Experience: Extensive analysis of technology companies
Management Experience: Minimal

GOALS

Stretch MBA Program: INSEAD
Short-term goal: Work on the intersection of government and economics
Long-term goal: Serve as political leader

CHALLENGES

- Deciding what elements in the client's background on which to focus for the essays
- Difficulty articulating the reasons business school was more relevant than public policy school
- Lacking ability to concisely explain transferability of government experience to business environment

PRIMARY ADMIT ADVANTAGES

- Forged a personal brand that highlighted management skills, strategic orientation, and work experience with large companies to indicate relevance for business school
- Demonstrated understanding and importance of the relevant business skills which would be critical to candidate's future career
- Differentiated essays by focusing on government and international experience as unique elements to the business school classroom
- Worked assiduously to prepare the candidate with succinct discussion elements for business school interviews

RESULT: INSEAD MATRICULATION!