

CLIENT PROFILE: PROJECT MANAGER SEEKING FOREIGN ENTREPRENEURSHIP

ACADEMICS

College: Liberal arts college in northeast GPA: 2.7 to 2.9
Major: Math
Activities: Major-related clubs, founded academic club that still exists
GMAT: 620 to 640

PERSONAL/OTHER

Hometown: Northeast
Hobbies: Travel, cooking, soccer
UNIQUE PERSONAL EXPERIENCES: Born overseas with extensive cross-border relationships
Community service: Heavy mentoring and professional placement of youth
Recommenders: Boss and colleague

WORK EXPERIENCE

Industry: Manufacturing
Years of work experience: 7
Functional experience: Project management, negotiations, program implementation
Analytical experience: Minimal
Management experience: Minimal: Projects and not people

GOALS

Stretch MBA program: Stern
Short-term goal: Financial services
Long-term goal: Running private equity fund in Latin America focusing on technology

CHALLENGES

- GMAT and GPA well-below the mean for the for target MBA programs
- Multiple commitments sapping time and focus from completing application
- Writing skills not reflective of candidate's verbal communication abilities
- Candidate unsure of ability to make the switch with no background in finance

PRIMARY ADMIT ADVANTAGES

- Application Strategy
- Focused on a few critical unique personal stories that offered great insight into the candidate's characteristics and determination to make an impact on campus
- Highlighted candidate's commitment to others and institutions by citing a program the candidate created in college which candidate still actively supports 10 years later
- Identified the traits necessary for candidate's success as financial technology entrepreneur and demonstrated candidate's possession of them in current career
- Asked recommenders to focus almost exclusively on candidate's analytical skills and exemplary work contributions
- Spent extra time working with candidate to produce an efficient and concise writing style

RESULT: NYU (STERN) ACCEPTANCE!