

Georgetown University  
**HILLTOP CONSULTANTS**

Students Providing Strategic Business Solutions

## Fall 2007 Newsletter

Dear Hilltop Consultants members,

Greetings and Happy Holidays! Georgetown University's Hilltop Consultants have just finished a very successful semester and we would like to share some of the good news with you. Four years after its founding the organization is maturing and growing continuously. We are proud to announce that we have been able to attract an increasing number of clients and members. Meanwhile we have been able to improve the quality of our work by expanding the number of training sessions. Through extensive networks of clients, professionals and Hilltop Consultants young alums in the consulting industry we have been able to increase the number of information and training sessions as well as networking opportunities for our members. Read more in this newsletter about some of our events, the three project teams and an update from the Business Strategy Challenge planning team. Additionally, Hilltop Consultants are proud to announce some changes such as our new promotional structure and closer cooperation with professional consulting companies and a new Consulting 101 guide that will contain important information on the consulting industry and unique insights from our senior members and young alumni. Enjoy and we look forward to seeing you at our next general information session, January 9th at 9 PM in ICC 115.

Sincerely,  
Max Girnus  
President

### New internal promotional structure

In order to retain and recognize top performing members from our consulting project teams, to retain and pass along knowledge and to more clearly define the commitments, responsibilities and positions within the club to those outside of the organization, Hilltop Consultants has implemented a promotional plan for the members of our project teams. These levels are not supposed to impose any kind of hierarchy within the teams, they will make it easier for outsiders, such as recruiters, to understand the positions of members within the organization. According

to the positions Hilltop Consultants will adjust its training in order to be able to offer the right resources to the right members. Additionally it will facilitate the recruiting process for Hilltop Consultants project teams.

The levels are as follows:

- Junior Analyst
- Senior Analyst
- Junior Associate
- Senior Associate
- Managing Consultant

Congratulations to all of our promoted members and thank you for all your work!



Members at our Fall 2007 Semester Client Reception

## Fall Semester Events

- **Sept. 18th** - "Careers in Consulting" Panel with IBM, Kadix Systems, Raffa Consulting, Accenture and The Corporate Executive Board.
- **Sept. 24th** - Monitor Group Private Information Session
- **Oct. 12th** - First Manhattan Consulting Group Private Information Session
- **Oct. 23rd** IBM Training Session Hosted by IBM
- **Oct. 24th** Corporate Executive Board Information Session

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Hilltop Consultants worked with GreenHOME, a non-profit organization planning to open a green building center in Washington D.C. called GreenSPACE. In order to better understand the needs that such a center needed to satisfy Hilltop Consultants surveyed other green building centers across the nation in order to understand what types of services are most valued by customers. With those Hilltop Consultants went on and investigated the D.C. building community. Interviews with different D.C. green building experts allowed to gauge the demand for

green building services, identify current market gaps, and learn how customers would want to interact with a green building center. The extensive analysis led to specific recommendations for GreenSPACE regarding which services the center should provide in order to meet the needs of the D.C. building market as well as key components of these services. Additionally Hilltop Consultants was able to provide insights concerning effective marketing, pricing, and funding tactics. By matching market demand with key services, GreenSPACE will help to fill current market gaps and serve as a catalyst to grow the D.C. green building market.

Team Manager: Tracy O'Malley

Team Members: Krtitank Gupta, Nick Rakowski, Aman Sarup, Katherine Sterne



The Humanities Council of Washington, DC is a local non-profit organization that funds and conducts humanities-based cultural and educational programs for Washingtonians in every ward. Hilltop Consultants and the Council worked on expanding their Soul of the City program, a week-long summer institution for DC public high school students, into a more profitable and wider-reaching offer-

ing. Hilltop Consultants made recommendations on potential profitable targets such as universities, charter schools and tourists. Furthermore, Hilltop Consultants worked on how adapted versions of the Soul of the City program could be developed for each segment based on the Council's resources and capabilities. In addition, HC offered advice on increasing the Council's publicity and brand recognition overall.

Team Manager: Bachar Mahmoud

Team Members: Maria Ariizumi, Renee Goldman, Chase Miller, Lambert Wang



### Consulting Projects Spring 2008:

We look forward to working with the following organizations next semester: The Hoya, The DC Arts Center, The Organization for Autism Research, The Orphan Foundation of America.

Applications for those project teams will be available on our website in early January and will be due at 5PM January, 11th 2008. For more information go to [www.hilltopconsultants.org](http://www.hilltopconsultants.org)

Hilltop Consultants worked with a non-profit in Washington DC that hosts two conferences. The task at hand for Hilltop Consultants focused on creating a strategic plan for the organization that included creating a financial strategy, hotel selection and identifying core competitive advantages of one of the conferences. The Hilltop Consultants team focused on creating a financial model for the next five years that worked on reducing costs and finding a selection of hotels that fit the financial and location requirements of the conference. In response to the third aspect of the project, Hilltop Consultants looked to help define a brand image of the conference. The final presentation offered the organization a financial perspective modeled around four viable hotels, as well as a marketing strategy that will help to promote the unique opportunities offered by the conference to potential delegates. The final suggestions from Hilltop Consultants were received with strong enthusiasm and are in the process of being implemented.

Team Manager: Alex Gorodetsky

Team Members: Mariclaire Petty, Aditya Sahajwalla, Sandia Sindhu, Michael Stanat

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### 4th ANNUAL BUSINESS STRATEGY CHALLENGE



Hilltop Consultants is pleased to announce that the Fourth Annual Business Strategy Challenge will take place March 27<sup>th</sup> – 29<sup>th</sup>, 2008. In keeping with the mission of Hill-

top Consultants, the BSC will center on a local, non-profit organization with a focus on education. The live case presentation by the non-profit will take place on the evening of Thursday, March 27<sup>th</sup>, allotting teams approximately 36 hours to formulate solutions to address the needs of the organization. The twelve participating teams from top-tier business schools, consisting of four students each, will be working to tackle the challenges of a charitable organization. Hilltop Consultants

is working closely with the McDonough School of Business to continue to raise the caliber of the three day event and attract top-tier business schools. The BSC is a unique opportunity that brings together a diverse group of students from across the country, as well a variety of judges, to make a difference in our community. If you are interested helping out, please apply in January or learn more at:

[challenge.msb.edu](http://challenge.msb.edu)

#### Some comments by our members

*„Hilltop Consultants has given me invaluable experience working with interesting clients who really appreciated my team's work. I learned a lot about the consulting industry and the real-life dynamics of working through a project with a client, and had a lot of fun along the way.“*

*- Mariclaire Petty, Senior Associate (SFS 08)*

*„I joined Hilltop Consultants initially because it was a competitive and professional organization in which I looked to explore the consulting industry and to hone my qualitative skills. What I got out of it was a successful semester long project, experience working with clients, training sessions with prestigious consulting firms, a team that felt like a family - that's what Hilltop Consultants are - we are a family.“*

*- Lambert Wang, Senior Analyst (MSB 11)*



#### Coming soon:

- Our new website
- Cooperation with professionals consulting companies, that will work closely with our project teams
- Consulting 101 guide: Hilltop Consultants insights into the consulting industry and recruiting here at Georgetown
- First General Membership Meeting: January 9th, 2008 @ 9PM, ICC 115

#### The Executive Board

Max Girnus—President  
Brad Anderson—Director of Consulting Operations  
Yale Cong— Director of Events & Recruiting  
Belen Gallegos— Director Case Competition  
Liz Buckel— VP of Marketing  
Eric Estey— VP of Human Resources  
Andrew Clark—VP of Finance

For more information please visit:

[www.hilltopconsultants.org](http://www.hilltopconsultants.org)

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