

Sanjeet Tummalapalli

Mr. Speice

ISM I

February 1, 2019

Mentor Visit 2

Assessment 14 - Mentor Visit

Mentor: David Gross

Profession: Founder & Managing Director

Location: Strategic Value Partners, 2591 Dallas Pkwy Suite 300, Frisco, TX 75034

Date: 1/30/19

Time: 9:00 AM

Assessment:

During the prior part of ISM, my research was based primarily upon academic, peer-reviewed journals, however, mentor visits allow me to have a face to face conversation with a professional in the consulting field that can answer questions that inevitably arise through the deeper probing of my chosen career field. This also allows me to be more efficient with my progress in ISM, because it provides me an experienced individual that can assess my ideas, add their opinions, and if necessary, share past data and information about projects that may relate to my ideas.

During this mentor visit, Mr. Gross introduced me to Bree Binder, who is the new marketing specialist that was hired by Mr. Gross in order to expand Strategic Value Partners'

client base. We previously discussed attempting to involve me in learning about the process of meeting clients all the way to making them sign an official contract, and Ms. Binder suggested that a good way for me to learn about this marketing aspect of business would be for me to find journalists that would be possible options for publishing a press release for Strategic Value Partners. By doing this, it will allow me to understand what a potential client would want to see about Strategic Value Partners before approaching them for assistance, and the amount of active advertising that goes into creating a good name for a company to assist with its growth. During the visit, we also decided that this would possibly assist me with choosing a final product, as it would provide me the opportunity to learn about a new aspect of consulting that I did not focus on prior to my menteeship, and possibly spur some new ideas for possibilities for my final product. Ms. Binder was very helpful and surprisingly explained to me how she started out in finance, but decided that marketing was her passion, and therefore was able to offer me a lot of information regarding how the financial aspect of a business is very reliant on the success of its marketing sector and vice versa, due to their mutualism.

Although my goal of choosing a final product was not met, this mentor visit allowed me to learn that in my pathway of starting my own finance consulting limited liability corporation, I will not only need to have strong C level connections from previous projects, but also the assistance of a strong marketing branch or marketing advisor to ensure that once my past clients have been exhausted, my company can still continue to grow and increase its profit. The task of finding journalists that specialize in business and are willing to utilize a company's press release is a challenging one because first, you must find a journalist that has enough experience and connections to actually make an impact to your advertising, but then you must also produce a

thorough, intriguing press release that the journalist can assist with and the audience will find value from. My challenge is to find a journalist that will be able to publish a story about SVP's latest client, Credera, and also be able to accentuate the services of SVP, which include aerospace and defense, automotive, healthcare, natural resource or retail assistance to the Boards, CEOs, CFOs and Business Unit Heads of clients.