

Sanjeet Tummalapalli

Mr. Speice

ISM I

February 15, 2019

Mentor Visit 3

Assessment 15 - Mentor Visit

Mentor: David Gross

Profession: Founder & Managing Director

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

Date: 2/8/19

Time: 9:00 AM

**Assessment:**

At the beginning of the year in my Independent Study and Mentorship program, my preconception was that my research would be focused only on finding how to become a successful consultant at a large consulting firm. However, through that process, I have learned that in order to meet my goal of becoming a consultant, I must be knowledgeable of every single facet that a business may deal with because otherwise, I will not be able to relate to clients and understand what they are going through. Although my research was primarily focused on the financial aspects of a business, my mentor David Gross exposed to the fact that there are numerous domains that may seem unrelated to finance or consulting, but are actually a big part of both.

During this mentor visit, Mr. Gross and I discussed the progress that was by me in finding a journalist that would be able to publish a story about Strategic Value Partners' latest client, Credera, and also be able to accentuate the services of SVP. We discussed how my research into the marketing aspect of business is very helpful in understanding what potential clients would want to see in a consultant and the types of advertising that assist with gaining more clients. In my research, a local, regional, and national category were provided by me for each marketing company, which allows SVP to choose some from each category to ensure that as many audience members as possible are reached. Mr. Gross explained to me that my research was too specified and only consisted of marketing agencies that published business news as opposed to a plethora of topics of interest which attracts more audience members. He also advised me to include as many options as possible and not filter too strongly, because this research usually leads to upwards of fifty journalists, but results in only about four percent of them actually publishing the press release due to their different conditions and demands. During this research, finding specific journalists was a very challenging thing because most of the large companies only allowed contact through their website and charged a fee, but many journalists from the same company would be open to publishing the press release for free if we could reach them directly, however, Mr. Gross advised me to look through LinkedIn as well to find journalists instead of going through their employer.

Although my research resulted in over twenty potential journalists, Mr. Gross and I discussed continuing my research into different types of companies that would be willing to publish SVP's press release. My primary research included news channels, news websites, business magazines, and business journals, however, my future research will most likely include

trade publications, public broadcasting stations, chambers of commerce, and government-aligned associations. Trade publications include Magazines that are geared toward CFOs or CEOs and dabble in industry instead of only consulting which allows SVPs press release to garner attention vertically instead of only on the base level. With government-aligned groups such as the Dallas Council of Affairs and Chambers of Commerce for Frisco, Plano, Dallas and Fort Worth, SVP must portray its press release as benefiting the community and the economy which will actually be beneficial because it spotlights SVP as a business that is not interested in exploiting clients and will attract more community members as well.

In total, this mentor visit allowed me to gain more clarity with my task of finding a journalist that accentuated the aspects of SVP and reached a large audience. Previously, my research was very unbalanced, but with this meeting, I will ensure that the journalists I research will be varied and comprehensive of a large audience and a good reputation.