

Project Team Assignments

Client	Overview of Client	Nature of Project	Team Members (* contact person)	Initial Client Meeting
Athenahealth	Major Provider of Healthcare Administrative Services: The firm has over 500 employees and provides administrative services to over ten thousand healthcare providers involving \$2 billion in healthcare payments with the objective of helping providers make optimum use of their time and improving the quality of healthcare provided to patients.	Organizational Analysis: The project involves analyzing employee turnover trends and making specific recommendations on how to reduce voluntary turnover.	Begzada Sabackic Liza Pliss	23 or 25
Denyse Schmidt Quilts	Maker of Custom-Designed Quilts: The multi-million-dollar firm is a widely recognized designer and producer of custom designed quilts sold through a variety of retail channels with production outsourced to different parties	Strategic/Marketing Planning: The project is to develop a strategic plan to “take the firm to the next level.”	Tamara C. Cora Reina Toeda	16 <3pm 17 >10:30 <12 18 <3:30

<p>Elysium Transport</p>	<p>Start-Up Limousine Company: The firm will begin operations in late 2007 offering high-quality chauffeured transportation with advanced technology to a very up-scale client segment (e.g., lawyers).</p>	<p>Strategic Planning: The project involves assessing new opportunities for the company to expand beyond chauffeur services into other travel related services</p>	<p>Akmal Khamidov Vera Bondarenco</p>	
<p>Knuckle Bones</p>	<p>Athletic Events Company: The firm is a small, rapidly growing provider of athletic events for corporations, schools, and camps in the Boston area.</p>	<p>Strategic Planning: The project involves assessing the opportunity for entering the rental of athletic equipment in the Northeast. The project also requires the development of a business plan and strategy for this new venture including, analyzing financial, pricing, market positioning (e.g., naming) considerations and determining how to achieve a sustainable advantage.</p>	<p>Bhavin Kenia Yan Deng</p>	
<p>Organic Recovery</p>	<p>Start-Up Food Recycling Firm: An established firm involved in recycling fish products is starting up a sister company to recycle grocery store scrap food into fertilizer and animal feed using new technologies.</p>	<p>Strategic and Organizational Planning: The project involves developing marketing and organizational plans for achieving and sustaining maximum growth.</p>	<p>Jon Lewis Jiajia Luo Ipek Demirkaya</p>	

<p>Putnam Investments</p>	<p>Major Investment Manage Firm. The firm manages several billion dollars in mutual funds and institutional assets, such as 401k pension plans.</p>	<p>Marketing Strategy: The project involves developing a marketing plan to substantially increase the firm’s penetration in three ethnic markets: Asian American, African American, and Hispanic American. The project involves any relevant aspect of marketing, such as product development, branding, positioning, and promotion.</p>	<p>Kaloyan Ivanov Catherine Kinyua Xue Yao</p>	
<p>Virtua Research</p>	<p>Leading-Edge Financial Analyst Firm. The firm employs several hundred employees providing custom financial analysis and financial modeling for investment clients, both those who buy stocks (e.g., mutual fund companies) and sell stocks (e.g., investment banks).</p>	<p>Pricing Strategy: The project involves the development of a pricing policy for a new business strategy involving the mass merchandizing of one of the client’s products.</p>	<p>Nazli Derya Tavoza Zhichu Xiang Anna E. Bialkowska</p>	<p>15 17 18</p>