

# THE DUKE MBA GATEWAY INITIATIVE

*Connecting great talent with great organizations*

## DESCRIPTION

Leaders everywhere are struggling to develop strategies that increase profits and productivity despite insufficient capital, operational, and human resources. Even when viable solutions are generated, the implementation plan often creates the need for additional “special” project work that organizations simply don’t have the time or expertise available to complete.

The Duke MBA Gateway Initiative (The Duke MGI) has been created to help organizations conquer these challenges. This program allows you to secure the talent you need directly from Fuqua’s diverse pool of highly-skilled student-professionals for a fraction of the market rate. For 6-10 weeks during the upcoming summer, you can have access to some of the brightest minds in the world to help your business address the problems of both today and tomorrow.

## WHY SHOULD YOU PARTICIPATE?

**ACCESS:** Connect with a highly-skilled talent pool that is genuinely interested in working with local employers.

**VALUE:** Our student-professionals require minimal supervision due to the depth and breadth of their previous full-time work experiences.

**OPPORTUNITY:** Take advantage of a unique opportunity to experience the impact of a Duke MBA firsthand for a weekly investment of \$600 (\$400 for non-profit organizations).

**CONVENIENCE:** The Duke MGI team will work with you every step of the way to help ensure your recruiting process is quick, easy, and successful.



### The Duke MBA Portfolio

- Dynamic problem solving expertise due to a multi-disciplinary foundation.
- Cutting-edge strategic and financial analysis ability.
- Results-driven, high performers that believe in creativity and innovation.

*“One trait that Fuqua students commonly possess is passion. They have a passion for teamwork. They have a passion for collaboration. They have a passion for success. This sounds simple, but it is something that is hard to find.”*

*- Mike Luis, ZS Associates*

# THE DUKE MBA Portfolio

Duke MBAs have the skills and experience necessary to help you:

- **Grow your business**
- **Increase market share**
- **Maximize profits and minimize costs**
- **Improve operating efficiency**

Read below to learn more about the high-impact projects that our students frequently complete for employers.

## GROW YOUR BUSINESS

- Investigate opportunities for category growth of a brand, identify and segment consumers, and recommend marketing strategies to execute category and brand growth.

## INCREASE MARKET SHARE

- Analyze acquisitions, joint ventures, and strategic partnerships to support company growth and profitability objectives.

## MAXIMIZE PROFITS AND MINIMIZE COSTS

- Develop forecasts and budgets, report and analyze results including trend and variance analysis, execute company valuations.

## IMPROVE OPERATING EFFICIENCY

- Construct work flow analysis and redesign, lead continual process improvement, and facilitate complex systems implementation.

## HOW DO I PARTICIPATE?

Send an email expressing your interest to [duke-mba-gateway@fuqua.duke.edu](mailto:duke-mba-gateway@fuqua.duke.edu). One of our team members will respond to you promptly to answer your questions and discuss the program in greater detail.

Think this initiative sounds beneficial but aren't sure if you will be able to participate? Send us an email letting us know that you are interested and we will help you construct an experience that is as meaningful to your company as it is to our students.

Thank you in advance for your consideration and we look forward to working with you soon!

- *The Duke MBA Career Management Center Team*

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## How Does It Work?

1. Send us an email expressing your interest.
2. We follow-up with you to answer questions and discuss next steps.
3. Create your project time-line, deliverables, and description.
4. We connect you to interested students and help you manage the screening and interviewing process.
5. Make your final selections, extend offers, set a start date, and The Duke MBA experience begins!

***“Duke MBAs  
are superstars  
at Frito-Lay.  
Each leader  
we’ve brought  
in has delivered  
results!”***

***- Mike Quintana, Frito Lay***