



ADMISSIONADO

CASE STUDIES — GLOBAL EDITION

Introduction

Every applicant is unique. Every journey is different. The ultimate destination, however, is the same for all: “success.”

When we get to work with our clients, our first task is to understand each individual’s strengths and weaknesses. Then, once we have a clear sense of all the puzzle pieces we have to work with, our task is to select **the right pieces**, and then assemble them in **the right way**. The goal is to develop a final picture that spells “Future Success” to the Adcom.

It’s never easy, but it’s always rewarding to inspire our clients to reach high and to help bring out the absolute best in them.

Enjoy this **Global Case Studies Edition**, where we review a handful of clients who hail from all corners of the planet. Look for the specific adjustments each person needed to make, but also, the connective tissue binding them all.

Please Note: We take client privacy very seriously, and thus chose not to share people's real names. So, while “Greg” is a made-up name, the rest of the case details are 100% genuine, especially the part about his getting into Stanford and HBS.

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Nationality: **Spain**
GMAT: **660**
Age: **28**
Industry: **Consulting**

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Nationality: **India**
GMAT: **720**
Age: **21**
Industry: **Tech**

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Nationality: **Indonesia**
GMAT: **690**
Age: **27**
Industry: **Finance**

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Nationality: **U.S.**
GMAT: **730**
Age: **29**
Industry: **Real Estate**

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Nationality: **Colombia**
GMAT: **580**
Age: **34**
Industry: **Energy**

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Nationality: **India**
GMAT: **670**
Age: **38**
Industry: **Finance**

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Nationality: **Vietnam**
GMAT: **660**
Age: **30**
Industry: **Finance**

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Nationality: **Congo**
GMAT: **700**
Age: **29**
Industry: **Finance**

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Nationality: **Australia**
GMAT: **740**
Age: **25**
Industry: **Tech Marketing**

Case #11 - Tariq..... 13

Nationality: **Pakistan**
GMAT: **720**
Age: **30**
Industry: **Private Equity**

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Nationality: **Argentina**
GMAT: **710**
Age: **25**
Industry: **Consulting**

#1 – Meet Viviana, age 28. She's from Spain.

Biggest Strength

Strong Network

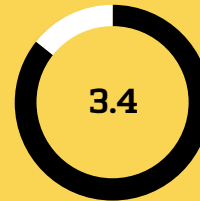
Competitiveness of Demographic: **3**



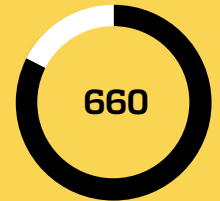
Biggest Weakness

Humdrum Work Accomplishments

GPA



GMAT



Industry

Consulting

The Challenge

Viviana had more community service bullet points on the first draft of her resume than professional ones. On the surface, that could be a serious red flag, especially for someone who has been working seven years! When we chatted with her and dug much deeper into those extraprofessional bullets, they turned out to be pretty impressive. Viviana had been using her free time to help develop the tech entrepreneurship and venture capital community in her country. We needed to use that extraprofessional experience to overcome her rather humdrum achievements at work and her low GMAT..

Possible Approaches

One approach would have been to refocus the application on Viviana's professional accomplishments. She was working at a big-name firm and we certainly could have made her professional stories the centerpiece of the application. However, we felt her consulting achievements, while reasonably impressive, weren't enough to stand out in the applicant pool. "Foreground your professional wins" is great advice most of the time, but it would have hobbled this particular applicant's candidacy..

The Admissionado Approach

Instead, we decided to lean in to Viviana's focus on community service. The magic ingredient here wasn't the achievements themselves. Vivian had demonstrated extraordinary commitment, but at the end of the day this was still part-time volunteer work, and the results achieved were never going to equal those of a full-time job. The real magic was how well Viviana's volunteer activities fit with her goal, which was to found and lead a new type of venture capital firm in Spain. Viviana's extraprofessional experience was PERFECT preparation for that project, giving her an INVALUABLE network and access to VC resources few applicants would even know existed. We helped Viviana create a plausible step-by-step plan for how she would use her network to revolutionize the VC industry in Southern Europe after her MBA.

The Result

Viviana was admitted at NYU, INSEAD and Booth, with a big scholarship from Booth.

#2. Meet Stella, age 27. She's from Indonesia.

Biggest Strength

Fast Promotions

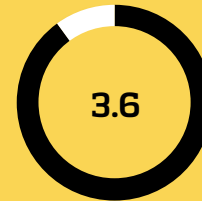
Competitiveness of Demographic: **6**



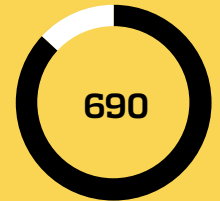
Biggest Weakness

Limited Leadership Experience

GPA



GMAT



Industry

Finance

The Challenge

Stella was a rising star at work. Unfortunately, it wasn't the kind of work MBA adcoms are most interested in. Though she was advising C-suite executives in venture capital, she had never managed a team of her own. A skeptical adcom could easily view her progression as that of a talented technical expert, not a budding corporate leader. This picture was complicated further by her mediocre GMAT score and her comparatively competitive demographic.

Possible Approaches

One element of Stella's profile that stood out was her experience in her target industry. She wanted to create a fintech platform in Southeast Asia, and she had spent a lot of time advising startups in that space. It would have been easy to devote most of the essays to those experiences. However, there was a problem: none of those [...]

{End Preview}

Want to be the next success story?

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