

PI TAU CONSULTING

STANFORD UNIVERSITY

Terms of Reference – October 2008

Mission Statement –

To provide quality management consulting services to non-profit organizations, while giving Stanford students a unique opportunity to develop real-world business skills.

Background –

Pi Tau Consulting was founded in January 2006 as a subsidiary of the Pi Tau Chapter of Alpha Kappa Psi, Stanford University's only co-ed professional business fraternity. Pi Tau Consulting is dedicated to providing pro bono management consulting services to local non-profit organizations. Past clients include East Palo Alto YMCA, JobTrain, HIP Housing, Inn Vision, National Teen Leadership Program (NTLP), and Second Harvest Food Bank.

Objectives –

Our objectives are: 1) To work closely with non-profit organizations to develop short and long-term strategies; 2) To strengthen Pi Tau Consulting members' analytical and problem-solving skills through designing and implementing strategies; 3) To provide opportunities for Stanford students to gain real-world business experience.

Description of Work Sought –

Project

Pi Tau Consulting seeks local non-profit organizations looking to make strategic improvements to their short- and long-term plans. Ideal projects entail frequent client interaction, relative autonomy, as well as cooperation and support from clients. Project duration should be in the range of 3-4 months (December through March) during the academic school year.

Structure

Each project will be undertaken by a team of 5-6 consultants, each contributing 3-6 hours per week for the duration of the project.

An Example: Working with JobTrain

The Problem: JobTrain, a local job training agency, while successful in its skill development programs, was looking to re-brand itself in a broader effort to improve name recognition.

A Shift in Branding Strategy: We initially researched the underlying goals of the organization, and helped our clients match these goals with the proposed name change. We advised that this re-branding exercise would present a unique opportunity to further strengthen methods of seeking volunteer assistance from past students, and for reaching out to existing and potential donors.

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We proposed an organized system of electronic newsletters and social events for reaching out to alumni. We also devised an electronic-based method for reaching out to existing donors to increase their level of interaction with the organization, with the goal of increasing their participation and giving levels.

Members –

Pi Tau Consulting's members are Stanford students who come from a wide range of backgrounds and experiences, and share a common interest in providing quality management consulting services. Our current consulting team consists of:

President

Paloma Ochi

B.A. expected in Communication and Economics. Prior work experience with GlobalTech Research, LLC; Communication between Humans and Interactive Media Lab, Stanford University; The Connections Group; and Nordstrom, Inc.

Project Leaders

Kashmira Daryanani

B.A. expected in Economics and Communication. Prior work experience with BlackRock in New York; Fortis Bank in Hong Kong; and ING Bank in Singapore.

Daniel Truong

B.A. expected in Economics. Prior work experience with Kamehameha Schools Bishop Estate, Stanford Student Enterprises, Ohana Pacific Bank, Enterprise, and Prudential Locations.

Consultants

Lyzelle Carreon

B.A. expected in Economics with a minor in Mathematics. Prior work experience with Pecson & Associates, a financial planning firm in Hawaii.

Arnold Chan

B.A. expected in Economics and International Relations. Prior work experience with UBS Investment Bank in Hong Kong, HSBC Brokering Services for the Asia region, and Sun Hung Kai Properties Ltd.

Christophe Chong

B.A. expected in Economics. Prior work experience with Foster Bank loan department, Hollister Co., and Schaumburg Sports Center.

Ivan Herrera

B.S. expected in Mechanical Engineering. Prior work experience with Biomimetics Dexterous Manipulation Laboratory and Stanford Dance Marathon.

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Trisha Luu

B.A. expected in Economics. Prior work experience with Roseth Burrell Group and Elephant Green Consulting.

Dian Rosanti

B.S. expected in Symbolic Systems. Prior work experience with ZL Technologies, Voksel Electric, and Stanford University's Meyer Library.

Jun Yang

B.A. expected in Economics and International Relations. Prior work experience with Coca-Cola Beverages in China, Citibank Wealth Management in Hong Kong, and Stanford University's Hoover Institution.

Elaine Zelby

B.S. expected in Biochemical Engineering. Prior work experience with Boston Scientific (Electrophysiology Department), Stanford University Nanobiotech Research Laboratory and Stanford Engineering library.

Ye Ye Zheng

B.S. expected in Management Science & Engineering. Prior work experience with Stanford Daily newspaper and Omary Laboratory at Stanford.

Advisors

Tony Huie

M.S. and B.S. in Electrical Engineering. Currently working with Technology Crossover Ventures. Prior work experience with McKinsey & Company.

Dennis Jiang

M.S. in Management Science & Engineering and B.A. in Economics. Currently working with Bain & Company.

Jason Yuan

M.S. in Management Science & Engineering and B.S. Electrical Engineering. Currently working with Francisco Partners.

Resources –

The members of Pi Tau Consulting draw from their diverse backgrounds and wide array of experiences when developing effective strategies. Their training in various academic fields enables well-rounded and innovative analytical work. As Stanford students, all members of Pi Tau Consulting have direct access to all university resources and expert opinions. Furthermore, as members of Alpha Kappa Psi, Pi Tau Consulting members have access to an extensive network of alumni who have had experience in the field of management consulting.

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Additionally, the advisors of Pi Tau Consulting—Tony Huie, Dennis Jiang, and Jayson Yuan—are all Stanford alumni, as well as alumni of Alpha Kappa Psi. Drawing from their abundant experiences as consultants, they provide constant assistance and support to Pi Tau Consulting.

Tony Huie Tony founded Pi Tau Consulting in January 2006 as a subsidiary of the Stanford Chapter of Alpha Kappa Psi. At Stanford, Tony was very involved with a variety of campus organizations including leading projects with Stanford Consulting, a student run consulting group, and managing Technology & Education Connecting Cultures, a multinational nonprofit aimed at improving the educational experience for students in rural China. Tony graduated from Stanford in 2006 with a B.S. and M.S. in Electrical Engineering, worked at McKinsey & Company as a Business Analyst, and is currently at Technology Crossover Ventures.

Dennis Jiang Dennis is currently an Associate Consultant at Bain & Company. Prior to joining Bain, Dennis served as a co-president of Pi Tau Consulting. Dennis holds an M.S. in Management Science & Engineering and a B.A. in Economics from Stanford University.

Jayson Yuan Jayson is currently an Associate with Francisco Partners. Prior to joining Francisco Partners, Jayson was a Business Analyst at McKinsey & Company where he focused on engagements in the hardware, software and media spaces. Prior to McKinsey, Jayson worked as a Product Manager at OverX, an enterprise software company in the storage management space. Jayson holds a M.S. in Management Science & Engineering and a B.S. in Electrical Engineering from Stanford University, where he was selected as a Mayfield Fellow.

Contact Information—

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