

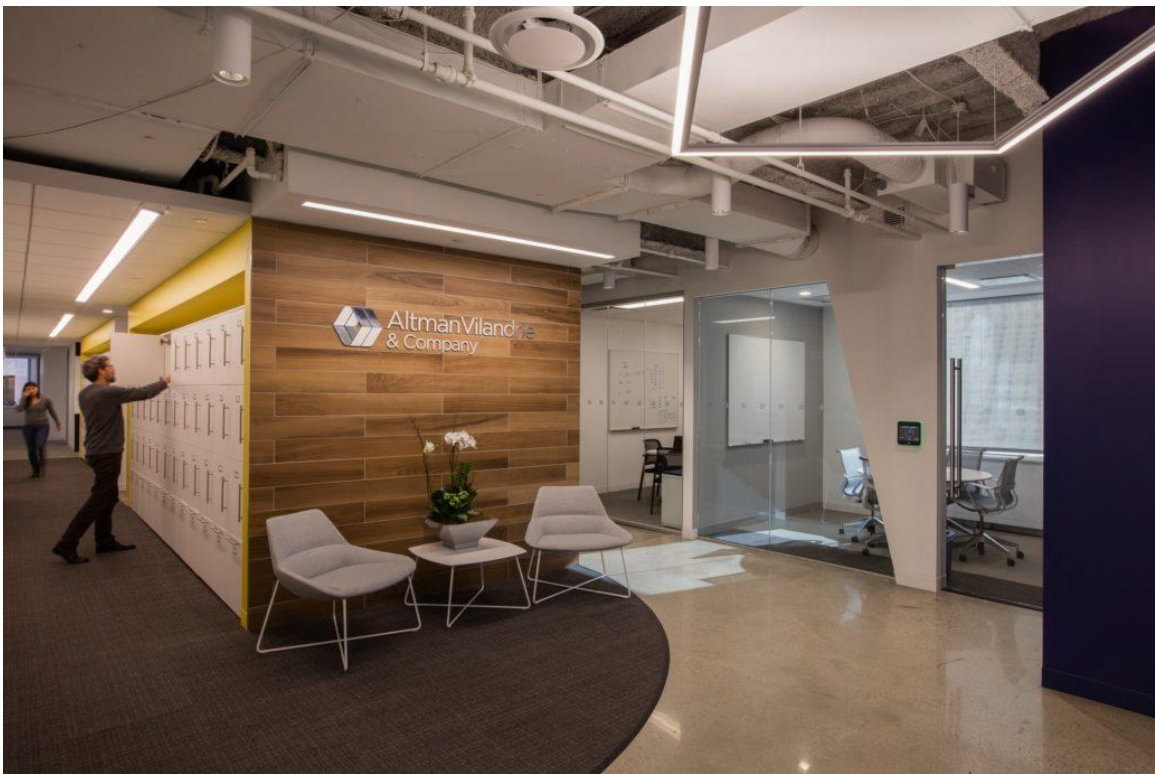
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Alpha Sigma Foundation

Summer Final Report

August 30th, 2019

This summer, I interned at Altman Vilandrie & Company in Boston as a media analyst on a number of strategy and due diligence projects. Altman Vilandrie & Company is a boutique strategy consulting group that focuses exclusively on the telecommunications, media and related technology and investor sectors. I've always had a keen interest in media and technology, and am grateful to have been engaging with business issues and trends in the space. I've also been able to gain operational and strategic insight into the inner workings of industry leaders AV&Co. serve. I fortunately received an offer to return to the firm full-time and will spend the coming weeks making a decision on it.



(Altman Vilandrie & Co. office pictured above)

My role as a summer analyst at the firm is similar to that of what an analyst's experience would consist of. The goal of the internship is to learn and understand the

work new analysts take on. Some of the high-level buckets of my involvements have included the following:

- Developing novel, data-driven methodologies and owning execution of solving complex client problems
- Building a variety of rigorous business models, market sizings, and quantitative excel-based tools to be delivered to (and used by) clients on an on-going basis
- Conducting both primary and secondary research to understand market demand drivers, competitive landscapes, and technology trends; methods include state-of-the-art survey design & analysis as well as primary interviews with subject matter experts
- Assisting with synthesis and presentation of key findings and recommendations to company clients

Projects I had the opportunity to work on during my time as a summer analyst include:

- Industry Market Scan- For a Fortune 500 technology and value-added reseller, I analyzed the marketplace to help my team recommend strong companies to acquire as the client looks to move into the cloud and security managed services segment of the tech industry. My workstream included:
 - Creating a funnel process to eliminate companies in the marketplace that were not aligned with the client's short and long-term business objectives and firm culture based on geography, company size, revenue generated, position in the marketplace, and other relevant filters.

- Leading and synthesizing expert interview calls to gain deep insight into the managed services space while getting perspective on the prospective targets for the client's acquisition.
- Telecommunications Market Analysis- For a leading telecommunications company, my team and I were tasked with conducting a market size to gauge the B2B wireless market for competitors in the telecom space. In this project which was fairly short (1 week), I worked on the following:
 - Making diagnostics and edits to a survey to get the most accurate pulse of business wirelines per industry using the sample survey size.
 - Creating a model using extrapolation techniques to estimate the number of business wirelines a specific telecom provider had in a given year based on industry trends and other public information in the company's financial and operating reports.
- ROI Analysis- For a top telecommunications company, my team and I were tasked at conducting an analysis on the ROI for two content right deals the client signed with major professional sports leagues. The majority of my summer was on this project so I was able to get the full project experience while contributing valuable insights to the team. Some of my contributions included the following:
 - Conducted extensive research on major sports league content deals with media providers to gain understanding of marketplace
 - Leveraged a regression technique to gather KPI data for client properties and competitors

- Created a complex model analyzing month-to-month subscriber value with indirect and direct benefit outputs

Aside from my day to day workstream, I loved the people and culture at the firm. From the fun in-office activities to the incredible people at the firm, I thoroughly enjoyed working and learning at AV&Co. this summer and am excited to potentially return to the firm next year.

In my application for the summer enrichment grant, I noted that I was applying for a week-long program at Harvard Business School. After being admitted into the program, I was fortunate to be able to spend a week at HBS and learn about what the MBA experience is composed of while engaging with the HBS case-based lecture. From analyzing the drivers that fueled Ali Baba's e-commerce success to thinking critically about Beyoncé's release strategy in her 2013 self-titled, visual album that shocked the music industry, the HBS case-based approach is something that left me wanting more. I'm extremely thankful to have been selected to participate in the program.



(Photo with Anita Elberse- HBS Business of Entertainment, Media, and Sports Professor)

This summer was ultimately a challenging yet rewarding one. As I mentioned earlier, I received an offer to return to AV&Co. so I'm glad the hard work and focus paid off. I'm also thankful for the Alpha Sigma Foundation for continuing to support the Chi Psi brotherhood in our professional and organizational endeavors. I'm looking forward to studying abroad in London this summer while continuing to leverage the vast knowledge gained over the course of the summer!