



JumpStart your MBA experience by taking a look at career options in Brand Management and Marketing. Learn what it takes to manage top brands from marketing leaders in a two day bootcamp.

JumpStart is the best place to learn about career options in brand management and marketing

The JumpStart MBA Brand Management and Marketing Diversity Forum helps educate and prepare incoming MBA students for Brand Management and Marketing.

- The forum is an intensive 2 day experience exposing students to career options in a non-threatening environment connecting you with 'best in class' Consumer Goods, Healthcare, Retail, Financial Services or Luxury Goods firms and peer students from top academic institutions
- The forum focuses on experiential learning: How to manage a brand, understanding the consumer/market, and creative problem solving.
- Practice your interviewing skills in a non-threatening environment and get feedback to land an internship.
- Join the JumpStart Network of 6,000 diverse students and professionals benefiting from opportunities with our Corporate Partners.

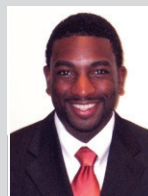


"As a career changer, I found the JumpStart forum to be incredibly insightful in going much deeper into what brand management and marketing really comes down to. Now I can start making connections between my past experiences and my future role in marketing."

—**Pamela Burga**
Marshall School of Business, Class of 2014

Learn More and Apply Now:

Visit www.jumpstartadvisorygroup.com to learn more, watch the video from our MBA forum, and complete your application. Questions and inquiries may be sent to us at info@jumpstartadvisorygroup.com. Apply now.



"Every MBA candidate has the opportunity to do well in the recruitment process, but what's going to differentiate one person from the next is face time. Being able to be here at the JumpStart forum and build early relationships with these companies is a huge advantage. I've already made many connections here that I'm definitely going to follow up on, so that when recruiters arrive on campus they'll be more likely to reach out to me as opposed to my having to reach out to them."

—**James Souffrant**
Kellogg School of Management, Class of 2014

Key Dates and Location:

- The 2nd Annual MBA Brand Management and Marketing Forum will be **Thursday thru Saturday, June 27-29, 2013**.
- The application deadline is **Sunday, April 28, 2013**.
- Duke University's Fuqua School of Business will host the forum in Durham, NC.

Application Process:

- The forum is open to incoming MBA students graduating in the class of 2015.
- The online application takes approximately 15-20 minutes to complete (resume and essay are required).
- You may apply online at www.jumpstartadvisorygroup.com

Congratulations on your academic and professional achievement to date. We understand the excitement, enthusiasm, and anxiety you may be experiencing as you think about career options for an internship or after graduation. We encourage you to join our growing JumpStart Network of 6,000 diverse student and professional members.

In 2004, the JumpStart Advisory Group established a model and network for talented students to get connected with financial services and consulting industry in a professional development and educational way. Building on our experiences from hosting almost 1,000 incoming MBAs via the JumpStart MBA Diversity Financial Services and Consulting forum since 2004, we recognized there was a significant need around diversity in Brand Management and Marketing options.

In collaboration with our strategic partners, we launched the inaugural JumpStart MBA Brand Management and Marketing Forum in 2012. Similar to what has become of our Finance and Consulting Forums approach, the Brand Management and Marketing Forum has become the premier experience providing you with the tools, resources, insight, and access to decision makers in the business.

We encourage you to apply to the Diversity forum.

With a focus on best preparing you as the next generation of leaders, the forum is structured with your needs in mind. You will be overwhelmed once classes start at your respective MBA programs, so ensuring the right environment for you to learn and network at the right time the summer prior to matriculation has been a top priority for the JumpStart staff and Corporate Partners.

For students who are pretty certain about Brand Management or Marketing as the right fit for you, The Diversity Forum gives you the opportunity to begin networking and building relationships with multiple industry leaders. For those who are unsure about opportunities in Brand Management or Marketing, The Diversity Forum is a great way to learn from industry leaders in a non-threatening environment where you can address unanswered questions you have or even benefit from answers to questions you had not thought of.

We wish you the best in your professional career journey and look forward to assisting you any way we can.



JOHN T. BURT, JR.

JumpStart, Co-Founder

- Current Exp: Diversity at BCG
- Prior Exp: Consultant (Booz, Lilly), Corporate Finance (Lilly)
- MBA, Fuqua- Duke University
- Bachelor's degree, Finance, Indiana University



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JumpStart, Co-Founder

- Current Exp: Diversity at Raytheon
- Prior Exp: Equity Sales Trader (Morgan Stanley), Diversity (BP, Inc., Morgan Stanley, Bank of America Merrill Lynch), Sales (J&J, Roche)
- MBA, Fuqua - Duke University
- Bachelor's degree, Health Sciences, Wake Forest University

