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September 29, 2020

Jack Smith  
Director of Human Resources  
The Boston Consulting Group  
300 N. LaSalle Street  
Chicago, IL 60654

Dear Jack Smith:

I am writing to apply for the Associate position at Boston Consulting Group. Currently I am a senior at Northwestern University and a double major in Political Science and International Studies with a minor in Business Institutions. BCG stands out to me because of its wide range of capabilities in the global market and the customized approach it takes to addressing clients' challenges. In addition, the opportunity to chart my own course in a supportive and challenging environment is very important to me. I have spoken at length about this position with Ann Johnson, a current associate with BCG, and our discussions have reinforced my enthusiasm for working at your organization upon graduation.

This past summer I worked at Target Corporation as a business analyst intern. My project was to develop a strategic plan to increase Target's sales and cut costs through better product transition processes, and the creation of a long-term plan to implement my recommendations. Along with my other teammates, I developed a plan to address the disconnect between the timing and the scope of product transitions compared with customer shopping trends and frequency—the plan led to a potential sales increase of \$10 million and receipt savings of \$9.3 million. While the core of the internship involved quantitative work and trend analysis, the knowledge that I gained through the positive relationships built with team members across the division was critical to my success.

Currently I am the chair of the Northwestern program team for campusCatalyst, a student-run organization that pairs students with a nonprofit to carry out a 10-week consulting project. I began my involvement with campusCatalyst as a sophomore, when I participated as a community analyst during my winter term. Last year, I was chosen to join the program team as a nonprofit liaison. My responsibilities included recruiting and managing nonprofit clients and the MBA mentors who worked with the students during their projects. This past spring, I was elected chair of the organization and will be managing the nine-person program team as well as serving as the student liaison to our board of directors.

I am excited to learn more about the Boston Consulting Group and look forward to the opportunity to discuss this position with you in person. Thank you for your time and consideration. I look forward to meeting with you soon.

Sincerely,

Matthew Brown