

**SUMAN DUBEY**  
**ADMISSIONS**  
**CONSULTING**

## About Me

I am a Cornell MBA who has mentored more than 600 clients over the last 10 years, helping them secure admission to the top MBA and Graduate programs.

During the course of my career spanning 20 years, I have worked in 9 industries (Information Technology, Steel, Consumer Electronics, Retail, e-commerce, Oil & Gas, Management Consulting, Outsourcing, and Education) in Indian and in the US, gaining deep domain knowledge critical for advising clients from diverse industries.

I am also a writer and have just published my first fiction novel – '[The Fixer](#)'. The flair for storytelling I have developed as a fiction writer allows me to help clients use their unique personal and professional experiences to produce compelling admissions essays and answers for interview questions.

At Cornell, I was a Fellow at the Harvey Kinzelberg Entrepreneurship in Engineering program and a Research Associate at Cornell's Centre for Technology Transfer. Additionally, as a Student Admissions Ambassador at Cornell, I also gained direct admissions committee experience while reviewing more than 200 applications. Later, as an Alumni Interviewer after graduation, I interviewed more than 100 Indian applicants over 5 years, which gave me first-hand insights about the application interview structure and preparation methodology. These experiences have allowed me to effectively mentor Indian applicants who have no prior exposure to the application process of foreign universities.

I am been very active as a Cornell alumnus, and was the Founder and Co-President of the Johnson (Cornell) Alumni Club of India. I also regularly volunteer for the Johnson School's Admissions Events in Mumbai, where I review resumes of prospective applicants and provide admissions advice. Additionally, as a guest faculty at the Management Development Institute, Gurgaon and at the Indian Institute of Foreign Trade, New Delhi, I have advised MBA students about the opportunities and challenges of diverse post-MBA careers.

## SERVICES

The Admissions Process is a Marketing Exercise that uses compelling stories to sell a candidate's profile to an admissions committee. A great story told in a wrong way becomes a bad story, especially when it is read by an unknown group of people who don't know the candidate personally. An Admission Consultant's work starts with developing a Marketing mindset in the candidate so that the application becomes an unambiguous pitch of the candidate's value proposition.

## COMPREHENSIVE ADMISSIONS CONSULTING



Comprehensive Admissions Consulting - This is the comprehensive end-to-end service which includes the following -

- School Selection
- Preparation of one resume
- One set of post-MBA Goals,
- All Letters of Recommendations, Essays and Data Sheets
- Comprehensive Interview Preparation including interview strategy, sample answers and story building for the most important questions and help in crafting focused answers, mock interviews with detailed feedback about how to improve the answers
- Waitlist letter preparation (if applicable)
- Scholarship Letter Preparation (if applicable)
- Deferral letter Preparation (if applicable)
- Counselling on which school to attend in case of multiple admission offers
- Counselling on pre-MBA academic preparation and networking strategy to get ready for the MBA

## INTERVIEW PREPARATION



An Interview is more than just an exchange of information between the candidate and the interviewer – it is a strategic tool to enhance the application through properly structured information sets. While a good interview can help a candidate overcome shortcomings in the profile, a bad interview can kill a good application. A candidate needs to learn not only how to build great answers, but also about what the interview is trying to test and how to restructure obvious answers to create greater impact.

If you would like help with just the admissions interview or any job interview, you can buy an 'Interview Preparation' package separately.

This package would include the following –

- Review of the profile, resume, and post-MBA goals

- Comprehensive Interview Preparation including interview strategy, sample answers and story building for the most important questions and help in crafting focused answers

- Mock Interviews with detailed feedback on how to improve the answers

## CAREER COUNSELLING



I offer a free initial discussion to all my clients for a brief overall review of their profile. That should be sufficient for most people to get clarity regarding the next steps for the career/education. If however a candidate is struggling with major career/education issues or decisions and wants to have a detailed discussion with me, then that candidate can purchase a career counselling package for the same, which would include the following -

A detailed review of the candidate's existing academic/professional profile to understand strengths and weaknesses and interest areas.

Development of a 1-4 year plan with clear steps to achieve the desired career/ academic / professional goals.

## DING ANALYSIS



This service is recommended for candidates who want to understand the flaws in their last year's application so that they can improve their current application. This package would include the following –

- Review of last year's school selection
- Detailed review with comments and suggestions for improvement of resume (including both professional and extracurricular activities), post-MBA goals, Letters of Recommendations (including the choice of recommenders), data sheet and all application essays.
- Review of answers to interview questions

## METHODOLOGY



## FREE PROFILE EVALUATION

Comprehensive dialogue to 'totally' understand the client - Investing the time that is required to understand where the client is coming from and what his unique needs are. I understand that this is a reputation based business and thus I take the long-term view that only my good work and results will get me clients in the future. Thus, I invest the time and effort to set the base right, so that the results can then follow naturally.

## METHODOLOGY



## DEVELOPING A ROAD MAP FOR THE CLIENT WITH DEFINITE NEXT STEPS AND TIMELINES

At this stage, there is absolute clarity on what the client wants (or should want, based on the discussions). If you are ready to apply, then this roadmap consists of the choice of program, schools, a to-do list, and a schedule. If you are still some way away from applications, then I will leave you with sound advice on what to do with the time you have to enhance your candidature to set yourself up for your choice of program/schools.

## METHODOLOGY



## BRAINSTORMING FOR APPLICATIONS

This is the next step, where I do a comprehensive analysis of your overall applications strategy, your personal branding strategy, how to position yourself, how to talk about your prior work experience and your future goals, and what to write in the essays, recommendations and other pieces of your applications. I make sure that you exactly know what to write before you start writing anything so that there is no wastage of time or duplication of effort. I make sure that you have a good idea of what the admissions office is expecting from you so that you can tailor your applications accordingly. The application process is a 'MARKETING EXERCISE,' where you are trying to sell yourself to the school. I make sure that you get your marketing strategy right and then go on to fashion your applications accordingly.

## METHODOLOGY



## PREPARATION OF RESUME, GOALS, LORS, AND ESSAYS

The first application document we will work on is the resume, as everything else in the application is connected to it. Using the resume we will develop the post-MBA goals and the Letters of Recommendations, and after that we will start working on the application essays

## METHODOLOGY



## EARLY START TO INTERVIEW PREPARATION

We will not wait for the interview invite to come before starting on the interview preparation. We will start the interview preparation early so that you get enough time to get yourself ready. I will share with you sample answers and instructions for the most important interview questions and then work with you to prepare your answers. After the answers are ready, I will conduct the mock interviews and give you detailed feedback.

## METHODOLOGY



## REVIEW OF DRAFTS

Once you have written the first draft, I review it for checking the structure and content.

## METHODOLOGY



## EDITING OF ESSAYS

Once the stories and structure are all set, I do detailed editing of the essays and get them ready for submitting. I go through as many iterations as required to make the essays perfect. During this stage, I will work with you to make sure that you are comfortable with the changes I am making. You will get every chance to voice your opinions, and I will work with you to get a mutually acceptable draft.

## METHODOLOGY



## WAIT LIST REVIEW AND STRATEGY

If in case you get waitlisted at any school, I will do a comprehensive review of the situation and offer suggestions on the next steps. I will work very closely with you to try and move you from 'waitlisted' to 'accepted'.

## METHODOLOGY



## ACCEPTANCE ADVICE

On receiving an admissions offer, I will advise you on how to apply for the scholarship (essays, presentations, etc.) and then help you make the acceptance decision if you gets multiple offers.

## METHODOLOGY



## POST-ADMISSIONS STRATEGY

I believe in building long-term relationships to benefit my business. So, at the end of this service, I will add you to my network (if you are willing) and continue to remain in touch with you. I will connect you with relevant people in your industry who can help you best utilize the potential of your higher education. Additionally, at any point in time in the future, if you want my advice on any matter related to business, careers, interviews or further education, I will be happy to give some time to talk to you.

## TESTIMONIALS



**Profile: 710 GMAT, 4 years of experience in the Oil & Gas Sector**

**Result: London Business School**

*“Highly available consultant always eager to help”*

Working with Suman on Business School applications has the inherent advantage that you will work directly with him right from start to finish – and your case won't be delegated to a junior consultant or a secretary after the service is sold to you. Every phone call, email or Whatsapp message will be answered by Suman himself, which is very different from the process followed in other – bigger firms where you will never be able to track who is actually working on your material away from your view. After another consulting company grossly mishandled my case, I signed up with Suman for round 2 applications, and he turned things around for me in a very short time. He first advised me to change my recommenders (as the existing ones were not suited to provide useful recommendations) and then quickly developed a comprehensive plan with deadlines and pushed me very hard to complete everything within the allotted time. I loved his methodical approach and positive attitude, which boosted my spirits and helped me showcase the uniqueness of my profile in the application. Suman is highly available, and he will work harder than you to make sure things are done in time and with the highest quality standards. I was very impressed by his confidence and knowledge of the nitty-gritty of the applications – and I found that almost everything he told me about the application process and the MBA turned out to be true.

## TESTIMONIALS



**Profile: 740 GMAT, 6 years of experience in Digital Consulting**

**Results: Duke University, Fuqua School of Business**

*“Amazing ability to craft stories from nothing”*

A business school application is at a high level an exercise in ‘storytelling’ - right from the resume, to the goals, the application essays or answers to behavioural questions in the interview – everything is at the end of the day a story you are telling about yourself, hoping to bring out the unique professional experiences and personality traits that make you an attractive candidate. Storytelling is tougher than it looks, especially in an application like Fuqua which has 2 large essays of 2 pages each, - the first of which is a list of 25 random things which is nothing but 25 different stories about yourself. How do you choose which story to tell? Then how do you structure them in a way that makes them attractive? What do you do if you have no stories for such difficult questions such as "Tell us about a time when you showed leadership in an international setting," or "Tell us how you dealt with a conflict situation with a supervisor," or "The best feedback you ever got." Questions like these appear in many MBA applications and in almost every admissions interview. How do you deal with them? This is where Suman comes to the rescue. He will take even a trivial experience that you might have had and transform it into a solid story as per the question that is asked. He will give you suggestions of possible stories if you don't have anything to offer for a particular question. He will also tell you how to focus the story on creating the right impact and how to end stories with a learning or insight about leadership/ people management or business which will showcase you as a thinking person who is ready for business education.

Considering that I was a re-applicant to Fuqua, who - apart from the normal essays - also had the additional burden of showing how his profile has improved since the previous year through a 2-page re-application essay– I don't think I would have made it without Suman's help.

## TESTIMONIALS



**Profile: 332 GRE, 3 years of experience in the Heavy Engineering/Power Sector**

**Result: Carnegie Mellon University, Masters of Science (MS), College of Engineering**

*“Great Industry Knowledge, very effective even for Masters (Non-MBA) Admissions”*

Suman surprised me with his extensive knowledge of diverse industries – especially in the power sector where he has never worked in his corporate career. His industry knowledge helped him understand my academic and professional profile very easily and proved to be very effective in seamlessly weaving together the various pieces of the SOP – past profile, current work experience, future goals and why an MS program is well suited for my career aspirations. He kept pushing me to dig deeper for information and encouraged me to research the program so that the right material is written in the application. I was surprised with the rigor he put into the process – forcing me to keep improving my application till it reached a stage where an admission was inevitable.

## TESTIMONIALS



**Profile: 720 GMAT, 3 years of experience in Financial Services Consulting**

**Results: Cornell University, Johnson Graduate School of Management**

*“Heavy focus on interview preparation from Day 1”*

Suman’s approach to admissions consulting is different from other consultants as he will encourage you to focus on the interview from day 1 – In my case he spoke about the importance of the interview and how it is more difficult than it looks during the profile evaluation call, even before I had signed up for his services. I spoke to many consultants before deciding to work with Suman, and no one other than him emphasized the overarching importance of the interview on the admissions process. Other consultants viewed the interview preparation as nothing more than two mock interviews that they would conduct after you get the invitation to interview, where they would give you some high-level feedback on how to improve your answers. But, Suman looked at the interview preparation as deeply intertwined with the application process where interview preparation and essay writing progressed in parallel – with both influencing the development of each other. He started the interview preparation by giving me 4 documents, which had detailed instructions and samples for the most important interview questions, and then coached me on how to structure the answers so that the maximum points can be scored in the interview. He gave me stories or material for the questions I was struggling with. After that, I prepared my answers to all my questions, and he reviewed and edited them to make them perfect. After practicing the answers for 2 weeks, I did a mock interview with him where he gave me additional inputs and feedback on how to improve my answers. By the time of my third mock interview with him, I was ready. The impact of this preparation showed in the result – as I was rejected the previous year at Cornell after the interview, but this year I aced the interview and gave them no excuse to deny me an admission. The interview happened with a Johnson School alum who had travel plans, and thus I had to get the interview done in 4 days after I received the interview invite. Had Suman not forced me to prepare for the interview in advance – having warned me that I will never have sufficient time if I waited for the interview invite, there is no way I could have got myself ready in 4 days.

## TESTIMONIALS



**Profile: 750 GMAT, 3 years experience in Software Engineering**  
**Results: University of Michigan, Stephen M. Ross School of Business**

*“Heavy focus on interview preparation from Day 1”*

Suman’s approach to admissions consulting is different from other consultants as he will encourage you to focus on the interview from day 1 – In my case he spoke about the importance of the interview and how it is more difficult than it looks during the profile evaluation call, even before I had signed up for his services. I spoke to many consultants before deciding to work with Suman, and no one other than him emphasized the overarching importance of the interview on the admissions process. Other consultants viewed the interview preparation as nothing more than two mock interviews that they would conduct after you get the invitation to interview, where they would give you some high-level feedback on how to improve your answers. But, Suman looked at the interview preparation as deeply intertwined with the application process where interview preparation and essay writing progressed in parallel – with both influencing the development of each other. He started the interview preparation by giving me 4 documents, which had detailed instructions and samples for the most important interview questions, and then coached me on how to structure the answers so that the maximum points can be scored in the interview. He gave me stories or material for the questions I was struggling with. After that, I prepared my answers to all my questions, and he reviewed and edited them to make them perfect. After practicing the answers for 2 weeks, I did a mock interview with him where he gave me additional inputs and feedback on how to improve my answers. By the time of my third mock interview with him, I was ready. The impact of this preparation showed in the result – as I was rejected the previous year at Cornell after the interview, but this year I aced the interview and gave them no excuse to deny me an admission. The interview happened with a Johnson School alum who had travel plans, and thus I had to get the interview done in 4 days after I received the interview invite. Had Suman not forced me to prepare for the interview in advance – having warned me that I will never have sufficient time if I waited for the interview invite, there is no way I could have got myself ready in 4 days.

## **Contact Information, Website Address, and Social Media Handles**