This summer I worked for Blue Canyon Partners, a boutique growth-strategy management-consulting firm based in Evanston, IL. Blue Canyon Partners focuses on assisting clients achieve their goals through various growth strategy approaches. This can include expansion to adjacent markets, expansion to markets within an industry through product development, mergers and acquisitions, and improving sales through marketing and strategic sales. Blue Canyon Partners is able to tackle problems with a unique methodology that result in value adding solutions.

The opportunity to intern for Blue Canyon Partners this summer exposed me to the world of management consulting. I was able to work on a variety of projects with every associate in the office, which helped me get to know all of my co-workers and the diversity of approaches that can be taken when conquering problems. I spent my time working on Blue Canyon Partners sales and marketing efforts along with various consulting projects. Sales and marketing projects involved researching potential clients, putting together informational packets, and categorizing case studies within Blue Canyon Partners publications. This helped me better understand what clients were looking for, what Blue Canyon Partners deliverables included, and what it took to succeed in the management consulting industry.

The first consulting project I worked on was in the rail intermodal industry for a major player in the transportation sector. The client was interested in better understanding the rail intermodal industry; this involved determining market size, growth, competition, and location. For this project my task was to determine where the future rail intermodal terminals were going to be built and attempt to project how this would influence the industry. I was also charged with examining a variety
of equipment used in these facilities. This was a great first project that demanded a fast learning curve and the ability to read, understand, process, and write – exactly what Sewanee has prepared me for.

After this project I had the opportunity to work with an associate on a project for a client having trouble achieving growth in the water heater market and was looking for opportunities for expansion. This project involved taking key known data points and using a model to triangulate estimates for market sizes and potential growth.

I worked with an associate on a project to assemble a model that would be used by a private equity firm to determine how to best integrate two companies. This model was vital in assembling a road map for the integration of these two companies to best leverage their strengths.

The last project I had the opportunity to work on was for a company in the chemicals industry. The associate I was working with on this project and I took data on over 300 end customers and used the eight metrics we established to show the true value of each customer broken down by past value and future value. This data was to be used by the client to discover which clients were the most valuable and which were the least so to improve strategic sales.

The opportunity to work for Blue Canyon Partners enabled me to learn about strategic thinking, management consulting, and business development. I really found a passion for management consulting and helping companies achieve growth goals. The funding I received to complete this internship was truly a gift and it led to experiences that were invaluable to my growth as a person and as a student.