



Performance Note - University of Minnesota Recruiting Efforts

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As a Manager in Advisory, I have had the pleasure of working with Ore on a campus recruiting initiative in our local market. Ore has been a key contributor to our efforts to ramp up recruiting for Advisory in Minneapolis this year. While Advisory revenue has grown by 37% in the past 3 years in Minneapolis, the local staff headcount has remained flat. Ore, along with a few other University of Minnesota alums in the Minneapolis office jumped on the opportunity to participate in a volunteer task-force to develop a business case and overall strategy for Advisory recruiting at the University starting in the fall of 2013.

Ore has distinguished himself on the U of M Advisory recruiting team in a number of ways:

- Researched and communicated various ways PwC can engage with the Carlson School - the business school at the University.
- Leveraged his previous background recruiting for Minneapolis RAS group and experience as a Carlson Undergrad and MBA to provide insights into nuances of recruiting at Carlson (such as competition/numbers/types of students)
- Participated actively and enthusiastically in recruiting strategy meetings with the team and presented our findings and recommendations to the Advisory market leader
- Took the lead on developing the recruiting and engagement strategy deck to be communicated to Local Advisory leaders and the entire local Advisory staff during an upcoming all hands meeting

It has been an absolute pleasure working with Ore on this effort. He is passionate, articulate, responsive and diligent. I expect him to continue to play a leadership role on the recruiting strategy going forward - which will have a significant impact of the future success of our Advisory practice in Minneapolis.