IMPACT
CONSULTING GROUP

About Us

Rotman MBA Talent with Diverse Industry Experience

Located at the University of Toronto's Rotman School of Management, IMPACT Consulting Group is a fee-based management consulting firm led by MBA students. In addition to our MBA education, we have over 23 years of combined professional experience in a diverse range of industries, including management consulting, investment banking, information technology, financial services and real estate development.

Access to Canada's Best Business Minds and Research Resources

Rotman faculty are ranked among the top in the world for their research quality and capacity, and IMPACT has direct access to this expertise. The team also has access to a wealth of knowledge from a world class board of advisors composed of Rotman faculty and industry professionals. Furthermore, IMPACT is well-equipped with premium industry databases, such as Bloomberg, Capital IQ and Thomson ONE, to help clients conduct extensive market research and industry analyses.

Premium Consulting Services at Highly Competitive Rates

IMPACT collaborates with a variety of clients to create value through customized solutions that address a full-range of business challenges, at a highly competitive rates.

Clients We've Served

RBC, VISA, SickKids, Toronto Region Board of Trade, McGraw Hill Education, Petro-Canada, Bell, Peel District School Board

Our Services

The IMPACT team utilizes an innovative and human-centred approach to creative problem solving. We collaborate with our clients to design solutions that deliver tangible results.

Business Planning & Development

- Concept Development
- Strategic Planning
- Financial Analysis
- Market Entry & Growth

Performance Improvement

- Process Mapping
- Performance Management
- Change Management
- Controls and Incentives

Market Research

- Industry Analysis
- Market Sizing
- Competitor Analysis
- Funding Strategies

Customer Engagement

- Marketing Plans
- Customer Insights
- Pricing Strategy
- Experience Design

Our Team

At IMPACT, we leverage our diverse industry experience and functional expertise to help our clients master ambiguity in an uncertain world.

"IMPACT's competitive advantage lies in its provision of high quality consulting with a fresh perspective"

Roger Martin, Former Dean
Rotman School of Management

Arianna Marcano

- Rotman MBA '19
- B.B.A. Marketing, University of Calgary

Industry Experience
- Financial Services
- Wealth Management

Functional Expertise
- Customer Engagement
- Investment Advisory

Arianna worked in finance advising clients on investments, credit and risk. As a board member of the RBC NextGen initiative she developed and implemented regional and national strategies to influence a large market on mentorship and professional development. Arianna also worked in several customer engagements creating strategies to increase sales, client loyalty, and adoption of new technology.

Austin Lam

- Rotman MBA '19
- B.A.Sc. Engineering Science, University of Toronto

Industry Experience
- Information Technology
- Capital Markets

Functional Expertise
- Data Analytics
- Software Product Development

Austin has seven years of experience in spearheading financial technology initiatives in New York and Toronto. He managed real time sales & trading platforms and launched system upgrades to improve operational efficiency. He has served as chair of innovation, where he advised senior executives on leadership development and designed workshops to facilitate cross-discipline training.

Carson Kotnyek

- Rotman MBA '19
- Professional Engineer
- B.Eng. Civil Engineering, University of Alberta

Industry Experience
- Real Estate Development
- Construction Management

Functional Expertise
- Project Management
- Implementation Advisory

As a project manager, Carson has delivered a range of projects from health care facilities to transit infrastructure, collaborating with clients to bring projects to life. He has shared his expertise on the integration of technology and sustainability in development through presenting at a broad range of conferences, including last year's Norton Rose Fulbright Motion annual conference.

Dustin Spencer Ashley

- Rotman MBA '19
- B.A. Political Science, Duke University

Industry Experience
- Investment Banking
- Capital Markets

Functional Expertise
- M&A Transactions
- Financial Modelling

Dustin worked for two years as an investment banking analyst for RBC Capital Markets in New York, where he worked on an array of buy- and sell-side M&A transactions and debt financings, within the industrial & diversified services industry. He created complex financial models, directed and executed extensive market research and data-driven analyses to advise corporate clients.

Norman Dobravsky

- Rotman MBA '19
- B.A. International Business, Tec de Monterrey

Industry Experience
- Management Consulting
- Manufacturing & CPG

Functional Expertise
- Business Model Transformation
- Case Development

With four years of experience in strategy and operations consulting and in financial services, Norman worked for Deloitte Consulting and helped clients redesign their business models in a variety of industries, from financial services to manufacturing and consumer packaged goods. He also worked as an AML manager at Citibanamex, where he spearheaded strategic initiatives to reduce company exposure to anti-money laundering activities.

Contact Us

Tel: 416-946-8787

Email: impact@rotman.utoronto.ca

105 St. George Street, Suite 3092
Toronto, ON, M5S 3E6

www.impactconsultinggroup.ca

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