

**ROY HELDSHTEIN**  
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EDUCATION	<p>UNIVERSITY OF MICHIGAN <span style="float: right;">Ann Arbor, MI</span> Stephen M. Ross School of Business Master of Business Administration, April 2007</p> <ul style="list-style-type: none"><li>• Emphases in Corporate Strategy and Finance</li><li>• Candidate for Graduation with High Distinction; GMAT: 710 (95th percentile)</li><li>• Elected International Committee representative for Student Government Association</li></ul> <p>TEL AVIV UNIVERSITY <span style="float: right;">Tel Aviv, Israel</span> Eitan Berglas School of Economics Bachelor of Arts, Economics &amp; Business, August 2003</p> <ul style="list-style-type: none"><li>• Graduated Magna Cum Laude (top 1%)</li><li>• Elected University Student Association representative to international economic conferences in Estonia (April 2003) and Slovakia (April 2002)</li></ul>
EXPERIENCE Summer 2006	<p>THE BOSTON CONSULTING GROUP <span style="float: right;">Atlanta, GA</span> Summer Consultant</p> <ul style="list-style-type: none"><li>• Analyzed 38 competitors for growth strategy case based on various criteria. Work included deep-dive analysis on key competitors and primary market research. Output from research was used to guide strategy development and presented to the client</li><li>• Performed a robust competitive analysis as part of a cross-nation case team performing due diligence study of a global \$2.0B consumer goods firm</li></ul>
M.A.P. 2006	<p>BORDERS GROUP, INC. <span style="float: right;">Ann Arbor, MI</span> Consultant</p> <ul style="list-style-type: none"><li>• Conducted strategic analyses for Borders' expansion into the airport newsstand segment; Assessed total potential business including entry strategy, service operations, branding options, and projected financial return</li></ul>
2002-2005	<p>KAPLAN TEST PREPARATION (FORMERLY LACHMAN EXAM PREP. LTD.) <span style="float: right;">Tel-Aviv, Israel</span> General Manager, Psychometric (SAT) Division</p> <ul style="list-style-type: none"><li>• Led national SAT division (75 employees), responsible for budget and growth strategic planning, achieving 150% increase in annual revenues and profits from 2002 to 2004</li><li>• Analyzed \$40 million Israeli SAT market during Kaplan-Lachman acquisition process; Presented findings to senior management, leading to Kaplan's first Israeli market entry</li><li>• Initiated company's first TV campaign, analyzed market products and customers needs, resulting in market share increase from 2.5% to 15% in two years</li><li>• Recruited, trained and led team of 75 SAT instructors; Under supervision, overall student satisfaction increased by 25% within one year</li></ul>
2000-2002 Part-time	<p>LACHMAN EXAM PREPARATION LTD. <span style="float: right;">Rishon Le'zion, Israel</span> Head Instructor/Administrative Manager</p> <ul style="list-style-type: none"><li>• Coached over 30 SAT-prep and mathematics courses in classes of 25 - 30 students; Ranked highest-rated instructor in student evaluations (9.8 average/10), leading to appointment as special math techniques instructor in exceptional gifted student classes</li><li>• Promoted to Head Instructor and Administrative Manager of Rishon branch within one year, based on contribution to branch's rapid growth (200%) as instructor</li></ul>
1995-1999	<p>ISRAELI DEFENCE FORCES (IDF), ARTILLERY CORPS <span style="float: right;">Golan Heights, Israel</span> Lieutenant, Field Commander</p> <ul style="list-style-type: none"><li>• Commanded special force battery of 300 soldiers, responsible for the maintenance of 100 units of advanced military hardware; Battery ranked no.1 in battalion</li><li>• Integrated 50 soldiers with diverse backgrounds into unified team and led them during ambiguous and high stress situations; Team ranked no.1 during battalion drill</li><li>• Head Instructor of Officer's Academy, responsible for 20 officers and 100 cadets during complicated military operation training and leadership development practices</li></ul>
ADDITIONAL	<ul style="list-style-type: none"><li>• Wingate Institute instructor for disadvantaged teenagers</li><li>• Enthused traveler; Avid scuba diver; Former amateur theater actor</li></ul>