

# SEMESTER IN REVIEW

Fall 2024



**NJC** | NOVA  
JUNIOR  
CONSULTING  
By Nova SBE

## Company Information

Nova Junior Consulting

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## Editorial Team

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**NJC Consulting Days**



**Life at Consulting: What does it look like?**



# Message from the President



Dear NJC Community,

Semester after semester, we have brought you the Semester in Review magazine with the goal of showcasing what NJC's semesters look like. It is with great pride that we present to you the Fall 2024 Edition.

This semester, our dedicated team of 48 members developed seven external projects with six clients. These clients ranged from large corporations to NGOs and embassies. But the main highlights we are thrilled to share is that NJC has reached a remarkable milestone of trust: all our clients this semester had worked with us at least once before. This is a testament to the strong relationships we've built and the consistent value we deliver.

This semester was also rich in learning opportunities. We partnered with Oliver Wyman (Spain office), McKinsey (Portugal and Germany offices), BCG, and Kearney, who generously mentored our projects. Their guidance was fundamental in ensuring that our work continues to meet the high-quality standards we set for ourselves. We extend our gratitude to these organizations for their support. And a special thank you also goes to our incredible alumni network, whose ongoing involvement and impact help us thrive semester after semester.

We also had the privilege of visiting the offices of McKinsey, BCG, and Kearney, where we not only connected with inspiring individuals but also deepened our knowledge of consulting-relevant topics.

Another highlight of this semester was the success of our Consulting Days event. Beyond delivering top-notch solutions to our clients, we remain committed to educating the Nova SBE community about the consulting world. This semester, our talks in partnership with McKinsey and Oliver Wyman saw an impressive turnout, reinforcing the importance of our mission. The event also featured a Case Competition, where, together with Brisa and Deloitte, we explored innovative mobility solutions with Nova SBE students in which a well-deserving team was awarded with a prize of €1,000.

Maintaining a strong relationship with our fellow JEs was also one of our priorities this past semester and, on that note, Duarte Clemente, our External Vice President, and I were honoured to represent NJC at the JE Day 2024, having the opportunity to share NJC's value and impact for an audience of over 200 people, which was an incredibly rewarding experience.

As we wrap up another successful semester, I want to express my deepest gratitude to everyone who contributed to making this journey possible—our clients, mentors, alumni, and the entire NJC community. Together, we continue to set new standards and build a legacy of excellence.

Thank you for being a part of our journey.

Warm regards,

*Margarida Paneiro*

Margarida Paneiro  
President

# Our Fall 2024 Team



## Board of Directors

Duarte Clemente; Margarida Paneiro; Maria Matilde Pires;  
Guilherme Cascalhais; Tiago Silva; Inês Figueiredo; Carolina Carvalho; Inês Figueiredo; Florian Wacha; José Soares.

## Principals

Afonso Arsénio; Maria Laranjo; Miguel Nunes; Rodrigo Miguel.

## Project Leaders

César Castro; Hugo Fernandes; Laura Grens; Manuel Estrela; Marta Gama; Miguel Miranda; Tiago Pereira.

## Consultants

Catarina David; Drey Tengan; Ema Neto; Felix Foesch; Gonçalo Pinto; João Poças; Leonor Amaral; Lola Jakob;  
Lourenço Centeno; Lukas Bieder; Mafalda Correia; Manuel Pereira; Margarida Correia; Maria Francisca Pena;  
Maria Resende; Phoebe Maton; Rafael Dias; Rita Figueiredo; Rita Neves; Rodrigo Varela; Sofia Garcia; Tim Heim;  
Tomás Almeida; Tomás Laranjeira; Tomás Tavares.

## Business Support Team

Beatriz Rodrigues; Leonor Pires; Madalena Caetano.



**48 Members**



**6 Countries**



**8 Languages**



**6 Programs**

# The Semester in Figures

## Projects



43 Members in Consulting Staff

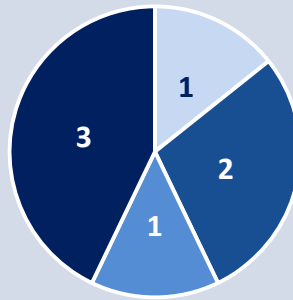


7 External Projects



Over 2500 hours of consulting

Type of Project



## Initiatives

## Events



NJC Consulting Days



Innovation Meetings

6 Team-building Events



3 JE Network Events

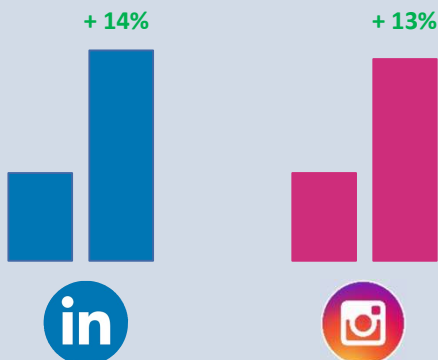


6 Learning Sessions

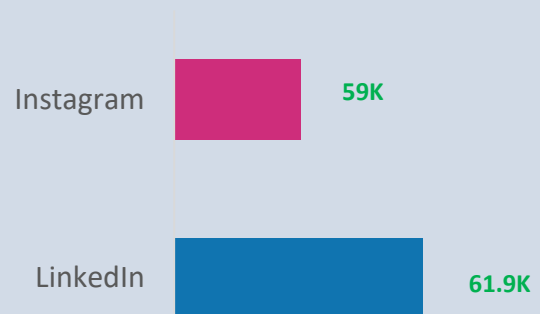


## Social Media

Followers Increase per platform



Total Post Reach per Platform



# NJC Impact

## Initiatives

### Community Engagement

As one of our priorities, NJC puts significant effort into enhancing external relationships, being it with the Nova SBE community and the JE movement. Throughout this semester, our members participated in JE events, collaborated with other JE's to organize an Hackathon, and promoted Consulting Days to keep connected with the community. Thus, NJC remains focused on new projects, events, and initiatives that positively impact our community.



### Strategic Development

For the long-term, NJC aims to not only develop itself internally, but also externally, by trying to polish relationships among stakeholders. To achieve this, events were organized, and surveys were developed. Internally, all departments ensured NJC stayed innovative and efficient, with new tools for HR and Commercial purposes, alongside a smoother and more continuous approach to clients. Moreover, NJC had two media appearances during the semester, with articles published in Uniarea and Sapó, and to further increase brand awareness, NJC launched NJC Talks on Spotify. These efforts reflect our commitment to progress while staying engaged with our community.

### Members' Well-being

At NJC, we believe that motivating individuals builds motivated teams. Hence, each members' well-being is at the core of NJC's purpose. This semester, we organized six activities that promote healthy relationships and mindfulness. Among these, while the Laser Tag Get-Together brought many smiles, the yoga session helped students to relax before exams. We aim to balance NJC's demanding work with initiatives that build strongly connected and resilient members.



# Get to know AcademiaTEN and the project developed by NJC this semester

*“This project represents a pivotal milestone in Academia TEN’s evolution, demonstrating commitment to impactful solutions in education.”*



*Tiago Silva,  
Marketing Director*



*Rodrigo Miguel,  
Principal*

## Client & Social Leapfrog Description

AcademiaTEN is a complementary educational project to school that promotes academic success, social development, and integration of students from different backgrounds. Its mission is based in three main pillars: ‘Learn’ (School learning for students with needs); ‘Belong’ (Community well-being and relationship quality); and ‘Inspire and Empower’ (Stimulating culture, fostering mutual support).

AcademiaTEN takes part in the 3rd Edition of the Social Leapfrog Program, a capacity-building initiative that supports social organizations in "taking a leap" in impact and financial sustainability, alongside NJC for 6 years. The Social Leapfrog Program is organized by the Leadership for Impact Knowledge Center at Nova SBE, it is part of the Social Equity Initiative, a partnership between Banco BPI, Fundación "la Caixa" and Nova School of Business and Economics.



The AcademiaTEN’s and Social Leapfrog’s teams together

## Project Summary

In this project, we developed a comprehensive strategy to support Academia TEN in advancing its mission of transforming education in Portugal and addressing educational inequalities, given their relocation to Benfica, in Lisbon. This effort culminated in the presentation of a structured Business Plan, accompanied by actionable recommendations and a strategic roadmap aimed at ensuring the organization’s sustainable growth and long-term impact.

Furthermore, we designed a communication strategy tailored to the social-driven organization’s three core stakeholder groups: students, families, and partners. For each audience, we proposed tailored approaches that align with their unique needs and expectations, enhancing engagement and alignment with Academia TEN’s mission. Finally, to ensure the effectiveness of these efforts, we defined clear Key Performance Indicators (KPIs), enabling monitoring and evaluation in achieving the organization’s goals.





Finally, our recommendations focused on attracting and formalizing new partnerships and funding sources to establish Academia TEN as a key player in Benfica. Besides that, we recommended adopting specific communication strategies to better engage stakeholders, designing initiatives specifically targeted at each of them: students, collaborators, and partners. In parallel, the implementation of KPIs will ensure sustainable growth, with a continuous performance-tracking system for consistent self-assessment and improvement.

This project represents a pivotal milestone in Academia TEN's evolution, demonstrating an incredible commitment to sustainable and impactful solutions in education. By addressing systemic challenges with actionable and measurable strategies, Academia TEN is making significant progress toward educational equity and creating opportunities in a flexible way, independently of its location.

## Client Feedback

*"Working with NJC was a very enriching experience for AcademiaTEN. The team is very well structured, with clearly defined roles, always demonstrating professionalism and a strong sense of commitment. It is remarkable how they balance their studies with the desire to learn and develop as professionals, delivering with high quality and confidence. We greatly appreciate the meetings they led, and the results presented, giving a new perspective on our organization."*



AcademiaTEN's Team

# NJC Consulting Days

*“Consulting Days left a notable mark, and we look forward to continuing this journey of growth, learning, and connection in the years to come.”*



*Carolina Carvalho,  
Operations Director*



*Maria Matilde Pires,  
Internal Vice-President*

From November 4th to 6th, NOVA School of Business and Economics hosted the NJC Consulting Days, an initiative organized by Nova Junior Consulting (NJC).

The event’s structure was designed to connect students to the world of strategic consulting, providing a platform to learn, engage, and grow alongside industry leaders. Oliver Wyman’s session on "How to Ace a Consulting Interview" provided actionable advice for students aspiring to join top consulting firms, while McKinsey & Company’s talk "Life in Consultancy & Look at the Future" offered a glimpse into the dynamic and transformative world of consulting.

Additionally, Brisa session not only showcased a real-world consulting project developed in partnership with NJC, but also helped students to tackle practical challenges.

In parallel, alongside Brisa and Deloitte, NJC held a Case Competition, where teams of 3 to 5 students tackled a real-world problem in limited time.

With a brief presentation to start the competition, all teams were able engage with the industry leader either to align their findings or to align the project’s structure and next steps.



This competition not only tested their analytical and problem-solving skills but also allowed them to continuously align their findings and next steps, as well as presenting their findings to Brisa’s industry experts. The winning team received a €1,000 prize, with every participant left with invaluable lessons in resilience, creativity, and teamwork.

With over 200 students actively participating, Consulting Days were a hub of knowledge exchange and professional growth. Its success was made possible through the collaboration between NJC and NOVA SBE, which not only provided the space for these sessions but also recognized their value to the students by making them eligible for Career Action Points. This alignment of academic and professional development reflects the institution’s unconditional commitment to prepare its students for future challenges.



Besides learning and skill-building, the event strengthened the bonds within the community. It created a space where students, faculty, and industry professionals could connect, share insights, and promote mutual growth through interactions and shared experiences.

The impact of Consulting Days goes beyond the event itself. It has inspired students to embrace challenges, think critically, and collaborate effectively. As Nelson Mandela once said, “Education is the most powerful weapon which you can use to change the world.” This sentiment perfectly translates the core of Consulting Days - a platform that informs and empowers students to shape their futures with confidence and purpose.

Finally, we extend our heartfelt gratitude to everyone who contributed to the event’s success - our inspiring speakers, engaged participants, and the dedicated departments behind the scenes. Consulting Days has left a notable mark, and we look forward to continuing this journey of growth, learning, and connection in the years to come.

# Life at Consulting: What does it look like?

*“Looking back on our time in consulting, despite the challenges, neither of us would trade the experience for anything.”*



*Felix Foesch,  
Consultant*



*Mafalda Correia,  
Consultant*

## Testimonies and Personal Experiences

Mafalda Correia, at KPMG Portugal. Currently pursuing an International Master’s in Finance and a first-semester consultant at Nova Junior Consulting. After completing her Bachelor’s degree, she decided to take a year off to gain hands-on work experience, which led her to join KPMG Portugal’s Management Consulting department, where she had the chance to work on two projects with distinct scopes. The first project focused on the adoption of a shoe recycling system.

Her role revolved around conducting extensive research and ultimately producing a benchmark of European best practices to present to the client. While the task might seem repetitive or overly technical at first glance, it was essential for grounding the client’s vision in reality.

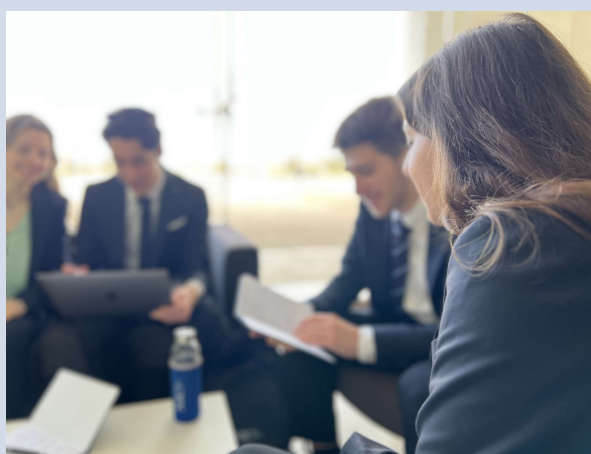
The second project involved serving as a Project Management Officer (PMO) for a digital transformation strategy at a multinational NGO. This role was more dynamic, requiring herself and the team to coordinate across multiple stakeholders, manage tight deadlines, and navigate complex communication challenges. Working with international shareholders added layers of complexity, as it required aligning diverse interests while ensuring smooth execution. This project tested her ability to manage priorities and foster effective communication in high-pressure circumstances.

Felix Foesch, at thyssenkrupp. Currently pursuing his Master’s in Management at Nova SBE, and is also a first-semester consultant at NJC. After finishing his Bachelor’s degree in Industrial Engineering, he started working in one of Germany’s leading in-house consultancies thyssenkrupp Management Consulting (tkMC), part of the thyssenkrupp group, where he stayed for almost two years.

His path into consulting was untraditional and rather long. After high school, he didn’t want to dive directly into the world of academics but gain practical experience first, ending up deciding to pursue an apprenticeship. Even earlier, during his Bachelor’s degree, his interest in consulting rose and he joined a student consultancy in Cologne. As one of its members, he got into contact with many different firms and also gained his first practical experience while working on real-life projects. This time was very valuable and made him realize even more that he wanted to follow this path further.

## Introduction

As part of NJC’s mission is to prepare students for real-world, this article describes the journeys of Mafalda and Felix in the consulting industry, as well as the unique challenges they have encountered, lessons learned and tips for anyone considering this dynamic career path.



## Advantages

For Mafalda, one of the most exciting aspects of consulting is its multidisciplinary nature. Each project introduces you to a new industry or subject, often completely unfamiliar at the start. However, by the end of the project, you've gained expertise in areas you never imagined knowing about— you can ask her anything about shoe recycling!



Felix, with nearly two years of consulting experience, echoes this sentiment. His journey has spanned fields ranging from ESG, M&A, Restructuring to Corporate Strategy. A standout experience for him was a four-month project in France in which he helped the regional CEO of a business unit to set up a turnaround program. Working closely with C-Level managers was very fascinating, especially abroad. This project also underscored the importance of personal fit, as you spend a lot of time with your colleagues. Indeed, Felix and his team decided to stay one weekend privately to explore the coast of southern France together, which made the project even more special.

Another project brought Felix to the group's strategy department, in which he worked on the future path of the whole group and different future scenarios. Being so close to the top management of a multi-billion-euro company with almost one hundred thousand employees during his twenties, was something unimaginable and also very valuable, even though it was very different to his previous experience.

Beyond the subject matter, consulting offers unparalleled opportunities to connect with people. The bonds you form with your team, working together daily under tight deadlines, often go beyond the professional realm. Additionally, engaging with experienced stakeholders provides invaluable insights into business. Hearing their perspectives, built on years of experience, accelerates both personal and professional growth in a way no classroom ever could.

## Challenges

Although having the opportunity to stay abroad and do great projects, working in a fast-paced environment like consulting also holds its challenges, which must be mentioned. Long working hours, tight deadlines and high expectations can create pressure on one's well-being. The job itself requires high dedication and makes it hard to balance work and personal life. For Felix, one of the biggest adjustments was grappling with the unpredictability of the workweek. As someone who is very structured, it was initially challenging to accept that plans are always at risk because something unforeseen can happen. During challenging times, he emphasizes the importance of taking a step back and reflecting on the personal "why". There will always be challenges, but it all boils down to how you handle them.

For new joiners, the initial phase can be the hardest. Felix recalls that even the application process, with several rounds of interviews and case studies, was an intense and time-consuming experience that required thorough preparation. Once on the job, adapting to the steep learning curve and fast-paced environment added another layer of difficulty.

Lastly, working in teams isn't always smooth sailing, and inefficient collaboration or misaligned priorities can create pressure and even moments of frustration. Mafalda notes that navigating these dynamics is an essential part of the learning process, building resilience and teaching valuable interpersonal skills.

## Personal Advice and Reflections

When jointly reflecting on our consulting journey, one of the key takeaways is the importance of preparation, particularly for the interview process. Do not neglect the personal part of the interview and do not overthink the process overall. With the right approach and preparation, it is very manageable.

Once on the job, adaptability becomes crucial. Consulting requires you to adapt very quickly to new circumstances, tasks and people. In the beginning, the amount of challenges seems incredibly large, as you not only have to familiarize yourself with the content of the project and the firm overall, but also build up technical skills such as slide design, storytelling, and different analyses.

Absorbing everything around you—positive or negative—is crucial for growth. Every piece of feedback, every observation, and every mistake is an opportunity to learn and improve. One crucial piece of advice is to support your superiors: by taking tasks off their plate, you free them to focus on more critical issues, which creates a smoother and more efficient project.

Attention to detail is another cornerstone to success. Carefully reviewing your work before submission minimizes errors and fosters trust within your team, leading to greater responsibility over time. Quality takes time and even though spending two hours perfecting a single slide may seem excessive, the effort shows in the results. Of course, balancing this with deadlines and project demands is essential, as consulting often requires finding that delicate balance between perfection and practicality.

Looking back on our time in consulting, despite the challenges, neither of us would trade the experience for anything. Every long hour, every mistake made, and every challenge was an opportunity to grow and develop. Consulting is uniquely rewarding, offering the chance to work alongside exceptionally talented individuals to tackle complex problems, constantly learning and adapting.

We sincerely encourage anyone considering consulting to give it a try. For those ready to embrace the challenges, there will be moments of frustration, but these will be far outweighed by the opportunities to grow, learn, and connect with incredible people.



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