

The New England Consulting Group

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The New England Consulting Group Launches “Plan B” Virtual Internships for College Students Disrupted by COVID-19

Boutique firm looking to help CT college students left without resume building work experience due to the pandemic

Westport, CT, May 26 2020- The New England Consulting Group, a leading boutique marketing management firm, announced earlier today that it is accepting applications for a new summer internship program. It was created in response to a growing number of inquiries from college students whose summer internships were canceled by other companies. The virtual internship program is open to college students across Connecticut who are able to receive college credits in lieu of salary. The program runs from June 15 through August 14, 2020.

Gary Stibel, the Founder and CEO of NECG, said, "In the last several weeks, we have been contacted by several college students looking for alternatives after their original internships were canceled. As a company with forty years of history here in CT, I felt like we had to do something for qualified students, and the other partners agreed".

During the program, each participant will complete projects in business development and strategic marketing. They will also participate in marketing excellence training led by NECG Partners, all of whom have experience leading marketing teams for companies including P&G, J&J, PepsiCo, and Pfizer. While this program is unpaid, NECG is offering the interns hands-on experience and a core understanding of the marketing fundamentals crucial to helping clients grow.

Cynthia Miressi, NECG's Chief of Staff said, "We plan to accept up to 10 applicants, which is a significant commitment given our desire to spend quality time with each applicant albeit remotely."

Applications must be submitted to NECG by 5:00 PM EST on June 4. Applicants will be notified on Tuesday, June 9. And, those selected will attend a virtual kick-off meeting with three of the partners on Monday, June 15. The program will be 100% virtual, all work product and training will be managed through videoconference and e-mail. At the conclusion of the internship, each participant will receive a verbal review and personal development recommendations.

The application is available via the NECG's website www.necg.net. Those interested should submit their applications via e-mail to cmiressi@necg.net.

Founded in 1981, the New England Consulting Group pioneered the concept of experience-based consulting and brought a new model of the "Principal Principle" to the management consulting industry.

For more detailed information about the program please e-mail Cynthia Miressi at cmiressi@necg.net.

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