



# SDSU Student Accounting Society

## Meeting Minutes: EY “How to Network”

October 1, 2018

### Presenters:

Aly Meersman	Recruiter	
Andy Kimmel	Audit partner	
Laura Hicks	Tax senior manager	SDSU Alumni
Amber Haslow	Tax	
Shawn Weigle	Assurance	SDSU Alumni
Bryan	Staff, 2nd year	SDSU Alumni
Mike Mayberry		
Keith Stanfield	Assurance	SDSU Alumni
Max Hazenstein	Assurance	

### Presentation:

#### Welcome and Introductions

- Focusing on San Diego Office
- Our Purpose: Building a better working world
- Our Plan: Be the leading global professional services organization in brand, growth
  - At National global level all big 4's are similar
  - Programs, plans, and market share can differ

#### Differentiation

- Everything that is done is mostly at local level
  - Recruiting goes both ways
    - When going through recruiting ask yourself
      - Do you want them as your coworkers
      - Get to know the people from the firms where you are interested
    - EY wants to retain the best talent so the firm will do everything to help transfer to another office if requested
  - The base of clients
    - EY is the dominant firm in San Diego
    - The clients provide unlimited value to the firm

#### Our Presence around the world

- 71,000+ in the Americas
- 50,000 globally

EY by the numbers - welcome to the west

- San Diego is in the west region
  - Serve all 20 companies in the west region
  - Audit for 10 of the companies

#### EY San Diego

- Are the market share leader amongst big 4
- Who are our clients?
- Leaders in biotechnology and healthcare

#### EY's Leadership in San Diego

- Audit 22 of the largest market cap
- EY clients received 91% of the total dollars raised
- 57% of share of San Diego IPO's by Big 4
- Have more alums in the marketplace

#### Survival Guide to Networking

- Efficient networking
- Network Do's and Don'ts
- Create Network goals

#### Efficient networking

- Go to several events
- Be active at events
- Get to know the professionals

#### Network Do's and Don'ts

- Do's
  - Talk to everybody not just the recruiter or partner
  - Listen and learn
  - Be polite and patient
- Don'ts
  - Try to dominate group conversations
  - Be too timid
  - Come without questions

#### Follow-up is the key

- Ask for contact info at the end
- Be prepared to take down info in lieu of a business card
- Resource with social networks when appropriate
- Can request linkedin permission, following career updates

#### Create network goals

- Meet the Firms
  - Create a plan
  - Identify who you want to talk to
  - Write/Map it out so you can spend time at desired places
  - Look at company/firm/website for current events
    - Ask questions that differentiate
    - Can be more direct questions that you are interested in

#### Elevator Pitch

- 30 seconds
- About you
- What are you recruiting for?
- Why EY?
- What would you like to learn or know more about?
- Come with plan, intro, question
  - Pointed question
  - Driving conversation
  - Ask if professionals have any recommendations

**Questions:**

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- What's EY's priority/goal in venture capital?
  - At the broader level looking at consulting work. San Diego where there is fairly less venture capital so next is to audit the companies.
- What is the advantage to being in San Diego and what brought you here?
  - Coming back home to San Diego after working in Switzerland. In EY came back as a manager level. I hadn't experienced it before. The people has kept me working.