

IMPACT

CONSULTING GROUP

50 + Years of Legacy	400 + Completed Projects	5 + Sectors Serviced
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The Impact Advantage

- ✓ Rotman MBA talent & diverse cross-sector expertise
- ✓ Research-backed analysis grounded in your unique context and considerations
- ✓ Structured engagements at competitive rates without compromising on quality
- ✓ Backed by Rotman faculty, industry advisors, and a strong alumni network
- ✓ Fresh perspectives with current academic thinking applied to real business problems

What We Stand For

Integrity	Accessibility
Trust	Fresh Perspectives
Agility	Client-First

About Us

Founded in 1972, Impact Consulting Group is one of Canada's longest-running MBA student-led consulting firms, based at the Rotman School of Management, University of Toronto.

Our Offering



Strategy

- Strategic Planning
- Scenario Modelling & Analysis
- ESG Strategies
- Growth Roadmap
- Business Model Review



Operations

- Process Mapping & Controls
- Workflow Assessment
- KPI Framework
- Implementation Roadmap
- Budgeting



Marketing

- Market Sizing
- Competitor Analysis
- Customer Segmentation
- Go-to-Market Recommendation
- Voice-of-Customer Research



Digital

- Digital Strategy & Planning
- AI Governance Readiness
- Digital Readiness Assessment
- AI Tool Adoption
- CRM Design & Implementation



Human Capital

- Change Management
- Recruitment
- Training and Development
- Workforce Planning
- Organizational Design



" The Impact team at Rotman, informed by state-of-the-art research and the enduring fundamentals of management thinking, delivers innovative, pragmatic and actionable solutions. I am a regular customer myself. The professionalism, the value added, and the can-do-attitude keep me coming back" – Tiff Macklem, Former Rotman Dean

"I engaged them on two separate projects, for which I needed pricing model and financial projections expertise. Both engagements had their complexities and challenges, and the team was patient, gracious, thoughtful in their approach and communicative throughout. They adapted quickly, jumping in on client calls when I needed them to and collaborating well with the other team." – Gina Leslie, LEAP

Contact Us

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Our Team

Our MBA consultants bring diverse industry backgrounds, rigorous academic training, and a genuine commitment to client success.

Industry Backgrounds

- Healthcare & Pharma
- SaaS & Technology
- Financial Services
- Cross-border Trade
- Consulting

Expertise Areas

- Strategy & GTM
- Human Capital
- Market Research
- Sales Operations
- Sustainability

>50

Years of History

100+

Businesses Transformed



Shiron Lee

Healthcare & Pharma

Strategy & GTM

Entrepreneurship

- Co-founder & CEO of Ontario biotech startup company.
- MSc Pharmaceutical Sciences, UofT.
- 6+ years in gene therapy R&D and business development.
- Experienced in building pitch decks and competing in pitch competitions.



Rahul Raj

Growth Strategy

Sustainability

Nonprofit Advisory

- 7+ years consulting across strategy & implementation.
- Worked with Fortune 500, governments & development organizations.
- Experience across India & Southeast Asia on growth strategy & operating model design.



Aarti Mohinani

Human Capital

Change Management

Digital Transformation

- 4+ years in talent strategy, inclusion & program design at KPMG Canada.
- Expert in workforce analytics, change management & AI-driven transformation.
- Experienced in translating pain points into people-centred solutions.



Mengyi Liu

Cross-border Trade

Capital Markets

Stakeholder Engagement

- 8+ years of experience across cross-border trade, capital markets, and client relationship management.
- Led digital trade expansion in Vietnam and developed strong expertise in market research.
- Expertise in go-to-market strategy.



Arjun Anish

GTM Strategy

Sales Operations

SaaS

- 5+ years at Salesforce driving enterprise revenue growth & GTM strategy.
- Experienced with operations, CRM implementation and leveraging technology to achieve strategies.
- Expertise delivering high-impact solutions for enterprise clients.