

I received my BA in political science from UCLA, graduating magna cum laude and Phi Beta Kappa. As an undergraduate at UCLA, I worked as a writing tutor for the Political Science Department.

After obtaining my MBA from UCLA's Graduate School of Management in 1979, I worked in real estate and lending, took time off to start a family, and in 1992 founded my own writing and editing service. Recognizing a demand for help with personal statements and application essays, I began helping applicants develop successful admissions strategies and craft distinctive essays. In addition to advising clients and managing Accepted.com, I have written and lectured extensively on admissions.

My clients have been accepted to top professional schools throughout the country including, Harvard, Stanford, Wharton, Columbia, Kellogg, MIT, Darden, Stern, Michigan, Chicago, INSEAD, LBS and Anderson Business Schools; Harvard, Yale, Stanford, University of Chicago, Columbia, and Boalt Law Schools; and UCSF, UCLA, George Washington, Tulane, NYU, University of Wisconsin, and Tufts Medical Schools.

*The Wall St. Journal*, *The New York Times*, *The Sunday Times* of London, *Businessweek*, and MBA Podcaster are among the media outlets that have sought my expertise in admissions. I also lecture, lead online seminars on the same subject, and have presented to organizations as diverse as AMSA, the Graduate Management Admissions Council, JAM, and MBA Admissions Advantage and student groups at UCLA, USC, Pepperdine, and Yeshiva University.

Since 2004, I have written or co-authored 13 ebooks on the admissions process. I also am the primary author of the *Accepted Admissions Almanac*, Accepted's blog.

In 2007 I co-founded the Association of International Graduate Admissions Consultants (AIGAC) and became its first president. AIGAC is the only professional organization dedicated to furthering the field of private graduate admissions advising.

OK. Those are the facts. And nothing but the facts, now what about me the person. What makes me tick? Why do I do what I do?

I've always been fascinated by people's life stories. Ever since I was a young child, I have loved reading biographies. And everyone-not just the famous-has a story. Discovering that story, and helping applicants articulate it, fascinates me.

Additionally, I find the editing process engaging and frankly, fun. Ever since the excellent training I received as a undergrad writing tutor at UCLA, I have found that figuring out the best way to express a phrase or tell a story is like solving a puzzle. Almost as good as Sudoku.

Finally, I love hearing, "Thank you! I'm in!"