

GRx Gives The State University of New York At Stony Brook And Their MBA Students An A+



New York City, Nov 11, 2019 (Issuewire.com) - GRx was fortunate to collaborate on a project with a select group of Stony Brook University MBA students during their spring semester leading up to graduation. For their final exam, the students were given an assignment — to create a solution to a real-life business challenge. The GRx sales and marketing team embraced the project and gave the students guidance and tools for them to excel.

Prioritizing where the sales team should put their time and effort is not an easy task. Providing them with manageable contact data that can be sliced, diced and sorted, is difficult. Merging data between different systems is time consuming at best. And this is where the Stony Brook students were able to dig in and help. They created scripts and wrote code that allowed us to integrate 67,000 rows of contact data from disparate systems with over 170 variables. This gave us the ability to organize the data into manageable segments to share with our sales executives.

The project was a tremendous success. It provided the students with the opportunity to apply the analytic skills they have learned in the classroom to an actual business challenge. The students gained practical experience in consulting, decision making and project management.

The GRx Sales and Marketing team enjoyed working with these intelligent, focused and eager students. The GRx CEO Paul Nick and other managers attended the students' presentation to their classmates and professor for their final grade. The students did a great job and received an A for the course and an A+ from team at GRx.

For additional information or to learn more about this project, please reach out to Donna Bliss, Director of Marketing, dbliss@guaranteedreturns.com

About Stony Brook University

Stony Brook is one of America's most dynamic public universities. With more than 200 majors, minors and combined-degree programs, Stony Brook is listed among the world's top 1% of universities by the *Times Higher Education World University Rankings*. *Kiplinger* names Stony Brook as one of the 35 best values in public colleges and universities.

More about GRx

Our three decades in the reverse distribution industry make us the go-to source for pharmaceutical returns. GRx ensures pharmacies make smarter business decisions about expired and under-performing inventory decision-critical data. GRx handles the physical processing and financial transactions of expired pharmaceuticals, recalls and indated products with unparalleled accuracy and transparency. Mail in service is also available.

For more information about GRx, please call our Customer Success Team at 1.800.473.2138 or visit guaranteedreturns.com.

Media Contact

GRx

dbliss@guaranteedreturns.com

6318702101

100 Colin Drive

Source : Guaranteed Returns (GRx)

See on IssueWire : <https://www.issuewire.com/grx-gives-the-state-university-of-new-york-at-stony-brook-and-their-mba-students-an-a-1649935784642609>