



**OC&C**  
Strategy consultants

**UNCOMMON SENSE™**

*... because great minds  
don't think alike*

WELCOME



# WELCOME



## CHRIS CO-FOUNDED OC&C AFTER A GENERAL MANAGEMENT CAREER AND SEVEN YEARS EXPERIENCE AT U.S BASED STRATEGY CONSULTANCIES.

Despite having spent over three decades in strategy consulting, I have never woken up bored of my job. What other job allows you to work with the smartest of colleagues, the most successful of clients, on the most complex of problems? A real privilege! And you get exposed to them a decade before you would encounter similar opportunities in the corporate world.

But I guess you know this, otherwise you would not be reading. You will also have worked out by now that we are not looking for ordinary people.

At OC&C, uniquely among major consultancies, the large majority of the work we do is true strategy. Rather than optimising operations or implementing predefined plans, we help business leaders deliver success for their businesses by tackling the challenging questions they cannot answer alone. In order to do this, we need clear thinking people who are able to do this from day one.

*"At OC&C, we want clear thinkers who can help our clients to create the best business strategies and make a real difference to their organisations."*

Your ideas will be welcomed and used by your project team - and in return, we aim to stimulate you and allow you to develop rapidly, to take personal responsibility for the quality of the advice we provide for our clients. If you choose to join us, you are not just beginning a career in consulting.

You will also actively shape the culture and future of OC&C. We've grown rapidly since I co-founded the business in London, in 1987. Yet we are still small enough for you to make a real impact, whether it's organising social events, spending time in our international offices or supporting the business development agenda.

In this brochure you'll learn more about what we do and what makes us tick. If you want to join a firm with a superb reputation for business strategy, in a culture that's challenging, supportive, and fun, then think of OC&C.



**Chris Outram**  
FOUNDER

THE BEST HOME *for the best strategy talent*

# WHAT *we do*

WE FOCUS ON THE ISSUES THAT ARE CRUCIAL TO OUR CLIENTS' FUTURE AND PERFORMANCE.

We work for senior executives from a range of clients, providing solutions to some of the most exciting strategic problems in consulting today. At OC&C, we believe in solving problems using fresh evidence, crisp analysis and substantial experience. We offer our clients pragmatic and bespoke strategies, not off-the-shelf answers. We treat each problem as unique. There is no generic framework, no rulebook. Our clients are varied; some are multinationals, others are smaller seeking leadership in new and fast growing markets. All are leading companies with a firm grasp of the importance of excellent strategy.

## RETAIL



We bring an unparalleled understanding of the customer, and a determined, analytical mindset to deliver results together with retailers globally.

## LEISURE & HOSPITALITY



We work with some of the biggest global players and national names across a broad range of sub-sectors.

## B2B PRODUCTS & SERVICES



We develop and provide superior insight to the winning business models in complex B2B products and services sectors.

## CONSUMER GOODS



End-to-end thinking on every aspect of your product.

## TMT



We live and breathe TMT issues, working across fast-changing and re-combining domains around the world.

## ANALYTICS



We help clients realise the potential of their data using analytics and AI.

## PRIVATE EQUITY AND M&A



We help investors to realise maximum value from their assets using rigorous analysis and sector expertise across the investment lifecycle.

## DIGITAL



Our cross-sector Digital team brings together experts with the capability and experience to help businesses scale and thrive in today's digital age.

# GLOBAL *yet local*

10 

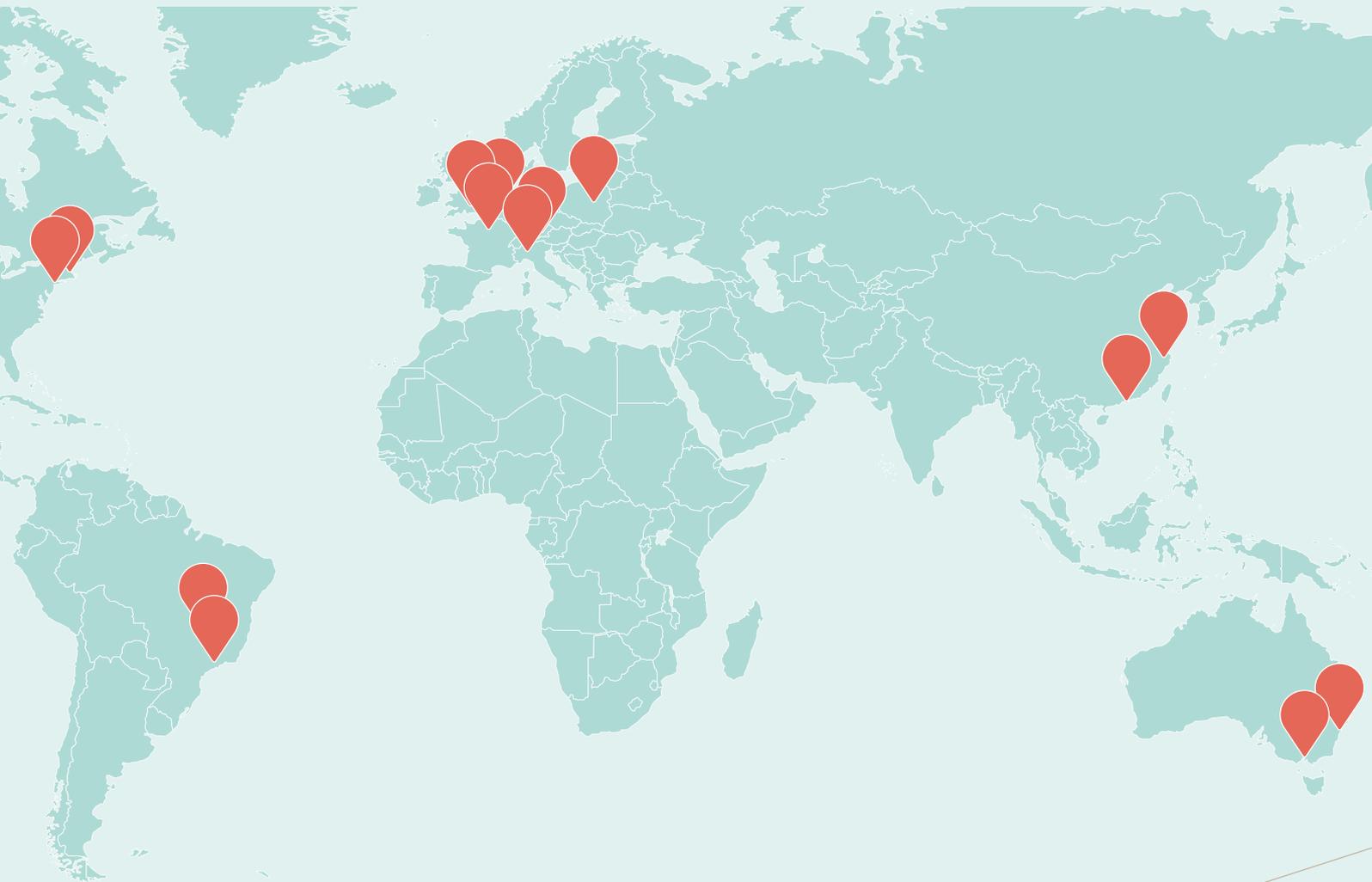
Countries

14 

Office locations

700+ 

People



Belo Horizonte  
Boston  
Hong Kong

London  
Melbourne  
Milan

Munich  
New York  
Paris

Rotterdam  
São Paulo  
Shanghai

Sydney  
Warsaw

# YOUR OC&C *journey*



*“We want every one of our people to feel that they are constantly learning, constantly stretched and constantly stimulated by new challenges.”*

ZANNAH NESBITT, SENIOR GLOBAL LEARNING MANAGER



## WHERE DO YOU BEGIN?

Depending on your chosen track, either in our strategy or analytics team, graduates join as Associate Consultants and work across all industry sectors. We work in small project teams, typically smaller than in most consultancies. You will be given opportunities from the outset to contribute to the analysis, thought process and creation of high level strategic advice. You will have contact with our clients from a very early stage and play a full part in the development and communication of vital strategic recommendations.

Whether you have an undergraduate degree, masters or PhD, you'll join as an Associate Consultant - and we'll make sure that you are given the right opportunities to develop and contribute.

From the beginning, your ideas are welcomed and used by the team. We believe the best way to motivate people is to ask their opinion, use their analysis and involve them fully.

Associates learn most effectively by working with our most experienced professionals from the start. We have confidence in the quality of our people and the work they produce.

*We have confidence in the quality of our people and the work they produce*

# YOUR *development*

## PROFESSIONAL DEVELOPMENT

We offer an extensive learning curriculum to help new joiners at OC&C develop to their full potential. New joiners receive a comprehensive onboarding program and then receive ongoing training sessions known as 'Bitesize' throughout their OC&C career development. To supplement our live learning we offer on demand access to a range of resources, recordings and courses of interest via OC&C's Learning Management System. For lengthier training sessions OC&C run multiple, longer learning events at each grade. Each is in a different international location and provide a great opportunity not only to learn but to make friends with international colleagues from around the world.

### Ambassadorship opportunities

The Ambassadorship Programme is one of OC&C's global employee transfer schemes, where staff can spend 4-6 months living abroad and working at another OC&C office. As well as the fun and professional development of living abroad, the programme also spreads best practices across and reinforces the links within our network.

*"My ambassadorship was a great way to try something a bit different without taking the risk of leaving OC&C!"*

ZACK (MANAGER) - LONDON AMBASSADOR TO ROTTERDAM

### Mentorship & beyond

All new joiners to the firm are assigned a buddy and a mentor, so you instantly have a support network within OC&C. These structured programmes continue right up to Partner level so you always have someone to go to for advice, guidance and to share feedback with.



# ON *project*

## COLLABORATIVE WORKING

Whilst you will be working on your own tasks such as data analysis and desk research as an Associate Consultant, you'll also work collaboratively with both your team and the client. From daily catch ups and team meetings to debate the answer, to weekly 'team shares' - to chat as a team how you have found the week personally and what can be improved moving forward. The emphasis on collaborative working is why it is so important for our Associate Consultants to be team players with strong communication skills.

## WORK LIFE BALANCE

A strategy consultants workload differs from project to project, however there are multiple teams at OC&C who work hard to make sure that no one's workload is too much. For example, weekly 'happiness surveys' and a traffic light system to keep a close track on things such as hours worked and happiness levels of each project team. Project managers also work hard to ensure you have visibility over the day-to-day tasks so you can always plan your personal life as you need.

## FEEDBACK & PROGRESSION

As an Associate Consultant you have the opportunity to progress rapidly in your role. You will be given feedback as you go with a more formal review at the end of each project. Additionally, the bi-annual appraisal process means the role changes every 6 months, increasing in ownership and responsibility and allowing each individual to grow at their own pace.



**Flexible Working**  
We understand that people may want to take time out or change the way they work for a variety of reasons. Following 12 months tenure, all levels of the firm are encouraged to take up to a month's unpaid leave, and this scheme is extended to up to four months for those at Manager and above. In addition to this, our project-led model means more senior staff can choose to work a four or even three day week, should that suit their needs better.



# OFF *project*

## MINISTRY OF FUN

Our very own Ministry of Fun, affectionately known as MOF, is a team dedicated to arranging events far removed from consulting life. With MOF you could find yourself racing go-karts, unleashing your creative flair in a painting class, or enjoying the latest theatre production.

## PEER GROUPS

Every new joiner at OC&C is part of a 'Peer group' of others which have started at a similar time. This group is your OC&C family and offer a great support system across all areas of work life.

### Our benefits

We offer a range of great benefits such as our market-leading equalised parental leave policy, a hobbies and wellness subsidy, private medical and dental plans, cycle to work scheme, mental health and wellbeing resources, flexible working and more!



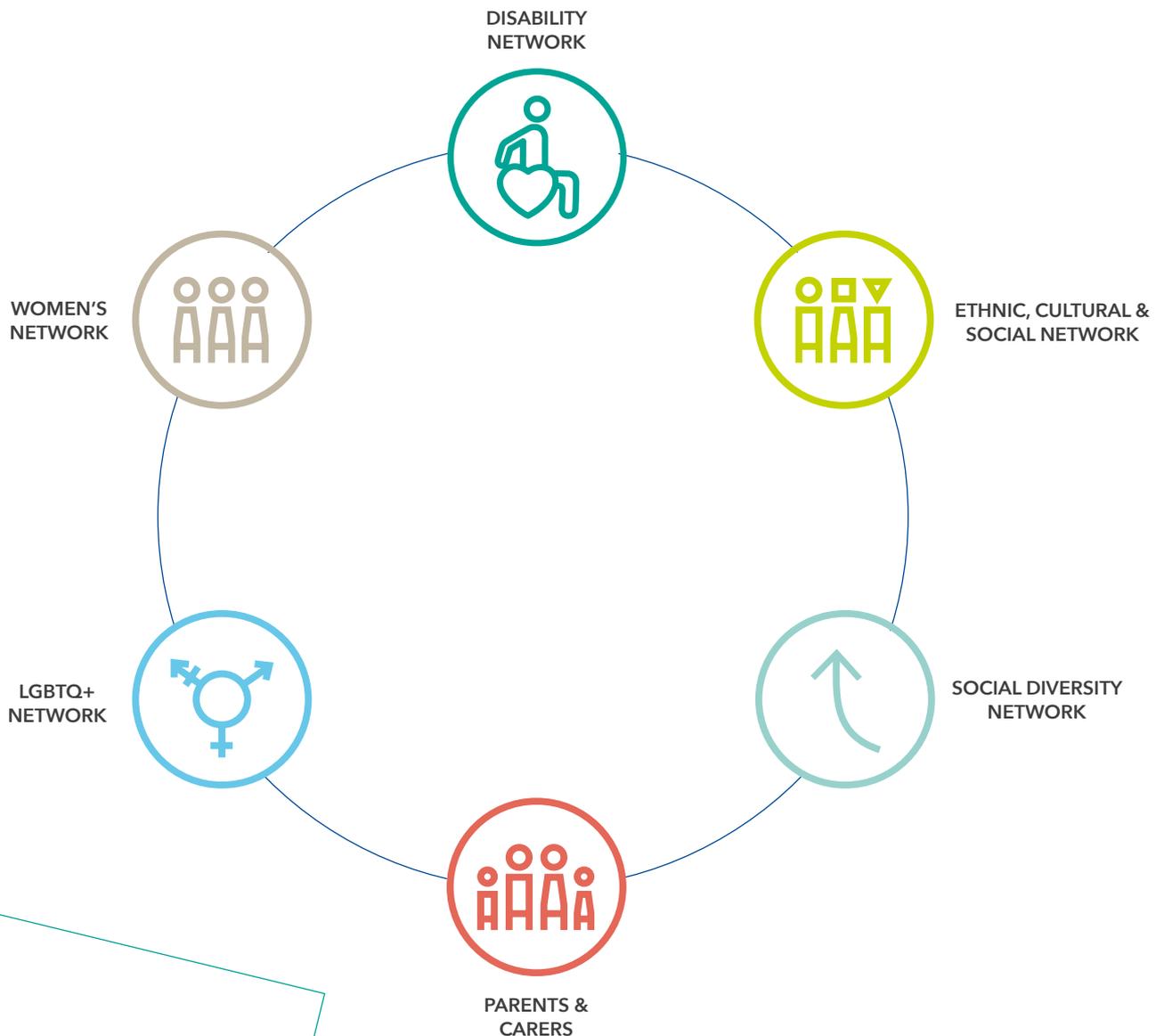
- Ethnic and Cultural network
- Social Diversity network
- Women's network
- LGBTQ+ network
- Parent network
- Disability network

# DIVERSITY

OC&Cs' Partners see improving diversity as a moral obligation and there is also a strong business rationale: diversity of thought is critical to delivering the highest standard of advice to our clients. Diversity of background is an important enabler of this, as is an environment which encourages brave thinking from every level of the firm.

Our one-on-one mentoring programme actively supports all our colleagues, and we also have specific programmes to support female, LGBTQ+ and BME colleagues. Our aim is to ensure our environment is equally appealing to everyone who works here, and gives everyone the opportunity to thrive.

Alongside this our task teams are able to work alongside our HR, Recruitment and Learning teams to drive progress against our other goals.





- Ethnic and Cultural network**
- Social Diversity network
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# ETHNIC AND Cultural network

## NETWORK LEADS

-  **Mohsin**  
ASSOCIATE PARTNER
-  **Kim**  
PARTNER
-  **Haleh**  
MANAGER

The ECS Network is a global network with 96 members. Mohsin, Kim, Haleh and Julia head our efforts to foster Ethnic & Cultural diversity at OC&C.

## MISSION

### Celebrate our Differences

Celebrate the diversity of cultures and backgrounds that exist within the firm.

### Build an Inclusive Culture

Empower staff from all backgrounds to feel welcome, supported and able to thrive during their careers.

### Diversify our Recruitment

Ensure the next generation of OC&Cers are even more diverse than the current generation.

### Enrich our Quality of Work Through Diversity

Realise the benefit that diversity can have both internally and for our clients.

## SOME OF OUR ACTIVITIES IN THE LAST YEAR

- FEB**  
Chinese New Year dumpling cooking class
- MAR**  
Nowruz cooking competition
- APR**  
Holi Rangoli making class
- MAY**  
Ramadan sponsored fast
- SEP**  
Rosh Hashanah lunch & cakes
- OCT**  
Black History Month UK
- NOV**  
Diwali lanterns & diya painting
- DEC**  
Cultural Christmas

## DIVERSITY INITIATIVES

Besides celebrating cultural events, there are loads of diversity initiatives we champion as a network such as reverse mentoring and the launch of our Working Style Diversity Network which aims to increase awareness about individuals with different styles of working due to their cultural norms.

## WIDER SUPPORT

We are a Gold Bright Network Partner as well as a partner of the SEO Careers stream which are both organisations who aim to level the playing field for minority students and graduates. We also have a partnership with Rare Recruitment who allow for us to measure candidates' achievements against their classification systems - this means that we are able to contextualise candidates' achievements and identify outperformers.



- Ethnic and Cultural network
- Social Diversity network**
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# SOCIAL Diversity Network

## NETWORK LEADS



**Katie**  
MANAGER



**Chloe**  
RECRUITMENT OFFICER



**Aneira**  
MANAGER

The Social Diversity Network was launched by Katie with the aim of championing students and members of staff from socially diverse backgrounds, and ensuring a diverse, and supportive firm going forwards. At OC&C, we know that the diversity in our teams' backgrounds and life experiences enables us to offer a broader range of perspectives, and therefore a stronger, more well-rounded answer for our clients. We are committed to ensuring individuals from all backgrounds have an equal opportunity to be successful, especially at OC&C.

## MISSION

### Outreach

We aim to help bridge the information gap that so often exists for socially mobile students, to raise awareness of potential career routes and support with applications. We do this by partnering with CaseCrackers to mentor KS3 students in social mobility 'cold spots'. We also proudly work with the 93% club and SEO.

### Recruitment

We have a partnership with Rare Recruitment who allow for us to measure candidates' achievements against their classification systems - this means that we are able to contextualise candidates' achievements and identify outperformers.

### Inclusion

Aside from our monthly meetings and regular socials, we host a Social Diversity Week each year. It aims to improve awareness of what social diversity is and why it's important, celebrate the social diversity we have within OC&C today, and provoke conversations on how we can make the firm even more diverse and inclusive. We do this through a number of activities including: senior leadership panels (where colleagues discuss their backgrounds and obstacles faced), guest speakers, daily newsletters, and volunteering opportunities (e.g. with Hackney Foodbank).

## SOCIAL DIVERSITY WEEK 2023 & EVENTS

- Network Coffee & Cake Chats
- Partner Panel - Personal Experiences
- Professional Services Insight Day with SEO London
- Pub Quiz with Guest Speakers
- Hackney Foodbank Volunteering
- Themed BoOC&C Club

## PARTNERSHIPS

Champions Club' sponsor of the 93% Club, the largest network of state education university students in the UK, aiming to level the playing field for state school students. We support its members through TED style talks and mentoring sessions.

Also Gold Partnership with The Bright Network.



**SEO /LONDON**



- Ethnic and Cultural network
- Social Diversity network
- Women's network**
- LGBTQ+ network
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- Disability network



# WOMEN'S network

Ellen joined us in 2018 and spearheads the Women's Network alongside a committed leadership team.

## MISSION

### Recruit fantastic women

- Maintain gender balance in our cohorts of new joiners
- Demystify the world of consulting
- Reinvent recruitment processes to fight bias

### Support women from new joiner to Partner

- Maintain equal rates of progression across genders
- Empower our women through training and coaching
- Ensure the team environment is inclusive for all

## SOME OF OUR KEY EVENTS IN THE LAST YEAR

- Women's Network Summer Party
- Senior Women Leadership Panel
- International Women's Day Events including Guest Speakers & Textured Art Workshop Evening

## NETWORK LEADS



**Ellen**  
MANAGER



**Vicky**  
CONSULTANT



**Aneira**  
MANAGER



**Katie**  
MANAGER



**Sarah**  
SENIOR EXECUTIVE ASSISTANT



**Mairi**  
PARTNER



**Vicky**  
ASSOCIATE PARTNER



**Saiya**  
EXECUTIVE ASSISTANT



**Kim**  
PARTNER



GUEST SPEAKER EVENTS





# LGBTQ+ network

- Ethnic and Cultural network
- Social Diversity network
- Women's network
- LGBTQ+ network**
- Parent network
- Disability network

## NETWORK LEADS



**Duncan**  
ASSOCIATE PARTNER



**Chessy**  
ASSOCIATE PARTNER

**#34TH** in the Stonewall's Top 100 LGBTQ+ Inclusive Employers in the UK in 2023 & **#1** amongst firms our size.

The LGBTQ+ Network is a global network founded in 2014.

## MISSION

Building and maintaining an environment in which all individuals feel able to bring their whole self to work and feel empowered to succeed, regardless of sexual orientation, gender identity and gender expression - through support, education, and social forums.

## OUR ACTIVITIES IN THE LAST YEAR

- FEB**  
Inter-Firm LGBTQ+ Networking Event with MBB
- MAR**  
Trans Day of Visibility
- APR**  
External Speaker Event: Navigating LGBTQ+ Identity and Faith
- MAY**  
IDAHOBIT (Intern. Day Against Homophobia, Biphobia and Transphobia)
- JUN**  
LGBTQ+ Network-Sponsored 'Big Friday', Fundraiser: Pub Quiz for UK Black Pride & Weekly Awareness-Raising Content
- JUL**  
External Speaker Event: Trans Inclusion in Society
- SEP**  
Bi Visibility Day & Global LGBTQ+ Network Meet at Training Week
- NOV**  
Inter-Firm LGBTQ+ Networking Event with MBB & Just Like Us Training & Mentoring Opportunities
- DEC**  
World AIDS Day  
Network Christmas Social

## WIDER SUPPORT

We have worked with  Just Like Us, an educational charity EMPOWERED LGBTQ+ YOUNG PEOPLE aiming to improve the experience of LGBTQ+ young people in schools, for over 5 years. We have provided them with both financial and in-kind support, delivering training to their ambassadors as well as using our consulting skills to deliver two projects supporting them in scaling their programmes to widen their impact.

### PROGRESS

>90% disclosure rate of sexuality and gender identity in recruitment process.

In the U.S., we support  SpeakOUT Boston, an organisation conducting peer-led training programmes to prepare members of the LGBTQ+ community to tell their stories to create positive social change.

More broadly, we fundraise for a range of other charities & organisations, incl. UK Black Pride, Gendered Intelligence, and London FTM Network.



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- Parent network**
- Disability network

## NETWORK LEADS



# PARENT *network*

The Parent Network is a global network head up by Dan and Olivia.

## MISSION

**A support network**  
For parents and carers.

**Point of contact**  
Be a point of contact for parents/ carers to raise relevant issues to the firm leadership.

**Perspective**  
Provide non-parents with a perspective on being a parent/ carer at OC&C.

## SOME OF OUR KEY EVENTS IN THE LAST YEAR

- Multiple 'Parents Network' Panel Events
- Guest Speaker from NSPCC
- Family Fun Day
- Family Christmas Party
- Summer BBQ



## ACTIVITIES & PROGRESS IN THE LAST YEAR

### Parental leave

This year, we launched fully equalised paid parental leave for all employees in a global move towards gender equality. This market-leading family policy promotes shared care through both equalising paid leave and introducing flexibility for how that leave is taken; allowing all parents, regardless of gender, to make decisions based on what works for them.

### Ramp up/down

Personalised plan including reduced hours and internal roles.  
  
Ability to choose your return to work model initially, e.g. internal projects only, part time options among others.

### Cultural change

Multiple panel events to increase understanding of being a parent while working at OC&C.  
  
Panel event to the Partners where parents at different grades discussed their parenting needs and what can help them when at work.



# DISABILITY *network*

- Ethnic and Cultural network
- Social Diversity network
- Women's network
- LGBTQ+ network
- Parent network
- Disability network**

NETWORK LEAD



**Katie**  
ASSOCIATE CONSULTANT

Katie founded our newest network DEN, OC&C Disabled Employees Network. She joined us in 2022 as an experience hired and prior to this she gained a degree in Business and Marketing from Durham University.

## MISSION



### Disability network

The network is a platform to support, empower and connect employees around the topic of disabilities - that means whether you identify as disabled or just feel passionate about supporting the cause the DEN is the place to do it.

## ACTIVITIES & AIMS

Over the next year we have a host of activities planned including speaker events, network socials and training built around Disability Awareness Week and other important dates such as Pain Awareness, Mental Health Awareness and Neurodiversity Awareness.

### ■ POLICIES & ACCREDITATION

To have **transparent and accessible support** for disabled members of staff and carers

### ■ TRAINING

To ensure **all members of OC&C have awareness** of and are equipped to make OC&C an **inclusive workplace**

### ■ BUILDING CONFIDENCE

**To empower all members** of staff to feel confident to disclose their disability and/or support disabled members of staff

### ■ ACCESSIBILITY - WORKFORCE & EVENTS

To ensure all aspects of OC&C are **designed with accessibility as standard**

### ■ RECRUITMENT

To be known as a **disability confident employer** - attracting and progressing disabled talent

# PRO *bono*

## AT OC&C, WE GENUINELY WANT TO DO THE RIGHT THINGS AND ENSURE WE HAVE A POSITIVE IMPACT AS A BUSINESS.

We have always taken pride in both delivering great outcomes for our clients and doing so in a way which contributes responsibly to the world around us. At the same time, we're working hard to do even better - we know the challenges the world is facing and believe that businesses (and firms like us) can genuinely be a force for good.

Our responsibility to have a positive effect extends to the wider communities in which we operate, and our pro-bono work helps to advance important causes and drive real impact outside of our commercial client work.

Over the last decade, we have provided strategic and business planning support to over 30 charities. We are proud to be strategic partners to the Youth Endowment Fund (YEF), NSPCC UK and Just Like Us. We regularly work with these Social Impact partners to use our commercial skills, expertise, and resources to help deliver real impact to their communities. We do this through a combination of strategic support, training, mentoring and fundraising.

This year, we dedicated 1.1% of revenue to pro bono projects, carried out a total of 7 projects and engaged 41 employees in the work across all levels and regions of the business. We aim to commit to 1.5% of global revenue in the coming years, and already achieve well over this benchmark in our London office, with pro bono project volume increasing globally as developing office scale.



### ACHIEVEMENTS

OC&C was awarded the Silver Place for 'Best pro-bono work for charitable, social or ethical cause' at the UK Corporate Engagement Awards. Our team helped the NSPCC, the UK's leading children's charity, to design a new service aimed at tackling abuse in secondary schools that is now being rolled out in schools across the country.

### FUNDRAISING AND VOLUNTEERING

Our OC&Charity team organise fundraising events throughout the year for staff selected charities. In the past we have supported the Alzheimer's Society and Mind as well as smaller charities which are close to our colleagues' hearts. These events can range from our annual company-wide auction to sports events, craft afternoons and foodbank volunteering days. The team welcome any ideas from those who wish to organise an event and will help facilitate.



# ESG *work*

IN THE LAST FEW YEARS, WE HAVE EMBRACED THE NEED TO CREATE A MORE FORMAL AND CODIFIED STRUCTURE AROUND OUR WORK IN OPERATING RESPONSIBLY TO CONTRIBUTE POSITIVELY TO THE WORLD AROUND US.

We have made ESG a key pillar of our corporate strategy - the global ESG strategy that has been defined through this journey is brought to life in all elements of how we work and what work we do. Our ESG report will outline some of our steps on that path.



(click the image to view the report)

## WE SUPPORT CORPORATE CLIENTS TO ADDRESS SOCIAL AND ENVIRONMENTAL CONSIDERATIONS

As well as actively managing and reducing our own environmental footprint we have supported a wide variety of organisations, across the sectors we work in, to embed sustainability into the heart of their strategy.

Recent examples include:

- Supporting a global hotel chain think through the role of social and environmental sustainability in their corporate strategy
- Helping a global soft drinks player think through what the future could look like in a world beyond single use plastic
- Supporting a leading housebuilder to examine the innovations in building products and building techniques, with a particular eye on the type of homes consumers will want in 10 years' time, and how to deliver zero-carbon housebuilding.

## OC&C'S GREEN TEAM

The London Green Team was launched in 2022, with the aim of reducing our collective environmental impact. The Green Team hosted OC&C Green Week in our London office to celebrate Earth Day. A number of activities and events were organised such as a guest speaker on carbon capture technology,

an interactive waste awareness event with our building's waste management partner as well as a clothes swap event where people brought in clothes they longer wore to exchange them for new items - a great way to refresh your wardrobe without spending money or contributing to fast fashion!

*"We know this is just a starting point and that the world faces major challenges. We commit to learning and improving - and making a lasting positive contribution as a firm."*



**Deidre Sorensen**  
PARTNER AND HEAD OF ESG

- Luke
- Shivani
- Madlien
- Dilvir
- Chunchun
- Mehul

# DON'T TAKE *our word for it*

WE ARE DETERMINED TO RECRUIT THE VERY BEST PEOPLE AND OFFER OUTSTANDING PROFESSIONAL DEVELOPMENT, TOP OF THE MARKET SALARIES AND THE ROOM TO FLOURISH.





# LUKE

## Associate Partner

- Luke
- Shivani
- Madlien
- Dilvir
- Chunchun
- Mehul

*“The variety of experiences I have had since working at OC&C has helped me develop professionally and personally – I don’t think I would have been exposed to these sorts of experiences anywhere else”*

### LUKE IS AN ASSOCIATE PARTNER AND JOINED OC&C AFTER COMPLETING A DEGREE IN MANAGEMENT AND FINANCE AT UCL.

I was initially attracted to strategy consulting because of the variety of projects that strategy managers tackle. I tend to get bored quite quickly and so doing a job that would provide a lot of variety was very important to me.

OC&C has really delivered on this. In the short time I have been with the company I have worked on projects for a software company, a cinema chain, an insurance company, a classic car retailer, a professional body and a media group. This sort of variety means that my job is always interesting. I am always learning something new and face new challenges every day.

OC&C focuses predominantly on strategy projects. Unlike some of our competitors who do big implementation projects, we only work on strategy projects for corporate clients or private equity deals and answer the most important questions for the CEO and their executive team. Questions like “How do we enter a particular country?” or “How can we defend market share against new entrants?” This means that we always work on interesting projects and deliver our solutions directly to the CEO and the executive team. It also means that the projects are typically quite short (four to six weeks) and so there is very little opportunity to get bored.

The type and variety of work we do also makes our job challenging. Often I start a project knowing nothing about the company, the industry or the issues they are facing. Within two to three weeks I am expected to fully understand the issues and start working towards actionable solutions. The work can be intense and the learning curve is very steep but the collaborative environment means that there is always help available if you need it. Everyone, including very senior colleagues, are happy to help, offer advice or debate an issue. The Partner on the project will typically be an expert in their field and they are more than happy to discuss my work and will always ensure that it is following the right direction.

Beyond project work, the “Ministry of Fun” at the London office organises an annual Away Weekend where everyone is flown on holiday for a few days without any other goal but to relax and have fun. Everyone at the firm is extremely social and activities like this, as well as more typical activities such as, the monthly Company Breakfast and a big Christmas Party, keep the office close-knit.



OC&C also holds multiple training sessions at each grade, with each being in a different international location. They are always a ton of fun and a great opportunity to learn new things, meet new colleagues and make new stories in an exciting environment.

The variety of experiences I have had since working at OC&C has helped me develop professionally and personally – I don’t think I would have been exposed to these sorts of experiences anywhere else.

- Luke
- Shivani**
- Madlien
- Dilvir
- Chunchun
- Mehul



**SHIVANI IS A CONSULTANT IN OUR ANALYTICS TEAM & JOINED OC&C AFTER COMPLETING AN MSC IN SMART CITIES & URBAN ANALYTICS FROM UCL & PREVIOUSLY WORKING AS A CONSULTANT AT AT A TECHNOLOGY-FOCUSSED CONSULTANCY.**

I was attracted to OC&C's Analytics teams because of the opportunity to work in the top-tier of strategy consulting and to combine this with the technical, data-led toolkit I had developed at university and in previous work. I wanted to use my skillset to discover answers and insights for clients that they had never known before and to answer difficult questions that unlock value for their businesses.

Since joining the team I have been lucky enough to work on some really exciting and impactful analytics projects. For example, helping a holiday park operator to quantify the commercial value of each individual pitch, or helping a lottery operator understand what indicators drive participation in the games. Working at the intersection of analytics and strategy often means you need to get to answers quickly, which means you learn fast. We also get to work with some of the biggest businesses in the world, so getting to dive into their rich datasets is really eye opening.

In my time here I have also had the opportunity to work a variety of non-analytics projects - from software, to media, to construction and F&B.

These projects are a great opportunity to also hone my non-technical skillset, while bringing a unique perspective to the role. It also means I get to experience a huge variety of sectors, clients, and roles - so the work never gets boring. There aren't many jobs that allow you to build such a wealth of experience across such a big range of things in one role.

The analytics practice at OC&C is unique not only because I get to work in a hybrid way that isn't always possible elsewhere, but also because of great people and nature of the team itself. As a growing practice operating in the exciting space of data science and AI, I am surrounded by peers who are extremely intelligent and passionate about the things I'm interested in. Each of us has the opportunity to lead new initiatives in the team, drive propositions, and pursue passion projects - whether that's pioneering the use of GenAI in strategy, driving analytics into new sub-sectors, or embedding our unique knowledge into internal and external tools. The entrepreneurial spirit of the team makes it a really exciting place, and one in which I can grow and develop in line with the things I most enjoy.



Beyond project work, OC&C has been a really fun place to work. From big events like the Away Weekend to smaller occasions like team dinners, MoF events and Friday Night Drinks, to getting involved with networks like ECS or the Womens Network, there is always something going on. For me this was a great way to meet people when I first joined, and remains something I look forward to being involved with. The sociable and fun-loving aspect of OC&Cers as well as the opportunities presented by these unique, high-impact projects is a winning combination which has made it such a great place to work, and makes me excited to continue to see it grow.

- Luke
- Shivani
- Madlien**
- Dilvir
- Chunchun
- Mehul

# MADLIEN

## Associate Partner

*“Our sector focus allows for us to work alongside household brands, thus giving us the opportunity to watch our strategic recommendations come to life well beyond the project”*

MADLIEN IS AN ASSOCIATE PARTNER AT OUR MUNICH OFFICE. SHE JOINED IN APRIL 2019, AFTER HAVING SPENT 6 YEARS LIVING IN, AND WORKING FOR A STRATEGY CONSULTING FIRM IN CHINA. BEYOND HER ROLE, MADLIEN OVERSEES TRAINING & DEVELOPMENT FOR THE MUNICH OFFICE AND IS A KEEN MEMBER OF THE OC&CYCLE GROUP.

I've always enjoyed strategy consulting. It has a winning combination of a fast-paced environment, strategic challenges set by clients and diverse commercial insights.

When introduced to OC&C, shortly after my return from China, I was intrigued by the opportunity to help grow and shape the Munich office. The OC&C recruitment process was fun and challenging at the same time, and the insights I received about our sectors and culture made me realise why we stand out from the crowd. I really enjoyed meeting people from all different levels, from Associate Consultants to Partners and it was this whole experience which influenced my decision to join.

What I really enjoy about OC&C is the type of work that we do; we are truly strategy-focused and serve clients in very tangible industries.

Our strategy focus enables us to answer the most important and most interesting questions for our clients: How are we going to grow profits? What markets should we expand to? Which products? Strategy projects are relatively short and fast-paced, which exposes us to incredibly steep learning curves. Our sector focus allows us to work alongside household brands, thus giving us the opportunity to watch our strategic recommendations come to life well beyond the project.

I also really like the debates and discussions we have as project teams as those meetings always help to shape the answer we give to our clients. We always try to get to the answer in the 'uncommon' way.



I am extremely excited to be a part of the German operations team. Although the Munich office is currently smaller than some of our other offices, there is an entrepreneurial spirit, which I think results in many benefits - especially with increased Partner and senior client exposure.

Every team member tends to have more impact on the firm development especially through attracting and recruiting fantastic talent to join our growing team.

- Luke
- Shivani
- Madlien
- Dilvir**
- Chunchun
- Mehul



## DILVIR IS A CONSULTANT AND JOINED THE LONDON OFFICE IN JANUARY 2019 AFTER COMPLETING A MENG IN ENGINEERING, ECONOMICS & MANAGEMENT AT OXFORD.

I have always enjoyed solving problems and was drawn to OC&C by the type of problems the firm solves for its clients. By having a strong focus on strategy projects, you get to engage with the most interesting strategic questions and develop your skillset whilst doing so.

In my time at OC&C, I have worked on a variety of projects across multiple industries and can genuinely say I am always learning. This is because our projects seek to answer the most important, front-of-mind questions for senior execs and decision makers. As a result, projects are typically quite short (4-6 weeks) with a steep learning curve. You do not always know about a business or industry going into a project, but by the end of the project you become a resident expert with a deep understanding of dynamics.

Projects I have worked on so far range from evaluating trends shaping the film and television post-production market for a software provider to assessing attractiveness of specific international markets for a luxury fashion brand to grow in. Given the nature of our projects, I have really enjoyed the opportunity to work across different project teams and learn from like-minded entrepreneurial colleagues.

The environment is very much collaborative, with everyone happy to help and offer advice.

If I had to pick a favourite project experience, it would have to be when we had to "validate" our view on customer propositions of online food-delivery providers by ordering multiple team dinners over the course of a week!

As for a non-project experience, I am a big fan of the monthly Big Fridays we organise in the London office which is a great opportunity to socialise with and meet new colleagues.

Beyond the project work, I have most enjoyed the opportunities to get involved helping shape the firm's development. As part of the ECS Network, I have been able to help with recruitment initiatives and running events such as breakfasts for new joiners and lunches celebrating cultures to the wider office.



I was selected as one of the first ambassadors post-covid to be able to go to our New York office. I spent 6-months exclusively working in our tech practice which was the main reason as to why I decided to take up the ambassadorship - I wanted to focus on that sector and the clients within the tech sector. I was able to work on exciting projects in the online dating space and music which was super interesting. The ambassadorship is a great way to experience living in a new city, experience a different client culture as well as an opportunity for you to find out whether the city you have temporarily moved to is somewhere where you can see yourself living permanently. I thoroughly enjoyed my time in the New York office and would encourage others to take up the opportunity to spend some time there!

- Luke
- Shivani
- Madlien
- Dilvir
- Chunchun**
- Mehul



# CHUNCHUN

## Consultant

CHUNCHUN IS A CONSULTANT AND JOINED THE SHANGHAI OFFICE IN 2017 AFTER COMPLETING A MASTERS IN MANAGEMENT AT ESCP EUROPE IN PARIS. SHE IS ALSO A MEMBER OF THE MINISTRY OF FUN.

I joined OC&C with a passion for consumer goods and retail. Since starting, I have had project experience in multiple industries, including projects for a beauty brand, an education group, a snack conglomerate, a kitchenware manufacturer, an IT solution provider and a property developer.

I myself, could not have imagined a role with such a broad spectrum of project topics and with such a steep learning curve, until I personally experienced it. Moreover, along with project experience, I have gained more responsibility within the project teams.

From quickly understanding the goal of the project and being able to provide reliable analysis, to directly assisting in the development of the "answer" alongside senior team members.

My experience at OC&C has also taught me to be proactive about seeking and offering help to others and successfully leading and coaching junior team members. I now have complete knowledge of the OC&C style and communication and I am given the freedom to express my thoughts and ideas in all team and client meetings.

*"The best way to describe the Shanghai office is dynamic with a family feel."*

Finally, working within the Shanghai office, which is smaller in scale than the London office, has allowed me to directly work alongside senior OC&C colleagues. I now completely agree with the statement that the fastest way to learn is from working with the smartest people.

Working within a global consultancy with 14 offices worldwide has allowed for many interoffice opportunities. Since starting I have had the chance to work on projects within the UK and France and have leveraged my experience and knowledge on both markets. We are also given the chance to attend international training events where we can socialise with our colleagues across the globe and learn from their experiences.



The best way to describe the Shanghai office is dynamic with a family feel. If we need to work slightly later, we do so as a team. We work hard together in the week and celebrate the work we have done by socialising on Friday evenings and organising annual events such as cycling round Qiandao Lake, going to the theatre and fitness classes. We are more close friends than unfamiliar colleagues. I would not have been exposed to these sorts of experiences elsewhere.

- Luke
- Shivani
- Madlien
- Dilvir
- Chunchun
- Mehul



MEHUL IS AN ASSOCIATE CONSULTANT AND JOINED THE LONDON OFFICE IN MARCH 2023 AFTER COMPLETING AN MSCI IN NATURAL SCIENCES AT CAMBRIDGE. HE IS INVOLVED IN VARIOUS ETHNIC, CULTURAL AND SOCIAL DIVERSITY INITIATIVES AND THE MINISTRY OF FUN.

Strategy Consulting was introduced to me during university and immediately appealed to me due to its fast-paced and diverse nature. The problems you are solving are unique to each project, and due to OC&C's strategic focus, you are answering high-level and high-impact questions. The more I spoke to people at the firm about what the day-to-day job entailed, the more I was convinced this was the right job for me.

OC&C's focus on Strategy Consulting has meant that since joining I've been exposed to numerous industries - from devising an expansion strategy for a sushi company, to working on a vendor due diligence for a software provider. Moreover, despite being in a junior role, I have had ample responsibility and been encouraged by the wider team to contribute to projects with my own perspective. The prospect of working on high-impact, large-scale strategic projects as a graduate fresh out of university can seem daunting, but your team provide you with a great deal of support throughout.

The day-to-day working life varies massively, both within and between projects. As a result, you're able to develop a huge range of skills early in your career. The skills I have enjoyed developing most are my analytical (you quickly become a master of Excel), presentation (you regularly present to senior people on your team, and eventually present to clients), and, perhaps most importantly, problem-solving skills - used and developed pretty much every day.

Aside from the work, OC&C stands out as a firm with ample events and activities for you to get involved with and participate in. For me, I've particularly enjoyed organising events within the Ministry of Fun (such as a firm-wide Sports Day), participating in events organised by the Ethnic, Cultural and Social Diversity Network (a highlight of which has been a cooking class at the School of Wok) and helping shape the firm's future through the Ethnic, Cultural and Social Diversity Graduate Recruitment Task team.



There are events almost every week, meaning there is plenty for you to engage with when you want to take a breather from your work. The combination of engaging projects, varied work, and great firm culture is what makes OC&C a truly excellent place to work.

# YOUR *thinking*



**IF YOU LIKE WHAT YOU'VE READ, AND THINK YOU HAVE WHAT IT TAKES, THEN WE WANT TO HEAR FROM YOU.**

## **WE KNOW WHAT WE'RE GREAT AT**

We have built our business firmly on the sectors and specialisms where we know we can outshine the competition. This guides us to pick the right battles for us and for our clients. Quality is something we won't compromise on.

## **WE'RE RELENTLESS IN OUR PURSUIT OF THE RIGHT ANSWER**

We're agile thinkers, intellectually curious and up for a challenge. We're not afraid to tell you what you need to hear. That means we come up with brave answers that set us - and you - apart.

## **WE'RE SURPRISINGLY HUMAN**

We're an organisation of individuals cut from different cloths but united by a common purpose - working together with our clients and colleagues to build relationships that last.

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