

PwC Strategy&

"The strategy firm that can actually implement"

HERITAGE Booz & Company, est. 1914	PARENT PricewaterhouseCoopers	FOCUS Corporate strategy, industrial, ops	KNOWN FOR Strategy + implementation bridge
ROUNDS 2–3 rounds	CASE STYLE Structured, MBB-adjacent	BEHAVIORAL WEIGHT Moderate to high	WRITTEN COMPONENT Some offices — confirm with recruiter

WHO THEY ARE

Strategy& is PwC's strategy consulting arm, formed in 2014 when PwC acquired Booz & Company, a direct descendant of Booz Allen Hamilton (1914). The Booz lineage matters: Strategy& inherited a culture of rigorous, fact-based strategy work and senior partners who came up through that tradition. Positioned between MBB and Big 4 competitors, Strategy& offers MBB-caliber strategy with access to PwC's implementation, tax, audit, and transaction advisory resources. Clients get strategy advice with execution capability through the broader PwC network. The differentiation works when clients need both the thinking and the follow-through.

WHY PEOPLE WANT TO WORK HERE

Strategy& appeals to candidates who want rigorous strategy work plus execution exposure earlier in their career than pure MBB roles allow. You can staff projects beyond the strategy phase, building broader consulting skills faster. The culture is grounded and less hierarchical than MBB, with more predictable travel patterns. You get serious strategy work without the typical 80-hour weeks of pure strategy tier firms. Exit options include corporate strategy, PE, operations roles, and internal moves into PwC's transactions, restructuring, and deals advisory groups. Those internal paths don't exist at standalone strategy firms.

INTERVIEW PROCESS

Expect two to three rounds mixing behavioral and case interviews. Cases are rigorous and MBB-caliber, reflecting Strategy&'s strategy heritage, focusing on corporate strategy, market entry, and operations with emphasis on structured frameworks over creativity. Behavioral questions probe leadership, analytical thinking, and client orientation, looking for candidates who tell clear, structured stories about past impact and what they learned. Some offices include written cases or data-driven exercises, especially for experienced hires. Confirm your specific process and level with your recruiter.

WHAT THEY'RE REALLY EVALUATING

Strategy& evaluates three core areas: strategic thinking quality, communication clarity, and cross-functional collaboration ability. The last matters more here than at MBB because Strategy& consultants work regularly with PwC colleagues in audit, tax, and deals. Commercial awareness is critical. Can you connect analysis to real business decisions? Strategy& cases push toward concrete recommendations, not just frameworks. Candidates who ground answers in industry specifics and business realities stand out over those who stay abstract.

STANDOUT QUESTIONS

1. Tell me about a time you developed a strategic recommendation for a business problem. How did you structure your thinking?
2. Describe a situation where you had to work across multiple functions or teams to deliver a result. What were the challenges?
3. Walk me through a time you had to quickly get up to speed on an industry or topic you knew little about.
4. Tell me about a time you disagreed with a client or senior colleague. How did you handle it?
5. Why Strategy& specifically, given that you could pursue MBB or other Big 4 strategy roles?
6. Describe a time when your analysis changed the direction of a project or decision.

INSIDER TIPS

- Know the Booz heritage and what it means. Strategy& takes pride in its strategic consulting lineage: candidates who reference the firm's history, its 'Essential Advantage' methodology, or specific practice areas will signal real interest.
- The case is harder than most people expect from a Big 4 firm. Don't walk in expecting a soft interview. Strategy& wants to see real structured problem-solving, not just business common sense.
- Have a clear answer for why Strategy& over standalone MBB. The honest answer often involves the implementation bridge or the PwC network. Lean into that if it's true for you.
- Research PwC's industry focus in your target office. Strategy& work is often closely tied to PwC's sector relationships: knowing which industries are strong in your target geography shows you've done your homework.