

JULIAN MERCER

MANAGEMENT CONSULTANT

San Francisco, CA | (415) 555-0148 | julian.mercer@email.com | linkedin.com/in/julianmercerc

PROFESSIONAL SUMMARY

Management Consultant with 8+ years of experience advising global technology, healthcare, and consumer clients at McKinsey, BCG, and Bain. Structures ambiguous problems, builds fact-based recommendations, and leads implementation that improves growth, cost, and operating performance.

PROFESSIONAL EXPERIENCE

Engagement Manager

Jul 2022 - Present

McKinsey & Company, San Francisco, CA

- Led a growth strategy for a \$6.8B cloud-software company, prioritizing three segments representing \$420M in five-year revenue potential through the next steering review.
- Managed a seven-person team across customer research, market modeling, and commercial diligence, delivering the board recommendation in 10 weeks.
- Designed enterprise pricing and packaging pilots that increased net revenue retention 6 points across 180 test accounts.
- Built an implementation office across Sales, Product, Finance, and Customer Success that realized \$74M in first-year revenue across accountable delivery teams.
- Facilitated CEO and executive-team decisions on investment, sequencing, and organizational ownership, documenting trade-offs and accountable next steps.

Consultant

May 2019 - Jun 2022

Boston Consulting Group, Boston, MA

- Developed a network redesign for a national healthcare provider, reducing projected operating cost \$58M while preserving service levels without delaying the committed launch.
- Built demand and capacity scenarios across 140 sites, identifying a 17% utilization gap and guiding regional consolidation.
- Led 32 leadership interviews and frontline workshops to diagnose decision bottlenecks and redesign operating governance.
- Created a transformation scorecard linking 46 initiatives to financial owners, milestones, and realized benefits, giving leadership one view of value delivery.

Senior Associate Consultant

Jan 2018 - Apr 2019

Bain & Company, Chicago, IL

- Analyzed customer and transaction data for a consumer subscription business, identifying churn actions worth \$21M annually.
- Sized a \$1.3B adjacent market using primary research, competitor economics, and adoption scenarios, clarifying the conditions required for an attractive entry.

Associate Consultant

Aug 2016 - Dec 2017

Bain & Company, Chicago, IL

- Built a zero-based cost model across 11 functions, surfacing \$36M in addressable savings and helping leaders distinguish structural opportunities from one-time cuts.
- Prepared executive storylines and decision materials for 14 steering meetings, achieving 90% first-pass approval and shortening revision cycles before board reviews.

CORE SKILLS

Strategy | Market analysis | Financial modeling | Growth strategy | Operating model | Transformation | Commercial due diligence | Pricing | Customer research | Data analysis | Executive communication | Team leadership | Implementation | Benefits tracking | Problem solving

CERTIFICATIONS

Project Management Professional (PMP) | Certified Management Consultant (CMC) | Financial Modeling & Valuation Analyst

EDUCATION

B.B.A. in Business Administration, University of Michigan, Ann Arbor, MI