JULIAN MERCER

STRATEGY CONSULTANT

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PROFESSIONAL SUMMARY

Strategy Consultant with 6+ years advising consumer and industrial clients on growth strategy, market entry, and portfolio decisions. Builds market models, frames options for executives, and turns recommendations into roadmaps that leadership teams fund and deliver.

PROFESSIONAL EXPERIENCE

Senior Consultant, Strategy Aug 2024 - Present
Bain & Company, San Francisco, CA

- Sized a $4.2B adjacent market for a consumer goods client, shaping a three-year entry plan the board approved in one session.
- Built a bottom-up demand model from survey, pricing, and distributor data, narrowing a forecast range from 35% to 12%.
- Led a four-person workstream on portfolio pruning, recommending exits from 9 of 41 product lines that held 3% of margin.
- Facilitated executive workshops across five business units to agree priorities, cutting the strategy cycle from ten weeks to six.
- Wrote the steering committee narrative and financial case for a pricing redesign projected to lift gross margin by 1.8 points.

Consultant Sep 2022 - Jul 2024
Oliver Wyman, New York, NY

- Evaluated six acquisition targets for an industrial client using margin, channel, and competitor benchmarks, ranking two for diligence.
- Modelled three growth scenarios in Excel with finance leads, giving executives a clear view of capital needs and payback timing.
- Delivered a competitor response playbook that the commercial team used to defend two accounts worth $7M in annual revenue.
- Synthesised findings from 18 expert calls and public filings into a one-page view of competitor moves for the client leadership team.

Associate Consultant Aug 2021 - Aug 2022
Kearney, Chicago, IL

- Built a pricing and promotion model for a retail client from three years of transaction data, identifying a 2% margin opportunity.
- Supported a procurement savings study across 120 suppliers, validating $5M of addressable spend with category managers.
- Prepared weekly client updates and the final recommendation deck, keeping a five-person team aligned through two steering reviews.

Business Analyst Jul 2020 - Jun 2021
Deloitte, Chicago, IL

- Researched industry trends and competitor filings to support five strategy engagements, producing briefings partners used in client meetings.
- Built a cost benchmarking workbook across 14 peers that exposed a 6% overhead gap and shaped a savings target.

CORE SKILLS

Corporate strategy | Market sizing | Growth strategy | Market entry | Portfolio analysis | Competitive benchmarking | Scenario modelling | Financial modelling | Pricing strategy | Hypothesis-driven problem solving | Executive storytelling | Workshop facilitation | Customer interviews | Advanced Excel | PowerPoint | Tableau

EDUCATION

B.A. in Economics, Northwestern University, Evanston, IL

CERTIFICATIONS

Wharton Strategic Management Certificate | Tableau Desktop Specialist