

# Strategy vs. Consulting Panel

September 26, 2023

Northwestern | Kellogg

A decorative graphic in the bottom right corner consisting of several overlapping triangles in various shades of purple, creating a dynamic, abstract shape.

# STRATEGY VS. CONSULTING OVERVIEW

	STRATEGY	VS	CONSULTING
TYPE OF SERVICE	<ul style="list-style-type: none"> <li>Internal corporate function</li> </ul>		<ul style="list-style-type: none"> <li>Client service function, collaborating with external company</li> </ul>
KEY STAKEHOLDERS	<ul style="list-style-type: none"> <li>Key stakeholders are often <b>internal C-suite/company leaders</b>; likely to work with same stakeholders multiple times and build relationships</li> </ul>		<ul style="list-style-type: none"> <li>Key stakeholders are <b>clients</b>; likely to work with many <b>internal</b> and <b>external stakeholders</b></li> </ul>
INDUSTRY EXPOSURE	<ul style="list-style-type: none"> <li>Fixed to <b>industry of company</b></li> </ul>		<ul style="list-style-type: none"> <li>Exposure to <b>various industries</b> and <b>companies</b></li> </ul>
SCOPING	<ul style="list-style-type: none"> <li>Projects often span across both <b>strategy/innovation</b> and <b>implementation</b></li> <li>Project may be <b>broader / less clearly</b> defined in scope</li> <li>Project <b>timeline</b> may be longer / less clearly defined</li> </ul>		<ul style="list-style-type: none"> <li>Depending on firm, may be exclusive to <b>certain line of work</b> (i.e., transformation vs. strategy)</li> <li>Generally more <b>structured</b> - clearly laid out processes, resources, training, etc.</li> </ul>
TEAM SIZES	<ul style="list-style-type: none"> <li>Often small team – tend to be <b>scrappy!</b></li> </ul>		<ul style="list-style-type: none"> <li>Team <b>sizes vary</b></li> </ul>
RECRUITING PROCESS	<ul style="list-style-type: none"> <li>Each company follows <b>their own process</b> – some on campus, some off campus, some JIT recruiting</li> </ul>		<ul style="list-style-type: none"> <li><b>Structured and on campus</b>– firms recruiting now through January/early February</li> </ul>
TIME AND TRAVEL	<ul style="list-style-type: none"> <li><b>40-50</b> hours/week (but varies)</li> <li>Typically <b>minimal travel</b></li> </ul>		<ul style="list-style-type: none"> <li><b>50-60</b> hours/week (but varies heavily by project)</li> <li>Varies, but <b>travel</b> somewhat frequently</li> </ul>
MEDIAN BASE SALARY (FROM 2022 GRADS)	<ul style="list-style-type: none"> <li>\$150K</li> </ul>		<ul style="list-style-type: none"> <li>\$175K</li> </ul>

# Mehak Priya



## Program

2Y

## Pre-Kellogg Career

- Management Consulting at BCG
- Edtech/ Impact

## Summer Internship

Corporate Strategy at Cargill

## Post-Kellogg

Corporate Strategy

# Jon Eary



**Program**

MMM

**Pre-Kellogg Career**

Strategy Consulting at Kaiser Associates (specialized in Financial Services & Payments)

**Summer Internship**

Strategy at Dell Technologies

**Post-Kellogg**

Returning to Dell

# Brooke Bayles



**Program**

2Y

**Pre-Kellogg Career**

Strategy at Amgen (Digital, Technology, and Innovation Group)

**Summer Internship**

Consulting at BCG

**Post-Kellogg**

Returning to BCG LA

# Emily Stevenson



<b>Program</b>	2Y
<b>Pre-Kellogg Career</b>	Brand Management at IHG Hotels & Resorts
<b>Summer Internship</b>	Strategy at Nike
<b>Post-Kellogg</b>	TBD

# Megan Sullivan



<b>Program</b>	2Y
<b>Pre-Kellogg Career</b>	Healthcare & Life Sciences Strategy Consulting at Deloitte
<b>Summer Internship</b>	Strategy & Business Development at Ginkgo Bioworks (growth-stage biotech)
<b>Post-Kellogg</b>	Returning to Deloitte

# Q&A

Panelist	Pre-Kellogg	Summer Internship	Post-Kellogg
Mehak Priya	Consulting (BCG)	Strategy (Cargill)	Strategy
Jon Eary	Consulting (Kaiser)	Strategy (Dell)	Strategy (Dell)
Brooke Bayles	Strategy (Amgen)	Consulting (BCG)	Consulting (BCG)
Emily Stevenson	Brand Management (IHG)	Strategy (Nike)	TBD
Megan Sullivan	Consulting (Deloitte)	Strategy & Biz Dev (Gingko Bioworks)	Consulting (Deloitte)