

# Pierre Vercueil

## Manager

### Background

- Pierre has over **4 years of consulting experience** with **McKinsey & Company** and BC Strategy, advising client executive teams and senior management across Europe, Africa, South East Asia and Australia
- Pierre has worked across several industries with a primary focus on **Telco, Consumer Goods, Pharmaceuticals and Banking**
- Prior to working in consulting, Pierre spent **4 years at the L'Oréal Group**, first as an International Product Developer launching the Group's first medical suncare range, and then Marketing Manager in France for one of the Group's luxury dermocosmetic brands
- Pierre graduated from **SciencesPo Paris** with a Master's degree in International Economics. He also holds an undergraduate degree in Politics, Philosophy and Economics from **Stellenbosch University**

### Sample Project Experience

- **IT – B2B Sales augmentation:** Integrated client's deal team as a project leader to identify viable deal partners & opportunities, aligning with strategic growth objectives. Conducted comprehensive market analysis, crafted tailored pitches and business cases, and supported deal negotiations to facilitate closure of two deals (>AUD\$300M combined TCV)
- **Consumer Goods – Growth strategy:** Managed a team of 3 consultants in supporting a major global FMCG player to define a multi-option, 5-year growth strategy for its Vietnam business, including a comprehensive competitor analysis, route-to-market & investment assessment and local market innovation blueprints
- **Pharma – Multi-lever business transformation:** Managed a team of 4 consultants in leading the Transformation Office of a large-scale transformation programme (€200M+ of yoy bottom-line impact), incl. coordination of >10 cost & revenue workstreams, definition of a new organizational target operating model and the implementation of a comprehensive change management strategy
- **Telco – Commercial Due Diligence:** Led cost-side workstreams of a pre-merger due diligence between two leading international PayTV service providers (>€8B in combined revenue), including building a complex set of models to quantify savings of €420M from product, infrastructure, content, org. & operations synergies
- **Banking – Market entry strategy:** Responsible for definition of product portfolio & coverage model as part of the strategy roadmap for a European bank's wealth management division (€48B AuM) to enter Greater China