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The Evolution of Strategy Consulting

1886–2026

Industry Research

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1886–1946 | Origins of management consulting

1886	Arthur D. Little was founded by Arthur Dehon Little in Boston as a chemical analysis office, pioneering research-based consulting.
1911	Frederick Winslow Taylor publishes "The Principles of Scientific Management," considered an early foundation for management consulting.
1914	Edwin George Booz, a pioneer of the management consulting profession, founded Booz Allen Hamilton in 1914 in Chicago, originally under the name The Business Research Service.
1926	McKinsey & Company was founded by James McKinsey, who hired Andrew Kearney three years later.
1935	Kurt Salmon Associates founded by Kurt Salmon and was focused on retail, consumer products and later health care industries with a focus on operational strategy, merchandising and product development.
1939	A.T. Kearney was established by Andrew Thomas Kearney after his departure from McKinsey.
1943	Hay Group was founded in 1943 and later employed Bruce Henderson before he established BCG.
1945	William Manson Mercer founded William M. Mercer in 1945 – Later named Mercer Management Consulting.
1946	Alexander Proudfoot, formerly of McKinsey, founded Proudfoot to specialize in operational performance improvement.

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1963–1979 | Emergence of strategy consulting

1963	The Boston Consulting Group (BCG) founded by Bruce Henderson.
1965	Charles River Associates (CRA) founded in 1965 by Jerry Kraft, John Kaler, and Alan Willens.
1967	Roland Berger founded by Roland Berger in Munich after leaving BCG.
1969	Temple Barker & Sloane established by James R. Barker, Carl Sloane, and Herbert Temple and focused on supply chain management and transportation
1973	Bain & Company founded by Bill Bain, Pat Graham, George Bennett and 7 other former BCG's "blue team".
1975	The Cambridge Group was founded to develop demand-led growth strategies.
1976	Braxton Associates founded by George Bennett who was a co-founder of Bain in 1973.
1976	PRTM Management Consultants founded by Theodore Pittiglio, Robert Rabin, Robert Todd, and Michael McGrath.
1978	Marakon Associates founded by James M. McTaggart, Peter W. Kontes, Bill Alberts and John McGrath.
1979	Mars & Co. founded by Dominique Mars after leaving BCG.

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1981–1989 | Entrepreneurial expansion

1981	Alix Partners founded by Jay Alix in 1981 as one of the first turnaround advisors.
1981	Kaiser Associates was founded by Michael M. Kaiser as a spinout of Strategic Planning Associates, specializing in fact-based strategy and benchmarking.
1981	Strategic Decisions Group founded by Ron Howard, Carl Spetzler, Jim Matheson, and Jeff Foran.
1981	Strategic Planning Associates founded by Walker Lewis after leaving BCG.
1982	IAC Partners founded by Daniel Petit.
1983	Alvarez & Marsal was founded by Tony Alvarez and Bryan Marsal to improve corporate operational and financial performance.
1983	Corporate Decisions Inc (CDI) founded by former Bain & Co partners Adrian Slywotzky, David Morrison, Mike Evanisko, and Kevin Mundt.
1983	Fletcher Spaght founded by John Fletcher and Peary Spaght, both former consultants at BCG.
1983	L.E.K. founded in 1983 in London, England by James Lawrence, Iain Evans and Richard Koch, three partners from Bain & Company's London office.
1983	Monitor Group founded in 1983 by six entrepreneurs with ties to Harvard Business School, including Michael Porter, Mark B. Fuller, and Joseph B. Fuller.
1983	Navigant Consulting was formed in 1983 by Richard Metzler initially as The Metzler Group and changed name to Navigant in 1999.
1983	ZS Associates founded by Andris A. Zoltners, Prabhakant Sinha, and Stuart Leslie, specializing in sales and marketing consulting.

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1981–1989 | Entrepreneurial expansion (continued)

1984	Deloitte acquired Braxton Associates.
1984	Oliver, Wyman & Company founded by former Booz Allen Hamilton partners Alex Oliver and Bill Wyman.
1985	Alexander Group was founded to advise companies on sales effectiveness and revenue growth, with Gary Tubridy among its founding partners.
1985	Analysys was founded in Cambridge, England, specializing in telecommunications strategy, policy and regulation.
1985	Simon-Kucher founded by Hermann Simon, Eckhard Kucher and Karl-Heinz Sebastian as a German university spinout focused on pricing and growth.
1986	CIL Management Consultants was founded, focusing on commercial due diligence and growth strategy.
1987	Corporate Value Associates was founded as an international strategy consultancy.
1987	Marsh & McLennan acquired Temple Barker & Sloane, laying the foundation for Mercer Management Consulting.
1987	OC&C Strategy Consultants founded in 1987 in London by Chris Outram and Geoff Cullinan, who were both partners at the time with Booz Allen & Hamilton.
1988	Putnam Associates was founded as a specialist biopharmaceutical and life sciences strategy consultancy.
1989	Cornerstone Research founded by Cindy Zollinger, Jim Malernee, and Chris Nelson.
1989	Marsh & McLennan acquired Strategic Planning Associates, expanding its consulting platform.

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1990–1999 | Specialization and global growth

1990	Cannon Associates founded by Martin Cannon a former partner at Bain.
1991	Parthenon Group founded in 1991 by William "Bill" Achtmeyer and John C. Rutherford, who at that time served as director at the management consultancy Bain & Company.
1991	Port Jackson Partners founded in Australia by former McKinsey directors Terrey Arcus and Fred Hilmer.
1991	goetzpartners was founded in Munich by Stephan Goetz and Stefan Sanktjohanser, specializing in strategy consulting and corporate finance advisory, and rebranded as Fortlane Partners in 2025.
1992	Health Advances founded by Mark Speers and Paula Ness Speers who were former Bain partners.
1993	Dean & Company was established by former Mercer Management Consulting colleagues including Dean Wilde and James Smist, specializing in quantitative corporate strategy.
1993	Mason Communications was founded in Manchester, specializing in telecommunications infrastructure and networks.
1996	Partners in Performance was founded by former McKinsey consultant Skipp Williamson to combine strategy with operational performance improvement.
1996	Solon Management Consulting was founded in Munich by Tilman Rhein, Martin Weiss and Hubertus von Wulffen, specializing in telecommunications, media and technology strategy.
1997	Estin & Co was founded as a strategy consultancy focused on growth and value creation.
1997	Marsh & McLennan acquired Corporate Decisions Inc, adding strategy consulting capabilities.
1998	Katzenbach Partners was founded by Marc Feigen, Jon Katzenbach and Niko Canner, with McKinsey and Mitchell Madison roots, focusing on organizational performance.

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1990–1999 | Specialization and global growth (continued)

1999	Advancy founded in 1999 by Eric de Bettignies, a former A.T. Kearney consultant.
1999	Cleary & Co founded by Michael Cleary, a former partner at Bain and Mercer.
1999	Sia Partners was founded by Matthieu Courtecuisse in Paris, developing expertise in management consulting across financial services, energy and other sectors.

2000–2009 | New consulting models

2000	Capgemini acquired Ernst & Young Consulting.
2000	Eden McCallum founded by former McKinsey consultants Liann Eden and Dena McCallum, using an independent consultant model.
2000	The Bridgespan Group founded with support from Bain & Company to advise nonprofit and philanthropic organizations.
2001	Chartis was founded by Chris Regan, Ethan Arnold and Ken Graboys to improve healthcare delivery.
2001	Kéa & Partners was founded in France, focusing on strategy and transformation.
2002	Accenture separated from Arthur Andersen.
2002	Altman Vilandrie founded by Rory Altman and Ed Vilandrie as a TMT focused strategy firm.
2002	Candesic was founded by former McKinsey consultants Leonid Shapiro and Marc Kitten, developing a specialization in healthcare strategy and commercial due diligence.
2003	Redstone Strategy Group was founded to advise philanthropic and nonprofit organizations on social and environmental challenges.
2004	Analysys Mason was formed through the combination of Analysys and Mason Communications.
2005	Inside Consulting founded by former McKinsey consultant Richard Condon, focusing on mid-market performance improvement.
2006	Oliver Wyman is formed through the merger of Mercer Management Consulting and Oliver, Wyman & Company.

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2000–2009 | New consulting models (continued)

2006	Nova Consulting was founded in France by Julien Bernard, specializing in growth strategy for brands, culture, sports and tourism.
2007	ClearView Healthcare Partners founded by Richard Mynahan, Steven Chao and Kevin Richard, specializing in life sciences strategy, with Chao bringing prior McKinsey experience.
2007	Feigen Advisors was founded by former McKinsey consultant and Katzenbach co-founder Marc Feigen to advise CEOs on strategy, governance and value creation.
2008	Amane Advisors was founded in Paris by Thierry Noel, formerly of Suez and Earth Tech, specializing in strategy and transaction advisory for the global water industry.
2009	Booz & Company acquired Katzenbach Partners, expanding its organizational strategy capabilities.
2009	Charles River Associates (CRA) acquired Marakon Associates.
2009	Eight Advisory was founded in France, focusing on transactions, restructuring and transformation.

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2010–2019 | Rise of specialist boutiques

2010	Recon Strategy was founded by BCG alumni to specialize in healthcare strategy.
2011	Emerton was founded by former BCG, Bain, McKinsey and OC&C directors, initially focusing on energy transition, technology and industry.
2011	PricewaterhouseCoopers (PwC) acquired PRTM.
2012	Long Term Partners was founded in Milan by seven Bain alumni, including Marco Costaguta and Luca Bettale, to advise corporate and private equity clients on strategy.
2013	BC Strategy was founded by former Bain consultant Giorgio Baracchi to deliver strategy consulting through a team of MBB alumni.
2013	Deloitte acquired Monitor Group.
2013	Incandescent was founded by Niko Canner, formerly of McKinsey, Katzenbach Partners and Booz, to advise leaders on strategy, organization and innovation.
2013	Triangle Insights Group was founded by Gautam Aggarwal, Christopher Apolito, Ben Bonifant and Barrett Rankin, with BCG, Campbell Alliance and Oliver Wyman backgrounds, to advise life sciences clients.
2013	Mansfield Advisors was founded by former McKinsey consultants Victor Chua and Adam Scott, previously colleagues at Candesic, specializing in healthcare and life sciences strategy and commercial due diligence.
2014	BCG Digital Ventures expands.
2014	EY acquired Parthenon Group, integrating it into EY-Parthenon.
2014	Plural Strategy was founded to advise media, information and technology companies on strategy and M&A.

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2010–2019 | Rise of specialist boutiques (continued)

2014	Strategy& was established following the acquisition of Booz & Company by PwC.
2015	Korn Ferry acquired Hay Group, expanding its organizational and talent consulting capabilities.
2015	Midwest Strategy Partners was founded by former McKinsey consultant Nicholas Greenberg to advise investors and businesses on growth strategy, market assessment and commercial due diligence.
2015	AlphaBeta Advisors was founded in Australia by Andrew Charlton, combining economic analysis, data science and strategy consulting.
2016	Accenture acquired Kurt Salmon Associates.
2016	Anagram Consulting was founded by Jeremy Milward and Ian Stuart to advise on digital and technology strategy.
2017	GRAPH Strategy was founded as a commercial due diligence and strategy consultancy, splitting into Matters Graph in the US and GCS Insight in the UK in 2025.
2017	Singulier was founded by Rémi Pesseguier, formerly of McKinsey, and Mathieu Ferel to advise investors and corporations on digital strategy and value creation.
2017	Laeceum was founded by Ravi Chauhan and launched in 2018, advising financial institutions, financial sponsors and fintech companies on strategy.
2019	Long Term Partners joined OC&C Strategy Consultants, extending its integrated network into Italy.
2019	GNG Partners was founded by Port Jackson Partners alumni Nigel Dews and Graham Bougen, with Dews previously at McKinsey, specializing in growth strategy and performance improvement.
2019	Circle Strategy was founded in France to advise executive teams on corporate strategy and growth, subsequently becoming part of Square Management.

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2020–2026 | A new generation

2020	Altman Solon was formed through the merger of Altman Vilandrie & Company and Solon Management Consulting.
2020	Acropolis Advisors was founded to advise CEOs on corporate strategy and enterprise value, launching in 2021.
2020	By 2020, CH Consulting Advisors, founded by Kurt Salmon alumni Bruce Cohen and Peter Hsia, formerly of Bain and McKinsey respectively, was advising consumer and retail clients on growth strategy and commercial due diligence.
2021	Pathfinder Consulting Group was launched by former McKinsey partner Paul Harrington to advise on growth, strategy and technology modernization, particularly in government markets.
2021	Australian Strategy Partners was founded by former EY-Parthenon consultants Jeremy Barker, Maurice Violani and Mark Blackwell, specializing in corporate strategy and commercial due diligence, and later joined OC&C.
2024	Clarity Partners was founded in Copenhagen by Asbjørn Kastaniegaard, Thomas Klemm Lerstrøm, Anders Gottlieb Kjølbye Thomsen and Martin Bak-Nielsen, drawing on Bain and BCG experience to advise middle-market companies and investors on growth strategy and M&A.
2024	Forty 2 Strategy was launched in Sydney by a founding team including Andrea Zannier, formerly of McKinsey, BCG and Oliver Wyman, and Selwyn D'Souza, formerly of Deloitte, to advise on strategy, business improvement and transactions.
2024	Emery Group was established in Amsterdam, drawing on senior consultants from MBB, Booz and Monitor.
2024	Santander Pharma Consulting was launched by industry executives Robert Yanez and Michelle Yanez to advise pharmaceutical and medical device companies on commercial strategy.
2024	Spinnaker Life Sciences Strategy Consulting was formed through the merger of Brooks Hill Partners, Red Team Associates and Solstice Strategy Group.
2024	Roland Berger acquired Amane Advisors, expanding its strategic consulting capabilities in water, waste management and resource recovery.
2025	Russell-Kroese Partners was launched by logistics executives Rob Russell and Shawntell Kroese to advise on rail, logistics and real estate development.
2026	Sia acquired Kaiser Associates, establishing a global corporate strategy, private equity and M&A business line.

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