



# Working at Plural

An Introduction

[pluralstrategy.com](http://pluralstrategy.com)

JIM EASTON  
CEO



## A message from Jim

We created Plural to help businesses in some of the most dynamic sectors solve their most pressing strategic challenges.

We are very proud of the vibrant, high performance culture we have built in the last six years. We set ourselves up to do outstanding work in an environment we wanted to work in. We combine energy, intellect and rigor, with fun, entrepreneurialism and innovative thinking.

We are global in our outlook, multilingual, and our work takes us to every continent. Both internally and with our clients we operate a flat, open and inclusive structure involving staff at all levels in decision-making and in developing perspectives on our sectors.

We give all our consultants early responsibility and client exposure, and place no limits on the pace of their development.

This culture lies at the root of the results we deliver. It is fundamental to building and sustaining our team of highly motivated consultants. The combination of exposure, training, support and culture makes Plural the ideal startpoint for a career in strategy consulting or business in general.

Talk to any of us to find out more.

A handwritten signature in black ink, appearing to read "Jim Easton".

# What we do

Plural's mission is to be the prime strategy advisor in its sectors. Some of our engagements include:

## Media, Information & Technology

- Supporting a leading global digital and creative agency to identify and address the causes of poor profitability
- Conducting commercial due diligence on a leading US digital media and marketing product provider
- Creating an M&A strategy, and conducting diligence on priority targets to transform a traditional media business into a subscription led information business

## Events

- Developing a turnaround and pricing strategy for a portfolio of international retail trade shows in decline
- Supporting a PE-backed tradeshow organizer to execute its global buy and build strategy with a series of bolt-on acquisitions
- Working with a global events organiser to create a harmonized KPI framework and management reporting tool

## Industrial Technology & Agribusiness

- Assessing market opportunity and setting the growth strategy for a large diversified industrials company to expand into predictive analytics and sophisticated instrumentation
- Supporting a leading diversified industrials business with a commercial due diligence on a power transmission component manufacturer in the wind, marine and construction equipment markets
- Developing a go-to-market strategy for an animal nutrition business in Latin America

## Education

- Conducting the repositioning and transformational strategy for a leading UK skills training provider
- Developing a global acquisition strategy in corporate e-learning for a private equity fund
- Conducting commercial due diligence on an apprenticeship provider for a private equity fund

## Meet some of our team



### **DAVID FRELING**

Associate

I've been in the New York office of Plural Strategy since July 2017. It's my first job after graduating from the University of Michigan.

I started at Plural as an entry-level analyst and have recently been promoted to an associate. As a new joiner, I was responsible for doing the groundwork (e.g. quantitative analyses, interviewing programs) and synthesizing those findings to drive the thinking of the team. Project by project, I began to gain responsibility and contribute more to the team's thinking. Now, I operate as a key cog between the project manager and analysts on larger projects or manage the team on smaller projects.

At Plural, you get a lot of responsibility early on. The team doesn't place unfair expectations on you, but at the same time, you are given a lot of autonomy. You get properly trained and supported but you're also trusted to do your job - you're not kept on a leash.

What you do really matters. When I talk to friends in some larger companies, they're replaceable. But here, if you're in a team of six, your input decides whether a project succeeds or fails. That's not necessarily a scary thing - it's entrepreneurial. From day one, you feel like you own something.

It's like a family. Everyone knows everyone and is really friendly. We help each other out, both in the office and outside of it.



Learn more about David at [pluralstrategy.com/careers](https://pluralstrategy.com/careers)



**TALI**  
**ENGELHARD**

Analyst

To give you an idea of the trust Plural puts in its people, I spent my first day as an analyst at the New York office interviewing customers at a trade show. This early responsibility was one of things I was looking for when I graduated from the University of Pennsylvania.

Five months after joining Plural, I've worked on three projects in different industries and led my own workstream on the second one. Here, you talk to the project manager and other senior people every day. You draft the slides the client will see when the project ends and can clearly see how your work contributes to the final result.

The New York office is growing rapidly, so we get to help shape what Plural looks like; In both the collaborative culture we create and the people we hire. While we do work hard, people want to find a balance. So if you want to create a club or suggest a social, they're very supportive.

It's easy to see how your career can develop. There are lots of people in senior roles who started out as analysts. From the start people help you develop the skills you'll need to grow. I can really see a future here.



Learn more about Tali at [pluralstrategy.com/careers](https://pluralstrategy.com/careers)

# A great way to start your career in consulting

“In my relatively short time at Plural, I learned a lot about consulting and Plural’s values. It was very hands on and the team was super supportive. Great environment, very inclusive. It was inspiring working alongside so many bright and driven individuals.” - Former intern at Plural.

As a team of strategy consultants, musicians, mountain bikers, marathon runners and film buffs, we are proud of our culture, combining the rigor of a large strategy house with the energy, culture and personal impact of a start-up.

As an analyst, you will be a key member of the Plural team, from day one, helping us to solve complex problems and deliver successful outcomes for our clients. We help our clients solve a range of strategic challenges, whether it is finding new sources of growth, assessing and integrating major strategic acquisitions, optimizing pricing, transforming their business models or internationalization.

That’s not all. You will have lots of exposure to the senior team, which combined with our support and training, you can progress to become an associate in just 18 to 24 months.

We are very interested to hear from people who embody the Plural philosophy. We are looking for people who combine outstanding intellect and analytical capability with commercial judgement. Our working style is highly collaborative, but all consultants are encouraged to use their own initiative.

## Opportunities at Plural

### Summer internships

3 month summer internships will be offered to penultimate year students of any discipline.

### Off-cycle internships

Off-cycle internships available year around.

### Graduate roles

We are currently hiring for our graduate intake to join as Analysts. We will also consider exceptional candidates throughout the year.

# Clear direction for growth

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## MANAGER

The manager directs and manages the delivery of projects, ensuring client satisfaction and results whilst assisting in client development, including support in pitches, proposals and thought leadership.

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## ASSOCIATE

As an associate, you will be responsible for your own workstreams on projects with direct exposure to partners and clients whilst mentoring our analysts.

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## ASSOCIATE DIRECTOR

The associate director leads on the delivery of consulting projects, ensuring client satisfaction and results whilst developing Plural's thought leadership and reputation for sector expertise and excellence.

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## SENIOR ASSOCIATE

The senior associate leads on workstreams for large projects, and manages small-mid sized projects and teams of analysts and associates. In this role, you will regularly interacting and presenting to clients

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## ANALYST

The start of a rewarding, challenging, and impactful career at Plural. In summary, you will own key analyses, execute research programs, and contribute to creating the recommendations for our clients' strategic challenges

# What we offer

## Responsibility from day one

- Interns and analysts join project teams from day one and have direct exposure to clients, attending meetings and taking part in presentations with C-level executives
- Your voice and opinions will be heard, no matter your level

## Steep career progression

- We have performance evaluations every six months to recognise our team's hard work and results
- We encourage high-performance and place no limit in how fast our consultants can get to the next level.

## Opportunity to work overseas

- We offer our consultants in New York the opportunity to spend 6-12 months working in our London office, and vice versa
- Though the majority of work is based in London or New York, our projects have taken us across the world, from spending two days in a Spanish seaside village, to a factory site visit in Brasil, and three weeks supporting a client in Hong Kong

## A fast-paced, challenging environment

- Work at Plural is never boring. We operate in a fast-paced environment with projects usually lasting 4-8 weeks
- You will help solve key strategic challenges facing leading corporates and PE investors across some of the most dynamic sectors globally

## Learning and training

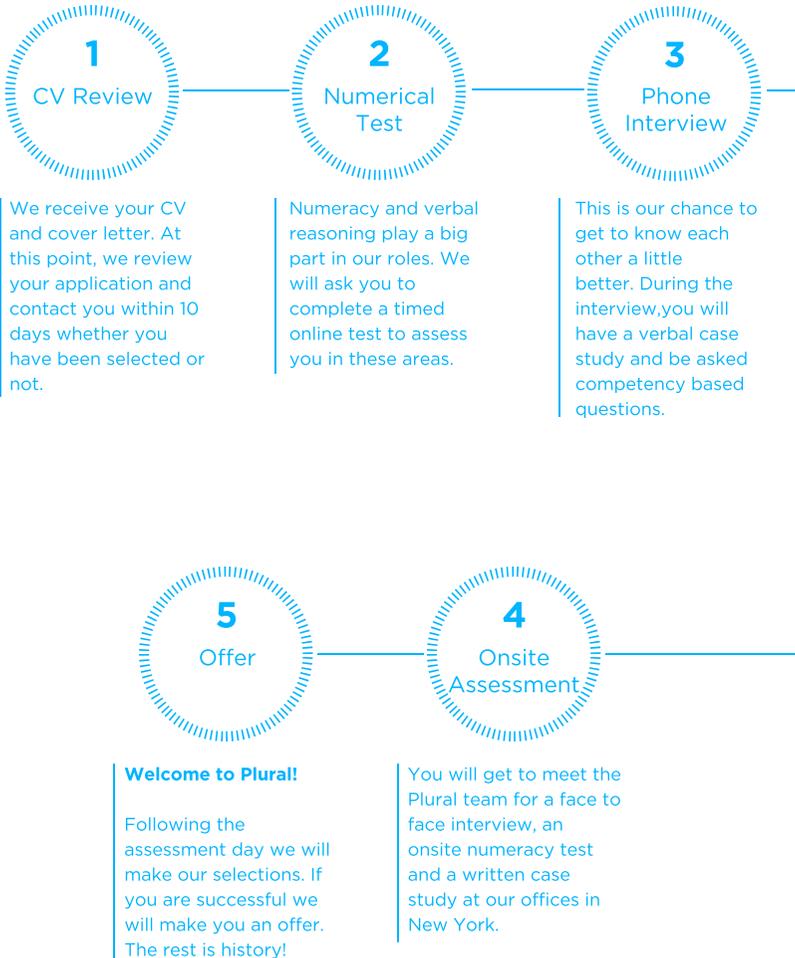
- We encourage constant learning and provide weekly training sessions including induction training for new joiners and a yearly offsite training in the Mediterranean

## A social and supportive culture

- At Plural, we promote a dynamic but collaborative culture. We all enjoy working with each other and are always ready to give each other a hand, no matter how busy we are
- We also enjoy spending time with each other outside of working hours and organise many social activities including dinners and casual drinks
- Plural even has its very own band that performs at our annual party

# Recruitment process

To apply, please submit your CV and covering letter to [recruitment@pluralstrategy.com](mailto:recruitment@pluralstrategy.com).



# Meet our team



Are  
you  
next?

## Connect with Plural



Scan the QR code using the camera on your smart phone to start your application.

You will also get access to:

- Useful tips on interview preparation
- Event dates
- Latest news on Plural
- Insights into life at Plural



[linkedin.com/company/plural-strategy](https://www.linkedin.com/company/plural-strategy)



[@lifeatplural](https://www.instagram.com/lifeatplural)

# About us

Plural is a strategy consultancy helping businesses to deliver transformational growth. Launched in 2014, Plural's founding principle has been to create lasting impact for its clients through evidence-based decision making and close collaboration.

Through its offices in London and New York Plural advises some of the major corporates and Private Equity investors globally in the Events, Media, Information & Technology, Agribusiness and Industrial Technology sectors.

Plural provides its services across strategy formulation, planning and implementation as well as the complete M&A lifecycle, from target identification and assessment to 100 day planning and execution.

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