

Simon-Kucher

2026 TOP 50 CONSULTING FIRM



#17 VAULT CONSULTING 50

PRESTIGE

#30 Overall Prestige

PRACTICE AREA

#4 Pricing, Sales & Marketing

QUALITY OF LIFE

#11 International Opportunities

#21 Level of Challenge

#22 Promotion Policies

#25 Formal Training

FIRM INFO

CONTACT INFO

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PRACTICE AREAS

Consumer • Financial Services
Healthcare & Life Sciences • Industri-
als • Luxury • Retail • Technology,
Media, & Telecom

THE STATS

Employer Type: Private

CEOS: Dr. Gunnar Clausen
Joerg Kruetten

2026 Employees: 2,000

ABOUT THE FIRM

Simon-Kucher is a global consulting firm specializing in strategy, marketing, pricing, and sales. It has about 2,000 employees and offices in 30 countries, and its practice is built on evidence-based, practical strategies for profit improvement. The firm is regarded as the world's leading pricing advisor and thought leader, with 40 years of experience in monetization topics of all kinds. In addition to pricing, Simon-Kucher works to streamline marketing and sales for clients and assists them in developing corporate strategies.

Digital

Simon-Kucher has worked with several unicorn companies, helping them to monetize innovations, accelerate growth, design loyalty programs and business models, and to package and price their offering in order to boost their top line.

In today's digital age, there are tremendous opportunities to maximize growth. Simon-Kucher analyzes and implements solutions in all key phases of the sales funnel: from marketing to sales, from personalization to loyalty, from pricing to segmentation. The firm's experienced digital consultants, industry experts, data scientists, and technology advisors use both data and qualitative insights as a starting point to work on any business challenge.

Company Culture

Simon-Kucher's core values are: creating a positive impact, fostering authentic relationships, unlocking the power of opportunity, and fostering an entrepreneurial spirit. This entrepreneurial spirit is ingrained across all levels of the organization. Every day, they are driving forward the firm's economic success and future development.

Looking at the corporate strategy, Simon-Kucher embodies the same principles it advocates for clients, applying its growth-focused philosophy to its own business practices. Staying true to its growth principles, Simon-Kucher focuses on its specialized expertise, avoiding so-called "peanut butter spread" cost-cutting or restructuring that falls outside its core strengths. Simon-Kucher remains committed to growth, building existing client relationships, attracting new clients, expanding into new industries, and opening offices in emerging and developed markets, all the while focusing on what they do best: pricing, sales, and marketing strategies.

VAULT'S VERDICT

Simon-Kucher offers a boutique experience, international opportunities, and rapid career growth. Insiders describe the firm as entrepreneurial, meritocratic, and growth-oriented. New consultants tend to take on project leadership roles quickly on flat teams, and those who succeed earn rapid promotions. The firm tends to discuss a route to partnership after a consultant's third or fourth year on the team, and it offers international rotations.

From a cultural standpoint, insiders laud the firm's welcoming and friendly atmosphere, with little internal competition or politics. Partners emphasize long-term sustainability and avoiding burnout, and employees enjoy the freedom to find a schedule and mix of remote and in-person work that fits their individual needs. While hours can spike during busy periods, they average between 45 and 50 per week, and travel is limited for junior staff.

The firm offers quick salary progression for entry-level consultants, and insiders describe its overall pay package as competitive for a mid-sized firm, if slightly below top-tier firms. Bonuses are guaranteed and not contingent on firm performance for junior staff. Notable perks include parental leave, transportation benefits, and on-site gyms in some offices.



OUR SURVEY SAYS

Firm Culture

- “I value our firm’s commitment to emphasizing the importance of consultants utilizing their time off. In addition, the firm’s culture is extremely friendly and welcoming across all consulting divisions. As I’ve recently joined the firm, I feel assimilated within my role and office as a whole.”
- “Collaborative and collegial culture that’s remarkably consistent across the company. Limited travel and very respectful of weekend and vacation time. Hours during the week can be a bit long/intense as you would expect from professional services.”
- “S-K is a true partnership with no external funding, and the mindset for growth is to increase the number of partners, not to increase the revenue that each partner can produce. To do that, there is a significant investment in individuals at all levels to grow new partners, which covers both skill development and sustainability of work to ensure that team members don’t get burned out. There is also a respectfulness of everyone’s time, and it is normal for individuals to work their schedule around what works for their individual life.”
- “Entrepreneurial but supportive culture. Teams are very collaborative and tight at all levels, which makes day-to-day work more enjoyable. There are international and social opportunities, with global events, team outings, and cross-office collaboration. Houston office in particular is small but very close-knit. Lots of office events and social activities, from summer outings to working together to support the Houston Foodbank.”

Quality of Life

- “Very nice offices with lots of snacks, drinks, lunches brought in occasionally. Very flexible to allow people to work where it best suits them. Teams are both large and focused to promote collaboration. Complexity of working large global engagements can get rough with time zones.”
- “At the entry level, there is not a strong travel requirement, which allows an adequate work-life balance. We are also trusted with our own schedules. While some weeks we work long hours, if we have personal commitments we are always trusted to log off when we need to log off.”
- “Overall working hours are generally below 60, often around 45 to 50. I feel I can have time for personal matters and such.”
- “Overall work-life balance is good for the level we’re paid. Expectations are not absurd, and weekends are protected. There is good attention to preventing burnout and focus on employee retention. PTO is nearly-always respected, especially when put in for in advance, and work is not expected while on PTO.”

Career Development

- “Promotion happens quickly, and the process is very transparent. Both formal and informal mentorship are common, with a good system in place to ensure informal mentorship is available (buddy systems etc.). Great feedback culture with twice-yearly review cycles. Regular meetings with review talk leaders to discuss career goals.”

- “Holistic and frequent review processes that lead to fast development, very strong informal mentorship and exposure to leadership early on in career, good rotation program that allows you to work internationally.”
- “S-K promotes from within, and we’re not an ‘up or out’ organization. Every effort is made to ensure that individuals find the right paths for them and that once an associate crosses the three-to-four-year mark, they’re given a clear route to partnership. We’re among the most international firms of our size, with offices in 31 countries, including new offices in Johannesburg and Seoul.”

Compensation

- “Quick salary progression (doubled my starting salary in about three years), have salary grid so confident there is pay equality across levels, has ESOP program which is unique.”
- “Simon-Kucher offers a solid, fair, and competitive compensation package for a mid-sized consultancy. Salary progression is steady, pay equality is generally strong, and the benefits package is well-rounded. While salaries are strong for a boutique or mid-tier firm, consultants looking purely at compensation may see MBB or some strategy arms of Big Four firms as more lucrative. While promotion can be faster, the absolute pay progression curve is flatter.”
- “Generous health plans, telemedicine, life and AD&D insurance, disability, gym membership access (in Houston free gym in office building), wellness incentives (\$400 for wellness activities such as fitness or healthy living classes), employee assistance program (WorkLifeMatters) to support mental health. Paid time off, holidays, personal time, sick days, leave flexibility. Maternity and paternity leave. Mobility and commuting support. Pro bono/ ESG Health-related projects.”

Inclusion

- “S-K has a formal DEI infrastructure and leadership commitment. Employee Resource Groups (ERGs) serve as platforms for connection, recruiting, awareness, and education. Groups include Women, Asian, LGBTQ+, Caregivers, and Veterans. There is still a lot of work today, for example, regarding the hiring of people of color and bringing more women into Partner roles, etc.”
- “Employee resource groups meet regularly to create community for under-represented groups. Talent acquisition team making active efforts to adjust focus in order to maintain diverse talent pool.”
- “Active networks for different groups, meritocracy. Support for mothers in different working models (even at partner level).”
- “The firm has multiple internal ESG groups (women, LGBTQ+, minorities, etc.), and a higher percentage of female partnership than most of our competitors. Strong ex-US presence has prevented leadership from bending to the wills of US politics in dampening DEI.”

Business Outlook

- “Broader macroeconomic considerations aside, S-K has put a lot of investment into new initiatives which will create efficiency internally and value externally (e.g., pragmatic application of AI). The brand resonates well with clients, and there is strong

recognition as S-K as a leader in the space. There is trust from clients that we are true thought partners, which creates opportunity to tackle challenging and unique problems with our clients, which will continue to be critical in the future.”

- “New CEO is adapting to the position. Growth of company creating some strain, but the firm is adjusting quickly to increase recruiting efforts to increase team size.”
- “Clear communication of our business strategy with all levels of the firm. Openness about firm performance, both positive and negative. Ability to get involved in championing initiatives and clear entrepreneurial spirit driving innovation in our offerings.”
- “We are world leaders in our area of specialization: pricing and growth. This means that we control our own destiny in the areas where we play. The biggest things to watch out for are macroeconomic factors that could greatly pressure much of the consulting world.”

Hiring Process

- “Two rounds of interviews, both case-based and fit. Math test/logic test. Ideal profile: strong academic performance, strong quant and analytical skills, business acumen, problem-solving ability, communication skills, team orientation, adaptability, creativity, entrepreneurial drive, global mindset, demonstrates kindness.”
- “We have a robust interview process, with typically one first-round interview of behavioral + case, followed by a Super Day of three case interviews. We are looking for someone who can demonstrate their problem-solving skills via the case, as well as demonstrate a team-oriented attitude towards problem solving in the behavioral interviews.”
- “Ideal entry-level candidate is a top-tier undergraduate or MBA student with a focus on economics, finance, marketing, or computer science. Ideal experienced candidate would have five to 10 years of experience with a top 10 consulting firm, good consulting fundamentals, and a collaborative spirit. All candidates will go through multiple rounds and meet people at almost all levels of the firm.”
- “Interviews typically involve a longer case than other firms. Candidates must demonstrate facility with numbers and ability to understand business issues at play. Expectation is that they will speak clearly and with authority, while demonstrating entrepreneurial spirit and motivation to join the team.”

Interview Questions

- “How would you design the business model for the following client’s product/service?”
- “Context: I was recruited at the senior level. How do you manage internal/external conflict when leading projects? Present on a recent project you ran in detail. What is your management style? More traditional case interviews at a junior level include an intro case interview administered by mid-range employee, plus three interviews with senior (SD or partner) individuals combining case and qualitative questions.”
- “New medical device is going to be launched with three price components: capital equipment, consumable, and software. Identify price levels that optimize revenue.”
- “Size the market for X product or describe how to improve the ROMI at a company with stalled growth.”