

KPMG Strategy

"Insight-driven strategy from a Big 4 foundation"

PARENT KPMG International	EMPLOYEES ~275,000 globally	STRONGEST SECTORS Financial services, government, healthcare	KNOWN FOR Regulatory expertise, public sector, FS
ROUNDS 2–3 rounds	CASE WEIGHT Moderate — business judgment focused	BEHAVIORAL WEIGHT Very high	SECTOR FAMILIARITY Helpful, especially FS/govt

WHO THEY ARE

KPMG Strategy is the advisory arm of one of the Big 4, built on decades of audit and tax work before moving into consulting. The strategy practice sits inside KPMG Advisory alongside risk, transactions, and technology consulting. Strengths cluster in regulated sectors: financial services, government, healthcare, and infrastructure. KPMG's audit relationships with these clients create natural consulting opportunities and sector knowledge that pure strategy firms can't replicate. You're choosing a firm with deep regulatory credibility, not a generalist consulting shop.

WHY PEOPLE WANT TO WORK HERE

KPMG attracts candidates who want sector specialization backed by strong client relationships. In financial services especially, KPMG's audit, regulatory, and advisory access beats what MBB often has. The culture is structured and predictable; work-life balance during busy seasons is better than pure strategy firms, though not perfect. The broader KPMG network matters: you can move internally to deals, restructuring, risk, or technology consulting without fighting bureaucracy. For people who want a serious consulting career without total life upheaval, this is a solid option.

INTERVIEW PROCESS

Interviews run two to three rounds. First round is behavioral and competency-based, assessing analytical thinking, leadership, and communication skills. Second rounds include a case interview and deeper behavioral conversation with a senior manager or partner. The case bar is lower than MBB or EY-Parthenon: they're testing business judgment and structured thinking, not analytical perfection. Cases often ground in KPMG's core sectors, so sector knowledge helps. Communication matters throughout the entire process because they're building client-facing teams for long-term work.

WHAT THEY'RE REALLY EVALUATING

KPMG evaluates communication quality, sector interest, and whether you're good to work with first. Technical skills matter but aren't the primary filter. Candidates who present clearly, ask smart questions about the industry, and show collaborative instincts will beat analytical candidates who communicate poorly. Motivation gets heavy scrutiny: interviewers know when KPMG is your safety school behind MBB. You need a specific reason for being there—sector depth, a particular practice, or the Big 4 platform itself. Generic answers signal you haven't thought about the decision.

STANDOUT QUESTIONS

1. Tell me about a time you had to explain a complex or technical concept to someone without a background in it. How did you approach it?
2. Describe a situation where you had to work through a highly regulated or compliance-driven environment. What were the challenges?
3. Walk me through a time you identified an improvement opportunity in a process or system. What was your approach?
4. Why KPMG Advisory specifically, and why this sector or practice area?
5. Tell me about a project where you had to manage competing stakeholder expectations. How did you handle it?
6. Describe the most impactful analysis you've produced. What made it valuable and how was it used?

INSIDER TIPS

- Be specific about which KPMG practice and sector you're targeting. KPMG's strategy work in financial services is meaningfully different from its public sector advisory. Showing you understand the distinction, and have a view on which fits you, is a strong signal.
- Prepare for the behavioral interview to carry most of the weight. KPMG's interview is more behavioral than case-focused. Have five to six strong STAR stories covering leadership, analytical problem-solving, difficult relationships, and failure, and be ready to go deep on any of them.
- Don't phone in the 'why KPMG' answer. Interviewers here are acutely aware of the prestige hierarchy and will probe whether you're interested. Reference specific KPMG capabilities, sector expertise, or engagements you've read about.
- KPMG values clear, professional communication above everything else. Practice structuring your answers out loud, not just knowing what you want to say, but delivering it cleanly under pressure. Fumbling a good story is a common risk in these interviews.