



strategy consulting  
WITH A DIFFERENCE

# LEADING STRATEGY

A photograph of a sandcastle on a beach, with the title 'LEADING STRATEGY' overlaid in white text. The sandcastle is built on a sandy beach, and the water is visible in the background. The sandcastle has several towers and a central well. The text is in a clean, sans-serif font.

# FOR MEDIA

## OCEAN STRATEGY

Ocean continues to rapidly establish itself as the pre-eminent strategy consultancy for top tier media companies and private equity clients investing in media assets in Europe and beyond.

Since our foundation at the turn of the century we have worked with over 100 clients covering every aspect of the most vibrant and dynamic sector of all.

Our difference at Ocean is focus – providing depth, passion and insight.

If you aspire to excellence, read on...

# WHAT WE DO

## STRATEGY

### CONSUMER MEDIA

A sector in an unprecedented period of change, making it exhilarating and challenging in equal measure. As Ocean's largest practice area, we work across all media and project types, advising at corporate, operating and divisional levels for national and international clients.

With our clear focus on growth, we advise on organic and acquisitive strategies. Our projects are often high impact and always extremely challenging.

**Working with many of Europe's consumer media market leaders in online, print, exhibitions, outdoor and broadcast media.**

### BUSINESS & PROFESSIONAL

A sector which requires particular skills and expertise which Ocean has in abundance. Our consultants include experts from some of the world's biggest players. We advise many of the market leading publishers of information to the legal, scientific and medical, educational, financial and regulatory professions.

Ocean is building a strong reputation in this area with projects reflecting the transformational state of the industry.

**Advising the top three, and the fastest growing companies in business and professional media worldwide.**



## M & A

### INVESTOR SUPPORT

Private equity firms are among the most challenging of clients - expecting rigour, insight and rapid turnaround as standard. Ocean helps these clients assess media targets, and has undertaken a wide range of strategic due diligences and post acquisition implementation projects, as well as deal development work.

Ocean's reputation is unrivalled in this area.

**Averaging 10-12 transactions with a combined value of more than £3BN per annum over the past four years.**

# EXCEPTIONAL VALUE CREATION

*'Like many private equity backed buy-outs we needed to quickly build strategic insight, and convert it into operational action to grow our business.*

*We hired Ocean because they had a good strategic understanding of our business based on their analytical approach and media sector expertise.*

*What they quickly proved was that they could drive these insights through to concrete actions, help us get those actions in place, and do so with a passion for what they do and a commitment to us as a client.'*



*'Ocean delivers the intelligence to explore the possibilities, the analytical horsepower to test and refine, and the commercial expertise to make it happen in the real world.'*

**Bernard Gray,**  
**Executive Chairman, TSL Education**

# GAINING AN EDGE FROM INSIGHT



*“Ocean dives deep into the sectors they cover, delivering a real point of difference for our deal assessment”*

**Crevan O’Grady,**  
**Partner, Head of Media, 3i**

*‘When we think information databases, we think Ocean.*

*Their intense sector focus and experience provides a solidity of understanding of the market and target that we’ve not seen in other strategy houses. In any investment situation, we need to strategically assess the target and develop an angle.*

*By getting Ocean involved, I believe we can do this with greater clarity and confidence than other investors. Ocean’s strategic due diligence gives 3i an edge.’*

# HOW WE WORK

## **ABOVE ALL – TEAMWORK**

Working at Ocean is different. Yes, the job is similar to those roles you'll find in other strategy houses – but we have taken teamwork to the next level. We believe in collaboration and a flat hierarchy – everyone has a crucial part in the project team, and our directors put in as much effort in each assignment as our associates.

The result is a great atmosphere to work in, a shared pride in the contribution of each team member's work, and a quality of project delivery that puts Ocean ahead of its peers.

# WHAT WE OFFER

## **PROFESSIONAL DEVELOPMENT**

A career at Ocean offers unmatched professional and personal development. Working side-by-side with experienced consultants, helping the leaders of the media world solve their toughest problems, you will build exceptionally strong sector expertise.

At the same time, we will equip you with essential strategy consulting skills – hypothesis driven problem solving, complex analysis, and outstanding communication and presentation techniques.

## **CAREER PROGRESSION**

How fast you progress at Ocean will depend on you – but we will push you to fulfil your potential. The Ocean difference means giving you client facing responsibilities from the start, and the inclusion of your opinion in the strategic direction of projects.

At associate and consultant level, we only hire candidates with the ability to progress to director level within four to eight years. For senior appointments and directors, we hire those we know will make a substantial difference to our business and our clients' success.

Should you decide to move on from Ocean, opportunities will open for you in both the media industry and other consultancies. Our alumni include senior executives at large media companies and international private equity firms.

## **EXCEPTIONAL BENEFITS**

Our rewards are at the top end of the consulting industry. In addition, all our consulting staff participate in a profit sharing scheme, allowing everyone to both contribute to and benefit from the company's success.



*"Working at Ocean has been a great experience for me personally. I get to work with the smartest people in the media and investment community in London on a daily basis. I've gained insight into the full range of commercial issues that face any media company today and I feel that I am contributing to solving them."*

Fredrik, Senior Associate Consultant



*"I find the Ocean way of working very exciting – we do not only talk about team work, we actually practice it throughout the consulting process... for me teamwork is working closely with Associates and providing analytical and client facing responsibilities. This allows new entrants to contribute from day one, and optimises the client experience."*

Claus, Director

# WHAT WE'RE LOOKING FOR

## **LEADERSHIP & ACHIEVEMENT**

Ocean consultants help clients with their toughest problems, driving through complex solutions. This requires outstanding determination, energy and leadership skills.

## **PROBLEM SOLVING & ANALYTICS**

All of our consultants share a passion for solving problems. We believe in a fact-based, structured approach, so exceptional analytical skills are crucial in our work.

## **PASSION FOR MEDIA**

While we do not require media experience, we expect a shared excitement and intellectual curiosity about the industry – we believe it is the most dynamic sector out there.

## **WHAT YOU DO NEXT**

If commitment to excellence and passion for media sums you up, then we want to meet you.

Send us your covering letter and CV by mail or e-mail. We ask for a minimum of 2.1 (or equivalent) from a leading university.

Ocean Strategy, 44 Chiswick Lane,  
London, W4 2JQ , United Kingdom.

[recruitment@oceanstrategy.com](mailto:recruitment@oceanstrategy.com)

# APPLY YOUR TALENT

Work with passion, delivering strategic excellence for the most challenging clients in the most dynamic sector of all.



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