***Press Release***

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***PwC Launches Strategy& in Luxembourg supported by newly appointed Advisory Partner Andrew McDowell. The focus of this strategic expertise will mainly be on sustainability.***

***Luxembourg Press Release, 10 March 2021:***

**PwC is broadening its Advisory business in Luxembourg through the launch of** [**Strategy&**](https://www.pwc.lu/en/strategy.html)**, its global strategy consulting business** **and** **the admission of new partner, Andrew McDowell.**

Strategy& helps clients support their business from strategy through to execution, combining the strategy consulting expertise of Strategy& and the vast capabilities of the PwC network. With more than 3,000 professionals in key international centres, Strategy& is the only at-scale strategy business inside a professional services network.

Joining PwC Luxembourg as a new Strategy& partner is [Andrew McDowell](https://www.linkedin.com/in/andrew-mcdowell-0189bb4/). Andrew is an economist with deep macro- and micro- analytical skills, following 25 years of experience working at the highest levels of national and EU institutions in economic and financial policymaking. He joins from the European Investment Bank (EIB), where he was responsible for Energy, Agriculture, Treasury, Economics and Evaluation. As a member of the Management Committee of the EIB, Andrew worked to profitably grow the EIB – “the EU Bank” – into the world’s largest Multilateral Financing Institution (MFI) in sustainable finance. Andrew will provide C-suite thought leadership and advice on sustainable finance strategy and risk transformation for the financial services and public sectors.

“The reason to establish the business is to make the global team and skills of Strategy& available to benefit our clients and the wider Luxembourg ecosystem,” said [John Parkhouse](https://www.linkedin.com/in/john-parkhouse-45481918/), CEO and Territory Senior Partner at PwC Luxembourg. The admission of new partner Andrew McDowell in Luxembourg and the launch of Strategy& allow us to provide clients, particularly those in the Financial Services sector, with the strategy support they increasingly need at a local and international level in an ever-changing environment."

[François Génaux](https://www.linkedin.com/in/fran%C3%A7ois-g%C3%A9naux-9b81b611/), Advisory Leader of PwC Luxembourg, said, “We are delighted to invest in the Strategy& offering for our clients. Combining Strategy& capabilities with our existing deep advisory services enables us to help clients across their business strategy and full technology, operational and regulatory needs. I am thrilled that Andrew joins us in launching Strategy& business in Luxembourg and we are confident that his experience will bring differentiated expertise to senior client executives – especially in Financial Services around ESG risk and opportunities.”

The business will be headed up by [Matt Moran](https://www.linkedin.com/in/mattemoran/), Deputy Advisory Leader of PwC Luxembourg who supports clients in M&A and strategy development. Matt brings close to 30 years of experience, both as an advisor and as an executive / principal in financial services covering banking, asset management and insurance.

Further additions to the Strategy& Luxembourg team are expected over the coming year.

[Peter Gassmann](https://www.linkedin.com/in/peter-gassmann/), **Managing Director Strategy& Europe and Global ESG Leader of PwC**, said, “We are proud to launch Strategy& in Luxembourg. Together with our PwC colleagues, we look forward to providing local clients with in-depth functional and industry know-how as well as our strategic capabilities based on our strategy-to-execution approach. Our ambition is to further expand the Strategy& team in Luxembourg over the coming months and years.”

**Andrew McDowell, Partner in PwC Luxembourg / Strategy&, said**, “Climate change and other emerging social and environmental constraints to economic growth present major challenges and risks to financial services, but also exciting new opportunities. I look forward to combining my experience in sustainable finance at the EIB with the deep strategy advisory and implementation capabilities of the PwC and Strategy& networks to bring practical solutions to our clients*.*”

**Notes to editors**

**About Strategy& - the global strategy consulting team at PwC**

[Strategy&](https://www.strategyand.pwc.com/) is a global strategy consulting business uniquely positioned to help deliver your best future: one that is built on differentiation from the inside out and tailored exactly to you. As a part of PwC, every day we’re building the winning systems that are at the heart of growth. We combine our powerful foresight with this tangible know-how, technology, and scale to help you create a better, more transformative strategy from day one.

**About PwC**

1. PwC Luxembourg ([www.pwc.lu](http://www.pwc.lu/)) is the largest professional services firm in Luxembourg with over 2,800 people employed from 77 different countries. PwC Luxembourg provides audit, tax and advisory services including management consulting, transaction, financing and regulatory advice. The firm provides advice to a wide variety of clients from local and middle market entrepreneurs to large multinational companies operating from Luxembourg and the Greater Region. The firm helps its clients create the value they are looking for by contributing to the smooth operation of the capital markets and providing advice through an industry-focused approach.
2. At PwC, our purpose is to build trust in society and solve important problems. We’re a network of firms in 155 countries with over 284,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at [www.pwc.com](http://www.pwc.com/) and [www.pwc.lu](http://www.pwc.lu/).