



MCA Awards 2018 Finalist

Performance Improvement Consultant of the Year

Tony Cowpe-Pendleton, PwC

Tony takes huge pride in the work he does, fully immersing himself in his clients, his competency and his regional community. He always wanted to be a consultant, but wanted to get industry experience first; to understand how businesses operate on the inside before making the transition to adviser. That experience has given Tony a great insight into his clients cultures, and allowed him to adapt the way he uses language and concepts, crafting and shaping them in a way the client can readily identify with.

Tony prides himself on the relationships he builds with CEOs and their boards, and on being able to really help them transform themselves and their businesses. He also goes above and beyond to find the right solution for his clients, embracing leading edge technology like Robotic Process Automation, Artificial Intelligence and Blockchain. Alongside this, Tony's passionate about building and developing diverse teams across our Consulting practice, and enjoys coaching and mentoring colleagues and seeing their careers progress as they develop experience and confidence from working on projects he leads.

For Tony, this nomination is not just a hugely gratifying acknowledgement of the value he brings to engagements – communicating and leading change through major projects – it is also very much a recognition of his clients' willingness to make big leaps forward, for having the courage to embrace pioneering technology to solve their challenges. The solutions we're talking about are not insignificant, they're major interventions in an organisation-wide operations context.